

## Business-based Economic Development

### TechTown

#### LABS

The LABS team launched our StartupEngine Detroit high-school level training program with Detroit Public School system, specifically with Osborne High School. The team is also working with Central High School and Mumford Academy in prep for potential growth in 2019. Additionally, we are in the process of working with the National Academic Foundation (N.A.F.) and Detroit Public School Community District to have our entrepreneurial training program listed as a credentialed course for student selection as they select “career pathway” focused and required classes each semester. TechTown was selected by N.A.F. as one of three (3) organizations in the Michigan to attend a “National Convening of Advisory Board Members” in Sacramento, CA. The LABS team completed the college student DTX Launch Detroit program with 11 (of 12) graduating teams and an August 9<sup>th</sup> Showcase that awarded close to \$20K in cash and prizes to winning teams. We look forward to transitioning a number of the graduating teams into our TechTown Business Incubation Center program.

The TBIC (TechTown Business Incubation Center) program is currently supporting 12 TBIC clients. We are excited to see continued capitalization, customer revenues and team growth from clients such as OPNR, EnBiologics, RIZZARR, DABI LLC, and Detroit ENTO amongst others. OPNR, EnBiologics, RIZZARR and DABI all attained new customers and sales within the past 30-60 days while other incubation clients are being supported in preparation for Business Accelerator Fund grants. LABS portfolio companies (ex. WorkItHealth, Clicktivated, Ripple Science, Greenmark Biomedical, Switched Source and Life Magnetics) closed investments and/or generated revenue in recent months that have totaled over \$1.2M. 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. There have been over 200 appointments held by a variety of experts at TechTown thus far in 2018 for the “Ask an Expert” program. Additionally, the team continues to participate and host events that amplify our value and impact in the community, such as the attraction and delivery of the 2<sup>nd</sup> Annual InBIA e.Builders Forum here at TechTown Detroit.

The LABS team continues to grow its programming and support from outside sources as well. In the last two months, grants in the amount of \$1.5M were secured for programs and general operations. Namely, programs such as Erie Hack, DTX Launch Detroit, MedHealth and general LABS operations/staff have been provided financial resources from sources such as MEDC, Pure

Michigan Business Connect, New Economy Initiative, Davidson Foundation and Erb Family Foundation. For Erie Hack 2019 specifically, we are excited to have just received another source of funding in Pure Oakland Water for \$15K, which will enable TechTown and Cleveland Water Alliance to expand Erie Hack to regional high school students for 2019. Furthermore, POW has offered to leverage their relationships and network to help us raise additional dollars and thereby reach more students across metro Detroit. TechTown LABS continues to seek funding from additional sources and recently applied for an EDA grant in partnership with VentureWell that would support a venture capital training institute to be located at TechTown Detroit and train underserved talent from across the Midwest to become venture and angel fund managers. The team is ramping up and in preparation stages to execute the 5<sup>th</sup> Annual Hacking Health Windsor/Detroit that will occur in May 2019 with a focus on the intersection of mobility and healthcare (partnerships with PlanetM and Lyft have already been solidified).

The work of the MedHealth Innovation Cluster and its Steering Committee continues to focus on longer-term sustainability, governance and planning for the 3<sup>rd</sup> Annual MedHealth Summit (April 18, 2019 @ Ford Field). We continue to work with Crain's Detroit Business based on our established media partnership for promotion of the Commercialization Pathfinder, the upcoming MedHealth Summit and more. Medhealth will be hiring its first dedicated staff person for the project in Q1 2019!

Our D&I focused-work was placed on a temporary "hold" due to Marlin William's promotion to AVP/CPO, but we are excited that we are narrowing our candidates who will assume the role of a Diversity and Inclusion EIR on the LABS team. We received 17 applications for the position and are planning to have this role fulfilled by late November. The team also experienced some slight turnover due to the contract of one of our EIRs (Gerry Roston) being discontinued. Due, in major part, to recent grants received from supporters we have plans to bring on a new, deeply skilled technology expert onto the team as an Entrepreneur-In-Residence in January 2019.

Thus far, 2018 has produced *\$1.5MK+ in revenue/investment for clients, 6 jobs have been created, 75+ companies served, and 13 new companies created.*

## **BLOCKS**

Since 2012, TechTown's place-based entrepreneurship programs (Blocks) have supported neighborhood enterprises to launch, stabilize and grow. Blocks' programs Retail Services and SWOT City remain focused on providing consistent and customized support for pop-up to permanent- stage brick-and-mortar businesses in Detroit.

The Blocks team celebrated two additional grand openings of the year in October, bringing the total to three businesses from the 2017 RBC class launching in permanent brick-and-mortar locations in the city of Detroit. Urbanum, a home décor store, opened in New Center on October 24. Launched by a Goldman Sachs 10k Small Business alumni, the store has already hired three part-time employees. Rebel Cycle Studio opened the doors of its body-positive cycling studio in Elmwood Park on October 28 in the Detroit City Fieldhouse. Its owner is a Senior Lecturer at Wayne State University and utilized the resources available not only from TechTown, but also the Illitch School of Business. The Blocks team is eager to assist additional businesses launch through the pipeline of support from both Retail Boot Camp and SWOT City.

### **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. The SHOP continues to offer pop-up opportunities to both businesses needing first-time selling experience and seasoned veteran vendors. Through collaboration with Midtown Detroit Inc., the Cass Collective retail incubation space endures as a platform for small businesses to test the stamina of their product and staff for day-to-day operations – each within 150 square feet of selling space. Based on this operating experience, TechTown was utilized as a strategy resource for the Detroit Economic Growth Corporation (DEGC) team during the development of its new pop-up track for the Motor City Match program. Additionally, TechTown is now also a member of the Motor City Re-Store Design Review Committee, where it advocates for existing brick-and-mortar businesses seeking façade design improvements.

With support from the JP Morgan Chase Foundation, TechTown is able to offer Retail Boot Camp (RBC) twice in 2018: April-June and August-September. The graduation showcase for the second cohort of the year took place on September 25, where five of the 16 participating businesses were granted \$5,000 in kickstart awards to aid with various technical assistance needs, including but not limited to: rent subsidy, accounting, legal aid, point-of-sale system selection and inventory. Curriculum topics included selecting locations with legal assistance and the support of an architect, day-to-day retail operations, visual merchandising and for the first time, online modules from Accenture's "Skills to Succeed" learning platform and branding education from Design Core Detroit. Participant backgrounds ranged from public school teachers and professional chefs to chemists and construction workers. At the time of the final showcase event, business owners intended to launch in various areas: University District, Grandmont Rosedale, Osborn, Corktown, Downtown and Midtown. All graduates began their six months of follow-on coaching from SWOT City in October, where the formal assistance will carry into the second quarter of 2019.

## SWOT City

### Entrepreneurial Education

Three educational workshop series were hosted in September and October which covered both the financial and retail needs of the TechTown small business community. All three series garnered three different funding sponsors, with one engaging for the first time with the organization.

A four-part Holiday Retail Readiness workshop series was designed in order to support the ongoing demand for retail education for Retail Boot Camp and SWOT City alumni and prospective program participants. Sponsored by the Michigan Retailers Association, the topics included “Navigating the Media”, “Designing the Customer Experience”, “Developing Quality Retail Operations” and “Sales-Driving Merchandising.” Classroom-style educational opportunities continue to be a critical component in offering quality technical assistance to business owners provided by members of the Professional Services Network (PSN).

For the first time, finance education was offered from both the personal and business perspective. The “Personal Financial Literacy Workshop Series” was sponsored by Chemical Bank and hosted at the Eastside Community Network’s Mack Market community space. This four-part series was developed to support business owners needing to improve their personal financial health before tending to their business needs. Topics included budgeting, credit, savings and identity theft. Attendees included business owners, local residents and college students. Bank of America repeated its “Small Business Banking Workshop Series” with offering the popular topics of cash flow, point-of-sales systems, payroll and credit and lending readiness.

### Place-based Economic Development

#### Economic Development Strategy

OED is leading the development of a new strategic framework for economic development at WSU. To date, OED has hosted a series of focus groups to answer the following question: *How should Wayne State use its assets to be a catalyst for inclusive economic development?* So far, OED has collected over **528** comments from **48** people across **9** different stakeholder groups, including students, WSU and TechTown staff, faculty members, residents, alumni, business owners, community organizations, and public and private institutions. OED’s next step is develop a survey to send to a broader audience of stakeholders and analyze the responses to inform the

strategy before the end of 2018. Both of these qualitative and quantitative engagements will inform the economic development strategy and the OED's work plan for the next two, five, and ten years.

### Campus Master Plan

OED is partnering with WSU's Facilities Planning & Management team to lead the community engagement portion of the new campus master plan throughout the fall of 2018 and into 2019. Our leadership serves on the university's Capital Planning & Priorities Committee (Ned Staebler) as well as co-chairing the Community Engagement Committee (Graig Donnelly) with FP&M. Our team also referred the master planning consultants to WSU's Student Senate to help coordinate student engagement on campus, and is co-planning with FP&M and their consultants as well as WDET for a public event announcing our master planning process to the larger Detroit community on December 5<sup>th</sup>. The event will take place at the iBio building, hosted by WDET's own Stephen Henderson and featuring Provost Whitfield, retired Department of Urban Studies & Planning professor Robin Boyle, Midtown Detroit, Inc. Executive Director Sue Mosey, and the City of Detroit's Planning Director Maurice Cox.

### Placemaking Initiatives

**Woodward and Warren Park:** OED raised \$100,000 to add sustainable landscaping, pop-up seating and a WSU Placemaking/Detroit Experience Factory (DXF) satellite kiosk to Woodward and Warren Park. New hardscape and a shipping container kiosk were added in November. Plants, park signage and additional site furnishings added in spring of 2019. OED will play up these improvements with special Noel Night programming including a digital photo booth (free for participants), make-and-take crafts (free for participants), coffee and snacks.

**DIA Plaza & Midtown Cultural Connections:** OED is coordinating WSU participation in the DIA Plaza & Midtown Cultural Connections initiative. The initiative includes both a professional and student design competition. We presented on WSU (our mission and goals for both our campus and neighborhood) to participating professionals and students in October. Additionally, we organized a workshop with experts for 75-100 students from U of M, CCS and Wayne State in our Welcome Center in November. The workshop also included faculty from these institutions.

### Porous Borders

**Noel Night:** OED is again partnering with WSU Art & Art History and TechTown on a fun and festive pop-up holiday marketplace in Woodward and Warren Park. The 3rd annual Winter Art and Retail Market (WARM) will feature 30 TechTown-affiliated small businesses, as well as dozens of WSU-affiliated artists. Outside the marketplace, WSU will preview improvements to Woodward and Warren Park—activating the space with family-friendly activities.

The WARM and associated activities will take place during the 46<sup>th</sup> annual Noel Night, which is scheduled for Saturday, December 1, 2018 and will include over 120 participating venues. New in 2018, Noel Night will have both daytime and evening programming with cultural institutions open from 11:00 a.m. – 5:00 p.m. and Midtown shops, bars and restaurants open from 5:00 p.m. – 10:00 p.m. Woodward and Warren Park is one of only a handful of venues included in both.

### Transportation & Mobility

**Wayne Rides:** OED continues to partner with Parking and Transportation on a shared Transportation Ambassador (TA) position. The TA helps familiarize WSU students and employees with local transportation and mobility options including DDOT, SMART, QLINE and MoGo—with much of the work branded as WayneRides. In November, our TA took students to the polls on Election Day via DDOT, holiday shopping via SMART and to the Downtown tree lighting via the QLINE. She also represented WSU at a mobility-focused conference (Untokening), which WayneRides sponsored.

In previous years, OED had partnered with DDOT to provide on-campus residents with a free one-month DDOT bus pass in September. This year, based on feedback from and a desire to serve more WSU students, OED partnered with DDOT and SMART to offer all WSU students a free one-month Regional Plus bus pass, good for unlimited rides on both DDOT and SMART in October. Passes were made available via DOSO, Housing, The W Food Pantry and The High Program—with more than 700 claimed. We hope to run a similar program in February.

### Industry Innovation Center (I2C)

Wayne State University purchased the NextEnergy site and building located at 561 Burroughs, directly across the street from TechTown, in the first half of 2018 and is partnering with TechTown to manage the facility recently renamed the Wayne State University Industry Innovation Center (I2C). This year's successes have included bringing a new tenant, Incite Focus, to operate a digital fabrication lab (Fab Lab) in the building that will be open to the general public and offer complimentary use to WSU students, faculty and staff as well as all TechTown partners. TechTown was also able to secure \$100,000 to lead a participatory design process along with WSU, and local neighbors and partners, to envision the future of the building and site as part of a larger two-year \$1.2 million grant to support tech-based entrepreneurship at WSU and TechTown. Leadership of OED, WSU's College of Engineering and TechTown have been meeting together with prospective industry partners interested in locating in the I2C on a regular basis.

## Nonprofit Capacity-Building & Innovation

### 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.

**Construction:** The construction of the new space was completed in November. A soft opening will be held in December to accommodate partner participation.

**Staffing:** Interviews for the Executive Assistant position at the Center were held in early November, with approximately 30 applications received. In addition, the Community Ambassador position was posted and resumes are currently under review. The Community Ambassador position will oversee all front desk functions, including ensuring a memorable guest experience for visitors to the Center for Nonprofit Support. AmeriCorps Vista member Alexis Farrell will join the team in December for a one year service term with a focus on community engagement and supporting evaluation activities at the Center.

**Brand Identity Development:** The brand identity and permanent name for the Center are in final development and will be made public by the end of the year. EarlyWorks, LLC, a Detroit based strategic communications and marketing firm, was commissioned to work in partnership with the Center in the development of the identity brand strategy, positioning and a permanent name for the Center. In August 2018, EarlyWorks conducted in person engagement sessions and facilitated an electronic survey with approximately 50 Metro Detroit nonprofit stakeholders to garner community feedback to help shape the brand identify and name. Stakeholder participants included nonprofit organization leaders, philanthropic representatives, university staff and representatives from the City of Detroit Mayor's office.

**Programming:** The Center submitted a \$1,975,000 grant proposal to the Ralph C. Wilson, Jr. Foundation in October to support the creation of a Technical Assistance Fund for nonprofits receiving services through the Center for Nonprofit Support. Additional early program offerings

will include nonprofit organizational assessments, professional office hours and workshops with national and local partners.

## **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) program places talented, mid-career professionals at local organizations at the forefront of the city and region's civic, community and economic development. 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's fourth cohort (DRF IV) launched in August 2017 with 19 new Fellows, 17 of whom remain in the program. Like previous cohorts, the DRF IV Fellows are engaging in two years of cohort building, leadership development and meaningful work. However, this cohort has had a more intentional focus on applying a broad sustainability lens to revitalization in the city's civic, community and economic development landscape via monthly session programming. Leadership development focuses simultaneously on the cohort of Fellows collectively, as well as each Fellow individually, via a blend of 21 monthly group sessions, three study trips and investment in coaching and training for each Fellow individually.

The August session occurred on the 23<sup>rd</sup> and 24<sup>th</sup>. Fellows were introduced to a strategic planning framework applicable to their work and organizations and celebrated their one-year fellowship milestone. The strategic planning leadership development was facilitated by Cohort I Fellow, Sue Hopkins.

The September 2018 session took place on the 27<sup>th</sup> and 28<sup>th</sup> and addressed environmental justice. Fellows learned about the environmental justice landscape on the micro and macro levels. Fellows also learned about Detroit's philanthropic sector and how to raise money for equitable revitalization. Cris Doby, Erb Family Foundation Program Officer, was a presenter.

In October, the Fellows travelled to Seattle for their second study trip. Two alumni Fellows from DRF II and DRF III accompanied the cohort. Fellows learned about the city's pathway toward the three E's of sustainability (equity, environment & economics).

**Cohort IV Budget:** The program was awarded a \$200,000 grant from the Ford Foundation in October and expects notification on a \$375,000 grant from the Ralph C. Wilson, Jr. Foundation in November. The combination of these two grants would fully fund the program through the end of DRF IV.

**Alumni Engagement:** The Alumni Council met in September and brainstormed how they would like to engage with the program engagement and strengthen cross-cohort relations.

**Fellow Transition:** Cohort IV Fellow Julie Gowda has a new position at Focus: HOPE. She is now the Manager of Advocacy, Equity & Community Empowerment.

**Staffing:** Emily Miller's, DRF Strategy Leader, resignation became effective mid-September. The fellowship will not fill its current vacancies (Strategy Leader & Engagement Specialist) and instead will hire a consultant for additional capacity through July 2019.

## 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

#### LABS

The tech-based programs (LABS) have received two significant grant awards including, most notably, a \$1,200,000 gift over two years from the William Davidson Foundation. This extends to the Wayne Innovation Studio, allowing TechTown to build greater connectivity to that program. Additionally, TechTown's tech-based program DTX Launch Detroit has been awarded a \$30,000 gift from General Motors for a one-year term to support a team of up to four student entrepreneurs and a \$10,000 grand prize. Applications for DTX Launch Detroit will open again for the summer of 2019 on 11/12.

We had the opportunity to welcome a team from the Lear Corporation led by their new CTO, John Absmeier. During a two-hour joint TechTown and WSU meeting we explored the possibilities of partnership in 2019.

### **BLOCKS**

The place-based programs (BLOCKS) applied for a new, \$120,000 gift from the DTE Energy Foundation to support SWOT City's work in Southwest Detroit. Board member and chair of the development committee, Steve Ambrose, heavily stewarded our opportunity to apply. We are hopeful for a positive outcome.

JPMorgan Chase has invited a concept paper to continue funding much of the retail services work they expanded in 2017. Alongside this conceptual request, TechTown will outline ambitions for a city-wide neighborhood workspace concept that was studied by a JPMorgan Chase Service Corps team in 2017. We are hopeful to be able to move forward with both, though we have relayed that the priority is the core blocks programming.

### **General Operations Support**

TechTown received more money than the initial \$225,000 projection from the New Economy Initiative. The total award was \$278,000 and included support for the MedHealth Cluster. Anticipated reductions in NEI funding over time have forced TechTown to seek a more diversified funding base of support including a new funding stream from individual donors. The first of our quarterly events to begin cultivating this underleveraged constituency is December 4 at Norma G's, a TechTown client. We plan to replicate them quarterly in 2019 in different Detroit neighborhoods served by TechTown.

Toast of the Town, October 18, was a huge success. We hit our stretch goal of \$200,000 with \$47,000 in new or increased sponsorship dollars. These new sponsors will create the backbone of a strategy for funder diversification in 2019.

### **Place-based Economic Development**

#### **Woodward and Warren Park**

We are happy to report that our work on the Woodward and Warren park will have a soft opening in conjunction with the Winter Art and Retail Market (WARM) on December 1. More fundraising will be required to complete the project set to open officially new spring.

#### **Industry Innovation Center (formerly NextEnergy)**

The William Davidson Foundation included \$200,000 in their recent gift to plan for the first phase of change around the building.

Additionally, the I2C auditorium proved to be the perfect backdrop for a focused Toast of the Town awards presentation. We look forward to improving upon our first year by selling VIP tickets to the auditorium and ceremony in 2019.

### **Talent-based Economic Development**

#### **Detroit Revitalization Fellows, a program of Wayne State University**

DRF received a \$200,000 grant from the Ford Foundation for Cohort IV. With an anticipated gift from the Ralph C. Wilson, Jr. Foundation, we should have all the funding necessary to finish Cohort IV strong.

### **Communications**

In Q3 2018, there were a total of 50 media hits on economic development topics, across 55 outlets, representing 12% of the university total.

There were an additional 33 hits across 139 outlets for TechTown.

*Trending Topics:* Mike Ilitch School of Business, President Wilson's bike tour, numerous national features discussing TechTown's contributions to Detroit's revitalization (CNN.com, Financial Times, Yahoo! Finance)