

Submitted by: Ned Staebler, Vice President for Economic Development

Business-based Economic Development

TechTown

BLOCKS Business Unit

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 programming marked another significant year of growth and success in 2018, with the following client achievements: 714 companies served, 89 jobs created or retained, 6 companies launched and over \$1.4 million in investments leveraged.

Retail Services

Retail Services (RS) includes the ten-week accelerator Retail Boot Camp (RBC) program, monthly pop-up opportunities like The SHOP and retail workshops hosted at TechTown. The SHOP is the monthly pop-up held in TechTown's first floor community space, which offers pop-up opportunities to businesses needing first-time selling experience and also seasoned vendors. To support these efforts, the team hired its first Program Manager in January. Christina Devlin joins the TechTown team with a strong tenure in retail operations and will contribute to both classroom and 1:1 client support.

The Retail Services team completed its first licensed Retail Boot Camp cohort in partnership with the Center for Women and Enterprise (CWE) in Rhode Island. The CWE team will conduct their second cohort in spring 2019. In exchange for virtual coaching, they will translate the program materials into Spanish for TechTown. This successful pilot has inspired the TechTown team continue to monetize the portfolio of program offerings – from Retail Boot Camp and single retail workshops, to 1:1 retail technical assistance - for local and state-wide partners. As a result, the first quarter of 2019 is focused auditing and refining program materials to package for external sale.

Retail Boot Camp will have two cohorts in 2019, with the first launching in March. The TechTown team spent the month of January and February recruiting program applicants at five information sessions hosted at TechTown, Grandmont Rosedale and the lower east side. 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.

SWOT City

SWOT City started the year off strong to celebrate another significant client engagement milestone, with the grand opening of Fusion Flare Kitchen and Cocktails in the Joy-Southfield community in Northwest

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Detroit. This is a special new business, as the first sit-down restaurant open in the area in 20 years. It is an especially impressive accomplishment, following our support of the grand opening of Norma G's on the Eastside in Jefferson Chalmers in August of last year - another neighborhood in which a family-friendly sit-down restaurant had not been for 20+ years. In fact, Fusion Flare owners Mashalle and Harold Sykes attended Norma G's soft opening last year to gain pointers on how they might successfully launch. The achievement garnered several press articles and coverage on local news; TechTown was mentioned as part of the project in this Detroit Free Press article:

<https://www.freep.com/story/entertainment/dining/2019/01/17/fusion-flare-kitchen-grand-opening-detroit-west-side/2574364002/> Additionally, this grand opening has facilitated the further increase of neighborhoods served by the SWOT City program. SWOT City now serves all seven city council districts, and works in eight of the ten Strategic Neighborhoods designated by the City of Detroit.

SWOT City is proud to continue its partnership with the Wayne State University Business and Community Law Clinic by offering free legal consultations in conjunction with SWOT City monthly open office hours. Twelve appointments in six neighborhoods of Detroit will be offered in three languages (English, Spanish and Vietnamese) from March through April with the support of WSU law students, under the supervision of Clinic Director Anne Choike. We plan to repeat the series again in the fall.

On February 21st and 22nd, SWOT City staff has been invited to speak to a contingent from Philadelphia to explore replicating a successful partnership with the Detroit Development Fund's Entrepreneurs of Color Fund. SWOT City staff will speak to their experience in preparing small business owners of color to gain access to capital to grow their businesses and to the impact of related technical assistance rendered to small business owners in Detroit.

Goldman Sachs 10,000 Small Businesses Program

WSU is hosting the 15th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program, changing the location of the program from State Hall to the Industry Innovation Center. We have the largest class in the history of the WSU site, with 39 businesses and a combined revenue of \$92MM, and 1,100 employees (2017 reporting)

Goldman Sachs Foundation has renewed the WSU grant through 2018 and has received the Grant renewal documents for 2019, with a funding request of \$1.1M.

Notable alumni receiving national attention include:

Linda Schlesinger-Wagner, SkinnyTees, CH9, invited for a 4th time to sell SkinnyTees on Good Morning America's Deals and Steals segment and generated huge sales on the show. Michael Forsyth, Detroit Distillery, CH12, began distribution to Illinois, Feb. 22, through a partnership with Heritage Wine Cellars Ltd.

Place-based Economic Development

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 feedback informed preliminary recommendations for the President's Cabinet to approve and apply. The next step in the process is to convene a steering committee to help set priorities and develop a plan of work. The ultimate goal is for the university to leverage its assets to build an inclusive economy in Detroit.

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 through mid-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. In the first quarter of 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 has 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. We recently submitted additional applications to CFSEM (Ralph C. Wilson, Jr. Legacy Funds) and Kresge Innovation Projects (KIP:D) for additional park improvements including shade sails, lighting and bike racks, and park programming. Improvements should be complete in spring 2019. We plan to hold a grand opening in May or June and program the park spring-fall.

DIA Plaza & Midtown Cultural Connections: OED is coordinating WSU participation in the DIA Plaza | Midtown Cultural Connections initiative. This initiative includes both a professional and student design competition. **A group of WSU students from CLAS, CFPCA, Social Work and Engineering submitted a proposal and won both the grand prize and people's choice awards in January.** Also in January, the professional design teams presented their proposals, which are on display at the DIA until April 1, 2019 when a winning proposal will be announced.

Transportation & Mobility

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Free Bus Passes: OED again partnered with DDOT and SMART to offer 1,000 free one-month Regional and Regional Plus bus passes (a \$60,000 value) to interested WSU students. The passes were made available via DOSO And The W Food Pantry, and good for unlimited rides on both DDOT (city buses) and SMART (suburban buses) between February 1 and February 28, 2019. During this time, OED promoted the bus pass program via campus-wide emails, social media and partnerships with dozens of campus departments and student organizations.

TechTown Buildings & Facilities

TechTown: TechTown continues its success in offering accessible and affordable space for entrepreneurs and the larger community. The TechTown building is now full with 34 tenants, and the monthly rent roll currently is \$200,000. Renovations have started 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. Completion of the renovation is expected in Quarter 2. 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. Bids for the chiller upgrades were received by WSU in February 2019, and contract is expected to be executed by the end of Quarter 1.

Industry Innovation Center (I2C): Incite Focus has taken residence for its digital fabrication center, open to the public, in one of the labs at I2C and has begun to install a demonstration/exhibition of the technologies they use in the open Entry Lobby of the building. Entrepreneurs and tech-based businesses have shown an interest in I2C's lab spaces and TechTown is working to bring those tech companies into occupancy at I2C. More movable, contemporary furniture has been ordered for installation in common spaces which should better fit the atmosphere of TechTown and the new Industry Innovation Center.

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.

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. A decision about whether this initiative moves forward or not is expected by spring 2019.

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 for \$4.75 million to launch the Center for Nonprofit Support at 6568 Woodward

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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 Co.act Detroit team is currently working with Earlyworks LLC to coordinate a launch, rollout strategy, and develop additional brand assets including a website, social media presence and collateral materials

Construction Status/Open Houses: The construction of the new space was completed in mid-December. Open houses were held on the December 13th and 14th to unveil the new name and introduce the space to the Southeast Michigan nonprofit community. Over 250 people attended the open house celebrations.

Staffing: Jaclynn Loudon joined the Co.act Detroit team in January 2019 as the Community Ambassador. 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 and will focus on community engagement and supporting evaluation activities at the Center. Interviews are currently underway for the Executive Assistant position. We received resumes from more than 50 applicants for the Program Coordinator position. Interviews are currently underway to fill the position. In addition, we received more than 60 resumes for applicants for the Director of Programs position and interviews will begin soon.

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 Coa.ct Detroit. Co.act Detroit will begin piloting Additional early program offerings will include nonprofit organizational assessments, professional office hours and workshops with national and local partners. For example, Data Driven Detroit will begin hosting office hours at Co.act Detroit during the month of February.

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

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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, 13 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 January 2019 session occurred on the 24th and 25th where Fellows learned about regionalism in southeast Michigan and engaged with diverse leaders to gain an understanding of how to achieve regional collaboration. Cohort I Fellow Susan Hopkins led a leadership development workshop on facilitating effective meetings.

Cohort IV Fellow Promotions & Transitions: Emilie Evans resigned from her fellowship position at the Detroit RiverFront Conservancy to relocate to Atlanta. Justin Williams resigned from his fellowship employer, Capital Impact Partners, to become the Assistant Director of Admissions and Diversity Recruitment at Wayne State's Law School. Madhavi Reddy was promoted to Director of Strategic Neighborhoods at Community Development Advocates of Detroit in January.

Staffing: The fellowship hired Shaniqua Gibson for the part-time student assistant position and has narrowed the applicant pool for the recently posted a full-time, temporary position.

Future of DRF: Acknowledging the changes across the city since DRF launched in 2011, the program has embarked on a path toward a strategic assessment that will guide its future and is seeking individuals/organizations to partner with us as we figure out what is next for the fellowship. A RFP was issued in early February to identify partners.

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 III Fellow Gracie Xavier was selected as a 2018-19 German Marshall Memorial Fellow. Cohort I Fellow Sarida Scott was named a Fulcrum Fellow and she co-authored an opinion piece in the Detroit Free Press. Cohort IV Fellow Nicole Brown was elected to Transit Riders United's board of directors. Cohort IV Fellow Justin Williams presented at the 2018 Facing Race Conference. Cohort IV Fellow Julie Gowda was a presenter during CDAD's Community Development Week. Cohort IV Fellow Emily Thompson participated in a panel on the DIA Plaza/Midtown Cultural Connections and presented to

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WSU students and employees. Cohort IV Fellow Nicole Brown presented at the Great Lakes Bioneers Conference and Arise Detroit's Neighborhood Summit. Cohort IV Fellow Alaina Jackson presented at the P.U.L.S.E. Conference on adult literacy. Cohort IV Fellow Christine Sauve presented at the Jewish Family Services' Refugee Resettlement Conference, Undocumented Student Success Summit, Detroit Cultural Commission, to Detroit City Council, and Welcoming Transatlantic Conference in Berlin. Alumni Fellows Abir Ali (DRF I) and Melissa Dittmer (DRF II) were both named 2019 Crain's Detroit Business Notable Women in Real Estate.

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, the fundraising team is applying for two grants (that would both be first-time awards) to increase our capacity to serve tech entrepreneurs with our value of inclusivity. Venturewell is considering a request to support the work of Dr. Marlo Rencher, TechTown's Entrepreneur-in-Residence for Diversity and Inclusion. Dr. Rencher is proposing researching best practices nationwide to produce a resource for incubators and accelerators that want to infuse inclusive best practices in their work. This opportunity to work as a grantee of Venturewell will have the added benefit of increasing TechTown's exposure to the Lemelson Foundation, a grantor with much greater capacity. Additionally, we will apply for a \$300,000 grant from the Federal Economic Development Administration to increase the number of venture capitalists of color in the Midwest. Our application will to meet their stated mission—to help expand the availability of investment capital for startups.

BLOCKS

In collaboration with small business support programs (Blocks) team, the fundraising team submitted a Letter of Inquiry to the Kauffman Open Inclusion Challenge and a full proposal to Impact 100 for \$135,000. Our application to Impact 100—a giving circle of 100 women in Detroit—made it to the site visit stage last year and we are incredibly hopeful for another opportunity in 2019.

As our work with JPMorgan Chase deepens, there are two exciting pieces of news to share. TechTown's Chief Program Officer and WSU AVP for Economic Development, Marlin Williams, will be featured on a panel at an upcoming conference sponsored by JPMorgan Chase's key evaluation partner, ICIC. Our work in data collection is the topic on which Marlin will be a panelist. Secondly, Heidi Coates, Graig Donnelly and Danielle Manley met with September Hargrove in New York on February 8 to understand her vision for Detroit as she plans her move in March to assume a role similar to the one Tosha Tabron held.

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Place-based + Talent-based Economic Development

We submitted an application to the Community Foundation for Southeast Michigan's Design and Access Fund (a donor advised fund of the Ralph C. Wilson, Jr. Foundation) to improve the pedestrian experience surrounding the I2C building. We have been granted a second-round phone interview via a program officer and will be notified if we are granted the funding in April. If awarded, the money can be quickly deployed before the summer to make outside site improvements.

The visit to New York in February included a 90 minute meeting at the Ford Foundation, where Danielle Manley and Graig Donnelly met with the newly-formed Detroit team lead by Kevin Ryan. A chief topic of discussion was interest in funding targeted place-based initiatives and the **Detroit Revitalization Fellows, the Office of Economic Development's Talent-based program**, as it moves into a new phase post Cohort IV. We have been invited to continue the discussion in April when the team visits campus.