

Business-based Economic Development

TechTown

LABS

The LABS team executed the 5th annual DTX Launch Detroit program this summer and supported the development of 12 teams, 9 of which pitched and presented during the August 2017 DTX Showcase. The cohort was strong overall and three teams (Remotize, Deelio and Athleticomm) took home top prizes during the showcase – including the fact that Remotize was selected to participate in a fin-tech focused accelerator program in Charlotte that will provide them \$30,000 in cash to help the business move forward. Our team continues to meet with several of the teams to evaluate their plans for their ventures, including two teams that are being considered for the TBIC (TechTown Business Incubation Center) program.

The TBIC (TechTown Business Incubation Center) program continues to mature and be fine-tuned. In the past couple of months, we've continued to work with 9 TBIC clients to help them achieve significant milestones. Highlights include the graduation of CityInsights and their product launch to Detroit Water & Sewage Department 230K+ customers. We are excited about officially on-boarding DET Ento, Zhifeng Kou of WSU securing a verbal commitment for a \$500,000 overseas investment in his early stage, 3D imaging technology and Pro-Up reaching strong consideration from Invest Detroit for funding from the First Capital Fund. Pro-Up is also 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.) 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 continues to increase the number of open office hour (OOH) engagements and meetings with (aspiring) entrepreneurs seeking guidance from TechTown Detroit via internal EIR appointments as well as the "Ask the Expert" program. To date, over 90+ unique entrepreneurs have made 140+ appointments with "Experts" from 40+ 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.

During the summer months, TechTown LABS program delivered a series of value-added events and activities to further support tech-talent and showcase the value of our partnerships in the ecosystem. The team assisted with the Village Capital Fintech program and delivered a Licensing Executives Symposium (LES Michigan Chapter) event in June while also executing a "Candid Conversations" event with close to 100 attendees at the Michigan Science Center where groundbreaking African-American entrepreneurs (including David Tarver of WSU) told their story of leaving AT&T Bell Labs in the 80s to form their own business and eventually have the company acquired for \$30M. This was the first time these three men collectively shared the story of this journey with a public audience.

Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve and grow in a variety of ways. In June, TechTown received notice of a 2-year extension from NEI for

funding to support the continued work of the collaborative. In addition to adding Walgreens and Lawrence Technological University to the steering committee, we also submitted a grant request to the EDA (Economic Development Administration) Regional Innovation Strategies i6 agency in the amount of \$500,000 over 3 years. Also in June, we attracted and supported (EIR mentorship, regional awareness, team applications, etc) the delivery of the Venture Well ASPIRE healthcare focused accelerator program that was delivered at TechTown Detroit with 11 teams (6 of which were from the MedHealth Cluster network). Additionally, the MedHealth Cluster was featured by MCACHE (the Midwest Chapter for American College of Healthcare Executives) on August 31st during their quarterly meeting, hosted at TechTown Detroit, with an audience of 50 healthcare leaders from across the state.

In addition to the “Candid Conversation” event, the LABS work in the diversity and inclusion space continues to evolve within our Detroit entrepreneurial ecosystem. Engaging new potential clients in open office hours, partnering with the Michigan Hispanic Chamber of Commerce (and TechTown Board Member, Lizabeth Ardisana) to host “Third Thursday” / Tercer Jueves at TechTown Detroit, working with our BLOCKS team members to kick-off community open office hours in neighborhoods and partnered with Grand Circus to provide another “Intro to Coding” event with over 60 attendees. Marlin Williams continues to spearhead the D&I programming for the LABS team, including leading up a “Women in Tech” focused panel for the November 2017 TiE Detroit conference at the Marriott Renaissance. It should be noted that the LABS team also worked with General Motors to support the arrival of the “Black Girls Code” international coding program to Detroit – with events already lined up for September, November and December at TechTown Detroit.

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: hosting two YTILI (via the German Marshall Fund) Fellows from Bosnia and Serbia, securing a partnership with the Gener8tor program to host their gBeta Accelerator program at TechTown Detroit this Fall (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 asked to support a Village Capital & Kresge Foundation alumni event on October 4th (healthcare focused cohort), TiE Detroit Pitch Club in October, Accelerate Michigan Innovation Competition (Student Competition in alignment with DTX and a healthcare reception in partnership with Renaissance Venture Capital, Michigan Venture Capital and MEDC/PMBC), Bunker Labs, a veterans-focused entrepreneurial program, to arrive in the late 2017, co-delivering a conference with AUTM and MForesight (Advanced Manufacturing: Shaping and Joining Technologies) October 18-19th and more.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to deliver SWOT City and Retail Services programing to neighborhood small businesses and entrepreneurs. The SWOT City program helps brick-and-mortar enterprises in seven targeted Detroit geographies launch, stabilize and grow over the course of six to twelve months. The Retail Services program offers the Retail Boot Camp accelerator where graduates receive customized follow-on support from the SWOT City program to support launch of the RBC graduates business in Detroit commercial corridors. Additionally, RS offers pop up opportunities at The SHOP and Cass Collective. Both SWOT City and the Retail Services programs benefit from the

Professional Services Network (PSN). This reporting period, the TechTown Team acknowledged the five year anniversary of the launch of BLOCKS with SWOT City and RBC VI class. This walk down memory lane reminded the team of successes and failures that has made BLOCKS a thought leader in place-based entrepreneurship among peers and stakeholders. In Summer 2012, \$150,000 grant from the Marjorie S. Fisher Endowment Fund of the Community Foundation for Southeast Michigan, as well as a partnership with the Brightmoor Alliance SWOT City launched in the first neighborhood Brightmoor to date the funding support and programming has increased by nearly 80% and is fully grant funded. More importantly, TechTown was able to track, measure and validate number of jobs created in Detroit neighborhoods (65 fulltime, 64 part-time, note at least 41 of these 129 jobs were filled by low-income individuals). This is what BLOCKS programming is all about, helping support the launch, stabilization and growth of neighborhood enterprises for job creation to Detroit residents.

TechTown's place-based business unit continues to expand its footprint in Detroit. There has been significant activity during this quarter supporting SWOT City and Retail Services clients. This activity included the launch of TechTown's SWOT City 7th neighborhood office in the east side of Detroit, with partner Eastside Community Network (formerly known as Warren Conner). TechTown has been working toward establishing a presence and partnership in with ECN as part of the 3 to five year plan for growth. This partnership and opportunity for SWOT City is significant and serves as a gateway to the existing work with partner Jefferson East Inc., as well as, the Grosse Pointe communities. Additionally, Retail Services has continued to execute our Flagship program Retail Boot Camp and Retail Incubation (pop-ups The SHOP and The Cass Collective). There has been tremendous learnings for Retail Services and value for pre-brick and mortar businesses as well as support to existing retail SWOT City clients. As TechTown continues to offer Retail Boot Camp, TechTown is continuing discovery phase to support refining the process and strategy for Retail Incubation sustainability and funding.

TechTown continues to work on continuous improvements and standardize operations for consistent, quality, efficient and effective programing across BLOCKS programs. This quarter with the support of the Marketing and Communications team TechTown has finalized both the collateral and language for BLOCKS programs for various audiences served. This has included an important focus on bi-lingual communications and interpretation with TechTown's collateral, online platform and team cultural competency. To support these efforts the team in partnership with Challenge Detroit and ProsperUs completed a project that informed future direction for increasing diversity in the BLOCKS portfolio of businesses. During this reporting period, the BLOCKS Team leaders have met with members of the Michigan Hispanic Chamber, Asian American Chamber and National League of Businesses, Inc. (formerly known as Michigan Black Chamber of Commerce). These connections as well as, leadership development of team members that participated in and completed a New Detroit Cultural Competency training has helped inform strategy for diversity of clients and subject matter experts part of TechTown Professional Services Network (PSN).

TechTown's PSN is a critical resource for programs. During this reporting period with the support from JP Morgan Chase has been able to hire a consultant to help address desired outcomes for coordinating and integrating the various elements of the PSN systems. This process to deliver outcomes that will create a coherent plan, process, refined systems for vetting, onboarding, tracking and deploying PSNs to program, entrepreneurial education, Open Office Hour and Ask and Expert.

Entrepreneurial education is an important supplement to TechTown's innovative place-based programs. BLOCKS has continued entrepreneurial education to include formalized partnership and utilization of an online professional development and entrepreneurial platform developed by Accenture. This partnership resulted from DTE referral from TechTown Detroit's Executive Board Member, Steve Ambrose, Chief Information Officer and Vice President of DTE. The Accenture Skill to Succeed (S2S) platform has both online and smartphone courses. TechTown intends to utilize the platform to supplement client and program engagements for example, RBC has a session on financials to so the RBCers can come up with costs for doing business. The subject matter experts is tasked with helping RBCers understand how to calculate cost of goods sold to determine break-even point and projections for profitability. The online training module adds to the knowledge of the RBCer by them completing the online module on how to calculate cost for goods sold. Additionally, the TechTown training plan includes content that can be used for entrepreneurial education, i.e. team member or PSN conduct an entrepreneurial course Business Financial Planning using the S2S Instructor curriculum. and, finally, this platform is a value add for Individual team or teams professional development, i.e. networking, Microsoft excel. The TechTown Team is currently testing the S2S platform for professional development and with BLOCKS programs Retail Boot Camp and SWOT City client engagements. All TechTown employees will have access to this platform October 2017. TechTown is thankful to DTE and Accenture for the in kind donation **\$\$\$\$ of the Skills to Success platform (awaiting information from Accenture contact).**

The BLOCKS team has also met with DTE Information Technology solutions team to explore an assessment to discover gaps in technology needs for place-based brick and mortar clients in SWOT City neighborhoods. The team will have results from the assessment Q3.

These activities have supported the execution of programs and put in place 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. During this reporting period The SHOP theme was...

The SHOP takes place on a Friday once a month. The SHOP has occurred three times this reporting period where 12 entrepreneurs popped up. On average The SHOP participants report sales of \$100 to \$500. 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. The next date for The SHOP is September 28, 2017 from 11:00 a.m. to 2:00 p.m.

Retail Boot Camp VI (RBC) will launched late summer August 1, 2017. Accepted 17 participants. Industries include: home goods, men's and women's clothing, fitness studio, bakery, event planning and supply, pet goods and locally-made beauty products. RBC VI is halfway there with having had four sessions to date. These sessions include marketing and branding, financials, space with partners Detroit Economic Growth Corporation (DEGC) Motor City Match and A Place for Business. In addition to the business course work required, panels former RBC graduates like Alana Rodriguez, Mama Coos RBC V and Ojas Akolkar, Tribalfare gave RBCers a look into the life of an entrepreneur in brick and mortar. RBC will culminate with showcase, Tuesday, September 26, 2017 with a final Showcase where up to 20 entrepreneurs will pitch for five \$5000 cash awards to support launch. Thanks to funders these awards will be used to leverage technical assistance and business support for RBC graduates as they enter the SWOT City program.

The RS team implemented the SWOT City model with clients by conducting a swot assessment and developed a plan of support during engagement for pop-up clients. RS Incubation clients receive one on one coaching as well as entrepreneurial education from PSN's in merchandising, financials and marketing communications.

The RS team continues to implement strategies to attract entrepreneurs to The SHOP and The Cass Collective. TechTown continues to work with existing partners to support recruit entrepreneurs, as well as, meeting with potential stakeholders to expand recruiting efforts. There is an intentional focus on diversity and inclusion as an effort to provide access to entrepreneurs in underserved neighborhoods that would not typically have access to resources in a strong market. TechTown's Retail Services is pipeline to brick and mortar and e-commerce and is uniquely position to provide a real world experience for entrepreneurs to continue testing out their products, customer discovery, fundamental operations, sales and how to run a store whether for three hours, 3 months or 6 months.

TechTown's work in Retail Services is receiving local and national attention:

- Cass Collective in Metro Times: <https://m.metrotimes.com/detroit/a-guide-to-detroits-densest-shopping-hubs/Content?oid=4992538&showFullText=true>

-The Detroit News: http://www.detroitnews.com/story/business/2017/08/14/immigrants-fuel-detroit-revival/104578634/?mc_cid=79ad18d0f6&mc_eid=ff9c333a9f

-Retail Wire: <http://www.retailwire.com/discussion/will-pop-up-only-malls-catch-on/>

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. As mentioned SWOT City launched in our 7th neighborhood on the Eastside of Detroit. In June 2017 the SWOT City team organized a business resource fair in partnership with Eastside Community Network. This event introduced aspiring and existing business owners on the Mack Avenue corridor to the network of small business resource providers (ProsperUS Detroit, Lifeline Consulting,

BUILD Institute, Accounting Aid Society, Motor City Match, SBDC and Michigan Rehabilitation Services (MRS). Twenty aspiring and current business owners attended the event and resulted in four open office hours and two new SWOT City clients (Craft Café Detroit, The Sweet Suite).

The SWOT City Team is currently working with 60 active clients and has conducted 130 Open Office Hours (OOHs). SWOT City signed six new clients across neighborhoods. These businesses vary across industries to include food, retail, services and transportation. SWOT City continues to help brick and mortar businesses provide services and amenities in Detroit neighborhoods. In Southwest SWOT City signed the Detroit Cab Company. And, in Jefferson East the SWOT City team has helped businesses like Lester Govia's, Norma G's a casual fine dining Caribbean cuisine and Trinidadian restaurant in the Jefferson Chalmers neighborhood access "Gouvia worked with SWOT City to pull together funding for the roughly \$450,000 project from a variety of sources, including a \$60,000 Motor City Match Grant. He's leasing the building from the Jefferson Inc." [Metrotimes.com](https://m.metrotimes.com/table-and-bar/archives/2017/07/21/norma-gs-caribbean-restaurant-starts-construction-in-jefferson-chalmers)
<https://m.metrotimes.com/table-and-bar/archives/2017/07/21/norma-gs-caribbean-restaurant-starts-construction-in-jefferson-chalmers>

SWOT City ultimately helped Gouvia access critical capital that positions this business to open October 2017. Norma G's is the first dining restaurant to open in the Jefferson Chalmers district. The success of SWOT City in partnership with Jefferson East, Inc. has resulted in two additional food clients that will offer a variety of ethnic experiences for residents and customers.

The SWOT City team continues to leverage relationships with partners. TechTown is planning a follow up meeting with Global Detroit to determine needs and partnership opportunities to strengthen service delivery and increase impact for 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 Michigan Avenue bounded by Southwest). Global Detroit, ACCESS, ProsperUs Detroit, BUILD Institute and Lifeline Consulting, LLC are important partners for growing an inclusive place-based entrepreneurial environment that is accessible to business where they are in a way that helps in the most respectable, effective and efficient way.

January, 2017 and again August 2017, TechTown Detroit partnered with Rebrand Cities to develop an initiative to help bring Detroit small business owners online through providing low cost custom Wordpress websites (including professional photography) via a 48 hour hackathon – style website development event. The first round of the Rebrand Cities initiative served 8 SWOT City clients and the second round of the initiative served 19 SWOT City businesses across the portfolio. Seven of the clients are bilingual. Note there were Spanish workshops and deliverables (websites, 1:1 how to edit and manage the platform) for clients in Spanish. Thanks to the support from founders, TechTown's was able to support these businesses with technical and business support below market rate to each client.

Below is a list of some of our companies that benefited from Rebrand Cities:

- Motor City Java (Brightmoor alum): <http://justjavahouse.com>
- The Garden Bug (Grandmont Rosedale client): <http://thegardenbugdetroit.com>
- Art in Motion (University District alum): <http://artinmotiondet.com>
- Brix Wine and Charcuterie (East Jefferson client): <http://brixdetroit.com>
- La Posada (Southwest client): <https://laposadadetroit.com>
- Red Bag Boutique (East Jefferson client): <https://redbagdetroit.com>
- El Salpicon (Southwest client): <http://elsalpicondetroit.com/es>

Submitted by: Ned Staebler, Vice President for Economic Development

- Mama Coo's Boutique (Retail Boot Camp 2015 graduate): <https://mamacoosboutique.com>
- La Donna's Classy Creations: <https://ladonnasclassycreations.com/>

Additionally, SWOT City continues to offer open office hour appointments. These sessions deliver critical guidance for removing road blocks and inform next steps, as well as referrals to ecosystem partners for additional support.

Investment

TechTown's SWOT City program provides support to small business owners through dedicated coaching, technical assistance and in-kind professional services. Examples of these services include lease negotiation, branding and marketing packages, and guidance in applying for award programs such as Motor City Match. In total, investments to neighborhood businesses exceed \$271,337 through August of 2017.

TechTown submitted a proposal to Ford Motor Fund for \$60k to support Southwest SWOT City and Retail Services.

The SWOT City team continues to leverage PSNs to support milestone execution for clients. These services included solving operational needs such as, inventory management, branding, communications, bookkeeping, financial projections, business planning, capital and quickbooks. A new discovery of support for SWOT City clients revealed a need for human resource entrepreneurial education. To solve for this gap, the team work with HR Everything to create a series of Human Resource workshops in two SWOT City neighborhoods July/August 2017.

The SWOT City team continues to be strategic with existing partners as well as strengthening the communications with partners and stakeholders to maintain a consistent flow of information regarding program and impacts. To support attraction of clients in Brightmoor, the TechTown Team has met with Councilman James Tate and his team to discuss ways to expand reach within the District one boundaries (Brightmoor and Grandmont Rosedale). Councilman Tate agreed to add TechTown to their mailing list, as well as provided opportunities for the team to attend Discover D1 meetings. This partnership with the Councilman's office, Grandmont Rosedale Community Corporation (GRDC) has resulted in referrals and a new Brightmoor client signed J' Café, a longstanding diner in Brightmoor. A new client was signed in Osborn, Lil' Achievers access to quality affordable daycare in East Detroit.

Other highlights include:

-East Jefferson SWOT City client Brix Wine & Charcuterie Boutique had grand opening celebration August 17 thru 19, 2017. Brix is located at 7968 Kercheval Ave. and offers a wide selection of wine and charcuterie. Housed in a historical bank building, the 1,100-square-foot restaurant is an intimate space including a private lounge area inside the former bank vault. Brix will also offer retail in the near future.

-Three SWOT City clients are NEIdeas finalists, Always Brewing, DMex, Taqueria el Nacimiento

-10 clients with Motor City Restore applications. Motor City Restore helps small business owners with storefront improvements.

Submitted by: Ned Staebler, Vice President for Economic Development

-SWOT City Grandmont Rosedale client Great Lakes Burger Bar will be part of the Food Network Chopped show film. The details are forthcoming.

-YTD Investments \$725,350, of this total \$226.3k was invested this reporting period.

Entrepreneurial education

Based on need expressed by entrepreneurs June thru August TechTown continued to offer entrepreneurial education to supplement gaps with tools and knowledge experts thru partnerships and with PSNs. TechTown was excited to continue the partnership with Grand Valley State University Department of Hospitality and Tourism Management and Colors Restaurant Detroit (affiliated with ROC United - which works to improve living and working standards for food service industry workers). The second offering of a customized program Ops to Props: The Business of Running a Profitable Restaurant on Mondays at (May thru July) at Colors Restaurant. Ops to Props is an eight week accelerator for restaurant owners and management staff looking to improve customer service standards, gain efficiency in operations, as well as attract and retain employees. Eleven SWOT City businesses participated in the program, including East Jefferson clients Brix Wine & Charcuterie.

Ring It Up! Selecting a Point-of-Sale System

June 27th participants were able to review the various Point of Sale options available to every business owner. For example, education on how merchant services work and how to find a merchant service provider that offers the most security, so business owners can accept credit cards with confidence and put their customers at ease that all information is secure. Presented in partnership with PSN Bank of America.

Intellectual Property: What Every Entrepreneur Should Know

June 29th participants learned about protecting an invention requires a broad spectrum of knowledge concerning U.S. and global intellectual property law – investors know this. This presentation discussed the importance of protecting your invention and provides protection strategies with the intention of attracting future investment. As part of a series this session was presented in partnership with PSN Howard & Howard.

How to Review and Negotiate a Contract

August 22nd participants learned what is important to negotiate and what terms should and should not be included in a variety of contracts, including, financing arrangements, employment contracts, collaboration contracts, supplier and customer contracts and leases. Presented in partnership with PSN Howard & Howard.

And, finally to address the most recent gap reported by entrepreneurs TechTown facilitated a Drive to Hire Workshop Series August 7th, 14th and 21 at the University of Detroit Mercy presented in partnership with PSNs The PLLUS Group and Everything HR. This three part series of in-depth and interactive workshops, which will help business owners: improve recordkeeping practices, critically assess the financial health of their business, and prepare to hire their first employee(s). (Note this series will be offered during the next reporting period in SWOT City Jefferson East neighborhood).

Place-based Economic Development

Communications

In the first quarter of 2017, there were 31 Wayne State Economic Development stories accounted for 11% of all WSU media hits and 13% of all Tier 1 media hits. Highlights from this quarter included construction on the Mike Ilitch School of Business and WSUPD's partnership with DTE. There were 48 economic development media hits across 76 outlets. There were an additional 45 media hits for TechTown across 158 outlets.

Our office continues to participate in new faculty orientation, open houses and resource fairs to share important information about living, shopping, dining, and getting around in Midtown. We recently refreshed all of our Midtown materials, including a new informational brochure, presentation and poster. The new Midtown Experience Guide is available in print and online, and we have distributed it to our partners and various departments across campus.

Woodward & Warren

DLECTRICITY: Our office has been working closely with Midtown Detroit, Inc. (MDI) and departments across WSU to help bring DLECTRICITY activities to campus. DLECTRICITY is Detroit's nighttime festival of light-based art and technology. In 2012 and 2014, DLECTRICITY drew tens of thousands of visitors to Midtown. We anticipate similar crowds in 2017. Five DLECTRICITY installations will be located on campus including in the Woodward and Warren greenspace. The greenspace will also serve as DLECTRICITY headquarters and feature an information booth, food trucks and music.

Crowdfunding: In addition, our office has been exploring funding opportunities to activate this space more often and make small-scale improvements such as additional seating, pathways and shade structures. Several community partners (including Midtown Detroit, Inc.) suggested we explore crowdfunding through a program called Public Spaces, Community Places. Public Spaces, Community Places is a partnership between MEDC, MML and Michigan-based crowdfunding platform Patronicity. Participation is open to communities and nonprofits looking to fund public space improvements. Successful campaigns receive matching funds from the State of Michigan.

Our goal is to raise \$25,000 (\$50,000 with MEDC match) to create a WSU Placemaking/Detroit Experience Factory (DXF) satellite kiosk. The kiosk will serve as a place where students, employees, residents and visitors can go for DXF information and WSU lawn games. The funds would also go towards landscaping, flexible seating and shade structures. The campaign will be live from September 19–November 17. Planning for improvements will take place after the campaign wraps up with improvements made Spring–Fall of 2018. We have already secured several early donations—including \$5,000 from the Michigan Department of Transportation.

Transportation & Mobility

Transportation Ambassador: For the 2017-18 schoolyear, our office created a new position in partnership with the Dean of Students Office and Parking & Transportation Services. We hired a new Student Assistant who will work part-time to grow awareness of new and existing transportation options and discounted services on and around campus, as well as increase firsthand experience using transit, including bike share. The Transportation Ambassador will also strengthen relationships between WSU and transportation service providers.

Streetscape & Highway Improvements: The City of Detroit's Planning & Development Department (PDD) and Department of Public Works (DPW) are completing construction and re-striping of new protected bike lanes on Cass Ave. Our office is representing WSU at City of Detroit meetings to plan for these improvements and develop a safety and education campaign. Our office is also representing WSU on a Local Advisory Committee for the I-94 Modernization Project that will have impacts for many surface streets, bridges and traffic flow around campus.

DDOT Bus Pass Program: For the fourth year in a row, our office has forged a partnership for the City of Detroit's Department of Transportation to provide a free one-month bus pass for all on campus residents, estimated at a \$141,000 value. This year, we partnered with Housing & Residential Life and the Residence Hall Association to grow promotional efforts to grow awareness about the program and improve distribution of the free passes during Move-in Weekend.

Convening Critical Conversations

Detroit Orientation Institute (DOI): In June, the DOI partnered with WSU's Ralph Bunche Summer Institute for a special summer program for area high school students. The DOI's next Detroit 101 will take place on Thursday, October 26. Up to 30 participants will join a tour of neighborhoods and a dialogue discussion afterward.

The DOI's next Detroit Dialogue will take place on Tuesday, October 3 at 5:30-7:30 p.m. The Dialogue will explore historical sites or memorials, and which historical perspectives are sometimes omitted from mainstream historical records. The program will include dinner and a group dialogue featuring Kalisha Davis (Detroit Historical Society), Jamon Jordan (Black Scroll Network) and Jeanette Pierce (Detroit Experience Factory).

Our office is continuing to explore ways to support DOI programming. We are considering transferring more administrative and coordination responsibilities to our partner, the Detroit Experience Factory (DXF), while maintaining a strong relationship to WSU and having our office convene and chair an Advisory Board.

Van Dusen Urban Leadership Forum: Our office partnered with the Detroit Historical Society to support a public lecture and panel discussion featuring Dr. Thomas Sugrue on Monday, June 24 at the Community Arts Auditorium. More than 600 people registered for the event and attendees enjoyed a free reception at McGregor Memorial Conference Center.

Promoting Local Businesses

Our office works to connect local businesses to our campus community. We have traditionally done this by managing the Show Your One Card & Save (SYOC&S) program, producing an annual Midtown Deals & Discounts Guide and organizing the Detroit Zone at FestiFall.

SYOC&S: This fall marks our fifth year administering WSU's SYOC&S program. Since launching, more than 2,500 students and employees have signed up for the free program by downloading Larky's iPhone and Android apps. 120 local businesses participate, offering savings and promotions to members of the Wayne State community.

Midtown Deals & Discounts Guide: In previous years, our office produced an annual Midtown Deals & Discounts Guide. In addition ad space in the Guide, each participating business was featured as a Midtown Deal of the Week—online and in WSU’s daily employee e-newsletter, Today@Wayne. This year, based on campus community feedback, we decided to discontinue the Guide. While we have decided to discontinue the Guide, we will continue offering a Midtown Deal of the Week—highlighting businesses from our SYOC&S program.

Detroit Zone: Our office again partnered with the Dean of Students Office (DOSO) to curate a “Detroit Zone” at FestiFall. In previous years, the Detroit Zone featured 50-60 local businesses and organizations. In 2017, we focused instead on connecting the WSU community with 20-25 key organizations (ex. the Detroit Experience Factory). Unfortunately, FestiFall was cancelled due to storms. DOSO has invited organizations to instead participate in an expanded version of WSU’s annual Student Organizations Day.

Grow Detroit’s Young Talent

WSU hosted 10 students through Grow Detroit’s Young Talent, a citywide summer jobs program employing more than 8,000 Detroiters ages 14-24. Participating students work 20 hours a week for 6 weeks beginning each July. WSU’s students worked 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 (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, the 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 completed the program. The DRF III Fellows engaged in two years of leadership development that focused 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 June 2017 session took place on the 29th and 30th and focused on faith, arts and culture in Detroit. Fellows explored the role of faith and the arts in Detroit’s revitalization and learned about their legacy and impact on the city.

The July 2017 session was Cohort III's last convening and it was a day of reflection and celebration. The Fellows presented on their fellowship journey and celebrated among themselves before celebrating together and then later with family, alumni, funders and other friends of the program.

Raising DRF's Profile: 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's attendance at the Mackinac Policy Conference and a second feature in Bridge Magazine's yearlong series. The DRF staff and two Cohort III Fellows (Brittany Sanders & Ritchie Harrison) hosted the Cleveland Public Service Fellows during their Detroit visit. The Director and the OED's Assistant Vice President (Graig Donnelly) attended a convening of metro Detroit's leadership development programs. The Director and two Cohort III Fellows (Kalisha Davis & Joel Howrani Heeres) appeared on American Black Journal and the Director was a panelist for the Kresge Foundation's Program Officers Roundtable.

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

- Gender: 63% Female and 37% Male.
- Age: 58% Ages 25-34 and 42% Ages 35-44.
- Race: 22% Asian & Hispanic; 28% Black/African-American; 6% Multi-Racial; and 44% White.
- 63% were already city of Detroit residents at the time of the application.

Like previous cohorts, the DRF IV Fellows will engage in two years of cohort building, leadership development and meaningful work. However, this cohort will have a more intentional focus on applying a broad sustainability lens to revitalization in the civic, community and economic development landscape. This sustainability thread will be woven through monthly session programming.

Cohort IV's first session was a 15-day Immersion from August 7-25, 2017 that provided the Fellows with a broad introduction to the city of Detroit, fellowship and cohort building. Highlights of the August 2017 Immersion included:

- DRF IV's first Detroit Dialogue about what a revitalized Detroit means to the Fellows, our guests and their organizations with Ellie Schneider of Detroit Creative Corridor Center, Jerrell Harris of the City of Detroit and Professor Robin Boyle of WSU serving as moderator. These Dialogues are critical conversations with community and business leaders around key issues facing the city, its neighborhoods and the region today.
- Cohort building activities that included an unconventional field day facilitated by the YMCA of Metropolitan Detroit.

The introduction of leadership pods, a defined group of Fellows who will motivate, support, provide critical feedback as well as be a sounding board for each other and their personal leadership development plans over the next two years.

Submitted by: Ned Staebler, Vice President for Economic Development

A presentation by Ari Weinzweig, Zingerman's co-owner and founding partner, on his company's approach to servant leadership.

An alumni panel with Cohort II Fellow Amber Gladney of Invest Detroit, Cohort I Fellow Melissa Smiley of the Community Foundation for Southeast Michigan, Cohort III Fellow Jeri Stroupe of Wayne State University and Cohort III Fellow Leslie Tom of the Charles H. Wright Museum of African American History sharing their experiences of leading from the middle or behind.

Funding: The fellowship was recently awarded a \$1.3 million grant from the Kresge Foundation and \$400,000 from the Erb Family Foundation. The budget for Cohort IV is \$3.2 million.

Kresge Mayor's Fellows

The Kresge Mayor's Fellows (KMF) were 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 concluded their fellowship in July 2017. The program's third-party evaluator, Urban Ventures Group, is finalizing the Fellows' individual case studies about their alumni fellowship experience. These case studies will help inform future next stage opportunities. The DRF staff continues to explore launching another cohort of KMF with The Kresge Foundation and the City of Detroit in 2018.