

Submitted by:

**Ned Staebler, Vice President
Economic Development**

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

WSU is hosting the 3rd cohort of the Goldman Sachs 10,000 Small Businesses program with 26 small business owners from SE-Michigan and beyond (Saginaw, Flint), representing a wide variety of industries. The program's national statistics indicate that 64% of 10kSB graduates reported increased revenues within 6-months of graduation and 45% reported adding new jobs. Early anecdotal data shows similar results in the Detroit market where many of the 64 alum have already reported winning new contracts, adding new hires, and reported additional revenues because of the techniques learned from the program at WSU.

We are currently recruiting for the 4th cohort that begins February 20, 2015.

The Front Door – Corporate Engagement

Activities with Economic Development Organizations

MichBio Expo & Conference –

The non-profit organization MichBio represents the state's biotech industry. The organization, whose membership includes most of Michigan's major firms, advocates on behalf of Michigan's bio-industry and serves the industry via a strong network of university, corporate, governmental and civic partners.

One major function for MichBio is to convene an annual conference for the industry. This year's event, in Detroit, celebrated the 10th anniversary of the annual MichBio Expo & Conference. The conference was well attended and included seminars on; Strategically Building Bioscience in Michigan, a Manufacturers & Suppliers Forum, an Emerging Biosciences Showcase and Bioscience & Service Provider Exhibits

The Front Door worked closely with MichBio to create significant events that could highlight Wayne State University at the Expo.

- Our office arranged for the VP for Research, Dr. Stephen Lanier, to offer welcoming remarks to kick off the conference, where he described the new IBIO facility and how it could benefit our region, plus attend the MichBio leadership dinner.
- We arranged for attendees from the region's lifescience industry to come to Wayne State to meet with core lab directors (genomics, proteomics, Lumigen, microscopy) and discuss the potential for collaborative research.
- We also arranged for a WSU moderator for career discussion with the region's students and industry leaders to talk about career and curriculum options.
- The Front Door also arranged for one additional day after the Expo for over 100 local high school students to visit the Wayne State campus and talk to our experts about STEM educational programs and career opportunities.

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Michigan Corporate Relations Network (MCRN)

The Front Door represents Wayne State in the Michigan Corporate Relations Network (MCRN), a statewide university network designed to create partnerships to connect Michigan's corporations to university assets to promote innovative research and grow Michigan's economy. Six universities: MSU, U-M-Ann Arbor, U-M Dearborn, Western, Michigan Tech, and WSU make up the network.

MCRN was recently approved for renewed funding by MEDC for operation in 2014-15 (\$1.45M). This funding will allow the Front Door to expand operations, add additional small company internships and develop sponsored research programs with matching funds.

One exciting addition to MCRN for the next two years will be to include the Technology Commercialization Assistance (TCA) program into MCRN program (with additional funding), to promote university entrepreneurs and Detroit-area small business.

Accelerate Michigan

The Front Door again this year helped the Accelerate Michigan program by acting as a reviewer for submissions from small businesses and Michigan university students.

BizGrid Live!

To help Detroit entrepreneurs navigate the extensive landscape of Detroit organizations providing business assistance, a simple infographic (BizGrid) was developed last year. The 2D matrix of entrepreneurial resources was created in partnership with DEGC and Detroit area economic development agencies.

This year, the Front Door co-organized an event to bring the BizGrid to Wayne State University. Representatives from the BizGrid organizations who provide resources and services ranging from business planning and strategy to real estate assistance, funding, co-working space were on hand to meet one on one with entrepreneurs and individuals in the start-up community. The event agenda included four interactive breakout sessions and an open networking area.

As a result of our BizGridLive event, two projects are already under discussion. One is a project between InForum (Detroit) and a representative from the academic community in Cairo who is interested in promoting women entrepreneurship. Our office hosted an initial meeting with Maysa El-Shekh to discuss what Wayne State and the Goldman-Sachs 10kSB programs could do to help women entrepreneurs, both in Cairo and Detroit's immigrant community. Another project discussed was a potential research project with Dr. Joshua Roose from the Australian Catholic University to study intervention strategies in distressed economic communities. Dr. Roose was impressed by the organization of BizGridLive support services on display and is having discussions with WSU faculty about pursuing economic development grants to study the effect of these convening activities.

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Place-based Economic Development

THE DETROIT ORIENTATION INSTITUTE

The Detroit Orientation Institute engages business, community, media, nonprofit, political, civic and student leaders in immersive events that illuminate Detroit and foster connections. Participants visit the city's neighborhoods and key institutions, interacting with change makers as they dig deep into the region's history and current landscape. Groups are small and participatory, with long-time leaders and newcomers together exploring contemporary issues and opportunities.

The DOI is new to the Office of Economic Development at Wayne State University, managed collaboratively by Senior Project Administrator Jeri Stroupe and Detroit Revitalization Fellows Program Director Graig Donnelly. Prior to 2014, the program was housed within the Office of the Provost after being founded in the College of Urban, Labor and Metropolitan Affairs. Early in 2014, its past successes were analyzed against the current landscape of programs offering an introduction to Detroit. A refined path forward was designed, building on the strong foundation of DOI's history.

The first event offered through the re-launch of DOI, **Immerse Detroit**, was a half-day excursion and dialogue for approximately 30 people on October 29, 2014. The event began with a bus tour through Detroit neighborhoods, including Midtown, Downtown, the Riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants engaged in conversation with community leaders along the route, including **Dan Carmody** (Eastern Market Corp.), **Josh Elling** (Jefferson East, Inc.), **Linda Walter** (Michigan Department of Natural Resources' Outdoor Adventure Center) and **Kim Tandy** (Detroit Department of Neighborhoods). The interactive morning concluded with lunch and a group dialogue, "Your Detroit? My Detroit? OUR Detroit!," led by **Stephen Henderson** of the Detroit Free Press. Joining the discussion was **Maggie DeSantis** (Eastside Community Network), **Laura Hughes** (Strategic Staffing Solutions) and **Dan Kinkead** (Detroit Future City).

Future Detroit Orientation Institute events may include:

Dialogue

90-minute topic-specific lunchtime conversations for cohorts of 10-15 people in a Detroit restaurant. Conversations are led by moderators who are well versed in the topic and include 1-2 other subject matter experts and practitioners around the table.

Dig Deeper

An in-depth study of Detroit and surrounding communities facilitated for cohorts of no more than 20-25 people. Eligibility to *Dig Deeper* is based on a participant's successful completion of an *Immerse* or a *Dialogue*, and will include:

- Introductory presentations or experiences to orient each topic.
- Short guided tours that connect topics to specific communities.

Dialogues and meals in metropolitan Detroit communities that include practitioners, residents and subject matter experts

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Van Dusen Urban Leadership Forum

On November 4-5th we hosted the 2014 Van Dusen Urban Leadership Forum series at Wayne State University. Over 450 people came to Wayne State's Community Arts Auditorium to hear best-selling author and co-founder of 826 National, Dave Eggers, speak about creative approaches to civic engagement at a public lecture and interactive panel discussion on Election Night. Other panelists included Amy Peterson, co-founder of Rebel Nell, Sharnita Johnson, Program Officer at the Kellogg Foundation, and Julia Putnam, Principal of the Grace Lee Boggs School in Detroit. The lecture and discussion was followed by a reception at McGregor with over 200 guests. We held a half-day workshop the next afternoon at the Golightly Education Center, one of the schools where 826michigan offers in-school tutoring programs. Nearly 45 educators, activists, designers and leaders in Detroit joined staff from 826michigan to envision and design the programmatic and physical features of the organization's new Detroit locale, a Robot Factory. We have confirmed Theaster Gates for October 2015 and are exploring other potential speakers for early 2015 and beyond.

Placemaking Initiatives

The Office of Economic Development in partnership with stakeholders from across the university is in the midst of a campus wide public engagement campaign that launched in September to inform placemaking initiatives at Wayne State. We have thus far reached over 1,000 people and collected nearly 200 ideas to enhance our public spaces for the campus community and beyond. We have also presented the project to the President's Cabinet, and key groups across the university (e.g., Resident Advisors and marketing staff). We will continue to use the online community engagement platform, Neighborland.com, and collect ideas at several more public events this semester. We will also execute one or two ideas in guerilla-style to test their popularity and impact. In 2015, we will gather and synthesize our findings to inform future projects, pop-up installations, and capital investments. The Placemaking Committee continues to meet on a quarterly basis or as necessary, and will submit an application to the Knight Cities Challenge to seek funding to support this initiative and test the top creative placemaking ideas.

We have also just been selected as one of 19 communities in the tri-county area that will receive public art from the Detroit Institute of Arts in Spring 2015. Our office will coordinate stakeholders from across the University to determine where the 12 paintings will be installed to maximize visibility and create an artful and engaging campus.

DDOT Partnership

The Office of Economic Development partnered with the Detroit Department of Transportation (DDOT) to provide all on-campus residents a free month of unlimited rides on all DDOT bus routes in September. This pilot program offered 3,000 passes bus passes valued at \$141,000 and aimed to both encourage transit ridership and gauge interest in subsidized access to DDOT services among campus residents. A survey was sent to all on-campus residents in early October to ask about pass

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usage and impressions of this pilot program. The survey received 150 responses with mostly positive feedback and insights as to the most frequented destinations among users. We will be meeting with DDOT in mid-November to evaluate the success of the program, review ridership data, and explore future iterations of a similar initiative.

Porous Borders

The Detroit Design Festival and Dlectricity came to Midtown Detroit the week of September 24-27th. The Office of Economic Development coordinated Wayne State's participation in these major cultural events that drew over 150,000 people to the neighborhood to witness creative light installations designed by artists from around the world and locally. Multiple installations were located on and around Wayne State's campus, requiring cooperation from Facilities Planning & Management, Grounds & Custodial Services, Public Safety, and Computer & Information Technology departments.

Our Office is also coordinating activities planned across campus for Noel Night on Saturday on December 6th, which coincides with our winter commencement at the Matthai Center. We will support additional lighting throughout campus and develop a Wayne State-specific brochure listing on-campus activities to be shared among the campus community and visitors.

Show Your One Card & Save...powered by Larky

On September 4, 2014, Wayne State re-launched its [Show Your One Card & Save](#) program, powered by [Larky](#), a free mobile website and app that connects Wayne State students, faculty and staff with discounts at local businesses. To date, 115 businesses have signed up to offer savings and promotions to the Wayne State community. All participating businesses have received stickers promoting Wayne State and the Show Your One Card & Save program that will be placed on doors and near the cash register. More than 1,100 students, faculty and staff have signed up for the program via Larky. In early November, Larky will be launching an Android version of its mobile website and app, which the Office of Economic Development will promote to Wayne State's campus.

Talent-based Economic Development

THE DETROIT REVITALIZATION FELLOWS PROGRAM

Wayne State University's Detroit Revitalization Fellows Program (DRFP) attracts and develops exceptional mid-career professionals through two years of full-time employment at an organization committed to leading Detroit into a more collaborative and sustainable future. DRFP cultivates a network of effective leaders who advance their organizations, the city and region through critical community and economic development efforts. It has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber 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.

Recent DRFP programming has included:

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- Vice President for Economic Development Ned Staebler moderated a panel discussion on ***How City-Regions Can Better Attract and Retain Urban Talent*** at the Meeting of the Minds 2014 international conference being held in Detroit on September 30 – October 2.
- The cohort of Fellows and DRFP staff went on a **St. Louis Study Trip** from October 12-15, where they learned about community and economic development initiatives from St. Louis professionals while also sharing their experiences in Detroit. For the first time, four Fellows from DRFP I joined current Fellows for the trip providing a wonderful opportunity to strengthen bonds across multiple cohorts of the Program. On the last day of the trip, several Fellows from each cohort presented their work in Detroit at the annual conference for the Missouri chapter of the American Planning Association.
- On October 30, the DRFP launched the process of selecting Employers and Fellows for its third cohort (DRFP III) that will start in August of 2015. Over several weeks, ending November 12, DRFP staff met with dozens of potential Employers for informational meetings, a prerequisite for applications to host 2015-17 Detroit Revitalization Fellows. Employer applications are due December 1, with the search for Fellows starting in November to prepare for their application opening the last week of January 2015.
- On November 6-7, a contingent from DRFP led by its Director and Strategy Leader participated in the first national ***Roundtable on the Promise of Urban Fellowship Programs*** in Washington, D.C. Travelling with DRFP staff were a group of 12 Fellows and Employers representing both cohorts, several of whom also presented. The conference was co-convened by DRFP with the Metropolitan Institute at Virginia Tech and included the participation of the German Marshall Fund, Cleveland State University and Strong Cities Strong Communities. Also in attendance and participating were DRFP funders Knight and Kresge, as well as third-party evaluator Urban Ventures Group.
- DRFP's session on **Environmental Resiliency** in Detroit took place on November 13-14, highlighting connections between the environment and community and economic development. Participating local organizations included EcoWorks, Greening of Detroit, FoodLab, Eastern Market, Parkway Foods and Garden Fresh. Fellows continued their *Fit Leaders* training with modules on *Strategy Audit*, *Opportunity Board*, and *Risk Quadrant*.