

Business-based Economic Development

TechTown

LABS

The LABS team continues to promote, recruit and connect with young professional talent from around the state in preparation for our 2017 Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program that will kick-off in May 2017. We continue to aggressively pursue alternative program funding sources in the form of corporate foundation grants, sponsoring of student teams by private firms and federal sources such as the Department of Commerce, in partnership with the Michigan Minority Supplier Diversity Council. Pursuit of corporate support continues with ongoing communications with Lear Corporation, FCA while corporate support grant applications have been submitted to both Bank of America and DTE Foundation (grant submission for Delphi Foundation has been initiated as well).

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Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve as work in our three main priority areas progresses well. Particularly, the committee continues to receive high remarks and appreciation from participants in the February 14th MedHealth Summit. Since the event, MedHealth Pitch Competition winners have been provided their cash prizes (1st \$10K, 2nd \$5K and 3rd \$2,500) and have been matched with a variety of in-kind service providers (SBDC, Three Leaf Ventures, FedEx Small Business, Harness Dickey Law Firm and In2Being Medical Device Consulting firm) to bring additional value to the innovators and event partners. Furthermore, “Market-Ready” (in-market or able to deliver product / services within 6 months) companies that conducted 1-on-1 meetings with leadership from health care systems are already engaging in steps toward delivering pilot projects. In March, we also issued follow-up evaluation and feedback surveys to all 240+ participants and created a post-event press release for release in early April. The MedHealth Steering Committee team now looks to 2017 as a year for continuing the intentional connections between startups and health systems, finalizing our MedHealth Regional Assessment focused on capturing the state of our region’s strengths, assets, capabilities, economic impact, etc. in the medical device and digital health industries. We will also plan to further refine and release our Commercialization Pathfinder tool which is being built to help entrepreneurs in Michigan and Ontario understand key components in the process of bringing a medical device or digital health solution to market. This pathfinder will ultimately guide an entrepreneur to contact a MI

SmartZone or Canadian Regional Innovation Centre to receive additional support services and resource recommendations. It will also provide SmartZones and Regional Innovation Centers with a directory of Michigan and Ontario based resources that can provide support to an entrepreneur as they develop their technology. Lastly, the committee will be looking at optimal modes of growth and diversified support for ongoing sustainability (note: Public Sector Consultants submitted a proposal in late January in the amount of \$200K to NEI for support through February 2018 based on conversations with Pam Lewis). There has also been a proposal submitted to the Venture for America (VFA) program that would afford us a dedicated health care specialist that would serve in the capacity as a “Cluster Manager” for one year (compensated by a “host” company).

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Along with continued support of a variety of portfolio clients from around the regional ecosystem, the LABS team continues to engage our community to deliver support to tech-based clients and build our brand as a trusted partner. Some of these activities include: SBDC Monthly meetings regarding client support and BAF engagements, “rolling” Open Office Hours delivered by TechTown LABS team members and hosted the new FCC Chairman (with 10 startups) at TechTown Detroit. Lastly, the LABS team worked with the data and metrics lead, Ann Marks, to implement a new feature of MINOS to survey and collect data from our BAF clients. The new survey that was issued in March collected over \$2M in additional capital from past (2015-2016) clients generated in the form of revenue/sales, grants or equity funding.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. TechTown's place-based business unit is all about inclusive entrepreneurship for brick-and-mortar enterprises in Detroit neighborhoods. The team of skilled, passionate doers support clients with one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City and Retail Services programs are the building blocks for success. Previously, TechTown shared some opportunities to continue reach to support corridor revitalization thru referrals. For SWOT City as specific focus on existing businesses is an important priority in 2017. The SWOT City playbook as designed is effective for both new and existing businesses that are important and desired by residents. The team will continue to work with our neighborhood partners, City of Detroit, DEGC Motor City Match, Detroit Future City and Community Development Corporations.

In 2016, BLOCKS served 338 clients, created 11 new companies. The clients served is a great representation of businesses from ideation to existing. With the TechTown team inclusive focus on support service-based businesses in brick and mortar, such as dry cleaners, day care centers will add to the revitalization residents want on their commercial corridors. The BLOCKS business unit uniquely designed model for place-based entrepreneurship includes acceleration + incubation for retail, wholesale, small manufacturing, lifestyle businesses (i.e. fitness studios) and food based businesses with revenue from \$0 - \$100k. The Team has a specific focus on financial analysis and marketing to position businesses for strategic goals such as securing capital, hiring employees and marketing products and services. These efforts will add tremendous value as the team prepares the business for next stage of development at incubation such as Goldman Sachs \$10 Small Businesses Program. SWOT City in particular is the direct pipeline into Goldman Sachs, at least five BLOCKS clients have been participants in Goldman Sachs best suited for companies with \$100k + revenues. The BLOCKS business unit will continue to effectively an intentionally utilize the ecosystem pipeline for growing client companies.

This quarter the team has begun to evaluate program services by meeting with former clients. This information with support goals for standardizing operations/systems and continuous improvement and value for entrepreneurs.

Retail Services

Retail Services includes Retail Incubation Services (RIS) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. First quarter, launched two of the Retail Services newest elements. On March 23, 2017 with Midtown Detroit, Inc. TechTown, launch The Cass Collective at 4161 Cass Avenue, Detroit, Michigan 48201. Cass Collective will host a rotating selection of Detroit-based pop-up retailers all under one roof. Cass Collective has six entrepreneurs, three of which are BLOCKS clients:

Bleu Bowtique: Bleu Bowtique features men's custom bow ties made in Detroit and other fine accessories such as neckties, pocket squares, lapel pins, bead bracelets, custom shirts and socks. Bleu Bowtique also offers personal styling expertise for weddings, proms and other special occasions.

B'Juelz: B'Juelz is a handcrafted jewelry and leather accessories line for men and women. They specialize in healing stone bracelets, leather, and upcycled jewelry. B'Juelz also works with customers to create one-of-a-kind pieces.

Not Sorry Apparel- RBC V graduate Fall 2016. Not Sorry Apparel is a lifestyle brand for people who are not sorry for being different--just like Detroit. They upcycle clothes and make them their own by screen-printing them with bold designs. As part of RIS, tenants will rotate every three months and receive curated entrepreneurial services (SWOT services + entrepreneurial education). The team will utilize the SWOT City model by providing one-on-one assistance to include a SWOT assessment, customized milestone plan, bi-weekly check-ins for managing the plan and like with SWOT City upon exit refer to next steps to ecosystem providers and into RBC or SWOT City if applicable. During the client engagement, the team will guide through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

The SHOP will take place on a Friday once a month. The next dates are April 28, 2017 and May 5, 2019. Additionally, Retail Services will continue to lead the efforts for connecting clients to opportunities to pop-up in markets, as well as in partner events and collaborations such as with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC is on target for launching applications April 2017. The team will conduct various informational sessions beginning April 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 15 entrepreneurs will pitch for three \$5000 cash awards to support launch. And, the first RBC mini-workshop is scheduled for March 2017. Bank of America, Banking 101, will facilitate this workshop: Managing Cashflow. Participants will learn how to manage your everyday cash flow in a discussion regarding the important issues each entrepreneur faces in dealing with cash flow and how to better manage those challenges.

With the continuation of The Shop and The launch of Cass Collective, TechTown's Retail Services are adding value for creating a pipeline to brick and mortar. The Retail Services team continues to seek entrepreneurs that are place-based and within underserved neighborhoods. There are several opportunities to attract and recruit businesses for both the Retail Incubation Services, as well as, to the RBC mini-workshops that will provide valuable entrepreneurial education for businesses with retail ideas and existing retail businesses that need technical, operational, systems education for sustaining and growing their business. The partnerships with BUILD Institute, ProsperUS Detroit, Osborn Business Association, Southwest Business Association, Eastside Community Network and Jefferson East Inc. Grandmont Rosedale will support the opportunity for entrepreneurs to engage in the pop-up incubation program.

Aligning with TechTown's vision and values around inclusion. The BLOCKS business unit works to ensure those we serve reflect our community and strive to create equitable access for small business owners. These efforts have resulted in a significant representation of women-owned and minority owned businesses.

SWOT City

SWOT City will continue to serve businesses in Detroit, and may receive referrals from both New Economy Initiative for businesses in Highland Park and/or Hamtramck. TechTown has continued to work closely with its partners to strategically support the launch, sustainability and growth of businesses across the District in need of TechTown's proven incubation services. The SWOT City Team continues to work with partners Eastside Community Network and LIVE6 to develop the best neighborhood strategy for engaging. The team submitted a proposal to provide SWOT services for Detroit Economic Growth Corporation (DEGC) Motor City Match (MCM) clients. This support will be for existing businesses. This opportunity with DEGC MCM will support the team's goals for increasing impact for existing businesses that have been up in Detroit and matter. This partnership will provide referrals into SWOT City that are the best fit for program offerings. The team expects for final notification for the work from DEGC by May 2017.

East Jefferson district has 11 active clients with eight businesses owners in the pipeline. These businesses are both food and retail. TechTown SWOT City is beginning to see a nice mix of businesses in the corridor that include services and products. For example, Red Bag Boutique, Live Cycle Delight a fitness studio and Cliff's Gentlemen's Barber Parlor providing services and amenities desired by residents. And, offering viable shopping for attracting customers from nearby communities such as the Grosse Pointes. East Jefferson SWOT City client Brix Wine and Charcuterie, West Village wine bar and shop grand opening was held March 18, 2017.

Like with East Jefferson District the SWOT City continues to see a demand, for example four new clients signed in Grandmont Rosedale with three in the pipeline, *Southwest* actively engaging 11 clients and signed a new client Sicily's Pizza & Subs, with eight clients in the pipeline and LIVE6/University District 6 clients in the pipeline.

SWOT City seeks to increase effective engagement with immigrant business owners in Detroit, Highland Park, and Hamtramck. The project with Challenge Detroit will support informing how to in a more meaningful way engage. As well as, expand upon partnership activities with ACCESS Growth Center and Global Detroit. SWOT City with ProsperUs Detroit is partnering with Challenge Detroit April 2017 to May 2017 for a project that will inform how to best serve immigrant business owners. The project launch is scheduled for April 21, 2017 and will end May 19, 2017.

Since SWOT City launched in Summer 2012 there has been significant impact in East Jefferson, Grandmont Rosedale, Southwest and LIVE6/University District. With the team working to strengthen partnerships in Brightmoor by engaging in conversations with Brightmoor Alliance and with Osborn leveraging partnership with Osborn Business Association. These interactions are resulting in referrals from OBA. In Osborn, the team signed two new clients, Golden Spice Catering is a longstanding business in Northeast Detroit since 1995 and Motown Fitness is a new business working with SWOT City to launch Spring 2017. Osborn has two additional existing businesses in the pipeline.

Our work with expanding outside of the six geographic neighborhoods began quarter one. This includes working with SWOT City client Wilda's in The North End, Rebel Nell in and referral support for Detroit is the New Black in Downtown.

SWOT City team has conducted Open Office Hours (OOH) at each of the six satellite offices and at TechTown. The team provide a minimum of 80 hours for OOHs each quarter.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for utilization integration of the PSN TechTown. This strategy supports a consistent message on value to client and for PSN that supports recruitment, retaining of, sustainability of network, support an annual calendar for LABS, BLOCKS ecosystem OOHs + entrepreneurial education + events. And, efficiency for plug and play.

TechTown's Professional Services Network (PSN) Utilizing Knowledge Capital to support small businesses in Detroit. Connecting people in three critical areas: one-on-one technical/business support (OOHs or Milestone Client Engagements), entrepreneurial education and events. This quarter the team has worked to develop a process for onboarding Corporate OOHs. This process allows TechTown team to more efficiently and timely plug interested corporations, sole proprietors, LLCs to entrepreneurs with one-on-one consultations on a variety of topics that matter to entrepreneurs. Additionally, the process will inform how interested stakeholders plug and play into the entrepreneurial education and events for TechTown.

Client engagements are supported by the PSN. Most recently, the place-based team has met with Accenture and DTE to support client engagements in three areas: entrepreneurial education both in-person and online, business directed events and milestone support. The team intends to utilize the partnership to strengthen TechTown programs and team as it relates to professional development and program operations and systems. TechTown with Accenture and DTE are continuing to ways to develop a pilot for Spring 2017.

Entrepreneurial education

Entrepreneurial Education is the value additive for BLOCKS one-on-one client engagements. TechTown offers a variety of workshops each quarter. In partnership with Bank of America, Social Media Association of Michigan, and Corporate Open Office Hours at TechTown Detroit and in East Jefferson and University District with Fifth Third Bank (Bankers Hours).

TechTown continues to work as the thought leader in Detroit's entrepreneurial environment. By intentionally leading and connecting with opportunities that connect place-based ecosystem providers to broader knowledge and networks. TechTown values the village supporting business and understands that when other partners are strong we are strong. TechTown has led the Detroit Entrepreneur Week event for four years. In 2016, TechTown began conversations with Detroit Startup Week about a partnership in May 2017 for tech-based + place-based entrepreneurs. TechTown saw this as a tremendous opportunity to bring together all entrepreneurs. 2017 Detroit Startup Week is the ultimate networking environment by bringing together entrepreneurs, influencers, industry experts and thought

leaders under a “big tent” of remarkable collaboration and engagement. This will be the first time in Detroit there will be collisions with tech, place-based, creative industries, social entrepreneurs; to support this direction a specific place-based and social entrepreneurship track has been included. DSW is May 22, 2017 thru May 26, 2017.

Place-based Economic Development

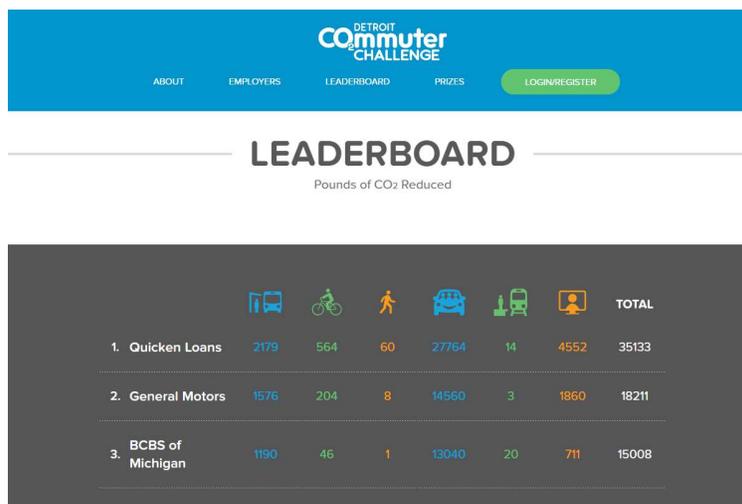
Placemaking Initiatives

The QLINE will open to the public on Friday, May 12. M-1 RAIL anticipates 30,000-40,000 people will ride the QLINE during its opening weekend. They are planning to hold public events along Woodward. All activities—including riding the QLINE—will be free and open to the public. The Wayne State owned park located at Woodward and Warren will serve as the main location for Midtown events. M-1 RAIL is planning to activate the park with flexible seating, food trucks and performances.

Our office is also planning to re-introduce the flexible public seating to several plazas and courtyards throughout campus to create a more welcoming atmosphere. We will be partnering with the Dean of Students Office and Arts in the D student group to clean, weatherize and distribute the seating to various locations in April in time for Open Houses, Admitted Students Days and the warmer weather.

Transportation & Mobility

Detroit Commuter Challenge: Given the many mobility initiatives launching this spring, our office is coordinating WSU’s campus-wide participation in the Detroit Commuter Challenge (DCC). The DCC is a month long event in May encouraging the use of eco-friendly commuting. We will encourage staff, students and Midtown employees to bike, carpool, take the bus, telecommute, vanpool and walk to reduce our carbon footprint, free up traffic congestion, and promote our own health. Every commute logged by a participant is entered into a drawing for great prizes, including tickets to WSU theater performances. Our goal is for WSU to be in the top five on the DCC Leaderboard—WSU was 25th last year without any formal promotion. Last year’s results are below:



Detroit Bike Share: Bike Share will launch the first week of May 2017. Five of the 43 bike share stations will be located on or adjacent to Wayne State's campus. Our goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown. There will be cash payment options available. Our office is exploring a group discount on annual memberships for the WSU community.

M-1 Rail: The QLINE will open to the public on Friday, May 12. Tickets will be available for purchase via an app, at QLINE stations and on the streetcars. Monthly and annual pricing will be announced soon; passes will be available for purchase at the Penske Tech Center. We will coordinate sharing safety and ridership information with Wayne State students and employees in late April/early May.

M-1 RAIL recently hosted a meeting to update donors on upcoming opportunities. These include: providing M-1 RAIL with a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at all QLINE stations; coordinating a preview ride for Wayne State stakeholders, including our Board of Governors; and participating in QLINE grand-opening weekend events (mentioned in Placemaking Initiatives).

Detroit Bike to Work Day: The Detroit Greenways Coalition is organizing the 12th Annual Detroit Bike to Work Day, one of hundreds of events taking place across the country. Our office and the Office of Campus Sustainability to coordinate a Midtown pit-stop on Friday, May 19th to encourage more students, staff and neighborhood employees to consider riding a bike to work or class. We are actively recruiting sponsors to offer free food, coffee, giveaways and raffle prizes. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Transit Access: Our office continues to meet with M-1 Rail and DDOT leadership to explore potential pilot programs to increase transit access and encourage ridership. These conversations are occurring amidst efforts to also hire a student intern to help plan and execute programs to raise awareness about how to use transit among the campus and broader community.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The next DOI program, Detroit 101, will take place on Tuesday, April 25 from 8am – 2 pm. The morning will begin with a bus tour through Detroit neighborhoods and destinations led by Jeanette Pierce of the Detroit Experience Factory. Tour destinations will include Midtown, Downtown, the riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants will engage in conversation with community leaders along the route, including April Anderson (Good Cakes and Bakes), Amina Daniels (Live Cycle Delight), Vittoria Kattanski (Hatch Detroit), Marc Pasco (Detroit RiverFront Conservancy) and Kim Tandy (Department of Neighborhoods). The program will conclude with lunch and a group dialogue facilitated by Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow at Wayne State University's Office of Economic Development. Joining the discussion will be Asandi Conner (Detroit Revitalization Fellows), Kurt Metzger (City of Pleasant Ridge) and Reverend Barry Randolph (Church of the Messiah).

Space is limited to 30 participants with full or partial scholarships available for 25% of attendees. Tickets are \$100. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, will be presenting more information about the DOI and 2017's program offerings at Cabinet on Thursday, April 13.

American Heart Walk

Submitted by: Ned Staebler, Vice President for Economic Development

Our office has identified a captain for the AHA Heart Walk in Midtown on Saturday, May 20. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, attended the American Heart Association Kick-off meeting on Thursday, March 23 and has launched our OED team page on March 27. Our OED Team goal is to recruit 50 walkers and raise \$1,000.

Grow Detroit's Young Talent

Wayne State will again be hosting 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 in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

Talent-based Economic Development

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, 19 of whom remain in the program. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually.

The March 2017 session "Immigration Engagement & Detroit – An International City" took place on the 30th and 31st. Fellows learned about volunteer and advocacy opportunities that support Detroit's immigration population, and were introduced to the various nuances of Detroit's economic vitality as an international border city.

Raising DRF's Profile: With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include DRF's Director presenting at TechTown's International Women's Day event in March.

Submitted by: Ned Staebler, Vice President for Economic Development

Impact Report: DRF staff has worked with Good Done Daily for several months to publish its first impact report. An electronic version is now available for viewing on our website and printed copies are available in our office. This artifact will depict the program's evolution and impact since 2011 and will be utilized for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. A jury of DRF stakeholders, including staff and current and alumni Fellows, reviewed the applications. The staff narrowed the applicant pool to 154 semi-finalists and conducted virtual interviews in March. Below is aggregate demographic data for the semi-finalists which is similar to the applicant pool data

Gender

Female – 69%

Male – 30%

Gender Non-Conforming – 1%

Age

25-34 – 56%

35-44 – 34%

45-54 – 7%

55 & Older – 3%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 12%

Black/African-American – 37%

Multi-Racial – 9%

White – 42%

Current Residency

Detroit – 44%

Michigan (outside Detroit) – 32%

Out of State – 24%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. The KMF continued to brainstorm different paths forward and to identify concrete ways they can apply their skills and learnings to creating lasting change in their respective departments. In addition, the KMF are engaged with the program’s third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience. The staff utilized a design thinking exercise to gather feedback from the KMF to help inform future next stage programming opportunities. The DRF staff is currently exploring another cohort of KMF with Kresge and the City of Detroit.

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Submitted by: Ned Staebler, Vice President for Economic Development

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East Jefferson district has 11 active clients with eight businesses owners in the pipeline. These businesses are both food and retail. TechTown SWOT City is beginning to see a nice mix of businesses in the corridor that include services and products. For example, Red Bag Boutique, Live Cycle Delight a fitness studio and Cliff's Gentlemen's Barber Parlor providing services and amenities desired by residents. And, offering viable shopping for attracting customers from nearby communities such as the Grosse Pointes. East Jefferson SWOT City client Brix Wine and Charcuterie, West Village wine bar and shop grand opening was held March 18, 2017.

Like with East Jefferson District the SWOT City continues to see a demand, for example four new clients signed in Grandmont Rosedale with three in the pipeline, *Southwest* actively engaging 11 clients and signed a new client Sicily's Pizza & Subs, with eight clients in the pipeline and LIVE6/University District 6 clients in the pipeline.

SWOT City seeks to increase effective engagement with immigrant business owners in Detroit, Highland Park, and Hamtramck. The project with Challenge Detroit will support informing how to in a more meaningful way engage. As well as, expand upon partnership activities with ACCESS Growth Center and Global Detroit. SWOT City with ProsperUs Detroit is partnering with Challenge Detroit April 2017 to May 2017 for a project that will inform how to best serve immigrant business owners. The project launch is scheduled for April 21, 2017 and will end May 19, 2017.

Since SWOT City launched in Summer 2012 there has been significant impact in East Jefferson, Grandmont Rosedale, Southwest and LIVE6/University District. With the team working to strengthen partnerships in Brightmoor by engaging in conversations with Brightmoor Alliance and with Osborn leveraging partnership with Osborn Business Association. These interactions are resulting in referrals from OBA. In Osborn, the team signed two new clients, Golden Spice Catering is a longstanding business in Northeast Detroit since 1995 and Motown Fitness is a new business working with SWOT City to launch Spring 2017. Osborn has two additional existing businesses in the pipeline.

Our work with expanding outside of the six geographic neighborhoods began quarter one. This includes working with SWOT City client Wilda's in The North End, Rebel Nell in and referral support for Detroit is the New Black in Downtown.

SWOT City team has conducted Open Office Hours (OOH) at each of the six satellite offices and at TechTown. The team provide a minimum of 80 hours for OOHs each quarter.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for utilization integration of the PSN TechTown. This strategy supports a consistent message on value to client and for PSN that supports recruitment, retaining of, sustainability of network, support an annual calendar for LABS, BLOCKS ecosystem OOHs + entrepreneurial education + events. And, efficiency for plug and play.

TechTown's Professional Services Network (PSN) Utilizing Knowledge Capital to support small businesses in Detroit. Connecting people in three critical areas: one-on-one technical/business support (OOHs or Milestone Client Engagements), entrepreneurial education and events. This quarter the team has worked to develop a process for onboarding Corporate OOHs. This process allows TechTown team to more efficiently and timely plug interested corporations, sole proprietors, LLCs to entrepreneurs with one-on-one consultations on a variety of topics that matter to entrepreneurs. Additionally, the process will inform how interested stakeholders plug and play into the entrepreneurial education and events for TechTown.

Client engagements are supported by the PSN. Most recently, the place-based team has met with Accenture and DTE to support client engagements in three areas: entrepreneurial education both in-person and online, business directed events and milestone support. The team intends to utilize the partnership to strengthen TechTown programs and team as it relates to professional development and program operations and systems. TechTown with Accenture and DTE are continuing to ways to develop a pilot for Spring 2017.

Entrepreneurial education

Entrepreneurial Education is the value additive for BLOCKS one-on-one client engagements. TechTown offers a variety of workshops each quarter. In partnership with Bank of America, Social Media Association of Michigan, and Corporate Open Office Hours at TechTown Detroit and in East Jefferson and University District with Fifth Third Bank (Bankers Hours).

TechTown continues to work as the thought leader in Detroit's entrepreneurial environment. By intentionally leading and connecting with opportunities that connect place-based ecosystem providers to broader knowledge and networks. TechTown values the village supporting business and understands that when other partners are strong we are strong. TechTown has led the Detroit Entrepreneur Week event for four years. In 2016, TechTown began conversations with Detroit Startup Week about a partnership in May 2017 for tech-based + place-based entrepreneurs. TechTown saw this as a tremendous opportunity to bring together all entrepreneurs. 2017 Detroit Startup Week is the ultimate networking environment by bringing together entrepreneurs, influencers, industry experts and thought

leaders under a “big tent” of remarkable collaboration and engagement. This will be the first time in Detroit there will be collisions with tech, place-based, creative industries, social entrepreneurs; to support this direction a specific place-based and social entrepreneurship track has been included. DSW is May 22, 2017 thru May 26, 2017.

Place-based Economic Development

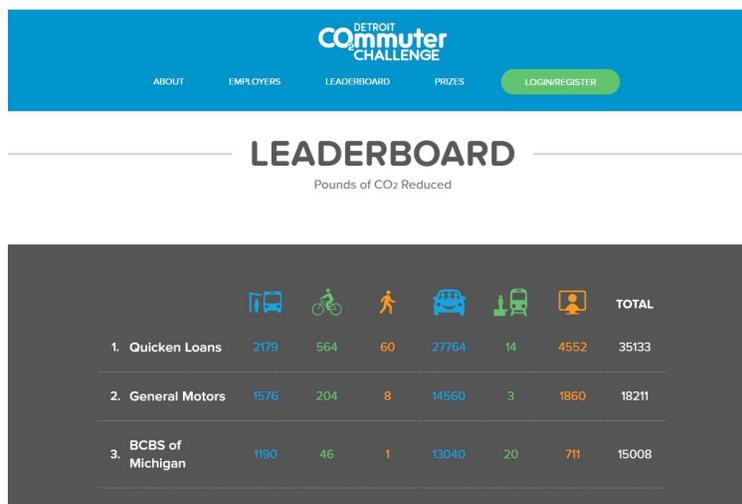
Placemaking Initiatives

The QLINE will open to the public on Friday, May 12. M-1 RAIL anticipates 30,000-40,000 people will ride the QLINE during its opening weekend. They are planning to hold public events along Woodward. All activities—including riding the QLINE—will be free and open to the public. The Wayne State owned park located at Woodward and Warren will serve as the main location for Midtown events. M-1 RAIL is planning to activate the park with flexible seating, food trucks and performances.

Our office is also planning to re-introduce the flexible public seating to several plazas and courtyards throughout campus to create a more welcoming atmosphere. We will be partnering with the Dean of Students Office and Arts in the D student group to clean, weatherize and distribute the seating to various locations in April in time for Open Houses, Admitted Students Days and the warmer weather.

Transportation & Mobility

Detroit Commuter Challenge: Given the many mobility initiatives launching this spring, our office is coordinating WSU’s campus-wide participation in the Detroit Commuter Challenge (DCC). The DCC is a month long event in May encouraging the use of eco-friendly commuting. We will encourage staff, students and Midtown employees to bike, carpool, take the bus, telecommute, vanpool and walk to reduce our carbon footprint, free up traffic congestion, and promote our own health. Every commute logged by a participant is entered into a drawing for great prizes, including tickets to WSU theater performances. Our goal is for WSU to be in the top five on the DCC Leaderboard—WSU was 25th last year without any formal promotion. Last year’s results are below:



Detroit Bike Share: Bike Share will launch the first week of May 2017. Five of the 43 bike share stations will be located on or adjacent to Wayne State's campus. Our goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown. There will be cash payment options available. Our office is exploring a group discount on annual memberships for the WSU community.

M-1 Rail: The QLINE will open to the public on Friday, May 12. Tickets will be available for purchase via an app, at QLINE stations and on the streetcars. Monthly and annual pricing will be announced soon; passes will be available for purchase at the Penske Tech Center. We will coordinate sharing safety and ridership information with Wayne State students and employees in late April/early May.

M-1 RAIL recently hosted a meeting to update donors on upcoming opportunities. These include: providing M-1 RAIL with a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at all QLINE stations; coordinating a preview ride for Wayne State stakeholders, including our Board of Governors; and participating in QLINE grand-opening weekend events (mentioned in Placemaking Initiatives).

Detroit Bike to Work Day: The Detroit Greenways Coalition is organizing the 12th Annual Detroit Bike to Work Day, one of hundreds of events taking place across the country. Our office and the Office of Campus Sustainability to coordinate a Midtown pit-stop on Friday, May 19th to encourage more students, staff and neighborhood employees to consider riding a bike to work or class. We are actively recruiting sponsors to offer free food, coffee, giveaways and raffle prizes. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Transit Access: Our office continues to meet with M-1 Rail and DDOT leadership to explore potential pilot programs to increase transit access and encourage ridership. These conversations are occurring amidst efforts to also hire a student intern to help plan and execute programs to raise awareness about how to use transit among the campus and broader community.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The next DOI program, Detroit 101, will take place on Tuesday, April 25 from 8am – 2 pm. The morning will begin with a bus tour through Detroit neighborhoods and destinations led by Jeanette Pierce of the Detroit Experience Factory. Tour destinations will include Midtown, Downtown, the riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants will engage in conversation with community leaders along the route, including April Anderson (Good Cakes and Bakes), Amina Daniels (Live Cycle Delight), Vittoria Kattanski (Hatch Detroit), Marc Pasco (Detroit RiverFront Conservancy) and Kim Tandy (Department of Neighborhoods). The program will conclude with lunch and a group dialogue facilitated by Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow at Wayne State University's Office of Economic Development. Joining the discussion will be Asandi Conner (Detroit Revitalization Fellows), Kurt Metzger (City of Pleasant Ridge) and Reverend Barry Randolph (Church of the Messiah).

Space is limited to 30 participants with full or partial scholarships available for 25% of attendees. Tickets are \$100. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, will be presenting more information about the DOI and 2017's program offerings at Cabinet on Thursday, April 13.

American Heart Walk

Submitted by: Ned Staebler, Vice President for Economic Development

Our office has identified a captain for the AHA Heart Walk in Midtown on Saturday, May 20. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, attended the American Heart Association Kick-off meeting on Thursday, March 23 and has launched our OED team page on March 27. Our OED Team goal is to recruit 50 walkers and raise \$1,000.

Grow Detroit's Young Talent

Wayne State will again be hosting 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 in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

Talent-based Economic Development

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, 19 of whom remain in the program. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually.

The March 2017 session "Immigration Engagement & Detroit – An International City" took place on the 30th and 31st. Fellows learned about volunteer and advocacy opportunities that support Detroit's immigration population, and were introduced to the various nuances of Detroit's economic vitality as an international border city.

Raising DRF's Profile: With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include DRF's Director presenting at TechTown's International Women's Day event in March.

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Impact Report: DRF staff has worked with Good Done Daily for several months to publish its first impact report. An electronic version is now available for viewing on our website and printed copies are available in our office. This artifact will depict the program's evolution and impact since 2011 and will be utilized for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. A jury of DRF stakeholders, including staff and current and alumni Fellows, reviewed the applications. The staff narrowed the applicant pool to 154 semi-finalists and conducted virtual interviews in March. Below is aggregate demographic data for the semi-finalists which is similar to the applicant pool data

Gender

Female – 69%

Male – 30%

Gender Non-Conforming – 1%

Age

25-34 – 56%

35-44 – 34%

45-54 – 7%

55 & Older – 3%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 12%

Black/African-American – 37%

Multi-Racial – 9%

White – 42%

Current Residency

Detroit – 44%

Michigan (outside Detroit) – 32%

Out of State – 24%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. The KMF continued to brainstorm different paths forward and to identify concrete ways they can apply their skills and learnings to creating lasting change in their respective departments. In addition, the KMF are engaged with the program’s third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience. The staff utilized a design thinking exercise to gather feedback from the KMF to help inform future next stage programming opportunities. The DRF staff is currently exploring another cohort of KMF with Kresge and the City of Detroit.

Business-based Economic Development

TechTown

LABS

The LABS team continues to promote, recruit and connect with young professional talent from around the state in preparation for our 2017 Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program that will kick-off in May 2017. We continue to aggressively pursue alternative program funding sources in the form of corporate foundation grants, sponsoring of student teams by private firms and federal sources such as the Department of Commerce, in partnership with the Michigan Minority Supplier Diversity Council. Pursuit of corporate support continues with ongoing communications with Lear Corporation, FCA while corporate support grant applications have been submitted to both Bank of America and DTE Foundation (grant submission for Delphi Foundation has been initiated as well).

The TBIC (TechTown Business Incubation Center) program continues to evolve and be fine-tuned. In 2017, we have had one client “graduate” (Sentinel) and another two clients (Faster Skates and Smart Girls Guide) exit from the program due to extensive market condition changes and less than ideal “fit” with the services being provided, respectively. We currently have 7 clients that continue to receive 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. In April 2017 we expect to enroll an additional client into the TBIC program given our partnership with the Michigan Innovation Alliance competition to which LABS has offered a winning team entry into the TBIC program.

Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve as work in our three main priority areas progresses well. Particularly, the committee continues to receive high remarks and appreciation from participants in the February 14th MedHealth Summit. Since the event, MedHealth Pitch Competition winners have been provided their cash prizes (1st \$10K, 2nd \$5K and 3rd \$2,500) and have been matched with a variety of in-kind service providers (SBDC, Three Leaf Ventures, FedEx Small Business, Harness Dickey Law Firm and In2Being Medical Device Consulting firm) to bring additional value to the innovators and event partners. Furthermore, “Market-Ready” (in-market or able to deliver product / services within 6 months) companies that conducted 1-on-1 meetings with leadership from health care systems are already engaging in steps toward delivering pilot projects. In March, we also issued follow-up evaluation and feedback surveys to all 240+ participants and created a post-event press release for release in early April. The MedHealth Steering Committee team now looks to 2017 as a year for continuing the intentional connections between startups and health systems, finalizing our MedHealth Regional Assessment focused on capturing the state of our region’s strengths, assets, capabilities, economic impact, etc. in the medical device and digital health industries. We will also plan to further refine and release our Commercialization Pathfinder tool which is being built to help entrepreneurs in Michigan and Ontario understand key components in the process of bringing a medical device or digital health solution to market. This pathfinder will ultimately guide an entrepreneur to contact a MI

SmartZone or Canadian Regional Innovation Centre to receive additional support services and resource recommendations. It will also provide SmartZones and Regional Innovation Centers with a directory of Michigan and Ontario based resources that can provide support to an entrepreneur as they develop their technology. Lastly, the committee will be looking at optimal modes of growth and diversified support for ongoing sustainability (note: Public Sector Consultants submitted a proposal in late January in the amount of \$200K to NEI for support through February 2018 based on conversations with Pam Lewis). There has also been a proposal submitted to the Venture for America (VFA) program that would afford us a dedicated health care specialist that would serve in the capacity as a “Cluster Manager” for one year (compensated by a “host” company).

After receiving a grant in the amount of \$100K from the John and Barbara Erb Family Foundation in late 2016, TechTown Detroit, Wayne State, Cleveland Water Alliance, General Electric, IBM and multiple community partners have launched the Erie Hack 2017 “Innovate Around the Lake” Challenge and Competition. In March, we delivered two well-attended “Hacking Days” sessions at TechTown Detroit that brought together innovations teams, individuals “hackers”, students, coaches, program partners and sponsors. Teams focused on creating publicly accessible mobile apps, open data and new technology to elevate the value of clean water and leverage its potential to drive economic vitality of the Great Lakes Region. Team registrations close March 31st and the Detroit Quarterfinal competition will be held at TechTown Detroit on April 1st.

In March of 2017, the LABS Business Unit also kicked off the initial steps in delivering a new program being referred to as “Corporate Open Office Hours” where we will schedule a wide variety representative with varying skill-sets from the private sector, investment community and entrepreneurial partner organizations to spend time (3 visits, 3 hours each in 2017) at TechTown Detroit meeting with entrepreneurs and startups in 30 minute increments. Thus far, 25 invitations have been sent out from a list of over 40 subject matter experts at entities across the region such as Lear, Microsoft, DTE, Delphi, GE, Dykema Gossett, Hitachi Capital, FedEx, Huron Ventures, eLab Ventures, Blue Water Angels, Google, Amazon, Ford Motor Company, Varnum Law Firm, Jaffe Raitt and more.

Along with continued support of a variety of portfolio clients from around the regional ecosystem, the LABS team continues to engage our community to deliver support to tech-based clients and build our brand as a trusted partner. Some of these activities include: SBDC Monthly meetings regarding client support and BAF engagements, “rolling” Open Office Hours delivered by TechTown LABS team members and hosted the new FCC Chairman (with 10 startups) at TechTown Detroit. Lastly, the LABS team worked with the data and metrics lead, Ann Marks, to implement a new feature of MINOS to survey and collect data from our BAF clients. The new survey that was issued in March collected over \$2M in additional capital from past (2015-2016) clients generated in the form of revenue/sales, grants or equity funding.

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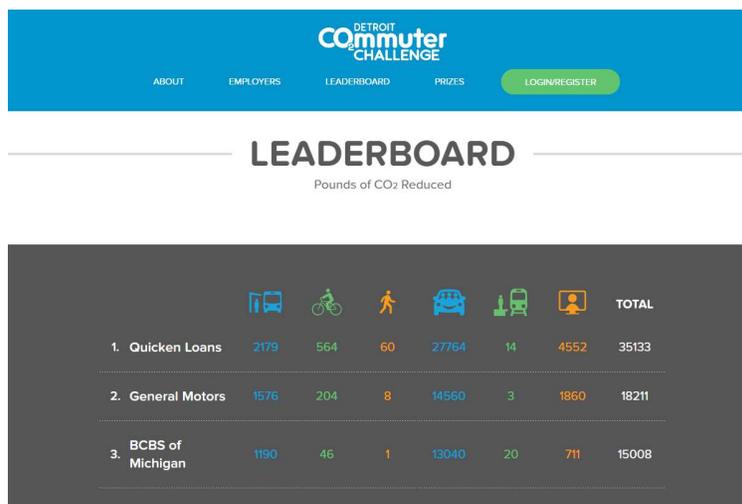
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The QLINE will open to the public on Friday, May 12. M-1 RAIL anticipates 30,000-40,000 people will ride the QLINE during its opening weekend. They are planning to hold public events along Woodward. All activities—including riding the QLINE—will be free and open to the public. The Wayne State owned park located at Woodward and Warren will serve as the main location for Midtown events. M-1 RAIL is planning to activate the park with flexible seating, food trucks and performances.

Our office is also planning to re-introduce the flexible public seating to several plazas and courtyards throughout campus to create a more welcoming atmosphere. We will be partnering with the Dean of Students Office and Arts in the D student group to clean, weatherize and distribute the seating to various locations in April in time for Open Houses, Admitted Students Days and the warmer weather.

Transportation & Mobility

Detroit Commuter Challenge: Given the many mobility initiatives launching this spring, our office is coordinating WSU’s campus-wide participation in the Detroit Commuter Challenge (DCC). The DCC is a month long event in May encouraging the use of eco-friendly commuting. We will encourage staff, students and Midtown employees to bike, carpool, take the bus, telecommute, vanpool and walk to reduce our carbon footprint, free up traffic congestion, and promote our own health. Every commute logged by a participant is entered into a drawing for great prizes, including tickets to WSU theater performances. Our goal is for WSU to be in the top five on the DCC Leaderboard—WSU was 25th last year without any formal promotion. Last year’s results are below:



Detroit Bike Share: Bike Share will launch the first week of May 2017. Five of the 43 bike share stations will be located on or adjacent to Wayne State's campus. Our goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown. There will be cash payment options available. Our office is exploring a group discount on annual memberships for the WSU community.

M-1 Rail: The QLINE will open to the public on Friday, May 12. Tickets will be available for purchase via an app, at QLINE stations and on the streetcars. Monthly and annual pricing will be announced soon; passes will be available for purchase at the Penske Tech Center. We will coordinate sharing safety and ridership information with Wayne State students and employees in late April/early May.

M-1 RAIL recently hosted a meeting to update donors on upcoming opportunities. These include: providing M-1 RAIL with a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at all QLINE stations; coordinating a preview ride for Wayne State stakeholders, including our Board of Governors; and participating in QLINE grand-opening weekend events (mentioned in Placemaking Initiatives).

Detroit Bike to Work Day: The Detroit Greenways Coalition is organizing the 12th Annual Detroit Bike to Work Day, one of hundreds of events taking place across the country. Our office and the Office of Campus Sustainability to coordinate a Midtown pit-stop on Friday, May 19th to encourage more students, staff and neighborhood employees to consider riding a bike to work or class. We are actively recruiting sponsors to offer free food, coffee, giveaways and raffle prizes. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Transit Access: Our office continues to meet with M-1 Rail and DDOT leadership to explore potential pilot programs to increase transit access and encourage ridership. These conversations are occurring amidst efforts to also hire a student intern to help plan and execute programs to raise awareness about how to use transit among the campus and broader community.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The next DOI program, Detroit 101, will take place on Tuesday, April 25 from 8am – 2 pm. The morning will begin with a bus tour through Detroit neighborhoods and destinations led by Jeanette Pierce of the Detroit Experience Factory. Tour destinations will include Midtown, Downtown, the riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants will engage in conversation with community leaders along the route, including April Anderson (Good Cakes and Bakes), Amina Daniels (Live Cycle Delight), Vittoria Kattanski (Hatch Detroit), Marc Pasco (Detroit RiverFront Conservancy) and Kim Tandy (Department of Neighborhoods). The program will conclude with lunch and a group dialogue facilitated by Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow at Wayne State University's Office of Economic Development. Joining the discussion will be Asandi Conner (Detroit Revitalization Fellows), Kurt Metzger (City of Pleasant Ridge) and Reverend Barry Randolph (Church of the Messiah).

Space is limited to 30 participants with full or partial scholarships available for 25% of attendees. Tickets are \$100. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, will be presenting more information about the DOI and 2017's program offerings at Cabinet on Thursday, April 13.

American Heart Walk

Submitted by: Ned Staebler, Vice President for Economic Development

Our office has identified a captain for the AHA Heart Walk in Midtown on Saturday, May 20. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, attended the American Heart Association Kick-off meeting on Thursday, March 23 and has launched our OED team page on March 27. Our OED Team goal is to recruit 50 walkers and raise \$1,000.

Grow Detroit's Young Talent

Wayne State will again be hosting 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 in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

Talent-based Economic Development

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, 19 of whom remain in the program. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually.

The March 2017 session "Immigration Engagement & Detroit – An International City" took place on the 30th and 31st. Fellows learned about volunteer and advocacy opportunities that support Detroit's immigration population, and were introduced to the various nuances of Detroit's economic vitality as an international border city.

Raising DRF's Profile: With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include DRF's Director presenting at TechTown's International Women's Day event in March.

Submitted by: Ned Staebler, Vice President for Economic Development

Impact Report: DRF staff has worked with Good Done Daily for several months to publish its first impact report. An electronic version is now available for viewing on our website and printed copies are available in our office. This artifact will depict the program's evolution and impact since 2011 and will be utilized for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. A jury of DRF stakeholders, including staff and current and alumni Fellows, reviewed the applications. The staff narrowed the applicant pool to 154 semi-finalists and conducted virtual interviews in March. Below is aggregate demographic data for the semi-finalists which is similar to the applicant pool data

Gender

Female – 69%

Male – 30%

Gender Non-Conforming – 1%

Age

25-34 – 56%

35-44 – 34%

45-54 – 7%

55 & Older – 3%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 12%

Black/African-American – 37%

Multi-Racial – 9%

White – 42%

Current Residency

Detroit – 44%

Michigan (outside Detroit) – 32%

Out of State – 24%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. The KMF continued to brainstorm different paths forward and to identify concrete ways they can apply their skills and learnings to creating lasting change in their respective departments. In addition, the KMF are engaged with the program’s third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience. The staff utilized a design thinking exercise to gather feedback from the KMF to help inform future next stage programming opportunities. The DRF staff is currently exploring another cohort of KMF with Kresge and the City of Detroit.

Business-based Economic Development

TechTown

LABS

The LABS team continues to promote, recruit and connect with young professional talent from around the state in preparation for our 2017 Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program that will kick-off in May 2017. We continue to aggressively pursue alternative program funding sources in the form of corporate foundation grants, sponsoring of student teams by private firms and federal sources such as the Department of Commerce, in partnership with the Michigan Minority Supplier Diversity Council. Pursuit of corporate support continues with ongoing communications with Lear Corporation, FCA while corporate support grant applications have been submitted to both Bank of America and DTE Foundation (grant submission for Delphi Foundation has been initiated as well).

The TBIC (TechTown Business Incubation Center) program continues to evolve and be fine-tuned. In 2017, we have had one client “graduate” (Sentinel) and another two clients (Faster Skates and Smart Girls Guide) exit from the program due to extensive market condition changes and less than ideal “fit” with the services being provided, respectively. We currently have 7 clients that continue to receive 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. In April 2017 we expect to enroll an additional client into the TBIC program given our partnership with the Michigan Innovation Alliance competition to which LABS has offered a winning team entry into the TBIC program.

Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve as work in our three main priority areas progresses well. Particularly, the committee continues to receive high remarks and appreciation from participants in the February 14th MedHealth Summit. Since the event, MedHealth Pitch Competition winners have been provided their cash prizes (1st \$10K, 2nd \$5K and 3rd \$2,500) and have been matched with a variety of in-kind service providers (SBDC, Three Leaf Ventures, FedEx Small Business, Harness Dickey Law Firm and In2Being Medical Device Consulting firm) to bring additional value to the innovators and event partners. Furthermore, “Market-Ready” (in-market or able to deliver product / services within 6 months) companies that conducted 1-on-1 meetings with leadership from health care systems are already engaging in steps toward delivering pilot projects. In March, we also issued follow-up evaluation and feedback surveys to all 240+ participants and created a post-event press release for release in early April. The MedHealth Steering Committee team now looks to 2017 as a year for continuing the intentional connections between startups and health systems, finalizing our MedHealth Regional Assessment focused on capturing the state of our region’s strengths, assets, capabilities, economic impact, etc. in the medical device and digital health industries. We will also plan to further refine and release our Commercialization Pathfinder tool which is being built to help entrepreneurs in Michigan and Ontario understand key components in the process of bringing a medical device or digital health solution to market. This pathfinder will ultimately guide an entrepreneur to contact a MI

SmartZone or Canadian Regional Innovation Centre to receive additional support services and resource recommendations. It will also provide SmartZones and Regional Innovation Centers with a directory of Michigan and Ontario based resources that can provide support to an entrepreneur as they develop their technology. Lastly, the committee will be looking at optimal modes of growth and diversified support for ongoing sustainability (note: Public Sector Consultants submitted a proposal in late January in the amount of \$200K to NEI for support through February 2018 based on conversations with Pam Lewis). There has also been a proposal submitted to the Venture for America (VFA) program that would afford us a dedicated health care specialist that would serve in the capacity as a “Cluster Manager” for one year (compensated by a “host” company).

After receiving a grant in the amount of \$100K from the John and Barbara Erb Family Foundation in late 2016, TechTown Detroit, Wayne State, Cleveland Water Alliance, General Electric, IBM and multiple community partners have launched the Erie Hack 2017 “Innovate Around the Lake” Challenge and Competition. In March, we delivered two well-attended “Hacking Days” sessions at TechTown Detroit that brought together innovations teams, individuals “hackers”, students, coaches, program partners and sponsors. Teams focused on creating publicly accessible mobile apps, open data and new technology to elevate the value of clean water and leverage its potential to drive economic vitality of the Great Lakes Region. Team registrations close March 31st and the Detroit Quarterfinal competition will be held at TechTown Detroit on April 1st.

In March of 2017, the LABS Business Unit also kicked off the initial steps in delivering a new program being referred to as “Corporate Open Office Hours” where we will schedule a wide variety representative with varying skill-sets from the private sector, investment community and entrepreneurial partner organizations to spend time (3 visits, 3 hours each in 2017) at TechTown Detroit meeting with entrepreneurs and startups in 30 minute increments. Thus far, 25 invitations have been sent out from a list of over 40 subject matter experts at entities across the region such as Lear, Microsoft, DTE, Delphi, GE, Dykema Gossett, Hitachi Capital, FedEx, Huron Ventures, eLab Ventures, Blue Water Angels, Google, Amazon, Ford Motor Company, Varnum Law Firm, Jaffe Raitt and more.

Along with continued support of a variety of portfolio clients from around the regional ecosystem, the LABS team continues to engage our community to deliver support to tech-based clients and build our brand as a trusted partner. Some of these activities include: SBDC Monthly meetings regarding client support and BAF engagements, “rolling” Open Office Hours delivered by TechTown LABS team members and hosted the new FCC Chairman (with 10 startups) at TechTown Detroit. Lastly, the LABS team worked with the data and metrics lead, Ann Marks, to implement a new feature of MINOS to survey and collect data from our BAF clients. The new survey that was issued in March collected over \$2M in additional capital from past (2015-2016) clients generated in the form of revenue/sales, grants or equity funding.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. TechTown's place-based business unit is all about inclusive entrepreneurship for brick-and-mortar enterprises in Detroit neighborhoods. The team of skilled, passionate doers support clients with one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City and Retail Services programs are the building blocks for success. Previously, TechTown shared some opportunities to continue reach to support corridor revitalization thru referrals. For SWOT City as specific focus on existing businesses is an important priority in 2017. The SWOT City playbook as designed is effective for both new and existing businesses that are important and desired by residents. The team will continue to work with our neighborhood partners, City of Detroit, DEGC Motor City Match, Detroit Future City and Community Development Corporations.

In 2016, BLOCKS served 338 clients, created 11 new companies. The clients served is a great representation of businesses from ideation to existing. With the TechTown team inclusive focus on support service-based businesses in brick and mortar, such as dry cleaners, day care centers will add to the revitalization residents want on their commercial corridors. The BLOCKS business unit uniquely designed model for place-based entrepreneurship includes acceleration + incubation for retail, wholesale, small manufacturing, lifestyle businesses (i.e. fitness studios) and food based businesses with revenue from \$0 - \$100k. The Team has a specific focus on financial analysis and marketing to position businesses for strategic goals such as securing capital, hiring employees and marketing products and services. These efforts will add tremendous value as the team prepares the business for next stage of development at incubation such as Goldman Sachs \$10 Small Businesses Program. SWOT City in particular is the direct pipeline into Goldman Sachs, at least five BLOCKS clients have been participants in Goldman Sachs best suited for companies with \$100k + revenues. The BLOCKS business unit will continue to effectively an intentionally utilize the ecosystem pipeline for growing client companies.

This quarter the team has begun to evaluate program services by meeting with former clients. This information with support goals for standardizing operations/systems and continuous improvement and value for entrepreneurs.

Retail Services

Retail Services includes Retail Incubation Services (RIS) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. First quarter, launched two of the Retail Services newest elements. On March 23, 2017 with Midtown Detroit, Inc. TechTown, launch The Cass Collective at 4161 Cass Avenue, Detroit, Michigan 48201. Cass Collective will host a rotating selection of Detroit-based pop-up retailers all under one roof. Cass Collective has six entrepreneurs, three of which are BLOCKS clients:

Bleu Bowtique: Bleu Bowtique features men's custom bow ties made in Detroit and other fine accessories such as neckties, pocket squares, lapel pins, bead bracelets, custom shirts and socks. Bleu Bowtique also offers personal styling expertise for weddings, proms and other special occasions.

Submitted by: Ned Staebler, Vice President for Economic Development

B'Juelz: B'Juelz is a handcrafted jewelry and leather accessories line for men and women. They specialize in healing stone bracelets, leather, and upcycled jewelry. B'Juelz also works with customers to create one-of-a-kind pieces.

Not Sorry Apparel- RBC V graduate Fall 2016. Not Sorry Apparel is a lifestyle brand for people who are not sorry for being different--just like Detroit. They upcycle clothes and make them their own by screen-printing them with bold designs. As part of RIS, tenants will rotate every three months and receive curated entrepreneurial services (SWOT services + entrepreneurial education). The team will utilize the SWOT City model by providing one-on-one assistance to include a SWOT assessment, customized milestone plan, bi-weekly check-ins for managing the plan and like with SWOT City upon exit refer to next steps to ecosystem providers and into RBC or SWOT City if applicable. During the client engagement, the team will guide through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

The SHOP will take place on a Friday once a month. The next dates are April 28, 2017 and May 5, 2019. Additionally, Retail Services will continue to lead the efforts for connecting clients to opportunities to pop-up in markets, as well as in partner events and collaborations such as with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC is on target for launching applications April 2017. The team will conduct various informational sessions beginning April 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 15 entrepreneurs will pitch for three \$5000 cash awards to support launch. And, the first RBC mini-workshop is scheduled for March 2017. Bank of America, Banking 101, will facilitate this workshop: Managing Cashflow. Participants will learn how to manage your everyday cash flow in a discussion regarding the important issues each entrepreneur faces in dealing with cash flow and how to better manage those challenges.

With the continuation of The Shop and The launch of Cass Collective, TechTown's Retail Services are adding value for creating a pipeline to brick and mortar. The Retail Services team continues to seek entrepreneurs that are place-based and within underserved neighborhoods. There are several opportunities to attract and recruit businesses for both the Retail Incubation Services, as well as, to the RBC mini-workshops that will provide valuable entrepreneurial education for businesses with retail ideas and existing retail businesses that need technical, operational, systems education for sustaining and growing their business. The partnerships with BUILD Institute, ProsperUS Detroit, Osborn Business Association, Southwest Business Association, Eastside Community Network and Jefferson East Inc. Grandmont Rosedale will support the opportunity for entrepreneurs to engage in the pop-up incubation program.

Aligning with TechTown's vision and values around inclusion. The BLOCKS business unit works to ensure those we serve reflect our community and strive to create equitable access for small business owners. These efforts have resulted in a significant representation of women-owned and minority owned businesses.

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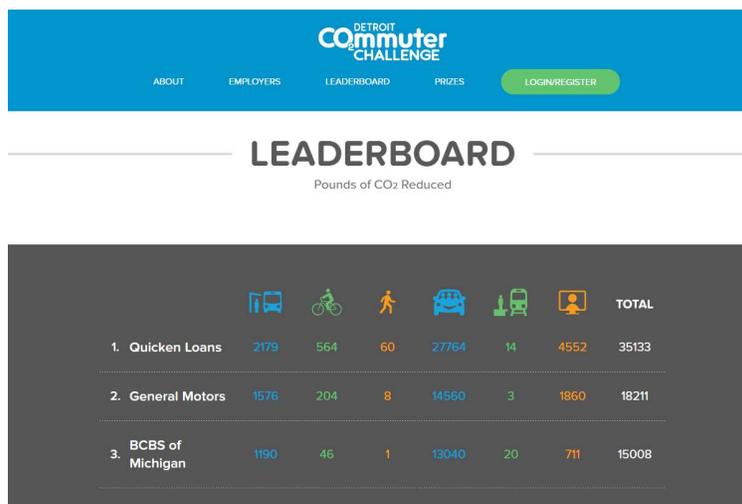
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Launched at Wayne State University in 2011, Detroit Revitalization Fellows (DRF) places emerging urban leaders to stimulate progress in local organizations at the forefront of civic, community and economic development efforts across the city and region. 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.

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The March 2017 session "Immigration Engagement & Detroit – An International City" took place on the 30th and 31st. Fellows learned about volunteer and advocacy opportunities that support Detroit's immigration population, and were introduced to the various nuances of Detroit's economic vitality as an international border city.

Raising DRF's Profile: With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include DRF's Director presenting at TechTown's International Women's Day event in March.

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Impact Report: DRF staff has worked with Good Done Daily for several months to publish its first impact report. An electronic version is now available for viewing on our website and printed copies are available in our office. This artifact will depict the program's evolution and impact since 2011 and will be utilized for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. A jury of DRF stakeholders, including staff and current and alumni Fellows, reviewed the applications. The staff narrowed the applicant pool to 154 semi-finalists and conducted virtual interviews in March. Below is aggregate demographic data for the semi-finalists which is similar to the applicant pool data

Gender

Female – 69%

Male – 30%

Gender Non-Conforming – 1%

Age

25-34 – 56%

35-44 – 34%

45-54 – 7%

55 & Older – 3%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 12%

Black/African-American – 37%

Multi-Racial – 9%

White – 42%

Current Residency

Detroit – 44%

Michigan (outside Detroit) – 32%

Out of State – 24%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. The KMF continued to brainstorm different paths forward and to identify concrete ways they can apply their skills and learnings to creating lasting change in their respective departments. In addition, the KMF are engaged with the program’s third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience. The staff utilized a design thinking exercise to gather feedback from the KMF to help inform future next stage programming opportunities. The DRF staff is currently exploring another cohort of KMF with Kresge and the City of Detroit.

Business-based Economic Development

TechTown

LABS

The LABS team continues to promote, recruit and connect with young professional talent from around the state in preparation for our 2017 Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program that will kick-off in May 2017. We continue to aggressively pursue alternative program funding sources in the form of corporate foundation grants, sponsoring of student teams by private firms and federal sources such as the Department of Commerce, in partnership with the Michigan Minority Supplier Diversity Council. Pursuit of corporate support continues with ongoing communications with Lear Corporation, FCA while corporate support grant applications have been submitted to both Bank of America and DTE Foundation (grant submission for Delphi Foundation has been initiated as well).

The TBIC (TechTown Business Incubation Center) program continues to evolve and be fine-tuned. In 2017, we have had one client “graduate” (Sentinel) and another two clients (Faster Skates and Smart Girls Guide) exit from the program due to extensive market condition changes and less than ideal “fit” with the services being provided, respectively. We currently have 7 clients that continue to receive 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. In April 2017 we expect to enroll an additional client into the TBIC program given our partnership with the Michigan Innovation Alliance competition to which LABS has offered a winning team entry into the TBIC program.

Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve as work in our three main priority areas progresses well. Particularly, the committee continues to receive high remarks and appreciation from participants in the February 14th MedHealth Summit. Since the event, MedHealth Pitch Competition winners have been provided their cash prizes (1st \$10K, 2nd \$5K and 3rd \$2,500) and have been matched with a variety of in-kind service providers (SBDC, Three Leaf Ventures, FedEx Small Business, Harness Dickey Law Firm and In2Being Medical Device Consulting firm) to bring additional value to the innovators and event partners. Furthermore, “Market-Ready” (in-market or able to deliver product / services within 6 months) companies that conducted 1-on-1 meetings with leadership from health care systems are already engaging in steps toward delivering pilot projects. In March, we also issued follow-up evaluation and feedback surveys to all 240+ participants and created a post-event press release for release in early April. The MedHealth Steering Committee team now looks to 2017 as a year for continuing the intentional connections between startups and health systems, finalizing our MedHealth Regional Assessment focused on capturing the state of our region’s strengths, assets, capabilities, economic impact, etc. in the medical device and digital health industries. We will also plan to further refine and release our Commercialization Pathfinder tool which is being built to help entrepreneurs in Michigan and Ontario understand key components in the process of bringing a medical device or digital health solution to market. This pathfinder will ultimately guide an entrepreneur to contact a MI

SmartZone or Canadian Regional Innovation Centre to receive additional support services and resource recommendations. It will also provide SmartZones and Regional Innovation Centers with a directory of Michigan and Ontario based resources that can provide support to an entrepreneur as they develop their technology. Lastly, the committee will be looking at optimal modes of growth and diversified support for ongoing sustainability (note: Public Sector Consultants submitted a proposal in late January in the amount of \$200K to NEI for support through February 2018 based on conversations with Pam Lewis). There has also been a proposal submitted to the Venture for America (VFA) program that would afford us a dedicated health care specialist that would serve in the capacity as a “Cluster Manager” for one year (compensated by a “host” company).

After receiving a grant in the amount of \$100K from the John and Barbara Erb Family Foundation in late 2016, TechTown Detroit, Wayne State, Cleveland Water Alliance, General Electric, IBM and multiple community partners have launched the Erie Hack 2017 “Innovate Around the Lake” Challenge and Competition. In March, we delivered two well-attended “Hacking Days” sessions at TechTown Detroit that brought together innovations teams, individuals “hackers”, students, coaches, program partners and sponsors. Teams focused on creating publicly accessible mobile apps, open data and new technology to elevate the value of clean water and leverage its potential to drive economic vitality of the Great Lakes Region. Team registrations close March 31st and the Detroit Quarterfinal competition will be held at TechTown Detroit on April 1st.

In March of 2017, the LABS Business Unit also kicked off the initial steps in delivering a new program being referred to as “Corporate Open Office Hours” where we will schedule a wide variety representative with varying skill-sets from the private sector, investment community and entrepreneurial partner organizations to spend time (3 visits, 3 hours each in 2017) at TechTown Detroit meeting with entrepreneurs and startups in 30 minute increments. Thus far, 25 invitations have been sent out from a list of over 40 subject matter experts at entities across the region such as Lear, Microsoft, DTE, Delphi, GE, Dykema Gossett, Hitachi Capital, FedEx, Huron Ventures, eLab Ventures, Blue Water Angels, Google, Amazon, Ford Motor Company, Varnum Law Firm, Jaffe Raitt and more.

Along with continued support of a variety of portfolio clients from around the regional ecosystem, the LABS team continues to engage our community to deliver support to tech-based clients and build our brand as a trusted partner. Some of these activities include: SBDC Monthly meetings regarding client support and BAF engagements, “rolling” Open Office Hours delivered by TechTown LABS team members and hosted the new FCC Chairman (with 10 startups) at TechTown Detroit. Lastly, the LABS team worked with the data and metrics lead, Ann Marks, to implement a new feature of MINOS to survey and collect data from our BAF clients. The new survey that was issued in March collected over \$2M in additional capital from past (2015-2016) clients generated in the form of revenue/sales, grants or equity funding.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. TechTown's place-based business unit is all about inclusive entrepreneurship for brick-and-mortar enterprises in Detroit neighborhoods. The team of skilled, passionate doers support clients with one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City and Retail Services programs are the building blocks for success. Previously, TechTown shared some opportunities to continue reach to support corridor revitalization thru referrals. For SWOT City as specific focus on existing businesses is an important priority in 2017. The SWOT City playbook as designed is effective for both new and existing businesses that are important and desired by residents. The team will continue to work with our neighborhood partners, City of Detroit, DEGC Motor City Match, Detroit Future City and Community Development Corporations.

In 2016, BLOCKS served 338 clients, created 11 new companies. The clients served is a great representation of businesses from ideation to existing. With the TechTown team inclusive focus on support service-based businesses in brick and mortar, such as dry cleaners, day care centers will add to the revitalization residents want on their commercial corridors. The BLOCKS business unit uniquely designed model for place-based entrepreneurship includes acceleration + incubation for retail, wholesale, small manufacturing, lifestyle businesses (i.e. fitness studios) and food based businesses with revenue from \$0 - \$100k. The Team has a specific focus on financial analysis and marketing to position businesses for strategic goals such as securing capital, hiring employees and marketing products and services. These efforts will add tremendous value as the team prepares the business for next stage of development at incubation such as Goldman Sachs \$10 Small Businesses Program. SWOT City in particular is the direct pipeline into Goldman Sachs, at least five BLOCKS clients have been participants in Goldman Sachs best suited for companies with \$100k + revenues. The BLOCKS business unit will continue to effectively an intentionally utilize the ecosystem pipeline for growing client companies.

This quarter the team has begun to evaluate program services by meeting with former clients. This information with support goals for standardizing operations/systems and continuous improvement and value for entrepreneurs.

Retail Services

Retail Services includes Retail Incubation Services (RIS) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. First quarter, launched two of the Retail Services newest elements. On March 23, 2017 with Midtown Detroit, Inc. TechTown, launch The Cass Collective at 4161 Cass Avenue, Detroit, Michigan 48201. Cass Collective will host a rotating selection of Detroit-based pop-up retailers all under one roof. Cass Collective has six entrepreneurs, three of which are BLOCKS clients:

Bleu Bowtique: Bleu Bowtique features men's custom bow ties made in Detroit and other fine accessories such as neckties, pocket squares, lapel pins, bead bracelets, custom shirts and socks. Bleu Bowtique also offers personal styling expertise for weddings, proms and other special occasions.

Submitted by: Ned Staebler, Vice President for Economic Development

B'Juelz: B'Juelz is a handcrafted jewelry and leather accessories line for men and women. They specialize in healing stone bracelets, leather, and upcycled jewelry. B'Juelz also works with customers to create one-of-a-kind pieces.

Not Sorry Apparel- RBC V graduate Fall 2016. Not Sorry Apparel is a lifestyle brand for people who are not sorry for being different--just like Detroit. They upcycle clothes and make them their own by screen-printing them with bold designs. As part of RIS, tenants will rotate every three months and receive curated entrepreneurial services (SWOT services + entrepreneurial education). The team will utilize the SWOT City model by providing one-on-one assistance to include a SWOT assessment, customized milestone plan, bi-weekly check-ins for managing the plan and like with SWOT City upon exit refer to next steps to ecosystem providers and into RBC or SWOT City if applicable. During the client engagement, the team will guide through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

The SHOP will take place on a Friday once a month. The next dates are April 28, 2017 and May 5, 2019. Additionally, Retail Services will continue to lead the efforts for connecting clients to opportunities to pop-up in markets, as well as in partner events and collaborations such as with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC is on target for launching applications April 2017. The team will conduct various informational sessions beginning April 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 15 entrepreneurs will pitch for three \$5000 cash awards to support launch. And, the first RBC mini-workshop is scheduled for March 2017. Bank of America, Banking 101, will facilitate this workshop: Managing Cashflow. Participants will learn how to manage your everyday cash flow in a discussion regarding the important issues each entrepreneur faces in dealing with cash flow and how to better manage those challenges.

With the continuation of The Shop and The launch of Cass Collective, TechTown's Retail Services are adding value for creating a pipeline to brick and mortar. The Retail Services team continues to seek entrepreneurs that are place-based and within underserved neighborhoods. There are several opportunities to attract and recruit businesses for both the Retail Incubation Services, as well as, to the RBC mini-workshops that will provide valuable entrepreneurial education for businesses with retail ideas and existing retail businesses that need technical, operational, systems education for sustaining and growing their business. The partnerships with BUILD Institute, ProsperUS Detroit, Osborn Business Association, Southwest Business Association, Eastside Community Network and Jefferson East Inc. Grandmont Rosedale will support the opportunity for entrepreneurs to engage in the pop-up incubation program.

Aligning with TechTown's vision and values around inclusion. The BLOCKS business unit works to ensure those we serve reflect our community and strive to create equitable access for small business owners. These efforts have resulted in a significant representation of women-owned and minority owned businesses.

SWOT City

SWOT City will continue to serve businesses in Detroit, and may receive referrals from both New Economy Initiative for businesses in Highland Park and/or Hamtramck. TechTown has continued to work closely with its partners to strategically support the launch, sustainability and growth of businesses across the District in need of TechTown's proven incubation services. The SWOT City Team continues to work with partners Eastside Community Network and LIVE6 to develop the best neighborhood strategy for engaging. The team submitted a proposal to provide SWOT services for Detroit Economic Growth Corporation (DEGC) Motor City Match (MCM) clients. This support will be for existing businesses. This opportunity with DEGC MCM will support the team's goals for increasing impact for existing businesses that have been up in Detroit and matter. This partnership will provide referrals into SWOT City that are the best fit for program offerings. The team expects for final notification for the work from DEGC by May 2017.

East Jefferson district has 11 active clients with eight businesses owners in the pipeline. These businesses are both food and retail. TechTown SWOT City is beginning to see a nice mix of businesses in the corridor that include services and products. For example, Red Bag Boutique, Live Cycle Delight a fitness studio and Cliff's Gentlemen's Barber Parlor providing services and amenities desired by residents. And, offering viable shopping for attracting customers from nearby communities such as the Grosse Pointes. East Jefferson SWOT City client Brix Wine and Charcuterie, West Village wine bar and shop grand opening was held March 18, 2017.

Like with East Jefferson District the SWOT City continues to see a demand, for example four new clients signed in Grandmont Rosedale with three in the pipeline, *Southwest* actively engaging 11 clients and signed a new client Sicily's Pizza & Subs, with eight clients in the pipeline and LIVE6/University District 6 clients in the pipeline.

SWOT City seeks to increase effective engagement with immigrant business owners in Detroit, Highland Park, and Hamtramck. The project with Challenge Detroit will support informing how to in a more meaningful way engage. As well as, expand upon partnership activities with ACCESS Growth Center and Global Detroit. SWOT City with ProsperUs Detroit is partnering with Challenge Detroit April 2017 to May 2017 for a project that will inform how to best serve immigrant business owners. The project launch is scheduled for April 21, 2017 and will end May 19, 2017.

Since SWOT City launched in Summer 2012 there has been significant impact in East Jefferson, Grandmont Rosedale, Southwest and LIVE6/University District. With the team working to strengthen partnerships in Brightmoor by engaging in conversations with Brightmoor Alliance and with Osborn leveraging partnership with Osborn Business Association. These interactions are resulting in referrals from OBA. In Osborn, the team signed two new clients, Golden Spice Catering is a longstanding business in Northeast Detroit since 1995 and Motown Fitness is a new business working with SWOT City to launch Spring 2017. Osborn has two additional existing businesses in the pipeline.

Our work with expanding outside of the six geographic neighborhoods began quarter one. This includes working with SWOT City client Wilda's in The North End, Rebel Nell in and referral support for Detroit is the New Black in Downtown.

SWOT City team has conducted Open Office Hours (OOH) at each of the six satellite offices and at TechTown. The team provide a minimum of 80 hours for OOHs each quarter.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for utilization integration of the PSN TechTown. This strategy supports a consistent message on value to client and for PSN that supports recruitment, retaining of, sustainability of network, support an annual calendar for LABS, BLOCKS ecosystem OOHs + entrepreneurial education + events. And, efficiency for plug and play.

TechTown's Professional Services Network (PSN) Utilizing Knowledge Capital to support small businesses in Detroit. Connecting people in three critical areas: one-on-one technical/business support (OOHs or Milestone Client Engagements), entrepreneurial education and events. This quarter the team has worked to develop a process for onboarding Corporate OOHs. This process allows TechTown team to more efficiently and timely plug interested corporations, sole proprietors, LLCs to entrepreneurs with one-on-one consultations on a variety of topics that matter to entrepreneurs. Additionally, the process will inform how interested stakeholders plug and play into the entrepreneurial education and events for TechTown.

Client engagements are supported by the PSN. Most recently, the place-based team has met with Accenture and DTE to support client engagements in three areas: entrepreneurial education both in-person and online, business directed events and milestone support. The team intends to utilize the partnership to strengthen TechTown programs and team as it relates to professional development and program operations and systems. TechTown with Accenture and DTE are continuing to ways to develop a pilot for Spring 2017.

Entrepreneurial education

Entrepreneurial Education is the value additive for BLOCKS one-on-one client engagements. TechTown offers a variety of workshops each quarter. In partnership with Bank of America, Social Media Association of Michigan, and Corporate Open Office Hours at TechTown Detroit and in East Jefferson and University District with Fifth Third Bank (Bankers Hours).

TechTown continues to work as the thought leader in Detroit's entrepreneurial environment. By intentionally leading and connecting with opportunities that connect place-based ecosystem providers to broader knowledge and networks. TechTown values the village supporting business and understands that when other partners are strong we are strong. TechTown has led the Detroit Entrepreneur Week event for four years. In 2016, TechTown began conversations with Detroit Startup Week about a partnership in May 2017 for tech-based + place-based entrepreneurs. TechTown saw this as a tremendous opportunity to bring together all entrepreneurs. 2017 Detroit Startup Week is the ultimate networking environment by bringing together entrepreneurs, influencers, industry experts and thought

leaders under a “big tent” of remarkable collaboration and engagement. This will be the first time in Detroit there will be collisions with tech, place-based, creative industries, social entrepreneurs; to support this direction a specific place-based and social entrepreneurship track has been included. DSW is May 22, 2017 thru May 26, 2017.

Place-based Economic Development

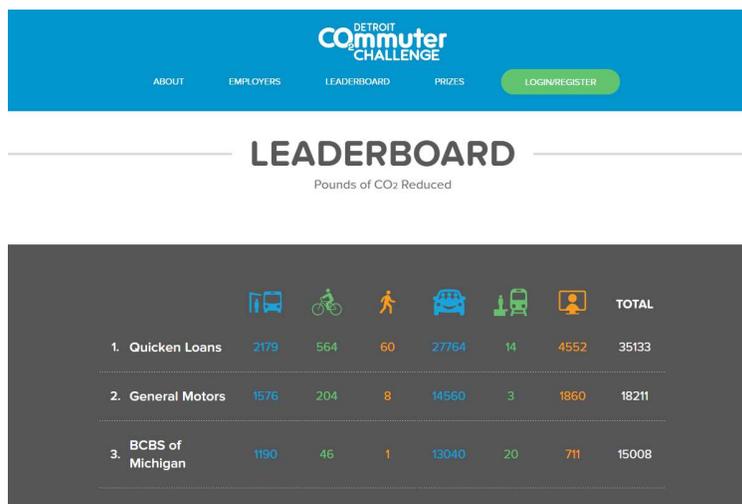
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Submitted by: Ned Staebler, Vice President for Economic Development

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Business-based Economic Development

TechTown

LABS

The LABS team continues to promote, recruit and connect with young professional talent from around the state in preparation for our 2017 Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program that will kick-off in May 2017. We continue to aggressively pursue alternative program funding sources in the form of corporate foundation grants, sponsoring of student teams by private firms and federal sources such as the Department of Commerce, in partnership with the Michigan Minority Supplier Diversity Council. Pursuit of corporate support continues with ongoing communications with Lear Corporation, FCA while corporate support grant applications have been submitted to both Bank of America and DTE Foundation (grant submission for Delphi Foundation has been initiated as well).

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Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve as work in our three main priority areas progresses well. Particularly, the committee continues to receive high remarks and appreciation from participants in the February 14th MedHealth Summit. Since the event, MedHealth Pitch Competition winners have been provided their cash prizes (1st \$10K, 2nd \$5K and 3rd \$2,500) and have been matched with a variety of in-kind service providers (SBDC, Three Leaf Ventures, FedEx Small Business, Harness Dickey Law Firm and In2Being Medical Device Consulting firm) to bring additional value to the innovators and event partners. Furthermore, “Market-Ready” (in-market or able to deliver product / services within 6 months) companies that conducted 1-on-1 meetings with leadership from health care systems are already engaging in steps toward delivering pilot projects. In March, we also issued follow-up evaluation and feedback surveys to all 240+ participants and created a post-event press release for release in early April. The MedHealth Steering Committee team now looks to 2017 as a year for continuing the intentional connections between startups and health systems, finalizing our MedHealth Regional Assessment focused on capturing the state of our region’s strengths, assets, capabilities, economic impact, etc. in the medical device and digital health industries. We will also plan to further refine and release our Commercialization Pathfinder tool which is being built to help entrepreneurs in Michigan and Ontario understand key components in the process of bringing a medical device or digital health solution to market. This pathfinder will ultimately guide an entrepreneur to contact a MI

SmartZone or Canadian Regional Innovation Centre to receive additional support services and resource recommendations. It will also provide SmartZones and Regional Innovation Centers with a directory of Michigan and Ontario based resources that can provide support to an entrepreneur as they develop their technology. Lastly, the committee will be looking at optimal modes of growth and diversified support for ongoing sustainability (note: Public Sector Consultants submitted a proposal in late January in the amount of \$200K to NEI for support through February 2018 based on conversations with Pam Lewis). There has also been a proposal submitted to the Venture for America (VFA) program that would afford us a dedicated health care specialist that would serve in the capacity as a “Cluster Manager” for one year (compensated by a “host” company).

After receiving a grant in the amount of \$100K from the John and Barbara Erb Family Foundation in late 2016, TechTown Detroit, Wayne State, Cleveland Water Alliance, General Electric, IBM and multiple community partners have launched the Erie Hack 2017 “Innovate Around the Lake” Challenge and Competition. In March, we delivered two well-attended “Hacking Days” sessions at TechTown Detroit that brought together innovations teams, individuals “hackers”, students, coaches, program partners and sponsors. Teams focused on creating publicly accessible mobile apps, open data and new technology to elevate the value of clean water and leverage its potential to drive economic vitality of the Great Lakes Region. Team registrations close March 31st and the Detroit Quarterfinal competition will be held at TechTown Detroit on April 1st.

In March of 2017, the LABS Business Unit also kicked off the initial steps in delivering a new program being referred to as “Corporate Open Office Hours” where we will schedule a wide variety representative with varying skill-sets from the private sector, investment community and entrepreneurial partner organizations to spend time (3 visits, 3 hours each in 2017) at TechTown Detroit meeting with entrepreneurs and startups in 30 minute increments. Thus far, 25 invitations have been sent out from a list of over 40 subject matter experts at entities across the region such as Lear, Microsoft, DTE, Delphi, GE, Dykema Gossett, Hitachi Capital, FedEx, Huron Ventures, eLab Ventures, Blue Water Angels, Google, Amazon, Ford Motor Company, Varnum Law Firm, Jaffe Raitt and more.

Along with continued support of a variety of portfolio clients from around the regional ecosystem, the LABS team continues to engage our community to deliver support to tech-based clients and build our brand as a trusted partner. Some of these activities include: SBDC Monthly meetings regarding client support and BAF engagements, “rolling” Open Office Hours delivered by TechTown LABS team members and hosted the new FCC Chairman (with 10 startups) at TechTown Detroit. Lastly, the LABS team worked with the data and metrics lead, Ann Marks, to implement a new feature of MINOS to survey and collect data from our BAF clients. The new survey that was issued in March collected over \$2M in additional capital from past (2015-2016) clients generated in the form of revenue/sales, grants or equity funding.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. TechTown's place-based business unit is all about inclusive entrepreneurship for brick-and-mortar enterprises in Detroit neighborhoods. The team of skilled, passionate doers support clients with one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City and Retail Services programs are the building blocks for success. Previously, TechTown shared some opportunities to continue reach to support corridor revitalization thru referrals. For SWOT City as specific focus on existing businesses is an important priority in 2017. The SWOT City playbook as designed is effective for both new and existing businesses that are important and desired by residents. The team will continue to work with our neighborhood partners, City of Detroit, DEGC Motor City Match, Detroit Future City and Community Development Corporations.

In 2016, BLOCKS served 338 clients, created 11 new companies. The clients served is a great representation of businesses from ideation to existing. With the TechTown team inclusive focus on support service-based businesses in brick and mortar, such as dry cleaners, day care centers will add to the revitalization residents want on their commercial corridors. The BLOCKS business unit uniquely designed model for place-based entrepreneurship includes acceleration + incubation for retail, wholesale, small manufacturing, lifestyle businesses (i.e. fitness studios) and food based businesses with revenue from \$0 - \$100k. The Team has a specific focus on financial analysis and marketing to position businesses for strategic goals such as securing capital, hiring employees and marketing products and services. These efforts will add tremendous value as the team prepares the business for next stage of development at incubation such as Goldman Sachs \$10 Small Businesses Program. SWOT City in particular is the direct pipeline into Goldman Sachs, at least five BLOCKS clients have been participants in Goldman Sachs best suited for companies with \$100k + revenues. The BLOCKS business unit will continue to effectively an intentionally utilize the ecosystem pipeline for growing client companies.

This quarter the team has begun to evaluate program services by meeting with former clients. This information with support goals for standardizing operations/systems and continuous improvement and value for entrepreneurs.

Retail Services

Retail Services includes Retail Incubation Services (RIS) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. First quarter, launched two of the Retail Services newest elements. On March 23, 2017 with Midtown Detroit, Inc. TechTown, launch The Cass Collective at 4161 Cass Avenue, Detroit, Michigan 48201. Cass Collective will host a rotating selection of Detroit-based pop-up retailers all under one roof. Cass Collective has six entrepreneurs, three of which are BLOCKS clients:

Bleu Bowtique: Bleu Bowtique features men's custom bow ties made in Detroit and other fine accessories such as neckties, pocket squares, lapel pins, bead bracelets, custom shirts and socks. Bleu Bowtique also offers personal styling expertise for weddings, proms and other special occasions.

Submitted by: Ned Staebler, Vice President for Economic Development

B'Juelz: B'Juelz is a handcrafted jewelry and leather accessories line for men and women. They specialize in healing stone bracelets, leather, and upcycled jewelry. B'Juelz also works with customers to create one-of-a-kind pieces.

Not Sorry Apparel- RBC V graduate Fall 2016. Not Sorry Apparel is a lifestyle brand for people who are not sorry for being different--just like Detroit. They upcycle clothes and make them their own by screen-printing them with bold designs. As part of RIS, tenants will rotate every three months and receive curated entrepreneurial services (SWOT services + entrepreneurial education). The team will utilize the SWOT City model by providing one-on-one assistance to include a SWOT assessment, customized milestone plan, bi-weekly check-ins for managing the plan and like with SWOT City upon exit refer to next steps to ecosystem providers and into RBC or SWOT City if applicable. During the client engagement, the team will guide through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

The SHOP will take place on a Friday once a month. The next dates are April 28, 2017 and May 5, 2019. Additionally, Retail Services will continue to lead the efforts for connecting clients to opportunities to pop-up in markets, as well as in partner events and collaborations such as with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC is on target for launching applications April 2017. The team will conduct various informational sessions beginning April 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 15 entrepreneurs will pitch for three \$5000 cash awards to support launch. And, the first RBC mini-workshop is scheduled for March 2017. Bank of America, Banking 101, will facilitate this workshop: Managing Cashflow. Participants will learn how to manage your everyday cash flow in a discussion regarding the important issues each entrepreneur faces in dealing with cash flow and how to better manage those challenges.

With the continuation of The Shop and The launch of Cass Collective, TechTown's Retail Services are adding value for creating a pipeline to brick and mortar. The Retail Services team continues to seek entrepreneurs that are place-based and within underserved neighborhoods. There are several opportunities to attract and recruit businesses for both the Retail Incubation Services, as well as, to the RBC mini-workshops that will provide valuable entrepreneurial education for businesses with retail ideas and existing retail businesses that need technical, operational, systems education for sustaining and growing their business. The partnerships with BUILD Institute, ProsperUS Detroit, Osborn Business Association, Southwest Business Association, Eastside Community Network and Jefferson East Inc. Grandmont Rosedale will support the opportunity for entrepreneurs to engage in the pop-up incubation program.

Aligning with TechTown's vision and values around inclusion. The BLOCKS business unit works to ensure those we serve reflect our community and strive to create equitable access for small business owners. These efforts have resulted in a significant representation of women-owned and minority owned businesses.

SWOT City

SWOT City will continue to serve businesses in Detroit, and may receive referrals from both New Economy Initiative for businesses in Highland Park and/or Hamtramck. TechTown has continued to work closely with its partners to strategically support the launch, sustainability and growth of businesses across the District in need of TechTown's proven incubation services. The SWOT City Team continues to work with partners Eastside Community Network and LIVE6 to develop the best neighborhood strategy for engaging. The team submitted a proposal to provide SWOT services for Detroit Economic Growth Corporation (DEGC) Motor City Match (MCM) clients. This support will be for existing businesses. This opportunity with DEGC MCM will support the team's goals for increasing impact for existing businesses that have been up in Detroit and matter. This partnership will provide referrals into SWOT City that are the best fit for program offerings. The team expects for final notification for the work from DEGC by May 2017.

East Jefferson district has 11 active clients with eight businesses owners in the pipeline. These businesses are both food and retail. TechTown SWOT City is beginning to see a nice mix of businesses in the corridor that include services and products. For example, Red Bag Boutique, Live Cycle Delight a fitness studio and Cliff's Gentlemen's Barber Parlor providing services and amenities desired by residents. And, offering viable shopping for attracting customers from nearby communities such as the Grosse Pointes. East Jefferson SWOT City client Brix Wine and Charcuterie, West Village wine bar and shop grand opening was held March 18, 2017.

Like with East Jefferson District the SWOT City continues to see a demand, for example four new clients signed in Grandmont Rosedale with three in the pipeline, *Southwest* actively engaging 11 clients and signed a new client Sicily's Pizza & Subs, with eight clients in the pipeline and LIVE6/University District 6 clients in the pipeline.

SWOT City seeks to increase effective engagement with immigrant business owners in Detroit, Highland Park, and Hamtramck. The project with Challenge Detroit will support informing how to in a more meaningful way engage. As well as, expand upon partnership activities with ACCESS Growth Center and Global Detroit. SWOT City with ProsperUs Detroit is partnering with Challenge Detroit April 2017 to May 2017 for a project that will inform how to best serve immigrant business owners. The project launch is scheduled for April 21, 2017 and will end May 19, 2017.

Since SWOT City launched in Summer 2012 there has been significant impact in East Jefferson, Grandmont Rosedale, Southwest and LIVE6/University District. With the team working to strengthen partnerships in Brightmoor by engaging in conversations with Brightmoor Alliance and with Osborn leveraging partnership with Osborn Business Association. These interactions are resulting in referrals from OBA. In Osborn, the team signed two new clients, Golden Spice Catering is a longstanding business in Northeast Detroit since 1995 and Motown Fitness is a new business working with SWOT City to launch Spring 2017. Osborn has two additional existing businesses in the pipeline.

Our work with expanding outside of the six geographic neighborhoods began quarter one. This includes working with SWOT City client Wilda's in The North End, Rebel Nell in and referral support for Detroit is the New Black in Downtown.

SWOT City team has conducted Open Office Hours (OOH) at each of the six satellite offices and at TechTown. The team provide a minimum of 80 hours for OOHs each quarter.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for utilization integration of the PSN TechTown. This strategy supports a consistent message on value to client and for PSN that supports recruitment, retaining of, sustainability of network, support an annual calendar for LABS, BLOCKS ecosystem OOHs + entrepreneurial education + events. And, efficiency for plug and play.

TechTown's Professional Services Network (PSN) Utilizing Knowledge Capital to support small businesses in Detroit. Connecting people in three critical areas: one-on-one technical/business support (OOHs or Milestone Client Engagements), entrepreneurial education and events. This quarter the team has worked to develop a process for onboarding Corporate OOHs. This process allows TechTown team to more efficiently and timely plug interested corporations, sole proprietors, LLCs to entrepreneurs with one-on-one consultations on a variety of topics that matter to entrepreneurs. Additionally, the process will inform how interested stakeholders plug and play into the entrepreneurial education and events for TechTown.

Client engagements are supported by the PSN. Most recently, the place-based team has met with Accenture and DTE to support client engagements in three areas: entrepreneurial education both in-person and online, business directed events and milestone support. The team intends to utilize the partnership to strengthen TechTown programs and team as it relates to professional development and program operations and systems. TechTown with Accenture and DTE are continuing to ways to develop a pilot for Spring 2017.

Entrepreneurial education

Entrepreneurial Education is the value additive for BLOCKS one-on-one client engagements. TechTown offers a variety of workshops each quarter. In partnership with Bank of America, Social Media Association of Michigan, and Corporate Open Office Hours at TechTown Detroit and in East Jefferson and University District with Fifth Third Bank (Bankers Hours).

TechTown continues to work as the thought leader in Detroit's entrepreneurial environment. By intentionally leading and connecting with opportunities that connect place-based ecosystem providers to broader knowledge and networks. TechTown values the village supporting business and understands that when other partners are strong we are strong. TechTown has led the Detroit Entrepreneur Week event for four years. In 2016, TechTown began conversations with Detroit Startup Week about a partnership in May 2017 for tech-based + place-based entrepreneurs. TechTown saw this as a tremendous opportunity to bring together all entrepreneurs. 2017 Detroit Startup Week is the ultimate networking environment by bringing together entrepreneurs, influencers, industry experts and thought

leaders under a “big tent” of remarkable collaboration and engagement. This will be the first time in Detroit there will be collisions with tech, place-based, creative industries, social entrepreneurs; to support this direction a specific place-based and social entrepreneurship track has been included. DSW is May 22, 2017 thru May 26, 2017.

Place-based Economic Development

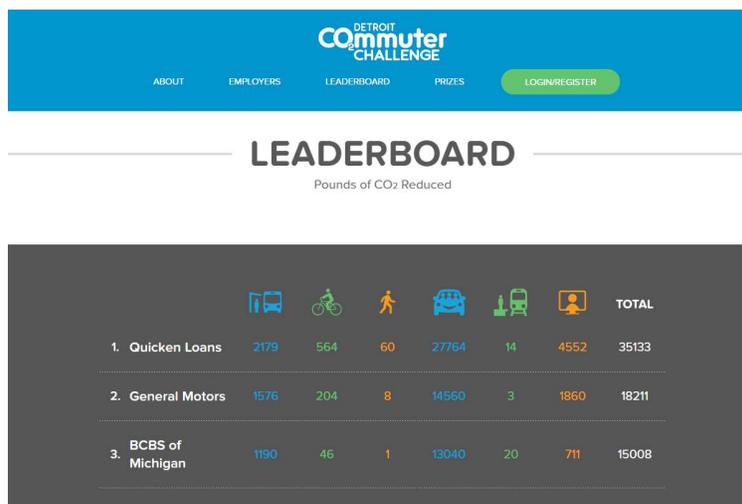
Placemaking Initiatives

The QLINE will open to the public on Friday, May 12. M-1 RAIL anticipates 30,000-40,000 people will ride the QLINE during its opening weekend. They are planning to hold public events along Woodward. All activities—including riding the QLINE—will be free and open to the public. The Wayne State owned park located at Woodward and Warren will serve as the main location for Midtown events. M-1 RAIL is planning to activate the park with flexible seating, food trucks and performances.

Our office is also planning to re-introduce the flexible public seating to several plazas and courtyards throughout campus to create a more welcoming atmosphere. We will be partnering with the Dean of Students Office and Arts in the D student group to clean, weatherize and distribute the seating to various locations in April in time for Open Houses, Admitted Students Days and the warmer weather.

Transportation & Mobility

Detroit Commuter Challenge: Given the many mobility initiatives launching this spring, our office is coordinating WSU’s campus-wide participation in the Detroit Commuter Challenge (DCC). The DCC is a month long event in May encouraging the use of eco-friendly commuting. We will encourage staff, students and Midtown employees to bike, carpool, take the bus, telecommute, vanpool and walk to reduce our carbon footprint, free up traffic congestion, and promote our own health. Every commute logged by a participant is entered into a drawing for great prizes, including tickets to WSU theater performances. Our goal is for WSU to be in the top five on the DCC Leaderboard—WSU was 25th last year without any formal promotion. Last year’s results are below:



Detroit Bike Share: Bike Share will launch the first week of May 2017. Five of the 43 bike share stations will be located on or adjacent to Wayne State's campus. Our goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown. There will be cash payment options available. Our office is exploring a group discount on annual memberships for the WSU community.

M-1 Rail: The QLINE will open to the public on Friday, May 12. Tickets will be available for purchase via an app, at QLINE stations and on the streetcars. Monthly and annual pricing will be announced soon; passes will be available for purchase at the Penske Tech Center. We will coordinate sharing safety and ridership information with Wayne State students and employees in late April/early May.

M-1 RAIL recently hosted a meeting to update donors on upcoming opportunities. These include: providing M-1 RAIL with a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at all QLINE stations; coordinating a preview ride for Wayne State stakeholders, including our Board of Governors; and participating in QLINE grand-opening weekend events (mentioned in Placemaking Initiatives).

Detroit Bike to Work Day: The Detroit Greenways Coalition is organizing the 12th Annual Detroit Bike to Work Day, one of hundreds of events taking place across the country. Our office and the Office of Campus Sustainability to coordinate a Midtown pit-stop on Friday, May 19th to encourage more students, staff and neighborhood employees to consider riding a bike to work or class. We are actively recruiting sponsors to offer free food, coffee, giveaways and raffle prizes. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Transit Access: Our office continues to meet with M-1 Rail and DDOT leadership to explore potential pilot programs to increase transit access and encourage ridership. These conversations are occurring amidst efforts to also hire a student intern to help plan and execute programs to raise awareness about how to use transit among the campus and broader community.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The next DOI program, Detroit 101, will take place on Tuesday, April 25 from 8am – 2 pm. The morning will begin with a bus tour through Detroit neighborhoods and destinations led by Jeanette Pierce of the Detroit Experience Factory. Tour destinations will include Midtown, Downtown, the riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants will engage in conversation with community leaders along the route, including April Anderson (Good Cakes and Bakes), Amina Daniels (Live Cycle Delight), Vittoria Kattanski (Hatch Detroit), Marc Pasco (Detroit RiverFront Conservancy) and Kim Tandy (Department of Neighborhoods). The program will conclude with lunch and a group dialogue facilitated by Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow at Wayne State University's Office of Economic Development. Joining the discussion will be Asandi Conner (Detroit Revitalization Fellows), Kurt Metzger (City of Pleasant Ridge) and Reverend Barry Randolph (Church of the Messiah).

Space is limited to 30 participants with full or partial scholarships available for 25% of attendees. Tickets are \$100. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, will be presenting more information about the DOI and 2017's program offerings at Cabinet on Thursday, April 13.

American Heart Walk

Submitted by: Ned Staebler, Vice President for Economic Development

Our office has identified a captain for the AHA Heart Walk in Midtown on Saturday, May 20. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, attended the American Heart Association Kick-off meeting on Thursday, March 23 and has launched our OED team page on March 27. Our OED Team goal is to recruit 50 walkers and raise \$1,000.

Grow Detroit's Young Talent

Wayne State will again be hosting 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 in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

Talent-based Economic Development

Detroit Revitalization Fellows, a program of Wayne State University

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In 2016, BLOCKS served 338 clients, created 11 new companies. The clients served is a great representation of businesses from ideation to existing. With the TechTown team inclusive focus on support service-based businesses in brick and mortar, such as dry cleaners, day care centers will add to the revitalization residents want on their commercial corridors. The BLOCKS business unit uniquely designed model for place-based entrepreneurship includes acceleration + incubation for retail, wholesale, small manufacturing, lifestyle businesses (i.e. fitness studios) and food based businesses with revenue from \$0 - \$100k. The Team has a specific focus on financial analysis and marketing to position businesses for strategic goals such as securing capital, hiring employees and marketing products and services. These efforts will add tremendous value as the team prepares the business for next stage of development at incubation such as Goldman Sachs \$10 Small Businesses Program. SWOT City in particular is the direct pipeline into Goldman Sachs, at least five BLOCKS clients have been participants in Goldman Sachs best suited for companies with \$100k + revenues. The BLOCKS business unit will continue to effectively an intentionally utilize the ecosystem pipeline for growing client companies.

This quarter the team has begun to evaluate program services by meeting with former clients. This information with support goals for standardizing operations/systems and continuous improvement and value for entrepreneurs.

Retail Services

Retail Services includes Retail Incubation Services (RIS) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. First quarter, launched two of the Retail Services newest elements. On March 23, 2017 with Midtown Detroit, Inc. TechTown, launch The Cass Collective at 4161 Cass Avenue, Detroit, Michigan 48201. Cass Collective will host a rotating selection of Detroit-based pop-up retailers all under one roof. Cass Collective has six entrepreneurs, three of which are BLOCKS clients:

Bleu Bowtique: Bleu Bowtique features men's custom bow ties made in Detroit and other fine accessories such as neckties, pocket squares, lapel pins, bead bracelets, custom shirts and socks. Bleu Bowtique also offers personal styling expertise for weddings, proms and other special occasions.

Submitted by: Ned Staebler, Vice President for Economic Development

B'Juelz: B'Juelz is a handcrafted jewelry and leather accessories line for men and women. They specialize in healing stone bracelets, leather, and upcycled jewelry. B'Juelz also works with customers to create one-of-a-kind pieces.

Not Sorry Apparel- RBC V graduate Fall 2016. Not Sorry Apparel is a lifestyle brand for people who are not sorry for being different--just like Detroit. They upcycle clothes and make them their own by screen-printing them with bold designs. As part of RIS, tenants will rotate every three months and receive curated entrepreneurial services (SWOT services + entrepreneurial education). The team will utilize the SWOT City model by providing one-on-one assistance to include a SWOT assessment, customized milestone plan, bi-weekly check-ins for managing the plan and like with SWOT City upon exit refer to next steps to ecosystem providers and into RBC or SWOT City if applicable. During the client engagement, the team will guide through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

The SHOP will take place on a Friday once a month. The next dates are April 28, 2017 and May 5, 2019. Additionally, Retail Services will continue to lead the efforts for connecting clients to opportunities to pop-up in markets, as well as in partner events and collaborations such as with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC is on target for launching applications April 2017. The team will conduct various informational sessions beginning April 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 15 entrepreneurs will pitch for three \$5000 cash awards to support launch. And, the first RBC mini-workshop is scheduled for March 2017. Bank of America, Banking 101, will facilitate this workshop: Managing Cashflow. Participants will learn how to manage your everyday cash flow in a discussion regarding the important issues each entrepreneur faces in dealing with cash flow and how to better manage those challenges.

With the continuation of The Shop and The launch of Cass Collective, TechTown's Retail Services are adding value for creating a pipeline to brick and mortar. The Retail Services team continues to seek entrepreneurs that are place-based and within underserved neighborhoods. There are several opportunities to attract and recruit businesses for both the Retail Incubation Services, as well as, to the RBC mini-workshops that will provide valuable entrepreneurial education for businesses with retail ideas and existing retail businesses that need technical, operational, systems education for sustaining and growing their business. The partnerships with BUILD Institute, ProsperUS Detroit, Osborn Business Association, Southwest Business Association, Eastside Community Network and Jefferson East Inc. Grandmont Rosedale will support the opportunity for entrepreneurs to engage in the pop-up incubation program.

Aligning with TechTown's vision and values around inclusion. The BLOCKS business unit works to ensure those we serve reflect our community and strive to create equitable access for small business owners. These efforts have resulted in a significant representation of women-owned and minority owned businesses.

SWOT City

SWOT City will continue to serve businesses in Detroit, and may receive referrals from both New Economy Initiative for businesses in Highland Park and/or Hamtramck. TechTown has continued to work closely with its partners to strategically support the launch, sustainability and growth of businesses across the District in need of TechTown's proven incubation services. The SWOT City Team continues to work with partners Eastside Community Network and LIVE6 to develop the best neighborhood strategy for engaging. The team submitted a proposal to provide SWOT services for Detroit Economic Growth Corporation (DEGC) Motor City Match (MCM) clients. This support will be for existing businesses. This opportunity with DEGC MCM will support the team's goals for increasing impact for existing businesses that have been up in Detroit and matter. This partnership will provide referrals into SWOT City that are the best fit for program offerings. The team expects for final notification for the work from DEGC by May 2017.

East Jefferson district has 11 active clients with eight businesses owners in the pipeline. These businesses are both food and retail. TechTown SWOT City is beginning to see a nice mix of businesses in the corridor that include services and products. For example, Red Bag Boutique, Live Cycle Delight a fitness studio and Cliff's Gentlemen's Barber Parlor providing services and amenities desired by residents. And, offering viable shopping for attracting customers from nearby communities such as the Grosse Pointes. East Jefferson SWOT City client Brix Wine and Charcuterie, West Village wine bar and shop grand opening was held March 18, 2017.

Like with East Jefferson District the SWOT City continues to see a demand, for example four new clients signed in Grandmont Rosedale with three in the pipeline, *Southwest* actively engaging 11 clients and signed a new client Sicily's Pizza & Subs, with eight clients in the pipeline and LIVE6/University District 6 clients in the pipeline.

SWOT City seeks to increase effective engagement with immigrant business owners in Detroit, Highland Park, and Hamtramck. The project with Challenge Detroit will support informing how to in a more meaningful way engage. As well as, expand upon partnership activities with ACCESS Growth Center and Global Detroit. SWOT City with ProsperUs Detroit is partnering with Challenge Detroit April 2017 to May 2017 for a project that will inform how to best serve immigrant business owners. The project launch is scheduled for April 21, 2017 and will end May 19, 2017.

Since SWOT City launched in Summer 2012 there has been significant impact in East Jefferson, Grandmont Rosedale, Southwest and LIVE6/University District. With the team working to strengthen partnerships in Brightmoor by engaging in conversations with Brightmoor Alliance and with Osborn leveraging partnership with Osborn Business Association. These interactions are resulting in referrals from OBA. In Osborn, the team signed two new clients, Golden Spice Catering is a longstanding business in Northeast Detroit since 1995 and Motown Fitness is a new business working with SWOT City to launch Spring 2017. Osborn has two additional existing businesses in the pipeline.

Our work with expanding outside of the six geographic neighborhoods began quarter one. This includes working with SWOT City client Wilda's in The North End, Rebel Nell in and referral support for Detroit is the New Black in Downtown.

SWOT City team has conducted Open Office Hours (OOH) at each of the six satellite offices and at TechTown. The team provide a minimum of 80 hours for OOHs each quarter.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for utilization integration of the PSN TechTown. This strategy supports a consistent message on value to client and for PSN that supports recruitment, retaining of, sustainability of network, support an annual calendar for LABS, BLOCKS ecosystem OOHs + entrepreneurial education + events. And, efficiency for plug and play.

TechTown's Professional Services Network (PSN) Utilizing Knowledge Capital to support small businesses in Detroit. Connecting people in three critical areas: one-on-one technical/business support (OOHs or Milestone Client Engagements), entrepreneurial education and events. This quarter the team has worked to develop a process for onboarding Corporate OOHs. This process allows TechTown team to more efficiently and timely plug interested corporations, sole proprietors, LLCs to entrepreneurs with one-on-one consultations on a variety of topics that matter to entrepreneurs. Additionally, the process will inform how interested stakeholders plug and play into the entrepreneurial education and events for TechTown.

Client engagements are supported by the PSN. Most recently, the place-based team has met with Accenture and DTE to support client engagements in three areas: entrepreneurial education both in-person and online, business directed events and milestone support. The team intends to utilize the partnership to strengthen TechTown programs and team as it relates to professional development and program operations and systems. TechTown with Accenture and DTE are continuing to ways to develop a pilot for Spring 2017.

Entrepreneurial education

Entrepreneurial Education is the value additive for BLOCKS one-on-one client engagements. TechTown offers a variety of workshops each quarter. In partnership with Bank of America, Social Media Association of Michigan, and Corporate Open Office Hours at TechTown Detroit and in East Jefferson and University District with Fifth Third Bank (Bankers Hours).

TechTown continues to work as the thought leader in Detroit's entrepreneurial environment. By intentionally leading and connecting with opportunities that connect place-based ecosystem providers to broader knowledge and networks. TechTown values the village supporting business and understands that when other partners are strong we are strong. TechTown has led the Detroit Entrepreneur Week event for four years. In 2016, TechTown began conversations with Detroit Startup Week about a partnership in May 2017 for tech-based + place-based entrepreneurs. TechTown saw this as a tremendous opportunity to bring together all entrepreneurs. 2017 Detroit Startup Week is the ultimate networking environment by bringing together entrepreneurs, influencers, industry experts and thought

leaders under a “big tent” of remarkable collaboration and engagement. This will be the first time in Detroit there will be collisions with tech, place-based, creative industries, social entrepreneurs; to support this direction a specific place-based and social entrepreneurship track has been included. DSW is May 22, 2017 thru May 26, 2017.

Place-based Economic Development

Placemaking Initiatives

The QLINE will open to the public on Friday, May 12. M-1 RAIL anticipates 30,000-40,000 people will ride the QLINE during its opening weekend. They are planning to hold public events along Woodward. All activities—including riding the QLINE—will be free and open to the public. The Wayne State owned park located at Woodward and Warren will serve as the main location for Midtown events. M-1 RAIL is planning to activate the park with flexible seating, food trucks and performances.

Our office is also planning to re-introduce the flexible public seating to several plazas and courtyards throughout campus to create a more welcoming atmosphere. We will be partnering with the Dean of Students Office and Arts in the D student group to clean, weatherize and distribute the seating to various locations in April in time for Open Houses, Admitted Students Days and the warmer weather.

Transportation & Mobility

Detroit Commuter Challenge: Given the many mobility initiatives launching this spring, our office is coordinating WSU’s campus-wide participation in the Detroit Commuter Challenge (DCC). The DCC is a month long event in May encouraging the use of eco-friendly commuting. We will encourage staff, students and Midtown employees to bike, carpool, take the bus, telecommute, vanpool and walk to reduce our carbon footprint, free up traffic congestion, and promote our own health. Every commute logged by a participant is entered into a drawing for great prizes, including tickets to WSU theater performances. Our goal is for WSU to be in the top five on the DCC Leaderboard—WSU was 25th last year without any formal promotion. Last year’s results are below:



Detroit Bike Share: Bike Share will launch the first week of May 2017. Five of the 43 bike share stations will be located on or adjacent to Wayne State's campus. Our goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown. There will be cash payment options available. Our office is exploring a group discount on annual memberships for the WSU community.

M-1 Rail: The QLINE will open to the public on Friday, May 12. Tickets will be available for purchase via an app, at QLINE stations and on the streetcars. Monthly and annual pricing will be announced soon; passes will be available for purchase at the Penske Tech Center. We will coordinate sharing safety and ridership information with Wayne State students and employees in late April/early May.

M-1 RAIL recently hosted a meeting to update donors on upcoming opportunities. These include: providing M-1 RAIL with a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at all QLINE stations; coordinating a preview ride for Wayne State stakeholders, including our Board of Governors; and participating in QLINE grand-opening weekend events (mentioned in Placemaking Initiatives).

Detroit Bike to Work Day: The Detroit Greenways Coalition is organizing the 12th Annual Detroit Bike to Work Day, one of hundreds of events taking place across the country. Our office and the Office of Campus Sustainability to coordinate a Midtown pit-stop on Friday, May 19th to encourage more students, staff and neighborhood employees to consider riding a bike to work or class. We are actively recruiting sponsors to offer free food, coffee, giveaways and raffle prizes. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Transit Access: Our office continues to meet with M-1 Rail and DDOT leadership to explore potential pilot programs to increase transit access and encourage ridership. These conversations are occurring amidst efforts to also hire a student intern to help plan and execute programs to raise awareness about how to use transit among the campus and broader community.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The next DOI program, Detroit 101, will take place on Tuesday, April 25 from 8am – 2 pm. The morning will begin with a bus tour through Detroit neighborhoods and destinations led by Jeanette Pierce of the Detroit Experience Factory. Tour destinations will include Midtown, Downtown, the riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants will engage in conversation with community leaders along the route, including April Anderson (Good Cakes and Bakes), Amina Daniels (Live Cycle Delight), Vittoria Kattanski (Hatch Detroit), Marc Pasco (Detroit RiverFront Conservancy) and Kim Tandy (Department of Neighborhoods). The program will conclude with lunch and a group dialogue facilitated by Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow at Wayne State University's Office of Economic Development. Joining the discussion will be Asandi Conner (Detroit Revitalization Fellows), Kurt Metzger (City of Pleasant Ridge) and Reverend Barry Randolph (Church of the Messiah).

Space is limited to 30 participants with full or partial scholarships available for 25% of attendees. Tickets are \$100. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, will be presenting more information about the DOI and 2017's program offerings at Cabinet on Thursday, April 13.

American Heart Walk

Submitted by: Ned Staebler, Vice President for Economic Development

Our office has identified a captain for the AHA Heart Walk in Midtown on Saturday, May 20. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, attended the American Heart Association Kick-off meeting on Thursday, March 23 and has launched our OED team page on March 27. Our OED Team goal is to recruit 50 walkers and raise \$1,000.

Grow Detroit's Young Talent

Wayne State will again be hosting 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 in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

Talent-based Economic Development

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, 19 of whom remain in the program. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually.

The March 2017 session "Immigration Engagement & Detroit – An International City" took place on the 30th and 31st. Fellows learned about volunteer and advocacy opportunities that support Detroit's immigration population, and were introduced to the various nuances of Detroit's economic vitality as an international border city.

Raising DRF's Profile: With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include DRF's Director presenting at TechTown's International Women's Day event in March.

Submitted by: Ned Staebler, Vice President for Economic Development

Impact Report: DRF staff has worked with Good Done Daily for several months to publish its first impact report. An electronic version is now available for viewing on our website and printed copies are available in our office. This artifact will depict the program's evolution and impact since 2011 and will be utilized for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. A jury of DRF stakeholders, including staff and current and alumni Fellows, reviewed the applications. The staff narrowed the applicant pool to 154 semi-finalists and conducted virtual interviews in March. Below is aggregate demographic data for the semi-finalists which is similar to the applicant pool data

Gender

Female – 69%

Male – 30%

Gender Non-Conforming – 1%

Age

25-34 – 56%

35-44 – 34%

45-54 – 7%

55 & Older – 3%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 12%

Black/African-American – 37%

Multi-Racial – 9%

White – 42%

Current Residency

Detroit – 44%

Michigan (outside Detroit) – 32%

Out of State – 24%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. The KMF continued to brainstorm different paths forward and to identify concrete ways they can apply their skills and learnings to creating lasting change in their respective departments. In addition, the KMF are engaged with the program’s third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience. The staff utilized a design thinking exercise to gather feedback from the KMF to help inform future next stage programming opportunities. The DRF staff is currently exploring another cohort of KMF with Kresge and the City of Detroit.

Business-based Economic Development

TechTown

LABS

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BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. TechTown's place-based business unit is all about inclusive entrepreneurship for brick-and-mortar enterprises in Detroit neighborhoods. The team of skilled, passionate doers support clients with one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City and Retail Services programs are the building blocks for success. Previously, TechTown shared some opportunities to continue reach to support corridor revitalization thru referrals. For SWOT City as specific focus on existing businesses is an important priority in 2017. The SWOT City playbook as designed is effective for both new and existing businesses that are important and desired by residents. The team will continue to work with our neighborhood partners, City of Detroit, DEGC Motor City Match, Detroit Future City and Community Development Corporations.

In 2016, BLOCKS served 338 clients, created 11 new companies. The clients served is a great representation of businesses from ideation to existing. With the TechTown team inclusive focus on support service-based businesses in brick and mortar, such as dry cleaners, day care centers will add to the revitalization residents want on their commercial corridors. The BLOCKS business unit uniquely designed model for place-based entrepreneurship includes acceleration + incubation for retail, wholesale, small manufacturing, lifestyle businesses (i.e. fitness studios) and food based businesses with revenue from \$0 - \$100k. The Team has a specific focus on financial analysis and marketing to position businesses for strategic goals such as securing capital, hiring employees and marketing products and services. These efforts will add tremendous value as the team prepares the business for next stage of development at incubation such as Goldman Sachs \$10 Small Businesses Program. SWOT City in particular is the direct pipeline into Goldman Sachs, at least five BLOCKS clients have been participants in Goldman Sachs best suited for companies with \$100k + revenues. The BLOCKS business unit will continue to effectively an intentionally utilize the ecosystem pipeline for growing client companies.

This quarter the team has begun to evaluate program services by meeting with former clients. This information with support goals for standardizing operations/systems and continuous improvement and value for entrepreneurs.

Retail Services

Retail Services includes Retail Incubation Services (RIS) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. First quarter, launched two of the Retail Services newest elements. On March 23, 2017 with Midtown Detroit, Inc. TechTown, launch The Cass Collective at 4161 Cass Avenue, Detroit, Michigan 48201. Cass Collective will host a rotating selection of Detroit-based pop-up retailers all under one roof. Cass Collective has six entrepreneurs, three of which are BLOCKS clients:

Bleu Bowtique: Bleu Bowtique features men's custom bow ties made in Detroit and other fine accessories such as neckties, pocket squares, lapel pins, bead bracelets, custom shirts and socks. Bleu Bowtique also offers personal styling expertise for weddings, proms and other special occasions.

Submitted by: Ned Staebler, Vice President for Economic Development

B'Juelz: B'Juelz is a handcrafted jewelry and leather accessories line for men and women. They specialize in healing stone bracelets, leather, and upcycled jewelry. B'Juelz also works with customers to create one-of-a-kind pieces.

Not Sorry Apparel- RBC V graduate Fall 2016. Not Sorry Apparel is a lifestyle brand for people who are not sorry for being different--just like Detroit. They upcycle clothes and make them their own by screen-printing them with bold designs. As part of RIS, tenants will rotate every three months and receive curated entrepreneurial services (SWOT services + entrepreneurial education). The team will utilize the SWOT City model by providing one-on-one assistance to include a SWOT assessment, customized milestone plan, bi-weekly check-ins for managing the plan and like with SWOT City upon exit refer to next steps to ecosystem providers and into RBC or SWOT City if applicable. During the client engagement, the team will guide through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

The SHOP will take place on a Friday once a month. The next dates are April 28, 2017 and May 5, 2019. Additionally, Retail Services will continue to lead the efforts for connecting clients to opportunities to pop-up in markets, as well as in partner events and collaborations such as with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC is on target for launching applications April 2017. The team will conduct various informational sessions beginning April 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 15 entrepreneurs will pitch for three \$5000 cash awards to support launch. And, the first RBC mini-workshop is scheduled for March 2017. Bank of America, Banking 101, will facilitate this workshop: Managing Cashflow. Participants will learn how to manage your everyday cash flow in a discussion regarding the important issues each entrepreneur faces in dealing with cash flow and how to better manage those challenges.

With the continuation of The Shop and The launch of Cass Collective, TechTown's Retail Services are adding value for creating a pipeline to brick and mortar. The Retail Services team continues to seek entrepreneurs that are place-based and within underserved neighborhoods. There are several opportunities to attract and recruit businesses for both the Retail Incubation Services, as well as, to the RBC mini-workshops that will provide valuable entrepreneurial education for businesses with retail ideas and existing retail businesses that need technical, operational, systems education for sustaining and growing their business. The partnerships with BUILD Institute, ProsperUS Detroit, Osborn Business Association, Southwest Business Association, Eastside Community Network and Jefferson East Inc. Grandmont Rosedale will support the opportunity for entrepreneurs to engage in the pop-up incubation program.

Aligning with TechTown's vision and values around inclusion. The BLOCKS business unit works to ensure those we serve reflect our community and strive to create equitable access for small business owners. These efforts have resulted in a significant representation of women-owned and minority owned businesses.

SWOT City

SWOT City will continue to serve businesses in Detroit, and may receive referrals from both New Economy Initiative for businesses in Highland Park and/or Hamtramck. TechTown has continued to work closely with its partners to strategically support the launch, sustainability and growth of businesses across the District in need of TechTown's proven incubation services. The SWOT City Team continues to work with partners Eastside Community Network and LIVE6 to develop the best neighborhood strategy for engaging. The team submitted a proposal to provide SWOT services for Detroit Economic Growth Corporation (DEGC) Motor City Match (MCM) clients. This support will be for existing businesses. This opportunity with DEGC MCM will support the team's goals for increasing impact for existing businesses that have been up in Detroit and matter. This partnership will provide referrals into SWOT City that are the best fit for program offerings. The team expects for final notification for the work from DEGC by May 2017.

East Jefferson district has 11 active clients with eight businesses owners in the pipeline. These businesses are both food and retail. TechTown SWOT City is beginning to see a nice mix of businesses in the corridor that include services and products. For example, Red Bag Boutique, Live Cycle Delight a fitness studio and Cliff's Gentlemen's Barber Parlor providing services and amenities desired by residents. And, offering viable shopping for attracting customers from nearby communities such as the Grosse Pointes. East Jefferson SWOT City client Brix Wine and Charcuterie, West Village wine bar and shop grand opening was held March 18, 2017.

Like with East Jefferson District the SWOT City continues to see a demand, for example four new clients signed in Grandmont Rosedale with three in the pipeline, *Southwest* actively engaging 11 clients and signed a new client Sicily's Pizza & Subs, with eight clients in the pipeline and LIVE6/University District 6 clients in the pipeline.

SWOT City seeks to increase effective engagement with immigrant business owners in Detroit, Highland Park, and Hamtramck. The project with Challenge Detroit will support informing how to in a more meaningful way engage. As well as, expand upon partnership activities with ACCESS Growth Center and Global Detroit. SWOT City with ProsperUs Detroit is partnering with Challenge Detroit April 2017 to May 2017 for a project that will inform how to best serve immigrant business owners. The project launch is scheduled for April 21, 2017 and will end May 19, 2017.

Since SWOT City launched in Summer 2012 there has been significant impact in East Jefferson, Grandmont Rosedale, Southwest and LIVE6/University District. With the team working to strengthen partnerships in Brightmoor by engaging in conversations with Brightmoor Alliance and with Osborn leveraging partnership with Osborn Business Association. These interactions are resulting in referrals from OBA. In Osborn, the team signed two new clients, Golden Spice Catering is a longstanding business in Northeast Detroit since 1995 and Motown Fitness is a new business working with SWOT City to launch Spring 2017. Osborn has two additional existing businesses in the pipeline.

Our work with expanding outside of the six geographic neighborhoods began quarter one. This includes working with SWOT City client Wilda's in The North End, Rebel Nell in and referral support for Detroit is the New Black in Downtown.

SWOT City team has conducted Open Office Hours (OOH) at each of the six satellite offices and at TechTown. The team provide a minimum of 80 hours for OOHs each quarter.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for utilization integration of the PSN TechTown. This strategy supports a consistent message on value to client and for PSN that supports recruitment, retaining of, sustainability of network, support an annual calendar for LABS, BLOCKS ecosystem OOHs + entrepreneurial education + events. And, efficiency for plug and play.

TechTown's Professional Services Network (PSN) Utilizing Knowledge Capital to support small businesses in Detroit. Connecting people in three critical areas: one-on-one technical/business support (OOHs or Milestone Client Engagements), entrepreneurial education and events. This quarter the team has worked to develop a process for onboarding Corporate OOHs. This process allows TechTown team to more efficiently and timely plug interested corporations, sole proprietors, LLCs to entrepreneurs with one-on-one consultations on a variety of topics that matter to entrepreneurs. Additionally, the process will inform how interested stakeholders plug and play into the entrepreneurial education and events for TechTown.

Client engagements are supported by the PSN. Most recently, the place-based team has met with Accenture and DTE to support client engagements in three areas: entrepreneurial education both in-person and online, business directed events and milestone support. The team intends to utilize the partnership to strengthen TechTown programs and team as it relates to professional development and program operations and systems. TechTown with Accenture and DTE are continuing to ways to develop a pilot for Spring 2017.

Entrepreneurial education

Entrepreneurial Education is the value additive for BLOCKS one-on-one client engagements. TechTown offers a variety of workshops each quarter. In partnership with Bank of America, Social Media Association of Michigan, and Corporate Open Office Hours at TechTown Detroit and in East Jefferson and University District with Fifth Third Bank (Bankers Hours).

TechTown continues to work as the thought leader in Detroit's entrepreneurial environment. By intentionally leading and connecting with opportunities that connect place-based ecosystem providers to broader knowledge and networks. TechTown values the village supporting business and understands that when other partners are strong we are strong. TechTown has led the Detroit Entrepreneur Week event for four years. In 2016, TechTown began conversations with Detroit Startup Week about a partnership in May 2017 for tech-based + place-based entrepreneurs. TechTown saw this as a tremendous opportunity to bring together all entrepreneurs. 2017 Detroit Startup Week is the ultimate networking environment by bringing together entrepreneurs, influencers, industry experts and thought

leaders under a “big tent” of remarkable collaboration and engagement. This will be the first time in Detroit there will be collisions with tech, place-based, creative industries, social entrepreneurs; to support this direction a specific place-based and social entrepreneurship track has been included. DSW is May 22, 2017 thru May 26, 2017.

Place-based Economic Development

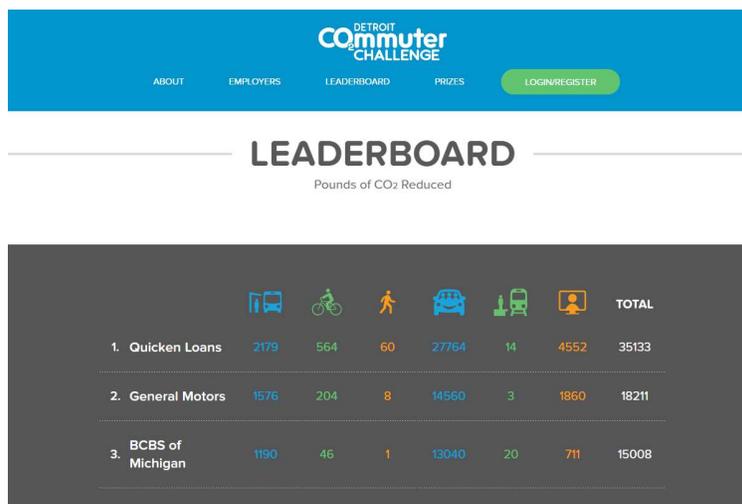
Placemaking Initiatives

The QLINE will open to the public on Friday, May 12. M-1 RAIL anticipates 30,000-40,000 people will ride the QLINE during its opening weekend. They are planning to hold public events along Woodward. All activities—including riding the QLINE—will be free and open to the public. The Wayne State owned park located at Woodward and Warren will serve as the main location for Midtown events. M-1 RAIL is planning to activate the park with flexible seating, food trucks and performances.

Our office is also planning to re-introduce the flexible public seating to several plazas and courtyards throughout campus to create a more welcoming atmosphere. We will be partnering with the Dean of Students Office and Arts in the D student group to clean, weatherize and distribute the seating to various locations in April in time for Open Houses, Admitted Students Days and the warmer weather.

Transportation & Mobility

Detroit Commuter Challenge: Given the many mobility initiatives launching this spring, our office is coordinating WSU’s campus-wide participation in the Detroit Commuter Challenge (DCC). The DCC is a month long event in May encouraging the use of eco-friendly commuting. We will encourage staff, students and Midtown employees to bike, carpool, take the bus, telecommute, vanpool and walk to reduce our carbon footprint, free up traffic congestion, and promote our own health. Every commute logged by a participant is entered into a drawing for great prizes, including tickets to WSU theater performances. Our goal is for WSU to be in the top five on the DCC Leaderboard—WSU was 25th last year without any formal promotion. Last year’s results are below:



Detroit Bike Share: Bike Share will launch the first week of May 2017. Five of the 43 bike share stations will be located on or adjacent to Wayne State's campus. Our goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown. There will be cash payment options available. Our office is exploring a group discount on annual memberships for the WSU community.

M-1 Rail: The QLINE will open to the public on Friday, May 12. Tickets will be available for purchase via an app, at QLINE stations and on the streetcars. Monthly and annual pricing will be announced soon; passes will be available for purchase at the Penske Tech Center. We will coordinate sharing safety and ridership information with Wayne State students and employees in late April/early May.

M-1 RAIL recently hosted a meeting to update donors on upcoming opportunities. These include: providing M-1 RAIL with a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at all QLINE stations; coordinating a preview ride for Wayne State stakeholders, including our Board of Governors; and participating in QLINE grand-opening weekend events (mentioned in Placemaking Initiatives).

Detroit Bike to Work Day: The Detroit Greenways Coalition is organizing the 12th Annual Detroit Bike to Work Day, one of hundreds of events taking place across the country. Our office and the Office of Campus Sustainability to coordinate a Midtown pit-stop on Friday, May 19th to encourage more students, staff and neighborhood employees to consider riding a bike to work or class. We are actively recruiting sponsors to offer free food, coffee, giveaways and raffle prizes. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Transit Access: Our office continues to meet with M-1 Rail and DDOT leadership to explore potential pilot programs to increase transit access and encourage ridership. These conversations are occurring amidst efforts to also hire a student intern to help plan and execute programs to raise awareness about how to use transit among the campus and broader community.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The next DOI program, Detroit 101, will take place on Tuesday, April 25 from 8am – 2 pm. The morning will begin with a bus tour through Detroit neighborhoods and destinations led by Jeanette Pierce of the Detroit Experience Factory. Tour destinations will include Midtown, Downtown, the riverfront, West Village, the Heidelberg Project, Eastern Market, the Avenue of Fashion and Palmer Park. Participants will engage in conversation with community leaders along the route, including April Anderson (Good Cakes and Bakes), Amina Daniels (Live Cycle Delight), Vittoria Kattanski (Hatch Detroit), Marc Pasco (Detroit RiverFront Conservancy) and Kim Tandy (Department of Neighborhoods). The program will conclude with lunch and a group dialogue facilitated by Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow at Wayne State University's Office of Economic Development. Joining the discussion will be Asandi Conner (Detroit Revitalization Fellows), Kurt Metzger (City of Pleasant Ridge) and Reverend Barry Randolph (Church of the Messiah).

Space is limited to 30 participants with full or partial scholarships available for 25% of attendees. Tickets are \$100. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, will be presenting more information about the DOI and 2017's program offerings at Cabinet on Thursday, April 13.

American Heart Walk

Submitted by: Ned Staebler, Vice President for Economic Development

Our office has identified a captain for the AHA Heart Walk in Midtown on Saturday, May 20. Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, attended the American Heart Association Kick-off meeting on Thursday, March 23 and has launched our OED team page on March 27. Our OED Team goal is to recruit 50 walkers and raise \$1,000.

Grow Detroit's Young Talent

Wayne State will again be hosting 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 in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

Talent-based Economic Development

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, 19 of whom remain in the program. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually.

The March 2017 session "Immigration Engagement & Detroit – An International City" took place on the 30th and 31st. Fellows learned about volunteer and advocacy opportunities that support Detroit's immigration population, and were introduced to the various nuances of Detroit's economic vitality as an international border city.

Raising DRF's Profile: With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include DRF's Director presenting at TechTown's International Women's Day event in March.

Submitted by: Ned Staebler, Vice President for Economic Development

Impact Report: DRF staff has worked with Good Done Daily for several months to publish its first impact report. An electronic version is now available for viewing on our website and printed copies are available in our office. This artifact will depict the program's evolution and impact since 2011 and will be utilized for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. A jury of DRF stakeholders, including staff and current and alumni Fellows, reviewed the applications. The staff narrowed the applicant pool to 154 semi-finalists and conducted virtual interviews in March. Below is aggregate demographic data for the semi-finalists which is similar to the applicant pool data

Gender

Female – 69%

Male – 30%

Gender Non-Conforming – 1%

Age

25-34 – 56%

35-44 – 34%

45-54 – 7%

55 & Older – 3%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 12%

Black/African-American – 37%

Multi-Racial – 9%

White – 42%

Current Residency

Detroit – 44%

Michigan (outside Detroit) – 32%

Out of State – 24%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. The KMF continued to brainstorm different paths forward and to identify concrete ways they can apply their skills and learnings to creating lasting change in their respective departments. In addition, the KMF are engaged with the program’s third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience. The staff utilized a design thinking exercise to gather feedback from the KMF to help inform future next stage programming opportunities. The DRF staff is currently exploring another cohort of KMF with Kresge and the City of Detroit.