

Business-based Economic Development

TechTown

LABS

The LABS team approaches the mid-January 2019 completion of our StartupEngine Detroit high-school level pilot program at Osborne High School. The team is also working with Central High School and Mumford Academy in prep for potential further growth in 2019. Our Startup Engine course was officially approved by the Detroit Public School Community District and the National Academic Foundation (N.A.F.) as a credentialed course for students as they select “career pathway” focused and required classes each semester. In mid-December, the Osborne pilot students delivered their business case study report-outs as they shared feedback and strategic advice to a community business owner, Mr. Phil Simpson (former TechTown employee & founder of Smile Brand). The LABS team secured our lead facilitator for the 2019 DTX Launch Detroit program (Mr. Stefan Sysko), opened applications for next year’s summer student accelerator program and also began recruitment at a limited number of regional universities and colleges.

The TBIC (TechTown Business Incubation Center) program is currently supporting 10 TBIC clients after graduating both Spectalite and RIZZARR from the program in December of 2018. We are excited to see continued capitalization, customer revenues and team growth from clients such as OPNR, EnBiologics, DABI LLC, and Detroit ENTO amongst others. LABS portfolio companies (ex. SpellBound, Pro-Up, Greenmark Bio, PockeNest, SpinTech and Sentinel) closed investments and/or generated revenue in recent months that have totaled just under \$1.8M. 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 delivery of the November 8th “LinkedIn Secrets Every Entrepreneur Should Know” session, led by Cynthia Barnes, at TechTown Detroit.

The LABS team continues to grow its programming and support from outside sources as well. In addition to the \$1.5M in grants that were secure for operations and programming, the MedHealth Summit secured an additional \$75K in support for its April 18, 2019 event at Ford Field via MEDC, Pure Michigan Business Connect and Beaumont Health. Erie Hack also secured funding in the amount of \$15K to expand its audience in 2019 to high school students while also forging a partnership with Sustainable Brands 2019 (we will deliver our regional semi-finals in partnership with them at Cobo Hall in early June) and attaining confirmation of organizations such as General Electric, DTE Energy, Quicken Loans, Detroit Water & Sewage Department, Henry Ford Health Systems, Wayne State, University Research Corridor, the Michigan Office of Great Lakes, Michigan State University, the Michigan Department of Agriculture and more.

The team is ramping up and in preparation stages to execute the 5th Annual Hacking Health Windsor/Detroit that is now being targeted for October 2019, with a focus on the intersection of mobility and healthcare, in partnership with PlanetM, Lyft and Detroit Mobility Week. Our D&I focused-

work resumed in December as we brought Dr. Marlo Rencher on-board as our new Diversity and Inclusion EIR with the LABS team.

The year of 2018 produced almost \$6.6M in capital leveraged for our clients (\$3M+ via direct investments, grants and revenue), 8 FT and 26 PT jobs were created, 100+ companies served, and 8 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 an additional grand openings of the year in December, bringing the total to four businesses from the 2017 Retail Boot Camp class launching in permanent brick-and-mortar locations in the city of Detroit. Mongers' Provisions, a retail shop that specializes in cut-to-order cheese, craft chocolate and charcuterie, opened in Midtown on December 1, which coincided with Noel Night festivities. Launched by two partners, an RBC graduate and Goldman Sachs 10k Small Businesses Program alumni, the store has already hired seven part-time employees. The Blocks team is eager to assist additional businesses launch through the pipeline of support from both Retail Boot Camp and SWOT City, with seven businesses projected to host grand openings in 2019.

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 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, in 2019 TechTown will be a key education partner with the Detroit Economic Growth Corporation (DEGC) team for its existing space and new pop-up tracks for the Motor City Match program, where it will specialize in retail-specific workshops for participants. This collaboration will solidify TechTown's position as a retail resource for Detroit's entrepreneurs.

Based on the success of the hosting two cohorts in 2018, applications for the spring 2019 Retail Boot Camp session launched on December 10. For the first time, recruiting efforts have begun before the New Year, with the intention to serve businesses while they are in the midst of the busy holiday selling season who aspire to selling from a permanent location next holiday. Two information sessions were hosted at TechTown during the month of December, where 21 potential applicants attended to learn more about the program. Five additional information sessions will be hosted throughout the city in January, where most already have registered attendees. Program topics will include selecting locations based on market data and with legal assistance and the support of an architect, day-to-day retail operations, visual merchandising and for the second time, online modules from Accenture's "Skills to Succeed" learning platform and branding education from Design Core Detroit.

Submitted by: Ned Staebler, Vice President for Economic Development

To support the holiday selling season, TechTown collaborated with the WSU Office of Economic Development for the third year on the Noel Night Winter Art and Retail Market (WARM). The corner of Woodward and Warren was programmed with a holiday marketplace featuring 30 TechTown-affiliated small businesses and 40 student artists from the WSU Art and Art History department, food trucks and various family-friendly activities. The event attracted 5,200 visitors and press coverage from the Detroit News, Detroit Free Press and Channel 4 WDIV. Surveyed small business participants reported sales figures ranging from \$200-\$1000 and three student artists sold out of their one-of-a-kind creations.

SWOT City

In support of the launch of TechTown's first ever individual giving campaign, the SWOT City team worked with TechTown/WSU Office of Economic Development Fundraising team to host and program a fundraising lunch at Norma G's – a SWOT City client that opened the first sit down restaurant in Jefferson Chalmers in 30 years in August. The program featured SWOT City staff and clients and introduced potential donors to the impact of SWOT City along the East Jefferson corridor over the past four years. Following the success of the initiative, the donor event will be replicated in other SWOT city neighborhoods in 2019.

SWOT City cemented a critical referral partnership with the Detroit Economic Growth Corporation's District Business Liaison team, which supports plans for the program's expansion into more commercial corridors of Detroit. The District Business Liaisons serve as a direct line to critical resources for business owners managed by the City of Detroit, such as licenses, permitting and zoning and are active in each city council district. With a firm understanding of the SWOT City program requirements, the District Business Liaisons will help SWOT City team members' prospect for potential new clients and make key connections to long standing business owners in areas of the city where the program had not had an active presence.

SWOT City Director Amy Rencher was selected by the New Economy Initiative to take part in an advisory group with peers in Detroit's entrepreneurial ecosystem to help shape strategy as the city's ecosystem matures and funding sources shift. (The New Economy Initiative will sunset its current funding to business support organizations serving neighborhoods of Detroit in 2020). The group will continue to meet in 2019 to advise how the New Economy Initiative may support Detroit's entrepreneurial ecosystem beyond 2020.

Goldman Sachs 10,000 Small Businesses Program

WSU is hosting the 15th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program, starting January 11, 2019. We are integrating the program into TechTown's programming by holding classes in the I2C/NextEnergy space.

Elaine Yaeger, Elaine B. Jewelry, gave WSU and 10kSB a notable mention in the Detroit News last week, <https://www.detroitnews.com/story/opinion/2018/12/06/jewelry-designer-sets-up-shop-ferndale/1946220002/>

Goldman Sachs Foundation has renewed the WSU grant through the end of 2018. \$1.2M was awarded. We are preparing the renewal package for the 2019 year at the same funding level.

WSU Economic Development Strategy

OED is leading the development of a new strategic framework for all economic development efforts at WSU. In the fall of 2018 OED 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?* Through those focus group conversations, OED has collected over 500 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. The feedback from the focus groups informed an online survey that garnered responses from 1,200 people: 60% students, 30% staff members, 5% faculty members, 2% community organizations, 2% alumni, 1% businesses. The survey gives feedback on how these audiences would like to see WSU leverage its assets around partnerships, physical assets, the campus community, WSU's brand, campus safety, and financial assets. Both of these qualitative and quantitative engagements will inform the WSU economic development strategy and the OED's work plan for the next two, five, and ten years. OED makes to make specific recommendations to the President's office and Cabinet in early 2019.

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 co-planned with FP&M and their consultants as well as WDET for a public event that announced our master planning process to the larger Detroit community on December 5th. The event took place at the iBio building, hosted by WDET's own Stephen Henderson and featured 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. In January 2019, our team is working with FP&M and their consultants to host several focus groups with key stakeholders representing students, alumni, the local historic preservation community, neighborhood organizations, cultural institutions, local businesses, and local educational institutions.

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. The new hardscape seating area and pathways are complete, garden beds are prepped for planting, and our shipping container and seating are on site. Additional furnishings including donor-recognition signage, shade umbrellas and bike racks will be added in spring of 2019, when we'll hold an official ribbon cutting or grand opening.

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. Student proposals were due in December. An interdisciplinary group of WSU students submitted an outstanding proposal. All proposals will be showcased at the DIA on Monday, January 14.

The professional design teams will present conceptual plans at the DIA on Wednesday, January 23. Winners will be announced on these respective dates.

Porous Borders

Noel Night: OED again partnered 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) featured 30 TechTown-affiliated small businesses and dozens of WSU-affiliated artists. Outside the marketplace, WSU previewed improvements to Woodward and Warren Park—activating the space with family-friendly activities. Despite strong winds and rain, more than 5,200 people come through this area. The WARM made both The Detroit News and Free Press with students featured prominently.

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 December, our TA created new promotional materials, which help students understand how to ride buses, streetcars and bikes. She also took students Downtown on the QLINE, which was kind enough to donate 15 all-day passes.

Free Bus Passes: OED partnered with DDOT and SMART to provide more than 700 WSU students with a free one-month Regional Plus bus pass, good for unlimited rides on both DDOT and SMART between 10/1/18 and 10/31/18. We surveyed participating students on their experience. More than 80% of students said having a free pass made them more inclined to ride DDOT and SMART—with 47% of students using their pass to ride SMART and 60% to ride DDOT multiple times per week. Based on these results, we are working with DDOT and SMART to make free passes available again in February.

TechTown Buildings & Facilities

TechTown: TechTown continues its success in offering accessible and affordable space for entrepreneurs and the larger community. The TechTown building currently is full with 29 tenants. At any given time, there are at least six potential tenants on a wait list for open lease space. The monthly rent roll currently is \$168,000. The Collaborative Workspace group now handles leases for single room offices under 500 square feet, which are more flexible for tenants via a more accessible membership model. Renovations will begin in Quarter 1 of 2019 on over 5,000 square feet of space on the 2nd and 3rd floors to add dedicated storage space and a much needed expansion of coworking and small private office space, with completion is expected in Quarter 2. Significant exterior window and wall repairs were done on the north elevation of the building in 2018, and will resume in Q2 on the west and east elevations. Replacement of chilled water system used to cool WSU-leased spaces on the 2nd and 4th floors and portions of the rest of the building will occur in mid-2019. The TechTown building has been added to the Detroit 2030 District, a membership of building owners and managers in the New Center, Midtown, and CBD districts who come together to assist the district in increasing its energy efficiency and decreasing its carbon footprint.

Industry Innovation Center: 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 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. The I2C operating and capital budgets have been added to TechTown's 2019 budget, and leases are being renegotiated with existing tenants.

TechTown Collaborative Workspace

With the addition of Co.act Detroit and the I2C building, TechTown's Collaborative workspace team now serves three locations at the north end of WSU's campus where the Midtown and New Center neighborhoods converge. This team is the first point of contact for all guests entering our facilities and serves them via managing all customer service functions including the coworking, meeting and events spaces. There was a 38% growth in coworking memberships in 2018, ending the year with over 330 members, and there is a waitlist of more than a dozen companies for either small offices or coworking desks. The team planned and managed more than 75 events that welcomed over 3,000 guests to TechTown in 2018. A stretch goal of having 180,000 people come through TechTown's doors was set for 2018, and was met.

TechTown and a collaborative group of more than half a dozen of its community partners have completed a feasibility study in 2018 to help the group decide if a network of "neighborhood workspaces" (smaller footprint coworking, meeting and event spaces similar to TechTown's first floor) should be launched in commercial districts where we already partner with local organizations through the SWOT City program. Partner organizations convened in November to discuss the expertise & responsibilities that each party would hold if the initiative moves forward. We are presently (through January 2019) engaged in one-on-one meetings with prospective partners to obtain their commitment to move forward into a planning phase. Incidentally, we feel the approach we used, while adding time to the process, has led to stronger relationships and a foundation of trust that will be essential to the ongoing success of TechTown's work whether this initiative moves forward or not.

Refreshing TechTown's Brand

EarlyWorks, LLC, was retained in the first half of 2018 to conduct market research with TechTown and WSU/OED stakeholders. In all, 90 stakeholders participated: 48 staff members, 22 users/clients, and 20 influencers. Select findings included: *TechTown matters for Detroit because it is a physical place that provides access to aspiring business owners and people of color and others who don't have access elsewhere; Events are the most significant entry point that then feeds an average of 3 additional services/supports/programs; Program staff outweigh all other information sources; High praise was given for customer service and able reception staff who rated 4.6 stars out of 5.*

The project was completed with a series of recommendations that TechTown (and the OED) is considering: *Clarify TechTown's constellation of relationships so that anyone can understand them, including the relationship to Wayne State that should be amplified as a "better together" partnership; Engage in a strategic planning process, which was completed by senior leadership during October – December 2018, and is being utilized for 2019 goal setting; Utilize stakeholder feedback regarding the welcoming and accessible nature of TechTown as an asset that can be replicated a core sweet spot;*

Submitted by: Ned Staebler, Vice President for Economic Development

Define users and their journey and use this information to communicate more effectively; Amplify the staff's natural role as ambassadors and communicators; Elevate the stories and results of TechTown's partners and seek out strategic partnerships to accomplish shared goals that look more like a collective impact approach; Simplify the brand architecture for external communication to better align with how external stakeholders perceive TechTown.

Nonprofit Capacity-Building & Innovation

Co.act Detroit (formerly the Center for Nonprofit Support)

Background: 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.

Brand Identity Development (Welcome to Co.act Detroit): The permanent name and tagline selected for the Center for Nonprofit Support is Co.act Detroit: Accelerating Collaborative Action in Southeast Michigan's Nonprofit Community. The word "co-act" literally means to act or work together and embodies the stakeholder feedback that the permanent name evoke a spirit of togetherness and collaboration.

Construction Status/Open Houses: The construction of the new space was completed in mid-December. Open houses were held on the December 13 and 14 to unveil the new name and introduce the space to the Southeast Michigan nonprofit community.

Staffing: Interviews for the Executive Assistant position at the Co.act were held in November and December. In addition, the Community Ambassador position was posted and interviews are currently underway. The Community Ambassador position will oversee all front desk functions, including ensuring a memorable guest experience for visitors to the Co.act Detroit. AmeriCorps Vista member Alexis Farrell joined the team in December for a one year service term with a focus on community engagement and supporting evaluation activities at the Center.

Programming: Co.act Detroit received a \$1,975,000 grant from the Ralph C. Wilson, Jr. Foundation in November 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, 15 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 November session occurred on the 15th and 16th. Fellows were introduced to the history and current state of education in Detroit and Michigan. They also gained an understanding of how education impacts building an equitable future and what role they can play. The session concluded with adaptive leadership training facilitated by Jeff Lawrence.

The December 2018 session took place on the 13th and 14th and addressed immigration. Fellows learned about Detroit's immigration history and influence on the city's past and present. They engaged with diverse experts, heard immigrants and refugees' stories, and developed an understanding of policy implications. Fellows were also introduced to the nuts and bolts of project management and its application to their work.

Cohort IV Budget: The program was awarded a \$375,000 grant from the Ralph C. Wilson, Jr. Foundation in November. This grant fully funds the program through the end Cohort IV (July 2019).

Alumni Engagement: The Alumni Council met in November and is leading the planning for the third DRF Homecoming in May 2019.

Fellow Transition: Cohort IV Fellow Roland Leggett resigned from his fellowship position at MoGo Detroit and Cohort IV Fellow Andrea Benson transitioned from her employer (Eastside Community Network) to join the fellowship team. Cohort IV Fellow Nick Allen was promoted to Real Estate Manager for Strategy and Policy in November.

Staffing: The fellowship is hiring a part-time student assistant and has posted a full-time, temporary position to increase the staff's capacity due to vacancies.

Future of DRF: Acknowledging the changes across the city since DRF launched in 2011, the program is embarking on a strategic assessment process to determine how the fellowship might best impact the city and region moving forward. The program will share updates and more information in the spring of 2019.

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 was promoted to Chief Design Officer at Bedrock Detroit; Cohort II Fellow Keegan Mahoney has a new position in the City of Detroit's Housing and Revitalization Department; Cohort III Fellow Kalisha Davis moderated the "Understanding the Gatekeeper to Better Engage Communities" panel discussion at the Community Economic Development Association of Michigan's (CEDAM) Vibrant Communities conference in September; Cohort III Fellow Leslie Tom and Cohort IV Fellow Samantha Fernandez Keys were featured in an August Model D article about the stormwater management project involving their organizations, the Michigan Science Center and the Charles H. Wright Museum of African American History; Cohort IV Fellow Lily Gonzalez was selected to participate in the second cohort of the ULI Health Leaders Network. This ULI Building Healthy Places Initiative program brings together real estate and land use professionals to engage in knowledge sharing and practices around the intersection of health, design, real estate and land use; Cohort III Fellow Brittany Sanders was chosen as one of 55 international Fellows of the Salzburg Global Forum for Young Cultural Innovators; Cohort IV Fellow Alaina Jackson is now also part-time WSU faculty member in the Department of Urban Studies and Planning, College of Liberal Arts and Sciences teaching one of Robin Boyle's former courses; DRF staff have been invited to co-present at the Social Impact Fellowships Summit in April in Washington, DC.*

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

In collaboration with the tech-based programs (LABS) team, Wayne State's Foundation Relations team has applied for a new grant from Venturewell to help fund and support faculty with innovative ideas to create new or transform existing courses and programs to help students develop novel, STEM-based inventions and gain the necessary entrepreneurial skills needed to bring these ideas to market.

Q1 will be full of activity as TechTown teams prep a new kind of application for the Michigan Economic Development Corporation for \$150,000, and solicits support for the Fintech Challenge, Hacking Health and the MedHealth Summit, all in early Q2.

Submitted by: Ned Staebler, Vice President for Economic Development

There has been additional focus on building the donor pipeline that result in a more diverse contributed revenue mix for TechTown. Levering the tidal wave of new corporate support from Toast of the Town 2018, the fundraising staff will mobilize various team members to pitch new ideas including, the Entrepreneur in Residence Open Office Hours, DTX Launch Detroit sponsorship levels from \$5,000-25,000 and Detroit Urban Solutions.

BLOCKS

In close collaboration with Blocks team, we submitted a concept paper to JPMorgan Chase to support three lines of service: city-wide small business support services, the distribution of retail services collateral and planning for the neighborhood workspace.

Q1 will include preparing the Health and Human Services grant. After applying feedback from the declined 2018 grant, we feel more hopeful for a positive result in 2019. Place based programming is also being leveraged to build the donor pipeline that result in a more diverse contributed revenue mix. Year-long sponsorship opportunities have been compiled and are already being actively pitched including retail workshops, the SHOP and event showcases.

Place-based Economic Development

The Winter Art and Retail Market was a huge success despite a terrible weather forecast. It was supported by JPMorgan Chase and Chemical Bank. We feel there's opportunity to keep growing our sponsorship dollars for this meaningful place-making activity.

Talent-based Economic Development

Detroit Revitalization Fellows, a program of Wayne State University

DRF received a \$375,000 grant from the Ralph C. Wilson, Jr. Foundation for Cohort IV, enabling them to finish strong.

Communications

In 2018, there were a total of 170 media hits on economic development topics, across 230 outlets, representing 10% of the university total.

There were an additional 77 hits across 1125 outlets for TechTown.

Of note is the number of national articles referring to TechTown as a driver in Detroit's revitalization, and the number of national outlets turning to TechTown for expert insight on economic matters, in particular an AP story on GM's layoffs, which was picked up by more than 400 outlets.