
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, Kyyba 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 Business Unit

Since 2012, TechTown's place-based entrepreneurship programs (Blocks) have supported neighborhood enterprises to launch, sustain and grow small businesses in Detroit. Blocks' programs Retail Service and SWOT City remain focused on providing consistent and customized support within its pipeline of service for Detroit's pop-up to permanent brick-and-mortar businesses. In the first quarter of 2018, Blocks' leadership (Amy Rencher, SWOT City Director and Sarah Donnelly, Retail Services Director) has worked steadfastly with TechTown/WSU Office of Economic Development's new Director of Economic Development Fundraising to further diversify its funding pool, in support of program expansion and refinement for both SWOT City and Retail Services. Acquired funding includes sponsorship for neighborhood business owner educational workshops and sponsorship for the Winter Art and Retail Market at Noel Night, organized in partnership with WSU Office of Economic Development.

Additionally, Blocks' leadership continues its support of Design Core Detroit (formerly Detroit Creative Corridor Center or DC3) as the steward of Detroit's UNESCO designation as a City of Design. TechTown is a formal partner in the City of Design educational and engagement campaign. Blocks' leadership has worked with Design Core Detroit over the past year to help develop one of the first major initiatives of the City of Design recognition, the *Design Guide for Neighborhood Business*. This guide was developed to reduce the stigma of design (expensive, complicated, exclusive), as well as to help educate small business owners on the value of an investment in design, such as façade improvements/signage, branding and retail merchandising. The Design Guide will officially launch in SWOT City neighborhood Grandmont Rosedale at a public event in May and will feature SWOT City clients and alumni; over 300 attendees are expected.

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. During the month of March, all vendors for The Shop were first-time participants, some even first-time visitors to TechTown. In addition to in-

the-moment sales, businesses were connected to Ask an Expert open office hours and invited to apply to other pop-up opportunities in the city via introductions from the TechTown team. Through continued collaboration with Midtown Detroit Inc., recruiting new tenants and finalizing the space redesign for the Cass Collective was confirmed and will be executed in April. 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 May of 2018. Additional previous Cass Collective tenants, Not Sorry Apparel and B'Juelz, are relocating to Ponyride and Eastern Market in April. These three businesses are examples of utilizing the Retail Services pipeline of technical assistance (The Shop, Cass Collective, Retail Boot Camp) before opening a permanent brick-and-mortar location.

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. Thirteen businesses were accepted into the first cohort, with varying levels of operating experience. Participant backgrounds include a history of e-commerce sales, pop-up event marketing and needing to relocate an existing Detroit brick-and-mortar location due to zoning conflicts and expansion needs. 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 launch the applications for the second cohort on April 30.

SWOT City

Following a very competitive hiring process with over sixty applicants considered, SWOT City grew its team in March with the addition of two full time Portfolio Managers: Lawrence Jackson and Micah Loucks. Lawrence Jackson brings over twenty years' experience in financial services and previously collaborated with the SWOT City team as a Business Advisor with peer organizations Small Business Development Center and ProsperUS Detroit. Micah Loucks brings nearly ten years' experience in food and agricultural small business consulting and previously collaborated with the SWOT City team as in Innovation Counselor at peer organization Michigan State University Product Center. Lawrence will lead SWOT City's work in the Osborn, Morningside and East English Village neighborhoods. Micah will lead SWOT City's work in the Brightmoor neighborhood and support graduates of Retail Boot Camp.

In February and March, SWOT City Director Amy Rencher supported Retail Services Director Sarah Donnelly, in the recruitment and application process for the first of two Retail Boot Camp cohorts in 2018. After the completion of the first Retail Boot Camp class in June, the program graduates will be provided six months of coaching by the SWOT City team, to support the launch of each brick-and-mortar business throughout the city of Detroit. We continue to see a trend of increased interest in launching businesses in the neighborhoods of Detroit, and plan to conduct commercial corridor tours for program graduates in SWOT City neighborhoods June through August.

Entrepreneurial Education

The *Design Guide for Neighborhood Business* noted above will launch in May as part of an ongoing, popular public event series called Drinks x Design, which attracts a unique mix of creative industry and non-industry professionals interested in learning more about various aspects of design, such as: architecture, branding and the maker economy. The launch event will take place in SWOT City neighborhood Grandmont Rosedale and will feature SWOT City clients and alumni; over 300 attendees are expected. Following the launch, Blocks' leaders will take part in a community discussion of a companion tool for neighborhood businesses recently launched by the Detroit Economic Growth Corporation the *Neighborhood Retail Opportunity Study*.

Place-based Economic Development

PLACEMAKING INITIATIVES

WOODWARD AND WARREN PARK

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 applications for additional funding pending with The Community Foundation and KaBOOM! WSU has hired Mannik-Smith and Lorcan O'Herlihy (LOHA) to design this family-friendly public space. They provided an initial schematic design for our Placemaking Steering Committee (PSC) meeting on April 16. PSC and Patronicity donor feedback was used to refine the design. Construction is expected to begin mid-June and should be complete by mid-September.

We plan on holding a public ribbon cutting this fall and hope you will be able to join us. Stay tuned for details!

POROUS BORDERS

FREEP FILM FESTIVAL

Our office partnered with Special Events and Student Center Administration to bring the Freep Film Festival to campus in 2018. Our Welcome Center served as a Festival headquarters on Friday, April 13, Saturday, April 14, and Sunday, April 15, and there were film screenings in both the Welcome Center and Community Arts Auditoriums. We estimate this drew 1,500-3,000 visitors to campus.

GROW DETROIT'S YOUNG TALENT

WSU will again be hosting 10 students through Grow Detroit's Young Talent (GDYT), a citywide summer jobs program employing more than 8,000 Detroiters ages 14-24. Participating students work 20 hours a week for 6 weeks beginning in July. In addition to hosting 10 students, Wayne State is working with other Michigan colleges and universities to identify potential participants.

TRANSPORTATION & MOBILITY

WAYNE RIDES

OED partnered with DOSO and WSU Parking and Transportation to launch WayneRides in February, the goal of which is to increase WSU students' and employee's knowledge and use of local transportation options. Our shared Transportation Ambassador organized group DDOT, MoGo and SMART rides to E&L Supermercado, Eastern Market and the Detroit Zoo respectively. Participating WSU students and employees provided very positive feedback. We plan on organizing similar events during the 2018-19 academic year.

TRANSPORTATION SURVEY

OED partnered working with WSU Parking and Transportation on a survey to gauge the transportation habits, preferences and needs of WSU students and employees. The goal of the survey was to better understand and be able to address the needs, desires and willingness to pay of the WSU community. The survey was live from March 28-April 7. OED provided 5 Annual MoGo Passes (an \$80 value) as incentives. A similar survey was done in spring of 2014 and had a 20% response rate across WSU.

COMMUTER CHALLENGE

OED partnered with WSU Parking and Transportation and Sustainability to coordinate and encourage WSU participation in the Detroit Commuter Challenge (DCC). The DCC is a month long challenge organized by SEMCOG each May to encourage the use of eco-friendly commuting. We encouraged WSU students and employees to carpool, take the bus, walk and bike to reduce our carbon footprint, free up traffic congestion, and promote our own health. Participants were entered into a drawing for great prizes.

Development

The Economic Development Group at Wayne State University has been actively pursuing funding in the three areas of focus—Business, Place and Talent—while formalizing operations for the team including standardizing recognition and developing portfolios with moves management tracking.

Business-Based Economic Development Fundraising

TechTown Fundraising

LABS

The most exciting development in this area is an invitation TechTown received to apply for \$300,000 in funding from the William Davidson Foundation to support the MedHealth Cluster. This marks the first time the Davidson Foundation has invested in a cluster and will define program's strategy. Our invitation came after four meetings with their program officer, Lisa Katz. In collaboration with her, we will continue to develop and refine the pieces of the program that

she plans to present at their fall board meeting. This will allow the cluster to support a manager-level staff member, program evaluation, cluster research and more. We anticipate an invitation to apply for funding from the MEDC for the MedHealth Cluster in a similar timeframe.

We used the opportunity afforded by the Fintech Challenge event April 6 and 7 at TechTown and the MedHealth Summit event on April 26 and 27 at the Garden Theatre to deepen relationships with the funders of those programs in the hopes of opening opportunities to funding additional projects and initiatives in the future.

BLOCKS

There is bountiful interest in supporting small business and entrepreneurial efforts from corporations and foundations, most notably, banks. JPMorgan Chase, a long-time supporter of TechTown's neighborhood initiatives and retail service programs, has asked us to participate in a conversation for additional funding while currently executing a grant agreement that extends to 2019. We have settled on \$515,000 to fund three needs: 1) fully funding the seven SWOT City neighborhoods, 2) adding a staff member to manage the Professional Services Network and 3) providing technical assistance to Retail Boot Camp participants.

Additionally, we have been invited by Chemical Bank to submit a proposal for \$25,000 (a \$22,500 increase in funding from 2017) and Bank of America has asked us to apply for \$30,000 (a \$5,000 increase over 2017).

Place-based Economic Development Fundraising

Woodward and Warren Park

To capitalize on the momentum of the successful crowd-sourced fundraising campaign in 2017, we have submitted two requests for funding of the Woodward and Warren Park. Unfortunately, the Kresge Foundation did not invite a full proposal for their KIP:D program. We are still hopeful that the Ralph C. Wilson, Jr. Legacy Funds managed by the Community Foundation for Southeast Michigan will produce a more favorable result.

NextEnergy

The NextEnergy Building acquisition has piqued the interest of the William Davidson Foundation under the heading of their Signature Spaces program. Wayne State University Alum, George Jacobsen, spent nearly two hours touring the building inside and out with Ned Staebler and Heidi Coates in March. He has invited the OED team to think broadly about the wider footprint of this project and potential stakeholders. The discussion with the Davidson Foundation will likely be one that takes months to develop to a place where funding becomes the next step.

Talent-based Economic Development Fundraising

Detroit Revitalization Fellows, a program of Wayne State University

Two exciting developments have unfolded in our tireless effort to fully fund the fourth cohort. Founding funder, the Ford Foundation, has indicated a desire to fund again at their historic level

(\$1,000,000) but is delayed in their process because of a few changes to their Detroit team and priorities. The fellowship staff will meet with Kevin Ryan, their Detroit-based program officer, on May 15 to help cast a vision for Cohort V and beyond. This is an important piece of their stewardship and deepens the relationship to Kevin. The Ralph C. Wilson, Jr. Foundation has also expressed interest in the future of DRF and asked for a concept paper to help them understand where they may fit.

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, 18 of whom remain in the program. 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 March 2018 session occurred on the 22nd and 23rd and focused on real estate development and housing. The Fellows developed a general understanding of the real estate development and housing landscape in Detroit and how equitable and sustainable development/housing can be achieved.

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 II Fellow Melissa Dittmer presented during the University of Detroit Mercy's School of Architecture 2018 Winter Lecture Series. Cohort I Fellow Abir Ali participated in the Community

Development Advocates of Detroit Design Lunch & Learn. Cohort III Fellow Nicole Brown convened Detroit's first Land + Water Works Summit.

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.