

Business-based Economic Development

The Front Door – Corporate Engagement

The Front Door for Business Engagement was created to promote the capabilities of Wayne State to the business community. The Front Door staff join in industry meetings and gatherings of professional societies and regional economic development organizations. Over the last quarter staff have met with dozens of local corporate leaders. Here are a few of the major new connections are focusing on:

- Pinnacle Transplant Technologies (PTT) – PTT is an Arizona-based firm that has expertise and a significant market in collecting & preparing materials and in assisting surgeons who transplant human tissues. They have been growing rapidly and feel that the Phoenix-area is too limiting. Detroit is one area that they are considering for a corporate relocation. The firm is looking for a major collaboration with a research university to help them develop new markets, improve existing surgical methods and to help train a new generation of talent in tissue engineering. Our Front Door office had been working in close cooperation with MEDC and DEGC teams to create a successful site visit in August. We are following up with the firm and the Michigan teams to promote additional strengths that Wayne State can offer them.
- Clinical Trials – Wayne State, to date, has had limited success in bringing industry-sponsored clinical trials to the university. With our expansive clinical services, a large population served, top-quality research and reputation, the university could be doing more trials with more industry partners. The Front Door is helping to improve our situation in two ways. We have done an extensive survey of our operations and industry needs and found areas of potential growth in community health (e.g. diabetes, obesity, cardiovascular disease, infant mortality, infection). We have proposed the creation of a dedicated team to seek out these opportunities with industry and engage faculty and staff to develop more sponsored research. Towards that end, the Front Door has already begun to recruit new corporate relations that are developing into new clinical trials (estimated to be between \$1.5-2M over the next 24 months).
- LIFT (Lightweight metals center in Corktown) – The Front Door recently participated with LIFT and a few key industry leaders in a roundtable discussion with Commerce Secretary Pritzker, Representatives Levin, Laurence and Dingel on the topics of research and workforce development. Our office has also been involved in advising Engineering faculty to submit for next-round projects for LIFT. This effort has paid dividends in that six of the proposals were deemed worthy of a full submission (and possible \$2+ M in research funding).

In follow-up to these contacts, the Front Door staff are now working with our faculty and administration about these industry connections and their expressed interests for research and student talent.

Industry engagement - New project opportunities

The Front Door for Business Engagement often takes the lead in developing new relationships and initiating project discussions. Recently, the Front Door has organized some on-campus and high level industry discussions that are developing into sponsored research projects.

- eVideon – A Michigan-based firm that has developed novel technology for patient engagement for in-patient care. The firm has experience in helping hospitals improve their patient education (and compliance rates), that is leading to better long term care. We are planning a research study with our clinical staff to assess components of patient education/compliance and how new technologies can improve their health (and reduce re-hospitalization rates).

Submitted by: Ned Staebler, Vice President for Economic Development

- Mar-Med – Another Michigan Based firm that has developed a device to aid in wound healing. The Front Door is working with the firm to define a sponsored trial with their devices and our physicians.
- WorkIT Health – Another Michigan-based firm, WorkIT Health has developed technologies to improve the success rate for treating patients with substance abuse issues. The firm has some expertise with some types of addiction, but has limited experience in others. The Front Door has reached out to our faculty connect them with the firm. We anticipate that these discussions are leading to new sponsored research programs by the end of the year.

Industry engagement - Promoting Wayne State to the business community

Regional workforce needs and WSU student engagement with industry.

Regional economic development partners (DEGC, MEDC, MAGMA, Advance Michigan, etc.) have been working with industry to better define their current and anticipated workforce needs. The Front Door continues to be engaged with these industry partners and economic development colleagues to better identify needs and educate our students on future curriculum choices and corporate expectations.

One new project the Front Door will be initiating this fall will be a small business job fair for our Engineering students. In talking to other MCRN schools, there seems to be an interest by students to learn more about working with smaller firms. However, typical job fairs on campus have been very large and the smaller firms have to compete with larger firms for limited time with the students. Our office is working with the College of Engineering, TechTown and the GS10kSB programs to identify potential employers for a pilot job fair this fall. We anticipate bringing in 2-3 dozen firms to meet with our students and to promote the extended (and entrepreneurial) opportunities available in work with the smaller firms.

The Front Door has also been working with senior leaders at Lear Corporation to develop a robust internship program. With a \$100+ M investment in downtown Detroit, Lear is looking to work with Wayne State to develop talent for their innovation center as well as to engage students and their faculty advisors on new research topics.

Promoting Wayne State to the business community

The Front Door office has been working also with the regional press to promote Wayne State and our entrepreneurial community. The office was able to get the Free Press reporter Matt Dolan to visit TechTown during a DTX event, a visit that resulting in some very positive press about TechTown and how programs here are leading change. We also worked with Xconomy magazine to develop an interview with one of our clinical trials leaders to talk about our clinical trials program, our expertise and how we are helping to bring products to market faster and a safer.

Goldman Sachs 10,000 Small Businesses Program

WSU is launching the 8th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program on Friday, August 26. I would like to report that the Detroit/WSU site remains the #1 site in the country, for having the highest percentage of business owners increasing revenues (80%) and adding jobs (51%) within 6-months of completing the program here at WSU! The strength of the WSU, OCC and MCC

partnership and resources shared with the over 200 business owners in our network solidified this honor for the 2nd year in a row!

The national academic director for 10kSB and Chair of entrepreneurship at Babson College, Dr. Patricia Greene, and vice president of corporate engagement for Goldman Sachs Jessica Taylor will be meeting with the senior leaders of the partner institutions on November 1. The State of Small Businesses Report, <http://www.babson.edu/executive-education/custom-programs/entrepreneurship/10k-small-business/Documents/goldman-10ksb-report-2016.pdf> – is a new report released June 2016, from Babson College highlighting challenges and opportunities facing entrepreneurs, specifically those who have participated in 10kSB across the US.

Highlighted challenges (or opportunities for entrepreneurship education) included:

- o Access to capital,
- o The regulatory environment
- o Workforce development and,
- o Technology

Blackstone Launchpad

The Blackstone LaunchPad is officially launching Innovation Warriors this September, the parent program encompassing all of our hands-on, non-classroom current and new entrepreneurial programming. We will continue to do entrepreneurship consulting for students, staff, faculty and alumni through our Blackstone LaunchPad service, which is affiliated the global Blackstone LaunchPad network of entrepreneurs. We will run the pre-seed funding pitch competition, the Warrior Fund (funded by Comerica Bank) under Innovation Warriors. New programs will include a speaker series of established business women and men through our Humble Beginnings, where successful entrepreneurs talk of their challenges and modest starts of their companies. On the Verge, where founders of startups with initial sales and new public buzz talk about their current rise to success, their vision and their challenges. Warrior Connect is our new mentoring program where we match Innovation Warrior entrepreneurs with alumni and local established business owners or corporate expertise. We are excited to partner with university and outside resources to foster a robust entrepreneurial eco-system for our Innovation Warriors.

We are continuing the success of HackWSU from May through our Detroit Hacker Nights, a workshop for hackers to code and build technology every Wednesday night. Innovation Warriors has teamed up with the new student organization, focused on creating technology, Warrior Innovations to host workshops where students build 3D printers, LED displays and remote controlled cars...controlled by mobile apps they code. Our first Demo Day will be on Wednesday, September 7th, 5:30PM in TechTown. We are continuing Detroit Hacker Nights into the school year with workshop lead partners such as GE, Detroit Labs, Iron Yard, and our own entrepreneurs such as AdaptivElite, Warrior Innovations and many more. Our goal is to put technology in the hands of any that are interested, especially underrepresented youth. Note, we've had Detroit high school students participate all summer and are only going to increase participation in the Fall. Currently we have 150+ college students, high school students and members of the community.

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We are developing a program to discuss, collaborate and support the black business community/eco-system. We are developing a series of open discussions, panels, with varying members with the black business community that focus on uncovering the historic and difficult issues faced internally and externally, facilitate collective solutions with a structured ongoing follow up program that will have participants commit to growth milestones. Our goal is to foster the support network and potential customers around the black businesses that will become about the Black Business Infrastructure network.

Our goal is to be successful by creating the right content, delivering it with poignancy and sensitivity to make a maximum impact with all of participants within the startup (first and second stage) community, existing businesses and the entrepreneurial service providers (incubators, co-work communities, capital resources, consultants, etc.). We want to help existing programs in place and the afore mentioned improve growth and sustainability through utilizing each other, the black business community and its support champions. To do this we need the right thought leaders and subject matter experts, such as yourself, to carefully craft the details and our proposed structure. We will be inclusive of all of the existing efforts taking place now i.e. Tech Town, MBCC, the Entrepreneurs of Color Fund, etc.

Accumulated numbers from September 2010 to August 2016: total clients: 1,467 total business ideas submitted: 617 businesses started: 175 businesses earning or have earned revenue: 105.

TechTown

LABS

The LABS Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program graduated 11 student-led startup teams representing a dozen universities and colleges across the state (and country, considering Johns Hopkins University). Startups worked for 10 weeks on tech-focused solutions in areas of agri-food, medical devices, water remediation, the sports technology, healthcare services and more. On Thursday August 4th the DTX Launch Detroit Showcase was held at TechTown that celebrated the efforts of the cohort, final company pitch presentations were delivered to an audience of over 140 guests and various prizes valued at approximately \$10,000 were awarded. In addition, we were fortunate to receive the contributions of two talented Duke University interns that delivered a comprehensive “DTX Launch Detroit” Impact Report. The report analyzed and produced 2013-2016 quantitative and qualitative data on the 41 teams and 115 participating students in order to better communicate the program’s collective efficacy and metrics for acquisition of future grants. One of the graduating teams has already entered into the TechTown Business Incubation Center (TBIC) program for ongoing, specialized business and technical support services. TechTown was also selected as a finalist for the SBA Accelerator award that would provide \$50K in additional support of DTX Launch Detroit (notice expected by early September).

Work of the MedHealth Regional Innovation Cluster continues to evolve as the full planning committee focuses on executing established strategic priorities, delivering key events, and developing a sustainable operating / financial support model. A grant was presented to NEI for continued financial support and awarded that will allow the committee to continue our work through early 2017. Three MedHealth Cluster sub-committees have been working in parallel of the full committee, focused on (a) outlining the innovation pathway roadmaps, with regional resources, for commercializing medical devices and digital

health solutions for primary and secondary audiences (b) refining and planning for the delivery of a Q1 2017 MedHealth Innovation Summit intended to connect pre-defined industry challenges to viable healthcare solutions from the innovation community (c) developing the business case for our region's healthcare position as it relates to industry strengths, size, classification, assets and comparison to like regions around the country.

In further support of the identified opportunity to amplify our key assets, capitalize upon opportunities for increased regional collaboration and deliver integrated support of healthcare focused entrepreneurs, a number of key activities have been recently delivered: (A) July 28th "Clearing the Air" Cloud Computing Information Session intended to provide insights and trends for the cloud-based software market from industry leading panelists that represented Microsoft, IBM, Google and Oracle (B) Open Office Session with Detroit USPTO Director Dr. Christal Sheppard for six TechTown Detroit portfolio companies on July 27th (C) DTX Launch Detroit program and Showcase - noted above (D) Hosted business leaders on separate occasions from Belarus and the Netherlands with interest in learning more about the creation of business incubators, technoparks and accelerator programs via the U.S. State Department.

TBIC (TechTown Business Incubation Center) clients continue to receive valuable services from our LABS team as startups seek to complete set milestones, conduct 6-month venture report-outs and benefit from a myriad of curated resources from TechTown LABS partners delivering services that include, but not limited to: grant writing / funding, manufacturing, legal, creative design and new customer acquisition services. The current TBIC client portfolio consists of nine (9) companies, two of which recently received financial awards totaling \$125K from the Macomb / Chase Bank Innovation Fund Competition. TechTown anticipates two (2) new clients enrolling in the TBIC program by the end of September 2016.

Additional TechTown LABS activity continues to deliver value to the tech-focused entrepreneurial ecosystem via various events and partnerships such as a second "Value Proposition Design" Workshop in partnership with University of Michigan and Wayne State University, September 7th "Intro to Coding" Session in partnership with Grand Circus, November 2016 Design Innovation Challenge in partnership with Crain's Detroit, Priority Health and Hacking Health Windsor-Detroit and panel participation in the Venture Café Foundation's "Innovating Across Borders" conference in Cambridge, MA.

BLOCKS Business Unit

The BLOCKS business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. SWOT City and Retail Boot Camp programs are the building blocks for success. We continue to recognize the need for our services. When meeting with an existing business for an Open Office Hour (OOH) and they are outside of our granted areas, we are unable to support with the most critical needs the execution of the milestone plan.

Current client companies include both RBC VI graduates and SWOT City clients (44).

The SWOT City Team is also conducting SWOT assessments and milestone planning for NEIdeas applicants having received 55 applications to date. Out of 55 applications 33 entrepreneurs showed an interest. Results to date include 33 SWOT Assessments scheduled, 17 Assessments completed and 17

milestone plans reviewed and delivered. New Economy Initiative/MCR (Michigan Community Resources) Mini-grant. The team is finalizing work with 2015 NEIdeas applicants, these existing businesses are located in Detroit, Hamtramck and Highland Park. Team working with MCR on NEI/MCR mini-grant for 2016 NEIdeas applicants to continue work.

The team submitted a proposal to ask JP Morgan Chase for \$420k to support existing work in University District and Retail Boot Camp, while expanding the University District reach to Live6 and East Jefferson work to Eastside Community Network with a focus on Mack Avenue. Both expansions provide an opportunity to connect neighborhoods and leverage partnerships and resources. The support from Chase would also support city-wide SWOT City services to businesses.

SWOT City

SWOT City program continues to increase engagements across portfolio to include ongoing one-on-one coaching customized to each business. With ongoing referral support from community partners SWOT City receives referrals of businesses both existing and startups. Our transformation is accelerating — we're powering growth in our value-add businesses and aggressively reshaping commodity business. What's new with SWOT City, launched a new business Cutz Lounge in Grandmont Rosedale ribbon cutting ceremony with team, partners and community August 2016. Year-to-date Investment is \$537,812.

SWOT City continues to support business access capital to support launch, sustainability and growth of businesses. These investments are acquired in multiple ways. Direct investment from grant sourced funds. Like TechTown's business support or technical assistance, New Economy Initiative and Motor City Match. Some traditional support such as loans have also provided capital support. Motor City Match awarded cash to SWOT City clients Norma G's MCM \$60k, East Jefferson and Carniceria Guadalajara, \$60k, DMEX Printing, \$45k, All About Technology, \$17k all in Southwest.

Open Streets Detroit, a program that promotes biking, walking, economic development and stewardship in the streets of Detroit, will be coming to Southwest and the SWOT City staff is ensuring that receive maximum value from this opportunity. Streets will be closed for vehicles to highlight the businesses in Southwest.

SWOT City staff is also helping to connect and coordinate activities for Arise Detroit Neighborhoods Day in August where Churches, block clubs, community groups, businesses and individuals will gather that day to make a difference in our city's neighborhoods.

Retail Boot Camp

Mama Coos is officially open. August 2016 owner Alana Rodriguez held a ribbon cutting for grand opening. Third Wave Music has finished buildout and officially signed lease this summer and will open just in time for the new Retail Boot Camp class September 2016. Applications for the upcoming class closed August 19, 2016. We received 40 applications, just 10 shy of the 50 applications goal set. Thanks to the robust marketing and communications efforts by the team, partners and word of mouth from our BLOCKS clients we received the most applicants to date. There will be 20 strong applicants selected for Retail Boot Camp V. TechTown held four Information Sessions, two onsite and two at partner locations. Our goal is to have reach 50 applicants and select 20 participants.

Our companies continue to win cash awards that support launching new businesses in Detroit's neighborhood corridors. Motor City Match awarded cash to RBC graduates, Live Cycle Delight, RBC 2014 \$50k and Third Wave Music, RBC 2015 \$15k.

TechTown tactical plan includes scaling RBC, we are currently in conversations with SPARK Ann Arbor, as well as, Lansing Economic Area Partnership (LEAP) regarding costs for the facilitation of Retail Boot Camp by TechTown. These entities are looking to provide an RBC in cities such as Brighton, Ypsilanti and Downtown Lansing. TechTown is also in process of scaling The Shop. In response to the gap of available pop-up space for entrepreneurs to sale product, test out validity of business model, with no cost or low cost we piloted The Shop in Junction 440 December 2015. Since then The Shop has continued to provide opportunity for entrepreneurs to pop-up weekly, on Wednesdays from 11:00 a.m. to 2:00 p.m. Currently, there is a wait list for entrepreneurs interested in The Shop. This for TechTown is a success. To meet the demand for pop up space a shared retail shop with Midtown Detroit Inc. is in the works for fall 2016. Contingent upon the buildout completions. The team is in conversations with Grandmont Rosedale Development Corporation regarding possible management and programming of retail space. As well as, pop-up space in Mike Ilitch School of Business, 2017. At which time we will also program the space. RBC has continued to lead as a premiere program that supports the successful launch of businesses. Finally, Bedrock has been an ongoing supporter of RBC. We are in conversation with Bedrock about possible managing and programming of retail space downtown. The Shop across the city can support the void of available pop up space that is functional, conveniently located to traffic, parking, and customers and accompanied with the expertise the team offers that can support the transition from the pop up space to a permanent storefront. Looking forward a direct pipeline into SWOT City program.

Workshops

Ongoing entrepreneurial education is critical for assisting small business with launching, sustaining and growing their business. BLOCKS continues workshops include a variety of focus areas such as social entrepreneurship, 'Can I get to know you' session where attendees learned tips and techniques for making business connections, networking establishing customer relationships. This quarter TechTown hosted 5 value add workshops for entrepreneurs and small business owner.

Service to Sell: How Customer Service Impacts Your Bottom Line. Customer service is important, great service strategies and conversation for retail entrepreneurs.

TechTown is currently working with Detroit Collaborative Design Center at the University of Detroit Mercy and the Southwest Detroit Business Association to present a bilingual training program on permitting, zoning, site selection and other factors impacting commercial real estate.

TechTown in partnership with Colors and Grand Valley State University (GVSU) created a pilot training program, Opps to Props, for restaurant owners to meet our clients' needs. Colors hosts the training at their facility, while GVSU is providing instruction and certification to participants. TechTown engagement included initiating the creation of this program, defining the curriculum to meet client needs, as well as recruitment of clients. This much discounted price of \$500 per participant for early registration was for all TechTown clients.

Submitted by: Ned Staebler, Vice President for Economic Development

We are also partnering with Wayne State University Library Systems to offer workshops and one on one market research to entrepreneurs. Two series Business Research workshops will be launched Fall 2016. This two part series includes Session One Basic - All about demographics which will inform business decisions. And, Session Two is a Higher Level to help the business delve down into the data (drill down on what the numbers/data means for target segmentation). Other WSU collaborations include curating vendors for this year's Detroit Urban Craft Fair and Walkable Warren September 24, 2016 and Noel Night.

Finally, TechTown SWOT City is partnering with Southwest Detroit Business Association and Detroit Design Collaborative Center (DCDC) for A Place for Business – Identifying and Securing your space. This workshop will address concerns and questions related to identifying appropriate space and what it takes to get into the space, including permits and zoning. Sponsors include JP Morgan Chase Foundation, Mexican Town and Ford Resource and Engagement Center (FREC).

Place-based Economic Development

Communications

In the second quarter of 2016, there were 70 Wayne State Economic Development stories in the media across 93 outlets, representing 12% of total university media hits for this time period. Forty-seven of those media hits were Tier 1. Fourteen percent of the 93 placements were generated by the Office of Economic Development (i.e., about OED programs/initiatives, quoting or written by OED staff and/or pitched to the media by OED). There were an additional 48 media placements for TechTown; 15 of these were Tier 1.

Media highlights during this period included the University Research Corridor report on economic impact in Detroit, Blackstone LaunchPad's HackWSU hackathon, the Mike Ilitch School of Business' RenCen Elevator Pitch competition, the opening of TechTown Retail Boot Camp applications and an overview of TechTown authored by Ned Staebler for Time magazine online.

Our office recently created a 60-minute bus tour in partnership with the Office of Undergraduate Admissions and Marketing and Communications. Previously, Admissions and Marketing had contracted the Detroit Experience Factory to provide neighborhood tours to prospective students and their families. Now students with Marketing's Street Squad will narrate a bus tour specifically designed to show prospective students Wayne State's campus, as well as the Midtown, New Center and Woodbridge neighborhoods. Highlights include Wayne State buildings, cultural institutions, local businesses, and on-and-off campus housing options.

Van Dusen Urban Leadership Forum

The Office of Economic Development is waiting to learn from the Van Dusen family how they would like to proceed with the fund and Van Dusen series.

Placemaking Initiatives

Walk [Wayne State]: We successfully installed 120 signs for the 2016 Walk Wayne State campaign, engaging over 40 community and WSU volunteers with content creation, sign preparation and

installation. This project is made possible in part by support from the John S. and James L. Knight Foundation, the Community Foundation for Southeast Michigan and the Healthy Environments Partnership.

Flexible seating: Our office continues to coordinate the placement and maintenance of flexible seating at the Faculty Administration Building atrium, WSU Farmers Market, Hilberry Theater, Student Center and College of Nursing. We will be purchasing additional seating this fall in response to growing interest from campus partners.

Open Streets Detroit: We have been a planning partner in the development of Open Streets Detroit, which will debut on September 25 and October 2 from 12-5PM from Downtown to Southwest Detroit along Michigan Ave. and Vernor Highway. We will provide our flexible seating on behalf of Wayne State for pop-up plazas along the route.

Placemaking Steering Committee: The Placemaking Steering Committee met on Thursday, May 26th with 25 attendees representing both internal and external stakeholders for the first time. We successfully reviewed upcoming projects for the 2016-2017 schoolyear and fostered new connections for potential partnerships.

Warrior Funder: We intend to apply for the fall round of Warrior Funder to support interventions such as holiday lighting and a winter market during Noel Night. Applications are due Friday, September 9.

Walkable Warren & Detroit Design Festival: In partnership with the City of Detroit, WSU will pilot flexible streetscape designs along Warren Avenue (between Woodward and Second Avenues) for a more walkable, bikeable, transit- and retail-friendly corridor. Through creative yet practical streetscape improvements such as painted bike lanes, pedestrian bump-outs, and shortened crosswalks, Wayne State seeks to re-imagine Warren's long-term design as a safe, active and vibrant corridor. To spur additional activity, Wayne State will bring food trucks, local retail and flexible seating to Warren.

Streetscape improvements will be in place Thursday, September 22 through Saturday, September 24. Additional events are as follows:

Thursday, September 22 // Food Truck Rally // 11AM - 3PM
Friday, September 23 // Flexible Seating // All Day
Saturday, September 24 // Pop-Up Market // 1PM - 5PM

WSU Insiders on September 22: Our office will present WSU's Placemaking Initiatives at the upcoming WSU Insiders on Thursday, September 22 from 12-1:30PM. It will include a brief presentation and walking tour of placemaking interventions. We anticipate over 50 attendees and encourage Cabinet members and the Board of Governors to attend.

Transportation & Mobility

MagicBus: While a partnership with SMART would be too expensive, WSU is considering promoting MagicBus, a crowdsource model for transit that provides bus service between the suburbs and central business district. The service will be launching in Detroit in September and WSU may subsidize ridership for students lacking transportation to extension centers.

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DDOT Bus Pass: For the third consecutive year, WSU has partnered with DDOT to provide on-campus residents a free 1-month bus pass. The 3,000 passes will be distributed over move-in weekend along with brochures and advertising.

Regional Transit Authority: WSU is a member of A Coalition for Transit, a broad-based coalition representing individuals and organizations that recognize the importance of regional transit and the problems that Southeast Michigan faces due to our current system. As such, we plan to send an informational/educational mass email to the campus community this Fall prior to the November ballot initiative.

Detroit Orientation Institute

Since our spring Detroit 101 in April we hosted a Detroit Dialogue on Water & Our Region on 7/21 and have another planned for 9/8 about Arts & Culture (already sold out). We will have our final Detroit Dialogue for the year on Regional Transit on 10/19. We have decided to postpone our next Detroit 101 event until Wednesday, December 7.

We continue to plan for the 25th Anniversary event taking place Wednesday, November 16 from 5-9PM at the Charles H. Wright Museum of African American History. We are finalizing the program, seeking sponsors and will announce the event in September. The next Planning Committee Meeting will take place on Tuesday, August 30.

Midtown Public Safety

Our office helped WSUPD apply for a \$100,000 COPS Hiring Program grant in June. If awarded, the funding will be used to hire one additional officer, allowing WSUPD to increase its presence in Detroit's Woodbridge neighborhood. WSUPD has patrolled in Woodbridge since 2009. With an additional officer, WSUPD will be able to introduce a foot patrol program in Detroit's Woodbridge neighborhood. A foot patrol program would mean a more visible police presence in Woodbridge, which will both deter crime and create more opportunities for WSUPD to engage with community groups, residents and business owners in the neighborhood.

Connecting with Local Businesses

Our office works to connect local businesses to our campus community—managing the Show Your One Card & Save program, producing the Midtown Deals & Discounts Guide, and organizing the Detroit Zone at FestiFall.

- This fall will mark our third year administering Wayne State's Show Your One Card & Save program. Since launching, more than 2,500 students and employees have signed up for the free program by downloading Larky's iPhone and Android apps. Nearly 100 local businesses participate, offering savings and promotions to members of the Wayne State community.
- Our office recently completed the 6th edition of the now-annual Midtown Deals & Discounts Guide. We sold 32 ads to Midtown businesses and organizations, surpassing 2015-16 ad sales. Guides will be available the Monday following move-in weekend for distribution at FestiFall, via

campus mail, in residence halls and buildings across campus. We will also keep copies on hand for events through May.

- Our office is partnering with the Dean of Students Office to host the third annual Detroit Zone at FestiFall on Tuesday, August 30th. The Detroit Zone will feature local businesses and organizations selling Detroit-made products and/or doing interesting and meaningful work in the city. More than 70 businesses and organizations have signed up to participate.

Talent-based Economic Development

Grow Detroit's Young Talent

Wayne State University hosted 10 students through Grow Detroit's Young Talent, a citywide summer jobs program employing more than 8,000 Detroiters ages 14-24. Participating students work 20 hours a week for 6 weeks beginning each July. Wayne State's students worked in the Office of Economic Development (on our place-based team and on the Detroit Revitalization Fellows and Blackstone Launchpad programs), Office of Government and Community Affairs, Dean of Students Office, Office of Multicultural Student Engagement, Office of Undergraduate Admissions (2 students) and with the Learning Communities Initiative and WSUPD.

Detroit Revitalization Fellows, a program of Wayne State University

Launched at Wayne State University in 2011, Detroit Revitalization Fellows (DRF) places emerging urban leaders to stimulate progress in local organizations at the forefront of civic, community and economic development efforts across the city and region. This select group of doers engages in a rigorous two-year leadership development program while serving full time at their host organizations. DRF has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Fred A. and Barbara M. Erb Family 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. DRF III launched in August 2015 with 23 new Fellows, 20 of whom remain in the program.

Asandi Conner was announced as the Detroit Revitalization Fellows' new director in August. She had been serving as the Interim Director of the program since April and as its Strategy Leader since the fall of 2014.

Recent DRF III Fellows' sessions have included:

- **July 2016 – Public Finance:** The July session focused on Public Finance. Fellows built a shared understanding on public finance with Bettie Buss (Citizens Research Council) and learned about public finance at the state level from Mitch Bean (Former Director of the nonpartisan House Fiscal Agency and former Chief Economist for the Michigan House of Representatives). After those conversations, Fellows engaged in a workshop on participatory public budgeting and a dialogue on the impact public finance has on Detroit policy with Jeanet Kulcsar (Director of Strategy, Office

of the Chief of Staff to the CFO, City of Detroit), Jeff Pegg (Detroit Fire Fighters Association), Bettie Buss (Lead Researcher at Citizen Detroit) and Tony Saunders (Wayne County Chief Restructuring Officer). The Dialogue was moderated by Mitch Bean. The session also included a continuation of Lean Six Sigma training.

- **August 2016 – One-Year Check-In:** The August session will focus on the Fellows’ and program’s reflections on year one. Fellows will participate in a World Café designed workshop sharing their professional challenges and coping strategies. The program will commemorate the Fellows’ one-year anniversary at the Fowling Warehouse in Hamtramck. The session will also include a continuation of Lean Six Sigma and communications trainings.

Kresge Mayor’s Fellows

The Kresge Mayor’s Fellows (KMF) are a team of three high caliber, talented and driven mid-career professionals who take on cross-departmental challenges and opportunities from the City of Detroit Mayor’s Office to advance quality of life for and with Detroiters. Drawn competitively from the first two cohorts of DRF, each KMF has completed their service to DRF. The two year initiative launched in August 2015, a partnership with the Kresge Foundation and Mayor Mike Duggan’s office. In September, the KMF will travel to The Hague, Netherlands to attend the inaugural convening of the Global Parliament of Mayors conference.