

BUSINESS-BASED ECONOMIC DEVELOPMENT:

TECHTOWN:

LABS: The LABS team continues to work with General Motors (GM) and the Detroit Public School system, recently solidifying our school partnership with Osborne High School for a fall 2018 “DPS Launch Detroit” program delivery. Since then, the LABS team members have become increasingly integrated into the activities of Osborne – including but not limited to advisory board membership, engagement with the Applied Finance teacher and his two classes of over 50 students, attending design team meetings, working with the principal (Mrs. Johnson) and her leadership team to better understand the needs of the school, students, timing for program implementation and more. The team also continues to prepare for our 5th DTX Launch Detroit summer session with push marketing, attendance at multiple career fairs/expositions and social media channels – while also working to increase the number of teams this year from 12 to 14 teams for this year’s summer program.

The TBIC (TechTown Business Incubation Center) program is currently supporting 10 TBIC clients to help them achieve significant milestones, recently reaching verbal agreement with RIZZARR to join the program as a client. RIZZARR is a SaaS company that allows for content targeted at millennials to be created by millennials while being compensated by large corporate brands. Client Zhifeng Khou of EagleView Imaging recently received the remaining payment of a \$500K equity investment from China for development of an MRI imaging tool. Client EnBiologics continues to sell sample materials, recently received over \$55K from the WSU Anderson Ventures Institute and the WSU Warrior Fund to complete animal trials with Michigan State University School of Veterinarian Medicine for further testing and validation of their product.

The TechTown LABS Team continues to increase participants in our “Ask an Expert” program as well as the number of open office hour (OOH) engagements that we are delivering. New partners and “experts” continue to come on-board, including Taft Law Firm, former CFO of Ferrari, Venture for America contacts, marketing expert April Woodward, Warner Norcross and others. Our LABS team continues to work with Wayne State University in the planning of the upcoming March 22-23 Big Data and Analytics Symposium in order to continue to showcase the value of our partnerships in the ecosystem. We also held the first Detroit Fintech Challenge and Datathon with a kick-off session at TechTown on February 15th, hosting approximately 70 attendees. We are working closely with our event partner, Kyba Innovations, to increase regional and national visibility as we get closer to our April 6-7th pitch competition at TechTown Detroit.

Work of the MedHealth Innovation Cluster and its now 25-member Steering Committee continues to evolve and grow. We recently completed our multi-year strategic plan and, in partnership with Renaissance Venture Capital Fund and MEDC, continue to finalize details for our 2nd Annual MedHealth Summit in Q1 2018 (www.medhealthinnovation.org/summit). We have commitments for participation from over two dozen health systems, investors and entrepreneurial organizations to host 1-on-1 meetings with startups on April 19th.

The LABS business unit recently added Anne Marks to the team as a Program Manager for the DPS Launch Detroit program and also has initiated work with Lear's Innovation Center in Detroit to activate various aspects of their downtown space. Our D&I focus for 2018 has been in the areas of DTX Launch Detroit recruitment, delivering regular (bi-monthly) "Candid Conversation" talks and fireside chats focused on the intersection of technology and various industries.

Investments and revenue for portfolio companies of the LABS team closed 2017 north of \$7M and 2018 has started out strong.

BLOCKS: Since 2012, TechTown's Blocks programs have supported neighborhood enterprises with launching, sustaining and growing small businesses in Detroit. BLOCKS programs Retail Services and SWOT City continue to help neighborhood enterprises from pop-up to permanent brick-and-mortar stage, which includes coffee shops, clothing and accessories stores, restaurants and bookstores, as well as the desired neighborhood amenities of 2016 Retail Boot Camp graduate Plum Health, a medical boutique in Southwest Detroit. TechTown continues to increase funding to support program capacity to work with more clients across the city. In the first quarter of 2018, the BLOCKS Team will increase by hiring two full time SWOT City Portfolio Managers. The team is positioned to achieve goals due to the experienced team and is being led by Amy Rencher, SWOT City Director and Sarah Donnelly, Retail Services Director, while TechTown leadership evaluates its organizational structure in light of Managing Director of Place-based Entrepreneurship Regina Ann Campbell's resignation in February. BLOCKS remains focused on providing consistent and customized support within its pipeline of service for Detroit's pop-up to permanent brick-and-mortar businesses.

RETAIL SERVICES: Retail Services (RS) includes pop-up opportunities like The SHOP and the Cass Collective, as well as the eight-week accelerator Retail Boot Camp (RBC) program. The SHOP is the monthly pop-up held in TechTown's first floor community space. Cass Collective launched in March of 2017 as a collaboration between TechTown and Midtown Detroit Inc. to provide access to micro-retail space for RBC graduates and e-commerce

product based entrepreneurs; the collaboration is continuing in 2018. These short-term pop-up opportunities are designed to provide businesses with a brick-and-mortar operational platform to help inform the selection of a long-term permanent location. One 2016 participant of The SHOP TechTown, Bleu Bowtique, became a Cass Collective tenant in 2017 and will be launching their retail permanent location on Woodward Avenue in April of 2018.

Thanks to JP Morgan Chase, TechTown is able to offer Retail Boot Camp (RBC) two times per year in 2018: April-June and August-September. Applications for the seventh cohort of Retail Boot Camp launched January 15th and are scheduled to close March 2nd. Four information sessions were hosted during the recruiting period, including two in collaboration with Grandmont Rosedale Development Corporation and Eastside Community Network. During in-person interviews, applicants will be evaluated for potential to launch in a brick-and-mortar location: sales and marketing history, neighborhood demand and ability to hire, since they will ultimately receive SWOT City coaching for six months post-graduation. Participants will have access to training modules on topics including financial operations, legal lease negotiations, working with an architect and retail merchandising. TechTown expects to have a maximum of 15 students per cohort, which positions Detroit for potentially 30 new businesses that will offer products, services and amenities in its neighborhoods.

RBC Graduate Highlights:

- 2017 RBC Graduates in permanent locations: Sfumato Fragrances and Lowry Estate
- 2017 RBC Graduates in pop-up locations: Chanel's Bling, Voluptuous Bien'Aime Boutique, Mature, Flamingo Vintage Detroit, Provisions
- RBC Graduates in Cass Collective: Flamingo Vintage Detroit (2017) and Not Sorry Apparel (2016)

RBC Graduate Operating Anniversaries:

- One Year - The D. String, Plum Health, Third Wave Music, Mama Coo's Boutique
- Two Year - House of Pure Vin
- Second location - Ashe Supply Co.

SWOT CITY: In early 2018, SWOT City was tapped to conduct business support services on behalf of the New Economy Initiative's NEIdeas program. In April, the team will begin to engage over 50 NEIdeas winners with a custom SWOT assessment, milestone plan and referrals to entrepreneurial ecosystem partners. The team will also organize workshops created based upon the needs of this specific group of business owners, as identified in the aggregate SWOT assessment data. NEI will use some of this data for a national storytelling campaign funded by The Knight Foundation, to tell the story of Detroit's small businesses.

SWOT City continues to support the launch of small businesses across the city. The East Jefferson corridor is our most active area for new business development, with two restaurants scheduled to open in spring 2018 in the Jefferson Chalmers neighborhood bordering Grosse Pointe. Both restaurants aim to hire locally, and have already reached out to local resources like the Golightly vocational academy to hire area youth. One of these restaurants, Alma Kitchen, is a 2016 Retail Boot Camp graduate, demonstrating a new trend of an internal pipeline of small business development at TechTown – “from pop-up to permanent”.

SWOT City has been building potential new partner relationships, with representation on the steering committee for the Sinai-Grace Guild Community Development Corporation, which is undergoing a year-long neighborhood revitalization framework including several neighborhoods from the Fitzgerald neighborhood at the edge of the University District, to the outer border of the Grandmont Rosedale area. Should SWOT City decide to expand into this area, a key gap in services will be filled in Northwest Detroit.

Furthermore, SWOT City seeks to improve its ability to serve a more diverse portfolio of immigrant entrepreneurs through a renewed partnership with Global Detroit. In working with Global Detroit, the program seeks to better understand the entrepreneurial needs, interests and cultural competencies necessary for to increase access to small business resources for those with limited literacy in their native language and/or in English. To date, we have enjoyed tremendous success in working with a very specific group of immigrant entrepreneurs in Southwest Detroit. In the past year alone, the number of businesses served in Southwest has increased by 25% based on client and partner referrals. Also in 2017, SWOT City leveraged \$105,845 of capital into Southwest small businesses.

Finally, the SWOT City team continues to match prospective entrepreneurs to available space in LIVE6 and other SWOT City neighborhoods by engaging in neighborhood commercial real-estate tours. The team collaborates with partners to invite Retail Boot Camp graduates and entrepreneurs interested in opening in Detroit to view available real-estate. This has been an additional value to the team and provides a greater context of planning and development for Detroit's commercial corridors.

ENTREPRENEURIAL EDUCATION:

BLOCKS continues to provide entrepreneurial education to supplement entrepreneur services. In order to provide greater access to a wide range of business owners typically unable to attend weekday workshops, the first Saturday Workshop Series was launched in February 2018, with a focus on Cost Estimating Basics. Industry-agnostic topics of

operations, pricing and sales were covered in an activity-based learning environment, along with a second follow-up practical application session for attendees.

Additionally, SWOT City has engaged the WSU Community and Business Law Clinic in its inaugural Neighborhood Legal Series to increase access to legal resources in neighborhoods of Detroit. The neighborhood law series is a mix of free one-on-one consultations and public workshops held in five neighborhoods of Detroit from February –April 2018: Grandmont Rosedale, University District, Osborn, Mack Ave (lower eastside) and Southwest. The program kicked off on February 21st with all appointments booked, and we hope to repeat the series at least one more time this year in partnership with the WSU Community and Business Law Clinic.

WAYNE INNOVATION HUB:

DETROIT HACKER NIGHTS - after running the first two challenges in the Fall Semester, consisting of Front End and Back End design, our focus for the Winter Semester turned to Artificial Intelligence (AI). Participants ranged in age from 14 to over 60. Weekly sessions were conducted on Mondays with an average of 35 participants. The objective was to introduce individuals to applied Artificial Intelligence. We exposed the participants to manipulating math models by altering data sets and small part of algorithms. AI is mostly complex math when it comes creating the models. Manipulation of data sets and altering models are within the grasp of hackers, and that's what we successfully showed the participants. AI cloud library TensorFlow and Spark were used as the platforms to run AI. The secondary objective was to consistently bring the hacking community to Wayne State University. As always, there was a specific focus on reaching both Detroit youth and college students, hoping to break the digital divide.

- AI boot camp program, trainX.ai, created a curriculum and ran the teaching portions of the sessions.
- Each program/challenge was for four weeks and held in the UGL.
- All levels participated

There will be one more challenge, focusing on demonstrating WSU's AI (machine learning), Internet of Things and other cutting technology. The Computer Science Department, representatives from Intel, local startups and students will demonstrate their projects.

Challenge 4 – Artificial Intelligence + Internet of Things (AI + IoT)
March 5 and March 19th Mondays 6-9 p.m., UGL, Community Room

PLACE-BASED ECONOMIC DEVELOPMENT:

WOODWARD & WARREN: OED crowdfunded \$50,000 to add sustainable landscaping, pop-up seating, shade sails and a WSU Placemaking/Detroit Experience Factory (DXF) satellite kiosk to Woodward and Warren Park, and we have pending applications into The Kresge and Community Foundations. WSU has hired Mannik and Smith to design an active and inviting, family-friendly public space. We will have a final design package by May 1, 2018 and plan to begin construction in early Spring.

TRANSPORTATION & MOBILITY:

WayneRides: OED helped launch WayneRides, WSU's new one-stop shop for all things transportation and mobility. The goal of WayneRides is to increase WSU students' and employee's knowledge and use of local transportation options via our new Transportation Ambassador, who holds regular office hours, information sessions and group rides. Wayne State students, faculty, staff and neighbors can learn more about WayneRides by visiting the go.Wayne.edu/WayneRides.

TRANSPORTATION SURVEY: OED is working closely with WSU Parking & Transportation on a survey to gauge the transportation habits, preferences and needs of WSU students and employees. The goal of the survey is to better understand and be able to address the needs, desires and willingness to pay of the WSU community. The survey will go live in late March and remain open through mid-April. A similar survey was done in spring of 2014 and had a 20% response rate across WSU.

CENTER FOR NONPROFIT SUPPORT:

In December of 2017, TechTown Detroit was awarded a three year grant from the Ralph C. Wilson, Jr. Foundation in the amount of \$4.75 million to launch the Center for Nonprofit Support at 6568 Woodward Avenue, just five blocks from the current TechTown building. Partners in the launch of the Center include the Michigan Nonprofit Association and Michigan Community Resources locally, as well as Community Wealth Partners nationally.

Detroit's nonprofit community is both diverse and expansive, addressing the myriad needs and opportunities across southeast Michigan with relevant and impactful programming. However, many of these nonprofit organizations struggle to sustain themselves and fight a constant uphill battle to keep their doors open and invest in their staffs' long-term development. At the same time, countless opportunities for nonprofits in our region to partner, leverage efforts and deepen their impact go unrealized, either for lack of knowledge of one

another's work or lack of capacity to solidify connections. Through the establishment of a Nonprofit Center for Support, the Foundation and TechTown will meet these challenges of our nonprofit sector head-on. The Center will launch by summer of 2018, and scale in the coming years, according to the following timeline and work plan:

January to June 2018: Manage the Design and buildout of the Center; Recruit and hire staff; Establishing Programming Tools and an Evaluation Framework.

July to December 2018: Events, including Public Opening; Piloting Center Operations & Tools; Serving Nonprofits via Referrals; Using the Center as a Place for Innovating.

2019 & Beyond: Pivot & Scale Programming Based on Learnings; Launch Innovative Practices Work; Assess & Sustain with a Long-Term Vision for the Center beyond the grant end in 2020.

COMMUNICATIONS:

In 2017, there were 179 economic development media hits across 235 outlets. These accounted for 11% of all WSU media hits. Highlights from Q4 included the Innovation Hub, the Woodward/Warren Park and the Amazon bid. There were an additional 171 media hits for TechTown across 883 outlets. National media placements included *Forbes, Inc.*, *Next City* and the Associated Press.

Great addition to the TechTown website: our new Job Portal, where Detroit-area employers can connect with local talent for startup, small business and knowledge industry jobs. Signup for both employers and job seekers is free. Please spread the word! techtowndetroit.org/job-portal

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 January 2018 session occurred on the 25th and 26th and launched Cohort IV's leadership development programming. The Fellows gained an understanding of the civic landscape in Detroit and the State of Michigan and developed personal civic ambition plans.

The February 2018 session was held on February 22nd and 23rd and was a continuation of leadership development and a Fellow check-in. Fellows learned about thought leadership and how to share and see their ideas as a part of the bigger picture.

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 Julia Elmer presented to faculty and students in Wayne State's Department of Urban Studies and Planning in February. Cohort IV Fellows Alaina Jackson, Julia Elmer and Nick Allen presented at the Hindsight Conference in New York. Cohort IV Fellow Christine Sauve presented to Wayne County officials about becoming a Welcoming County. Cohort IV Fellow Justin Williams discussed equitable development on American Black Journal.

KRESGE MAYOR'S FELLOWS:

The DRF staff continues to explore launching a second cohort of KMF with The Kresge Foundation and the City of Detroit in 2018.