

## **BUSINESS-BASED ECONOMIC DEVELOPMENT:**

### TECHTOWN

#### **LABS:**

The LABS team worked with General Motors (GM) over the past couple of months on developing a new program that would leverage our strengths of delivering quality entrepreneurial services while also challenging us to expand programmatically. Ultimately, GM awarded TechTown \$500,000 to support two additional teams from Detroit community colleges (ideally 1<sup>st</sup> generation higher education students) and to deliver a high-school focused Launch Detroit program in Q1 2018 for 10-12<sup>th</sup> grade students. The LABS team is exploring partnerships with Coursera, Khan Academy and other organizations to complement our modified curriculum. Additional funding was secured in the amount of \$25K from Lear Corporation to support the successful delivery of our 2018 program. Our team continues to meet with several of the teams to evaluate their plans for their ventures, including three teams (Deelio, KnowMe and Remotize) that are being considered for the TBIC (TechTown Business Incubation Center) program. Lastly, we placed two individual graduates from the 2017 program into later stage companies as interns via our “Career Experience Program” funded by Bank of America.

In the past few months, the TBIC (TechTown Business Incubation Center) program continued to support 10 TBIC clients to help them achieve significant milestones. The team is excited about the addition of DTX Launch Detroit graduate AthletiComm to the program in the coming weeks and the official commercial launch for CarePRN’s service (on-demand home healthcare service) initially in Oakland County. CarePRN has received awards from Hacking Health, the Accelerate Michigan student business competition, DTX Launch Detroit, the Business Accelerator Fund and the Michigan Greenlight business model competition. Client EnBiologics continues to sell sample materials, pursue animal trials with Michigan State University School of Veterinarian Medicine and validate their segmented target market.

The TechTown LABS Team continues to increase the number of open office hour (OOH) engagements and meetings with (current and aspiring) entrepreneurs seeking guidance from TechTown Detroit via internal EIR appointments as well as the “Ask the Expert” program. To date, almost 100 unique entrepreneurs have made 150+ appointments with “Experts” from 50+ corporate partners. New partners and “experts” continue to come on-board, including the Frost & Sullivan and MiCPA (Michigan Association of CPAs) that have made an initial group of ~30 CPAs available to the “Ask and Expert” program and TechTown clients. LABS also attracted gBeta’s accelerator program to TechTown that will start with a cohort of 6 companies before the end of 2017.

During recent 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

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the ecosystem. The team assisted with the planning for Tie Detroit's "Ignite2Disrupt" Nov 9<sup>th</sup> conference, Tie Detroit Pitch Club event at TechTown, Startup Boost (via TechStars), Grand Circus "Intro to Coding" workshop at TechTown, Pitch313 (for minority founders) Competition at Grand Circus, AUTM & MForesight "Advanced Manufacturing: Shaping and Joining" Forum, Accelerate Michigan's Student Team Competition, Renaissance Venture Capital's "Un-Demo" Day, judge of the "Rise of the Rest" Pitch Competition (Ann Arbor), assisting with the development of the WSU Entrepreneurship & Innovation HUB, host of Microsoft & Brookings Institute event on broadband equity and the Village Capital Healthcare group alumni event with Kresge Foundation.

Work of the MedHealth Innovation Cluster and its now 25-member Steering Committee continues to evolve and grow. Although the EDA (Economic Development Administration) Regional Innovation Strategies i6 grant application was not awarded to us, the MedHealth effort added three new members (Lawrence Tech, Walgreens and EpiCentre in Windsor), gained new support from MCACHE (Midwest Chapter of the American College of Healthcare Executives), are near completion of our multi-year strategic plan, will deliver a reception at Accelerate Michigan Innovation Competition on November 16<sup>th</sup> in partnership with Renaissance Venture Capital Fund and MEDC and are in the process of finalizing details for our 2<sup>nd</sup> Annual MedHealth Summit in Q1 2018.

The LABS work in the diversity and inclusion space continues to evolve within our Detroit entrepreneurial ecosystem. Continuously engaging new potential clients in open office hours (OOH), working with the TechTown BLOCKS team members to explore LABS OOH in various Detroit neighborhoods, assisting internal staff with assessment of diversity and inclusion strategies and best practices for implementation, development of TieCon Detroit's diversity tracks for their conference (including an all-women panel), working with Wayne State University's Chief Diversity Officer and their "Climate and Diversity" Task Force, representation at the Diversity Woman Business Leadership Conference in Washington DC and more. LABS and TechTown Detroit agree to promote Marlin Williams from a contracted EIR to a modified full-time employee effective November 1<sup>st</sup> to increase her contribution as a valuable diversity and inclusion resource within TechTown, with our clients and partners across the region.

Year to date investments for the LABS team is just north of 929,000 for 2017.

**BLOCKS Business Unit:**

*Partnerships, partnerships, partnerships:*

As of September 2017, TechTown Detroit partnered with entrepreneurial resource providers in to support Southwest Detroit. This partnership is named El Comité. SWOT City team Portfolio Manager Bridget Espinosa participates on behalf of TechTown to support Spanish speaking businesses and new entrepreneurs prepare for business. This partnership

includes ProsperUs Detroit, Global Detroit, TechTown,, Accounting Aid Society, Detroit Economic Growth Corporation, and the City of Detroit's of Immigrant Affairs department. The group comes together to conduct an Open Office Hour every Monday at Mexicantown Bakery. TechTown is proud to be part of this alliance that supports Spanish-speaking businesses.

TechTown's partnership with Google continued during this reporting period. Google Digital Coaches Program and Tech Town partnership was established in August. This partnership also supported the work with SWOT City and Hajj Flemings, Rebrand Cities and RBC. All businesses in the program received verification of their businesses so that these retail locations are able to be found properly online through Google search. Google also provided digital marketing support when setting up the client's first ad.

The RBC clients received consultations to set up ads on Google and ensured that their businesses were been verified. Twelve businesses received services from Google and the program will continue thru the end of the year. Additionally, Google Digital Coaches participated in TechTown's Ask An Expert eight times and has session booked weekly thru the end of the year. Google Digital Coaches shared they are proud that this partnership with TechTown has helped them establish a strong footprint in Detroit. By end of year this partnership aims to touch 100 businesses thru TechTown by providing business verification and google ad word support.

TechTown continues to receive requests for business support from BLOCKS programming to include engagement with Sinai-Grace Community Development Corporation. SWOT City Director, Amy Rencher is on the economic development task force to help inform a focus on corridor-driven small business development. TechTown sees this opportunity as an opportunity to connect resources to a corridor on 6 mile and Schaefer in Detroit that is right between two other SWOT City neighborhoods Grandmont Rosedale and University District/LIVE6. Additionally, Lansing Economic Area Partnership (LEAP) is interested in TechTown's Retail Boot Camp accelerator. TechTown is exploring the best way to cost out train the trainer and maintaining branding.

### **Retail Services:**

Retail Services (RS) includes Retail Incubation (RI) is The SHOP and Cass Collective, Retail Boot Camp (RBC) and RBC mini-workshops. Retail Incubation continues at both The SHOP and Cass Collective. Six entrepreneurs received retail-specific technical assistance and were referred to additional pop-up opportunities and encouraged to apply for Retail Boot Camp. The goal of the space is to provide a brick-and-mortar platform for the businesses to help inform the selection of a permanent location. Three of the six businesses have chosen to become formal Retail Services clients, where they are receiving TechTown's support with book keeping, financial projections, marketing, visual merchandising and legal support via connection to its Professional Services Network. The tenants also have had access to two

small-group workshops on marketing and sales tracking to help capture data and identify operational trends. TechTown also coordinated one-on-one support meetings for two of the tenants from the Business Team at Apple to identify opportunities to streamline their transactions with Square.

TechTown is excited to have launched and completed RBC VI. RBC continues to attract strong serious entrepreneurs with a product or service that community wants. Eighteen entrepreneurs participated and graduated from RBC VI. RBC continues to be diverse and inclusion with a variety of business types participated, such as home goods, men's and women's clothing, a fitness studio, bakery, event planning and supplies, pet goods and locally-made beauty products. Participants range from "boomerang" Detroit residents who moved back to the city after living other places, as well as those who live in the neighborhoods in which they want to locate their businesses. At the annual RBC Showcase Five of the eighteen entrepreneurs won a \$5000 cash award to support launching their new business. To support the launch of Detroit's eighteen latest entrepreneurs they will transition to SWOT City clients before end of year. With the multi-year support from JP Morgan Chase, TechTown is able to offer RBC two times a year starting 2018. TechTown intends to host a spring and summer session. The RS team is in the process of planning marketing for RBC VII Spring 2018.

### **Highlights:**

TechTown continues to engage RBC alumni to include the following activities and celebrations of our Alum:

- Retail Services hired RBC I Graduate Trish's Garage, Ebony Rutherford to conduct a retail specific workshop the at Cass Collective. This section covered goal tracking and event planning with five of the six Cass Collective entrepreneurs.
- August 2017 celebrated one-year anniversary and hiring of first employee with RBC V Graduate, Mama Coo's Boutique, Lana Rodriguez.
- September 2017 RBC V Graduate, Reilly Craft Creamery, Chris Reilly, ice cream can be found in a variety of special markets and diners to include Avalon in Ann Arbor, Honest Johns' in Detroit and in Whole Foods.

### **SWOT City:**

SWOT City - provides one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City has served 281 clients year to date and will be supporting eighteen RBC VI graduates with launching their businesses in Detroit.

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The SWOT City Team is currently working with 77 active clients and continues to conduct monthly Open Office Hours (OOHs) at each of the seven satellite offices and TechTown. SWOT City has a new Brightmoor client J's Café. The SWOT City team continues to receive referrals for Brightmoor from Councilman James Tate office and SWOT City partners at Grandmont Rosedale Development Corporation. Continuing to support existing relationships and build additional partnerships has helped with referrals in Brightmoor.

SWOT City is also building a client base within our most recent established neighborhood and with Eastside Community Network (ECN). SWOT City has two ECN clients, The Sweet Suite and The Craft Café and there are two clients in the pipeline. Each SWOT City neighborhood is unique and partners understand the value of SWOT City. TechTown SWOT City is also helping ECN to launch a holiday pop-up market for Mack Market on Small Business Saturday in November.

**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, year to date investments to neighborhood businesses is \$924,355.

TechTown received \$60k from Ford Motor Fund for continuing the SWOT City and Retail Services feasibility plan in Southwest Detroit.

**Other highlights include:**

- Grandmont Rosedale client, Kidz Kingdom, closed on \$15k loan. The business owner will now be able to support the transition to become a state licensed childcare facility.
- Four SWOT City clients are \$10k NEIdeas Winners, Taqueria El Nacimiento and El Asador in Southwest Detroit, Crystal Clear Images and Pages Bookshop in Grandmont Rosedale. TechTown continues to leverage partners and programs such as NEIdeas to help clients with capital goals to meet milestone objectives for their business.

<http://www.craigslist.com/article/20171029/news/643436/neideas-awards-400000-to-small-businesses>

**Entrepreneurial education:**

Based on need expressed by entrepreneurs September thru November, TechTown continued to offer entrepreneurial education to supplement gaps with tools and knowledge experts thru partnerships and with PSNs.

Since March 2017, Social Media Association of Michigan Monthly Lunch and Learn Workshop Series has been conducting a variety of monthly sessions on Wednesdays at TechTown. During this reporting period two sessions informing entrepreneurs about Video in storying telling and technical application (How To Do Social Video from a Technical Standpoint and How To Create Compelling Video from a Storytelling Standpoint) have been held on Video Series and the final session How to Use Live Video is scheduled for November 15<sup>th</sup>.

In October, four workshops were held such as Paying Yourself and Your Employees: This informative session informed entrepreneurs about how to properly manage payroll taxes, compliance, and Human Resources for new or existing businesses. Entrepreneurs learned about the responsibilities of the employer in regards to payroll taxes, record keeping, and HR processes and learn about services that are available to keep you in compliance. Presented in partnership with Bank of America and ADP.

Pre-prep for the Holiday Pop-Up & Promotion Strategy: This workshop focused on the power of planning for the holiday pop-up season. Entrepreneurs learned how to select which events make sense for their business and communicating a schedule with customers to conducting a merchandising audit and call-to-action tools to offer during transactions.

Rebrand Cities: WordPress Website Maintenance: Rebrand Cities project partner and developer staff led Rebrand Cities cycle 1 and cycle 2 participants through a two-hour interactive workshop, which educated entrepreneurs on basic website maintenance and updates, including: editing text, uploading photos, writing blog posts.

Key Issues in Negotiating and Drafting Operating Agreements: Every entity is governed by a particular set of documents. For LLCs, the operating agreement not only dictates the relationship between the business and its owners, but also often times among the owners as well. Entrepreneurs learned some of the key issues that apply to operating agreements for LLCs and how these issues are addressed.

**What's ahead year-end 2017 supporting entrepreneurs thru Holiday season:**

Planning Your Holiday Sales Season with Technology:

**Monday, November 6, 2017:** This workshop will cover why and how simple technology improvements can have a positive impact on customer engagement and business growth. Attendees will have assistance in assessing their technology so they can maximize the holiday season and use the data they collect to effectively set themselves up for continued success and growth in the new year. Topics will little or no-cost tools for enhancing website performance, point-of-sale systems and customer retention systems.

Credit and Lending Readiness:

**Tuesday, November 7, 2017:** This informative session will focus on business credit and the importance of planning for future credit requests. In this session business owners will learn

about the various traditional bank financing options available to small business owner including the various loans/lines that are available and the benefits to each. They will learn everything they need to know prior to submitting an application and techniques to significantly improve odds of an approval. Presented in partnership with Bank of America.

Workshops in December include How to use social for the holidays facilitated by Social Media Association of Michigan Lunch and Learn, **December 2017**.

## **PLACED-BASED ECONOMIC DEVELOPMENT:**

### **Communications:**

In third quarter 2017, there were 53 economic development media hits across 64 outlets. These accounted for 10% of all WSU media hits and 11% of all Tier 1 media hits. Highlights from this quarter included new athletics buildings, the new STEM center and numerous articles on Little Caesar's Arena and The District mentioning the Mike Ilitch School of Business. Visiting law professor Bernadette Atuahene's research on tax foreclosures also received significant media attention, and urban planning professor Robin Boyle was quoted in several articles on city and neighborhood development. There were an additional 43 media hits for TechTown across 171 outlets. The General Motors/Black Girls Code launch with Mary Barra, held in partnership with TechTown, was featured widely, accounting for 108 of those outlets.

### **Woodward & Warren:**

Our office has been exploring funding opportunities to activate WSU's Woodward and Warren Park. 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. Since the launch of the program, 125 projects have been successful in reaching their goal, with \$8.9 million raised (inclusive of the MEDC match). We launched a Public Spaces, Community Places crowdfunding campaign on September 19. Our goal was 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 will also go towards landscaping, flexible seating and shade structures. The campaign ended on November 17 with contributions from the Michigan Department of Transportation, Rainbow Child Care Center and the Detroit Public Library Foundation, as well as hundreds of individuals. Planned improvements will be made in Spring-Fall of 2018.

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**Transportation & Mobility:**

**Streetscape & Highway Improvements:**

The City of Detroit's Planning & Development Department (PDD) and Department of Public Works (DPW) completed 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. We hosted MDOT on campus on Monday, November 13. They manned a table in the Student Center, sharing project updates with and soliciting feedback from WSU students and employees.

**Convening Critical Conversations:**

**Detroit Orientation Institute (DOI):** The DOI held a Detroit Dialogue on Tuesday, October 3 focused on historical sites, and which historical perspectives are sometimes omitted from mainstream historical records. The program included dinner and a group dialogue featuring Kalisha Davis (Detroit Historical Society), Jamon Jordan (Black Scroll Network), Tiya Miles (University of Michigan Professor and Historian) 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.

**Porous Borders:**

**Holiday Lights:** Our office purchased and installed 700 LED holiday lights outside Old Main in 2016. We have arranged to have these lights installed again in 2017. They will go up in late November and remain up through Spring Break, lighting up campus for students, employees, residents, businesses and visitors.

**Noel Night:** Our office helped coordinate and promote Wayne State University's participation in the **45th annual Noel Night on Saturday, December 2**. In addition to coordinating with Midtown Detroit Inc., WSU Facilities, Special Events and Public Safety, our office created a WSU-specific Noel Night website, and partnered with the Office of Government and Community Affairs to produce a promotional piece highlighting the activities taking place across our campus, including horse-drawn carriage rides and the Salvation Army led sing-along.



**Winter Art and Retail Market:** Our office again partnered with the James Pearson Duffy Department of Art and Art History and TechTown Detroit on a pop-up holiday marketplace. The second annual Winter Art and Retail Market (WARM) featured more than 50 local entrepreneurs and WSU-affiliated artists and was sponsored by KIND Snacks, The Parade Company, and Sweet Lorraine's Fabulous Mac n' Brewz! The WARM took place in Woodward and Warren Park, alongside Midtown Detroit, Inc. sponsored activities including the Salvation Army led sing-along.

**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.

The DRF IV launched in August 2017 with 19 new Fellows. 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. The leadership development will focus 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 September 2017 session took place on the 28<sup>th</sup> and 29<sup>th</sup> and was the Fellows' one month check-in. The Fellows identified the current and potential intersections of their work and how sustainability fits within it.

The October 2017 session was Cohort IV's first topic-focused monthly session. The Fellows were introduced to Detroit's public health landscape and explored what it looks like in the public health space. Leseliey Welch, WSU Senior Lecturer and former Detroit Health Department Deputy Director, kicked off the session with Public Health 101. Peter Hammer, WSU law professor and Director of the Damon J. Keith Center for Civil Rights, discussed the role of racial equity in public health. On day two, Eric Kessell, Detroit Health Department's Director of Data, Planning and Evaluation, talked about sustainability and public health in Detroit. The session concluded with a dialogue featuring Dr. Kimberlydawn Wisdom (Senior

VP of Community Health & Equity and Chief Wellness Officer, Henry Ford Health System), Paul Propson (CEO, Covenant Community Care), Brian Smith II (Community Outreach & Engagement Core Coordinator, WSU's CURES center), and Theresa Landrum (Southwest Detroit Boynton resident) moderated by Peter Hammer.

**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 Cohort IV Fellow Shaffwan Ahmed led a neighborhood tour for the Community Development Advocates of Detroit's Community Development Week. The DRF staff attended Independent Sector's Our Common Future conference in Detroit. Cohort III Fellow Kalisha Davis facilitated a Detroit Orientation Institute Detroit Dialogue. Cohort I Fellow Sarida Scott and Cohort IV Fellow Shaffwan Ahmed were dialogue guests for Detroit Orientation Institute's Detroit 101. Cohort III Fellow Melvin Henley hosted "Creativity" in Non-Creative Places with presentations by Cohort II Fellow Sandra Yu Stahl, Cohort I Fellows Rachel Perschetz and Abir Ali, and Cohort III Fellow Delphia Simmons. Cohort I Fellow Brian Connors was named a 2017 Crain's Detroit Business 40 Under 40 honoree. Cohort I Fellow Allyson McLean was promoted to Director, Government Affairs and Economic Development at Quicken Loans. Cohort I Fellow Beau Taylor was appointed Executive Director of Detroit's Pubic Lighting Authority.

**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.