

University Economic Impact

ECONOMIC IMPACT STRATEGY



WSU's economic impact is \$2.6 billion. The impact strategy includes work across the university.

The Office of Economic Development (OED) released its [2022-2027 economic impact strategy](#) in April 2022. The strategy is inclusive of work happening across schools, colleges and divisions and is intended to guide the university's \$2.6 billion annual economic impact over the next five years. OED is leading efforts to make, monitor and communicate progress.

We are in the process of finalizing our 2023 year-end update. We plan to produce these updates annually over the life of the strategy as a way of tracking progress. The year-end updates also inform university communications and our annual Innovation and Economic Prosperity (IEP) reflection memo—a requirement of our IEP designation.

Our next quarterly newsletter will go out in March 2024 and highlight our community-facing entrepreneurship programs.

THOUGHT LEADERSHIP



WSU will continue its representation on the Mayor's Workforce Development Board.

President Espy has agreed to serve on the Mayor's Workforce Development Board (MWDB), a federally established entity charged with administering the public workforce system in Detroit effective December 13, 2023. Former Wayne State President Dr. M. Roy Wilson served on the MWDB from 2016 to 2023. OED staffed his participation and is excited to similarly support President Espy.

Place-Based Economic Development

MIDTOWN DETROIT



OED's community partners (such as Midtown Detroit, Inc.) play an important role in its campus activation work. The Vice President of Economic Development now represents WSU on the Midtown Detroit, Inc. Board of Directors.

Ned Staebler, Vice President for Economic Development, replaced Dave Massaron (former SVP for Finance and Business Operations) as Wayne State's representative on the Midtown Detroit, Inc. Board of Directors in December 2023. As Chair of the Executive Committee, Staebler is leading the search for an interim executive director to replace Sue Mosey – the organization's founding executive director – who retired at the end of 2023.

INDUSTRY INNOVATION CENTER (I2C)



OED is working with several university departments to effectively activate I2C, including leading the effort to remodel space to house WSU Corporate & Foundation Relations and WSU Tech Commercialization.

OED and TechTown have been leading efforts to re-imagine and activate the Industry Innovation Center (I2C) since Wayne State purchased the building from NextEnergy in 2018.

In 2019, we engaged the Detroit Collaborative Design Center (DCDC) to facilitate a participatory design process to reimagine both the building and site. The resulting conceptual design seeks to better serve university and industry needs, and encourage collaboration between these groups, by upgrading existing building amenities and adding much-needed meeting space and an open kitchen. Suggested exterior improvements included new, more-inviting building entrances and outdoor spaces.

We initially shared the conceptual design in fall of 2019, just months before the Covid-19 pandemic began, and have been re-revealing it to key stakeholders over the past two years via conceptual design displays in I2C and high-profile events. We also led efforts to re-work the former NextEnergy office suite for Wayne State Corporate and Foundation Relations (CFR) and are working with that team on fundraising for the larger improvements. Wayne State CFR moved into the remodeled office suite in early 2024.

MOBILITY



OED and Parking & Transportation Services manage the mobility benefit that enables WSU students and employees to ride DDOT and SMART buses, the QLINE, and MoGo for free. OED sponsored a recent regional State of Transit event hosted at the WSU Industry Innovation Center.

Wayne State continues to subsidize four-hour Dart and annual MoGo, allowing students and employees to ride DDOT and SMART buses, the QLINE streetcar, and MoGo bikes for free. OED partners with Parking and Transportation Services (PTS) to manage and promote this program. Interest in this program has grown since its inception.

OED sponsored TRU's annual State of Transit event on January 30, 2024. The guest list for this event – which took place at the Wayne State Industry Innovation Center (I2C) – included members of the Michigan Legislature, the State's Chief Infrastructure Officer, and the heads of DDOT, SMART, the QLINE, People Mover and RTA.

Talent-Based Economic Development

DETROIT REVITALIZATION FELLOWS (DRF)



Wayne State's Detroit Revitalization Fellows program is regarded as the longest-standing mid-career urban fellowship program in the country.

Launched at Wayne State University in 2011, the Detroit Revitalization Fellows (DRF) program has placed talented, mid-career professionals at local organizations at the forefront of the city and region's civic, community, and economic development. This select group of doers is engaged in a rigorous two-year leadership development program while serving full-time at their host organizations. DRF has been generously funded by the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Fred A. and Barbara M. Erb Family Foundation, Ralph C. Wilson, Jr. Foundation, Skillman Foundation, DTE Energy Foundation, the Max M. & Marjorie S. Fisher Foundation, the John S. and James L. Knight Foundation, the PwC Charitable Foundation, Rock Ventures, and Wayne State University.

After leading the charge for driving mid-career talent in the city of Detroit for eight years (four cohorts) and acknowledging the changes occurring across the city since 2011, the program embarked on a strategic assessment resulting in DRF's 2020-2024 strategic plan. As part of the strategic plan and in the wake of COVID-19 and the widening of social and racial inequities in our country, DRF evolved and shifted towards a fellowship model that would disrupt Detroit's current leadership culture by creating greater access to marginalized groups of color via the DRF 2024 Hybrid Program Model.

The Hybrid Program Model is designed to facilitate greater access to leadership for Community & Resident Leaders and capacity-building resources for neighborhood-based organizations in Detroit while enhancing our support of DRF Alumni.

Community & Resident Leader Pipeline (18mo. Pilot)

DRF's proposed Community/Resident Leader Pilot is designed to facilitate greater access to leadership for Community & Resident Leaders and capacity-building resources for neighborhood-based organizations. The Community/Resident Leader Pilot will maintain core components of DRF's traditional mid-career talent model but will also seek to build neighborhood capacity and create a talent/leadership pipeline that doesn't currently exist for this specific demographic. The pilot will focus on grassroots resident leaders who have, for years, demonstrated leadership in their neighborhood and community (no degree requirement). When funding allows, DRF will launch an 18-month fellowship pilot.

Enhanced Alumni Engagement

DRF will continue to support its current network of 79 Alumni Fellows, 75% of which live and work in the metro Detroit region, through the Enhanced Alumni Engagement Model. Currently, alumni engagement is facilitated via virtual and in-person efforts. DRF alumni convene one to two times every quarter and most recently closed the year out with a 2023 Alumni Holiday Dinner Celebration in December and began 2024 with the first Alumni Town Hall of the year in January where the new 2024 Alumni Council was introduced.

In 2022 DRF Staff began the design and installation of a virtual Community Engagement & Networking Platform for the Alumni Network. This virtual platform will foster and facilitate increased engagement in various areas such as programming, peer networking, cross-collaboration, cohort building and program-to-end user visibility. The fellowship program has

partnered with Higher Logic to power the online platform and is on schedule to launch the platform for full use in February 2024.

Funding

While DRF remains committed to seeking funding that supports the 2024 DRF Hybrid Program Model, adequate funding to launch the pilot did not materialize and DRF is engaging other partners who, in the immediate term, may serve as a bridge.

In the meantime, DRF will continue to build key relationships that seek to facilitate the launch of the 2024 DRF Hybrid Program Model and is pursuing continued conversation with the Kresge Foundation, the Ballmer Group, and the Gilbert Family Foundation.

Partnerships

DRF | Local Talent Attraction/Retention Support & Advocacy

Since 2020, DRF has convened five local talent/leadership development programs/organizations to explore possible connections across our work. The Detroit Talent/Leadership Group continues to convene virtually and has served useful in thinking through the shifts talent/leadership programs/organizations need to consider as we all work to navigate various impacts on our organizations and program participants.

DRF | Cross-Institutional Partnerships/Micro-credentialing

DRF is partnering with WSU's Department of Urban Studies and Planning, the University's Office of Executive and Professional Development, and the University of Detroit Master in Community Development program to develop a credentialed certificate in community development for individuals who complete the Community/Resident Leader Pilot Fellowship. As of December 2023, DRF and WSU's Office of Executive and Professional Development have completed the first round of instructional design for the curriculum's introductory module with three of Detroit's Community Development experts/facilitators.

DRF | Community Partnerships

Partnership conversations with Community Development Advocates of Detroit (CDAD) around program recruitment and structure are ongoing. DRF has also connected with Eastside Community Network, Building the Engine of Community Development, Enterprise Community Partners to support the ongoing development of the C&RL Pilot.

DRF | Mobility Innovation/Expanding our Footprint

In October 2023, Michigan Central officially selected DRF as their managing partner for the co-design of the Michigan Central Global Mobility x Society Challenge Talent Fellowship. Fellowship design and development will now take place in Q1 of 2024 with outreach and recruitment beginning early Spring of 2024 and a tentative fellowship launch in August of 2024. Like DRF, the Skills Team at Michigan Central is prioritizing the design of a fellowship program that affords talent from diverse backgrounds and equitable opportunity in Detroit's mobility/innovation landscape.

Entrepreneurship-Based Economic Development

GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM



The Detroit Goldman Sachs 10,000 Small Businesses Program has been housed at Wayne State University for nearly 10 years (graduating hundreds of small business owners) and is available to WSU students, staff, and faculty that meet program application requirements.

The Goldman Sachs 10,000 Small Businesses Program continues normal operations. Cohort #29 Started their training on January 18th with 34 scholars. We are now accepting applications for Cohort #30.

- **Cohort 29 Launch:** We began the cohort with 36 scholars, but 2 decided to defer to Cohort 30 before the start of Orientation on 1/18. We have finished Module 2 as of 1/26 and the 34 remaining scholars are very enthusiastic and appreciative for being selected for the cohort.
- **Outreach & Recruitment – Cohort 30:** The recruitment cycle for Cohort #30 is in full swing with a part 1 application deadline of 2/2/24. We currently have 119 applicants for the cohort. From the previous recruitment cycle there were 7 that indicated a preference to defer to the cohort starting in May 2024, and with the 2 late deferral there is a total of 9. The part 2 application deadline is 2/20.
- **Alumni Support:** We continue with our quarterly resource calls and several Alumni Ambassador led meetings scheduled in January and February. We took a pause on our outreach events in January and will participate in a number of outreach events starting in February.
- **Program Support –** We continue to work through our staffing needs. We were able to hire a full-time business advisor, Lawrence Jackson, in December and he started on 1/3. We are in the final stages of finishing the hiring of a program assistant. An offer should be going out within 2 weeks. The existing Executive Director, Herb Drayton, has stepped down as of January 2nd, but he will continue with the program in a Business Advising capacity. An offer has been made and accepted and his replacement will start on March 1st. Finally, our current lead faculty, Kent Snyder, will not be available for Cohorts #30 and #31, and a replacement lead faculty will be stepping in for those 2 cohorts. An offer has been made and accepted through Macomb Community College, and she will start no later than March 1st. Even with all the changes the program is running smoothly.

Economic Development Strategic Partnerships

ECONOMIC DEVELOPMENT FUNDRAISING



TechTown is leveraging its 20th anniversary and expanding program offerings throughout Wayne County to further grow its fundraising work.

The team has identified \$14,670,150 in grants, sponsorships, and individual donations to solicit in 2024 yet remains nimble enough to pursue yet unknown opportunities that emerge. This meets the threshold and best practice of planning for three times the unsecured need, in this case it is \$4,890,050.

Two pending but verbally committed contracts, one for \$3.4M from the Michigan Economic Development Corporation over three years to be designated a Small Business Support Hub and another for \$4M over four years from the economic development team in Wayne County allows TechTown to

work in partnership with four of Detroit’s strongest Business Service Organizations to meaningfully expand entrepreneurship support services to every small business in Wayne County. Additional pending solicitations include a letter of intent to LISC for \$100,000 to prepare clients for Small Business Disaster Response, the Small Business Administration’s Growth Acceleration Fund Competition for \$50,000, and the NASDAQ Foundation for \$100,000.

The team will leverage upcoming events to expand its pipeline of corporate donors that may be more likely to make a first, entry-level gift via a sponsorship. They have identified and will solicit more than 500 new corporate prospects by mid-February.

Two dedicated annual fundraising campaigns – the spring and the end of year campaign, which includes Toast of the Town – will leverage excitement around TechTown’s 20th Anniversary and include a component of focused individual donor solicitations,

These plans will set up the new director of economic development fundraising, Alexandra Borngesser for a successful transition. She started on Feb. 5.

TechTown

COWORKING/OFFICE/EVENT SPACE



Event bookings at TechTown and WSU’s Industry Innovation Center in 2023 were 54% higher than bookings in 2022.

<u>TechTown Building Metrics</u>	<u>2023</u>	<u>2022</u>
Office space occupancy	97%	90%
TechTown Members <i>includes tenants and coworking space users</i>	951	805
Average memberships sold/month	12	9
Average building visitors/month	10,424	7,424

Bookings at both TechTown and the WSU Industry Innovation Center (I2C) totaled 3,458 in 2023 (a 54% increase from 2022). We averaged 10,424 building visitors/month at TechTown in 2023, with a total of 125,087 for the year.

See 2023 monthly event detail below:

		<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
# Events hosted at TT	<i># of room bookings in TT meeting rooms and event spaces</i>	227	277	231	273	179	310	261	275	266	287	298	218	<u>3,102</u>

# Events hosted at I2C	<i># of room bookings in I2C meeting rooms and event spaces</i>	27	24	31	25	12	30	50	10	34	27	55	31	356
Total Events Booked/Managed by TT	<i># of room bookings in TT + I2C meetings rooms and event spaces</i>	254	301	262	298	191	340	311	285	300	314	353	249	3,458

Nonprofit Capacity-Building & Innovation

CO.ACT DETROIT



Nonprofit programs and services provided by Co.act Detroit are available to WSU students, staff, and faculty.

In December of 2017, TechTown Detroit was awarded a three-year grant from the Ralph C. Wilson, Jr. Foundation to launch the Center for Nonprofit Support at 6568 Woodward Avenue, just five blocks from the current TechTown building. Partners in the launch of the Center include the Michigan Nonprofit Association and Michigan Community Resources locally, as well as Community Wealth Partners nationally. Detroit’s nonprofit community is both diverse and expansive, addressing the myriad needs and opportunities across southeast Michigan with relevant and impactful programming. However, many of these nonprofit organizations struggle to sustain themselves and fight a constant uphill battle to keep their doors open and invest in their staffs’ long-term development. At the same time, countless opportunities for nonprofits in our region to collaborate, leverage efforts and deepen their impact go unrealized, either for lack of knowledge of one another’s work or lack of capacity to solidify connections. Through the establishment of Co.act Detroit (formerly known as the Nonprofit Center for Support), the Foundation, TechTown and our community partners will meet these challenges of our nonprofit sector head-on.

Brand Identity and Communications

A key focus is continuing to increase awareness about Co.act Detroit programming through local and national digital and media platforms. As we continue to assess our growing communications needs as a result of our rapid growth, we launched a closed, invite-only RFP in December 2023 to solicit proposals to replace our communications partner, Early Works LLC. We are happy to report that we are in the process of finalizing an agreement with VVK, a public relations and marketing agency based out of Detroit, to serve as our communications partner moving forward. VVK’s onboarding will incorporate findings from our 2023 communications plan as well as input from members of our team and stakeholders.

Programming

Co.act Detroit continues to provide hybrid programming in the form of virtual and in person offerings. We continue reactivating our space with both Co.act and partner activities and events.

Construction for the structural reinforcements identified in October have now been completed and activities and bookings at Co.act are being planned for 2024. From February – November Co.act will host intermediary partner Culture Source’s workshop series, a space for peer-learning for the creative community. Our team is finalizing our drop-in workday calendar offering space for social impact professionals to co-work at Co.act for the day and access national resource Candid’s Foundation Directory, integrating lessons learned from 2023. Our team is also close to launching our resource library, which will provide digital tools to support nonprofits. The resource library checkout process will be integrated with our updated website. In March, we will kick off our quarterly wellbeing series with a session on Time Isn’t Neutral, in partnership with the Adaway Group, focused on how workplace culture, structures, policies and practices impact staff wellbeing, and tactical tools organizations can implement to create policies that strengthen a culture of wellbeing. Our team is preparing to launch round 9 of our KIPD+ program, which supports neighborhood-based projects in Detroit, Hamtramck, and Highland Park. Applications will launch in March 2024.

Strategy & Fund Development

Co.act is implementing our 2022-2024 strategic framework plan and 2024 Technical Action Plan (TAP). Co.act has formally invited a team of strategic advisors to serve as an internal-facing leadership asset of Co.act Detroit. The group will support and advise the Executive Director and key leaders on top priority goals, objectives, and key initiatives. Areas of focus include enhancing Co.act’s capacity, capabilities, and long-term sustainability as an innovative, impact-driven organization. Advisor meetings are being scheduled for 2024 kicking off in April. Three new strategic advisors have been identified and are being recruited. We are in the process of engaging Clark Hill to inform the future business model for Co.act. Co.act continues to work with Mondo Unlimited to leverage our Case for Investment to support our fund development campaign. Co.act was recently awarded a \$2million grant from the Kresge Foundation to support our 2024 KIPD+ program and continues to explore new partnerships in 2024.