

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

WSU is hosting its 10th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program in May 2017. There are 35 business owners in the current class with notable businesses i.e. Cliff Bells, Run Detroit, Bamboo and representation from Detroit neighborhoods across the City. There are small business owners from Kalamazoo, Kentwood/Grand Rapids, and Lansing. This cohort's combined revenue is approximately \$30-million (2016), with over 600 employees.

WSU is hosting a celebration from the graduates of cohorts 7, 8, and 9 on May 17th, in St. Andrews Hall. Provost Whitfield will give opening remarks, as well as Bob McClure of Cohort 1, whose employee counts and revenue doubled since completing the program in 2014 (60 employees; \$10-million in revenues). The WSU site is playing a lead role in the planning of the Gateway 2017 conference, sponsored by Alibaba. All 10kSB alumni will receive free entry, and many will be invited to participate in a 10kSB Marketplace.

WSU/10kSB partnered with Quicken's "Family of Companies" event, to match selected 10kSB alumni with procurement professionals with Jack Entertainment (casino), Bedrock Ventures, Quicken Loans, and Fathead. This pilot event was successful in that contractual opportunities have been extended to the 10kSB participants. WSU Corporate Philanthropy staff was involved as well.

TechTown

LABS

The LABS team has settled on 12 teams for the 2017 Detroit Technology Exchange (DTX) summer accelerator cohort. Furthermore, the team has selected all lead facilitators, coaches/mentors, guest speakers for Friday sessions and our Innovation Tour location (Lear Corporation). We are still awaiting responses to grant applications for DTE Foundation, Delphi Foundation, Bank of America and Kauffman Foundation.

The TBIC (TechTown Business Incubation Center) program continues to mature and be fine-tuned. In the past couple of months, we have graduated one client (Sentinel, who now has 4 total FTEs and plans to ship pre-sold products within 30 days), parted with 2 others that were determined to not be a good fit for the associated services and added 4 new clients (DIY Auto, DET Ento, Clingfish and a WSU researcher, Zhifeng Kou). In parallel, ongoing clients continue to progress with assistance of our EIRs to achieve set milestones and goals. Highlights include: Pro-Up is considering a merger with EnactYourFuture (ACT Training firm led by Pro-Up co-founder Justine Sheu to help with student engagement, school relationships, source of finances, etc.), CityInsights has added an employee and looks toward a public release date for their mobile and web application of June 1st and EnBiologics continues to sell sample materials, investigate animal trial opportunity with Michigan State University School of Veterinarian Medicine and validate their primary and targeted market segment.

The TechTown LABS Team has increased the number of open office hour (OOH) engagements and meetings with (aspiring) entrepreneurs seeking guidance from TechTown Detroit by taking appointments within a week as opposed to having guests wait weeks for the first Monday of the month previously scheduled OOH. Our team also led the implementation of the “Ask the Expert” corporate open office hours program with the help of Regina Anne-Campbell and Anne Marks. Over 65 appointments were booked for 2017 with “Experts” from over 30 corporate partners such as Lear, Microsoft, DTE, Delphi, GE, Dykema Gossett, Hitachi Capital, FedEx, Huron Ventures, Detroit Venture Partners, Blue Water Angels, Enernex, Ford Motor Company, Varnum Law Firm, Jaffe Raitt and many more.

In April and May, TechTown LABS program closed out a very successful Erie Hack “Innovate Around the Lake” program where TechTown hosted both the Quarter-finals and Semi-Final competitions at our facility. Two of the final eight teams that competed in the Finals in Cleveland, Ohio were from the Metro Detroit area and both teams proudly brought home final prizes (i.e. Micro Buoy student team from WSU won over \$60K in cash and prizes and University of Michigan Ann-Arbor student team Purily won a total of over \$10K in cash and prizes – 1st and 4th prizes respectively). Additionally, the month of May saw TechTown Detroit’s LABS team deliver the 3rd Annual Hacking Health Windsor-Detroit hackathon at TechTown Detroit from May 5-7th with over 100 guests participating and over \$40K in cash and prizes being awarded to 11 teams.

Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve on the heels of a very successful Q1 MedHealth Summit event with over 240 attendees and media coverage from Crain’s Detroit, Xconomy and URC (University Research Corridor). The committee is preparing for a possible RIS (Regional Innovation Strategies) i6 federal grant application to support the 2018 and beyond operations and activities. Lastly, the committee continues to explore, research and seek 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). Additionally, TechTown Detroit has attracted the VentureWell ASPIRE healthcare focused accelerator program to Detroit June 26-30th for startups that have raised \$25-500K in capital. Lastly, we are in conversation with leadership from Gener8tor (a nationally ranked accelerator that invests in high-growth startups) to deliver the OnRamp Conference specifically for our healthcare ecosystem. OnRamp has evolved into delivering vertical-specific events featuring conference programming and curated one-on-one pitch sessions between startups and corporate venture capital and innovation executives. OnRamp strives to be the premier gathering of corporate venture capital and innovation executives in each industry it serves.

Furthermore, LABS work in the diversity and inclusion space continues to evolve within our Detroit entrepreneurial ecosystem. Engaging new potential clients in open office hours, expanding the pool of diverse clients to DTX Launch Detroit, solidifying future program partners and work with TechTown

Detroit (David Tarver and his co-founders “success story”, Grand Circus “Intro to Coding” future events for 2017, National Society of Black Engineers engagement and utility of space at TechTown Detroit, etc.), participation in various panel discussions on D&I (i.e. Blue Cross Blue Shield, “Women Who Code” and the “Tech Inclusion” Conference at Grand Circus) and seeking ways to build capacity within the Detroit entrepreneurial ecosystem (i.e. investment vehicles such as T3 fund for investments in women-led ventures).

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: assisting in the planning and preparation of Detroit Startup Week, supported the applications of four startups to the Detroit Creative Services Co Fund (DC3 managed) with letters of support, continue discussions with the Gener8tor leadership to host their gBeta Accelerator program that will serve as a natural “next step” to DTX Launch Detroit (gBETA is a free, six-week accelerator for early-stage companies with local roots. Each program is capped at five teams, and requires no fees and no equity). TechTown LABS team has been assisting the Village Capital “Fintech” program that will be in Detroit June 6-9th by connecting large private sector financial institutions (such as AFLAC, Benzinga, Hitachi Finance, 53rd Bank, Comerica Bank, Quicken Loans, American Express, State Farm Insurance, Level One Bank and others) for their potential participation.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on the 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. TechTown launched Retail Services, which includes our Flagship program Retail Boot Camp, Retail Incubation (The Shop and The Cass Collective) as well as, RBC mini-workshops with a specific focus on adding value to our entrepreneurial education for retail product based businesses. The Retail Incubation Services provides opportunities to host and incubate e-commerce and pop-up retailers on a rotating basis from a three hour pop-up at The Shop to a three month pop-up in the Cass Collective. Many of the Retailers are Detroit-based companies. TechTown’s Retail Incubation fills an important gap for entrepreneurs that are not sure or ready for brick and mortar to test their products and refine business strategies prior to launching in a permanent space. All of this is done with low barrier to entry, access to customers, and curated entrepreneurial education. TechTown Retail Services Team has begun utilizing the SWOT City model to support the sustainability and growth of businesses in our Retail Incubation programs. To date the team has conducted four SWOT assessments, which will inform a customized milestone plan for each entrepreneur. Like with SWOT City the milestone plan will have 3 to 5 smart goals for the time frame of the engagement. TechTown is proud of the activities by RS since the launch.

TechTown SWOT City program is on target with supporting clients in our original six geographic neighborhoods (Brightmoor, East Jefferson, Grandmont Rosedale, Osborn, Southwest and University District), plus expanding to supporting businesses on commercial corridors outside of the six geographic areas such as in LIV6 with Detroit Sip a coffee shop, with both Slyde and Social Sushi restaurants and New Center client Wilda's a new diner to open Fall 2017. With TechTown's growth, our new team member Marcus Harris, SWOT City Portfolio Manager, has signed on a social enterprise, Rebel Nell. Marcus background in social enterprises is helping add capacity for supporting business's like Rebel Nell with stabilization and growth of their company. This is important to TechTown and goals for job creation. Small manufacturing in Detroit creates jobs in neighborhoods and Rebel Nell, like former SWOT City client Detroit Denim is creating jobs.

Marcus is also the lead for TechTown's most recent partnership with Eastside Community Network (ECN) is also positioning the team for supporting businesses in the targeted Mack and Conner corridor.

The team will continue to work with our neighborhood partners, City of Detroit, Detroit Economic Growth Corporation, Motor City Match, Detroit Future City and Community Development Corporations.

Building off the energy of supporting launch of TechTown's RBC IV graduate Live Cycle Delight East Jefferson, RBC V graduate Plum Health Services in Southwest and Cutz Lounge - The Grooming Shop in Grandmont Rosedale the TechTown team continues to execute an intentional focus on recruiting service-based businesses that are located in brick and mortar. These businesses include but are not limited to barber shops, fitness studios, dry cleaners, day care centers; these amenities add to the revitalization 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 continues to focus on building team capacity for financial analysis and management to better support the decision for financial health of the business, that ultimately will support capital needs. While also, resolving the financial management need gaps discovered during the SWOT assessments. The Team recognizes the importance of the financials, business acumen and capacity of clients is the best way by which the team can prepare clients with strategic goals such as securing capital, hiring employees and marketing products and services. These efforts are important for sustainability and growth. This intentionality toward sustainability and growth is necessary as part of the growth cycle for business. The team will continue to work with Goldman Sachs \$10k 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.

The team continues to evaluate program services by surveying and meeting with former clients. In addition, the team is going out conducting windshield surveys and foot to pavement analysis of the market. These activities continue to inform strategy and add assurances that the team is on the right track with providing value for entrepreneurs and neighborhoods, block by block.

Retail Services

Retail Services (RS) includes Retail Incubation (RI) 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. Significant feedback has is being captured and shared with team onsite and offsite. The positive feedback include the variety of retail products offered in one space. For example, a male shopper shared that when he went into the Cass Collective with his wife, he was able to purchase products for men and she (wife) was able to purchase products for women. This shopper felt having multiple options for a variety of shoppers created an experience for this family of two.

During this reporting period The SHOP theme was health and wellness. The April retailers were entrepreneurs with products and services for health and wellness popped up – including medical services like TechTown’s Retail Boot Camp Graduate Plum Health. As well as, and a massage therapist, beauty and bath products. The team continues to take a close look at what is the best approach for monthly pop-ups in The SHOP. The flexibility of this 3-hour model gives way for testing out other days and times for The SHOP based on trends supported by number of visitors to TechTown. The RS Team is currently evaluating data from the door counter to reevaluate the day of the month, as well as, frequency of The SHOP each month. The team is exploring whether one day is enough, or if two days make sense for different quarters of the year when sales are projected to increase. For example, Q4 the holiday season is a predictive timeframe for when sales can increase, as holiday shoppers get ready for the 2017 holidays.

The SHOP takes place on a Friday once a month. The next date is May 19, 2017 from 11:00 a.m. to 2:00 p.m. The RS Team is on target with connecting clients to opportunities in pop-up markets that support further entrepreneurial training by working with partner events and collaborations such as Detroit Startup Week Detroit Retail Market and with Wayne State University Office of Economic Development Noel Night Winter Market.

Retail Boot Camp VI (RBC) will launch late summer. RBC applications launched April 24, 2017. The team has conducted one informational session to date with three more scheduled. Important dates to remember for RBC VI include August 1, 2017. The RBC VI class will officially launch August 1, 2017 and end on September 26, 2017 with a final Showcase where up to 20 entrepreneurs will pitch for three \$5000 cash awards to support launch. TechTown’s Retail Services first RBC mini-workshop was held March 2017 and facilitated by Bank of America. This mini-workshop was the first workshop of a three part series, titled “Banking 101: Learn how to manage your everyday cash flow”. Participants learned about important issues each entrepreneur faces in dealing with cash flow and how to can better manage those challenges.

Submitted by: Ned Staebler, Vice President for Economic Development

The RS team is working diligently to inform, attract and provide access to the services. This includes ongoing marketing and communications plus meetings with partners and other neighborhood stakeholders for a broader reach. The team is committed to finding those untapped entrepreneurs that want to experience The SHOP and Cass Collective. 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 and RBC mini-workshops. RS also offers Retail Open Office Hours. Sarah Donnelly, TechTown's Retail Service Director, conducts retail Open Office Hours.

The BLOCKS business unit continues work with intentionality to ensure those TechTown serve are the most diverse and inclusive entrepreneurs which reflect our community. These efforts have resulted in a significant representation of underserved populations such as women-owned and minority owned businesses.

Entrepreneurial Education

Mary Aviles, principal consultant of Connect 4 Insight, an insight-based strategic marketing consultancy conducted a Marketing workshop at the Cass Collective. This workshop offered marketing expertise to the six Retail Incubation clients. The entrepreneurs learned about developing a one-page marketing strategy, social media strategy and tactics, website marketing, email marketing, event marketing, and basic marketing research (DIY surveys, polls, and customer satisfaction).

SWOT City

SWOT City - provides one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. There were a number of notable activities this reporting period.

The SWOT City Team is currently working with 70 active clients. In 2015, TechTown launched SWOT City in Southwest Detroit the fifth neighborhood. This work began with a neighborhood assessment, and intentional strategies for cultivating an environment of trust with partners and businesses. This strategy has continue to serve TechTown well. From having more community engagement with partner events to growth of the Southwest portfolio. The TechTown team has seen biggest growth in the Southwest portfolio Neighborhood. With 14 active client engagements in Southwest and four businesses in the pipeline. Bridget B. Espinosa leads the SWOT City client engagements in Southwest Detroit and has continued to build partnerships and recruit bi-lingual subject matter experts for TechTown's Professional Services Network (PSN). The intentionality of strategy for recruiting and retaining bilingual and non-English speaking businesses is helping the SWOT City Team increase activity and engagement. The team receives most of the referrals in Southwest Neighborhoods by word of mouth. The team is also working on a project with Challenge Detroit in partnership with ProsperUs Detroit help inform strategy and gaps in system of support which includes subject matter experts for the TechTown PSN and process. The team is looking for this project to support the team with achieving tactical goals for increasing recruitment of other immigrant, foreign-born diverse businesses in brick and mortar that are in other neighborhoods within Detroit, as well as Hamtramck, Highland Park and Dearborn (corridor of

Submitted by: Ned Staebler, Vice President for Economic Development

Michigan Avenue bounded by Southwest). And, as important this illustrates more action demonstrated of TechTown's Inclusion value.

The SWOT City Team continues to work with clients that have transition from Retail Boot Camp to support launch of their businesses. For example, RBC IV graduate Live Cycle Delight as a SWOT City client received support to open cycling fitness studio March 2017.

Other highlights for SWOT City include Ford Motor Fund award \$60k funds for the third year to continue support in Southwest, as well as, RBC V Graduate Social Sushi signed a lease for space in University District one of our SWOT City neighborhood.

Entrepreneurial Education

The first of three sessions by Howard & Howard Quarterly Legal Series was held April 2017. The firm facilitated Intro to Commercial Leases and had 34 participants.

Professional Services Network

With the ongoing support from JP Morgan Chase the TechTown team has been able to move forward with strategy for 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.

The TechTown team both place-based and tech-based have been continuing process 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 BLOCKS team is working with Accenture and DTE to pilot the online modules first with Retail Services June 2016. The Team sees this as feasible way to begin use of information to supplement the current entrepreneurial training and plans for using the tools to supplement the coursework for RBC VI. The Retail Module in particular has content that can reinforce facilitated instruction and the milestone plan. Based on the outcomes from the pilot with RS the team will begin to determine use and fit for SWOT City clients. The most observable and communicated

Submitted by: Ned Staebler, Vice President for Economic Development

challenge for SWOT City clients is access to desktops, laptops and in some cases tablets. The Team is currently exploring solutions to address the technology gap need.

What's new for TechTown's PSN

Ask An Expert this is new opportunity with members of our PSN such as attorneys, venture capitalists, marketing and distribution firms are available to provide one on one free consultations for 25 minutes to a variety of entrepreneurs across industry. Many of the topics for which our Ask An Expert cover are everything from logistics and strategy to data analytics and capital investments. free consultations with members of our Professional Services Network. Attorneys, finance and marketing professionals, venture capitalists, tech firms and many more are available for one-on-one appointments to answer your startup and small business questions.

The BLOCKS Team continues to utilize and test tools that are an additive value for educating entrepreneurs to become self-sufficient and sustainable.

Entrepreneurial education

TechTown has held a variety of workshops during this reporting period in partnership with Bank of America, Social Media Association of Michigan, and our PSN subject matter experts.

TechTown as a thought leader in entrepreneurial education is part of the Advisory Board for Detroit Startup Week (DSW). TechTown with other place-based partners such as BUILD Institute, FoodLab Detroit, Great Lakes Women's Business Council, ProsperUs Detroit, SCORE Detroit and Small Business Legal Academy is leading the place-based, retail and social entrepreneurship tracks for DSW. This partnership with DSW will bring together tech + place based entrepreneurs May 22, 2017 thru May 26, for ultimate networking with entrepreneurs, influencers, industry experts and thought leaders under one tent.

Place-based Economic Development

Placemaking Initiatives

Our office partnered with Midtown Detroit, Inc., the Dean of Students Office and Arts in the D to clean and weatherize our pop-up seating during the annual Midtown Spring Clean Up on Saturday, April 22. The seating was then re-introduced to plazas and courtyards across campus to create a more welcoming atmosphere.

The QLINE opened to the public on Friday, May 12 and M-1 RAIL held public events along Woodward Avenue to celebrate. All activities—including riding the QLINE—were free and open to the public. The Wayne State owned park located at Woodward and Warren served as the main location for Midtown events. Wayne State partnered with M-1 RAIL to activate the park with live music, free fitness classes, food trucks, flexible seating and games.

Submitted by: Ned Staebler, Vice President for Economic Development

Our office continues to explore new placemaking initiatives. We recently submitted proposals through the Knight Arts Challenge to activate the Wayne State owned park located at Woodward and Warren with murals and sculpture, and bring music to Cass.

Transportation & Mobility

Detroit Commuter Challenge: Our office coordinated 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. A campus-wide email from President Wilson went out the week of April 24, featuring a new WSU website featuring mobility options available in Midtown and highlight new services in May (QLINE, bike share, etc.).

We are promoting the DCC at various events throughout May, including the QLINE Grand Opening and Bike to Work Day. Our goal is for WSU to be in the top five on the DCC Leaderboard—we are currently 10th (as of May 15, see below). WSU was 25th last year without any formal promotion.



Detroit Bike Share: Detroit’s bike share program, MoGo, was revealed in late April. The system will launch on May 23, 2017 and our office is coordinating a campus-wide notice and invested in a partnership to provide all WSU student, staff and faculty \$10 off an annual membership. A typical annual pass is \$80 for unlimited 30-minute trips. A daily pass is \$8 for unlimited 30-minute trips for 24 hours. There will be cash payment options available and a \$5 annual pass for individuals that receive state benefits to promote broad accessibility.

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. Five of the 43 bike share stations will be located on or adjacent to Wayne State’s campus.

Submitted by: Ned Staebler, Vice President for Economic Development

QLINE: The QLINE opened to the public on Friday, May 12. M-1 RAIL offered free rides May 12-May 22. A general walk-up fare is normally \$1.50. Tickets can be purchased using the cash kiosk on-board the streetcar, the credit/debit card kiosk at the station, or the QLINE Detroit Mobile App. Annual (\$285) and monthly (\$30) passes will be available for purchase at the M-1 RAIL offices this spring.

Our office partnered with Marketing and Communications to share safety and ridership information with the Wayne State community, and create a 30 second PSA, which will be shown alongside other donor PSAs every 15 minutes at QLINE stations. In addition, we coordinated Wayne State preview rides on May 2 (50 stakeholders from across Wayne State) and May 3 (Board of Governors).

Detroit Bike to Work Day: Our office and the Office of Campus Sustainability coordinated a Midtown pit-stop on Friday, May 19th as part of the 12th Annual Detroit Bike to Work Day. This event encourages more students, staff and neighborhood employees to consider riding a bike to work or class. There will be free food, coffee, giveaways and raffle prizes, including registration for the Baroudeur. Last year's pit-stop attracted roughly 80 cyclists. Our goal is to have more than 150 cyclists participate in 2017.

Convening Critical Conversations

Detroit Orientation Institute (DOI): The DOI's first event of the year, Detroit 101, took place on Tuesday, April 25 and was a great success. Thirty participants joined a tour of neighborhoods and a dialogue discussion afterward. All of the full and partial scholarships were awarded (25% of ticket sales) and the event met or exceeded the expectations of 100% of attendees.

The DOI's first Detroit Dialogue of the 2017 season will take place on Tuesday, May 23. In 2017, the DOI Detroit Dialogue series will partner with *Detroit '67: Looking Back to Move Forward*. The first Detroit Dialogue will feature key members of the team behind Detroit '67 and explore why hundreds of community partners are coming together to remember this civil unrest 50 years later. The program will include dinner and a group dialogue featuring special guests, **Sheila Cockrel** (CitizenDetroit), **Kalisha Davis** (Detroit Historical Society) and **Marlowe Stoudamire** (Detroit Historical Society). Space is limited to 20 people and is expected to sell out.

Jeri Stroupe, senior project administrator and Detroit Revitalization Fellow, presented more information about the DOI's history and current program offerings at Cabinet on Thursday, April 27.

American Heart Walk

Our office will be participating in the AHA Heart Walk in Midtown on Saturday, May 20. In addition to walking and fundraising, we will have a presence at the event on May 20 to share Midtown information and resources with participants. We also coordinated distribution of Heart Walk flyers to Midtown area businesses to notify them about the event and opportunity to reach thousands of people the day of the walk.

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. Wayne State's students will work in the Office of Economic Development (on our Goldman Sachs 10,000 Small Businesses program), College of Education, College of Engineering and School of Medicine, and with Marketing and Communications (on Special Events), TechTown and WDET 101.9-FM.

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 21 monthly group sessions, 3 study trips and significant investment in coaching and training for each Fellow individually.

The April 2017 session took place on the 20th and 21st and focused on leadership development. Fellows were introduced to the concept of adaptive leadership and learned a new set of tools and competencies to diagnose the systemic and situational contexts faced within the workplace.

In May, the Fellows travelled to San Francisco for their final study trip. Three alumni Fellows joined the cohort and four alumni Fellows who reside in the Bay Area participated in programming. Fellows explored how the city is addressing the issues that lead to homelessness as well as the City and County of San Francisco's approach to inclusive economic development through civic innovation.

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 participating

in the Detroit Orientation Institute’s (DOI) Detroit Dialogue, DRF’s Strategy Leader participating in TechTown’s “Growing your Small Business through Leadership” roundtable discussion, and Cohort III Fellow Melvin Henley participating in the Salzburg Global Forum for Young Cultural Innovators Creatives Meet Creatives in Detroit in April. A number of Fellows (Cohort III Fellows Mike Smith, Delphia Simmons, Jeffrey Nolish, Ritchie Harrison, Leslie Tom & Cohort II Fellow Victoria Olivier) presented to SPUR (San Francisco Bay Area Planning and Urban Research Association) and Google X staff during Cohort III’s final study trip in San Francisco in May.

Impact Report: DRF staff has worked with Good Done Daily to publish its first impact report. An electronic version will be available soon on our website for viewing and printed copies in our office in the coming weeks. 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: 349 for 15 new positions and 17 Fellow-In-Place co-applications. 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, conducted virtual interviews and further narrowed the pool to 53 finalists who were invited to the interview conference May 4 through May 6. Below is aggregate demographic data for the finalists which is similar to the overall applicant pool data. The final cohort will be selected by end of May 2017, and DRF IV will begin in August.

Gender
Female – 66%
Male – 34%

Age
25-34 – 45%
35-44 – 45%
45 & Older – 10%

Race/Ethnicity
Arab Origin, Asian, Hispanic, Latino, Spanish
Origin or Other – 14%
Black/African-American – 42%
Multi-Racial – 4%
White – 40%

Current Residency
Detroit – 51%
Michigan (outside Detroit) – 15%
Out of State – 34%

DRF Staff: Emily Miller was promoted to Strategy Leader in April. She had been the Fellows' Experience Manager since August 2014. Latina Black is DRF's new Fellows' Experience Manager. Both staff transitions took place in April.

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 are continuously engaged with the program's third-party evaluator, Urban Ventures Group, to finalize the individual case studies about their alumni fellowship experience. These case studies will help inform future next stage opportunities. The DRF staff is currently exploring another cohort of KMF with The Kresge Foundation and the City of Detroit.

Communications

In the first quarter of 2017, there were 31 Wayne State Economic Development stories in the media across 39 outlets, representing 12% of total university media hits for this time period. Thirteen of those media hits were Tier 1, representing 7% of the university total. There were an additional 31 media placements for TechTown; 9 of these were Tier 1.

Media highlights during this period included a *Toledo Blade* editorial about Wayne State's economic impact, articles about the Detroit Revitalization Fellows (which was accepting applications for its fourth cohort) and several articles about the university's cyberhub.