

## **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 work of Blocks programming was presented in two national settings in March. SWOT City Director Amy Rencher presented the work of SWOT City and Retail Services, as part of two days of programming for the Detroit Revitalization Fellowship she organized focused on the sustainability of Detroit's 'small business ecosystem'. Additionally, TechTown's Chief Program Officer, Marlin Williams, presented to fellow JP Morgan Chase Small Business Forward grantees on how TechTown measures diversity and inclusion across the organization.

#### **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 opportunities to businesses needing first-time selling experience and also seasoned vendors. To support these efforts, the team is working with local design firm and Goldman Sachs 10k Small Businesses participant, RL Concetti, to create modular display fixtures for vendors to use at The Shop. The new components will invite the businesses to engage with the on-site visual merchandising coaching available from the team leading up to the event and also during its operating hours. It will also create a more dynamic customer shopping experience for visitors. This fixture design project feeds the 2019 initiative to elevate and refine the pop-up experience(s) offered by TechTown as best-in-class in the area.

After hosting seven information sessions and conducting 30 in-person interviews, the first Retail Boot Camp cohort of 2019 welcomed 19 businesses in early March. The recruiting period resulted in the highest amount of applications received since the program's inception in 2013. Types of businesses range from those already operating in long-term pop-up locations in Midtown and those already in construction in New Center, to operators just getting started with their first year of sales and exploring various parts of the city to permanently open. Participants will have access to a team of facilitators and guest speakers for cohort-based learning, as well as weekly 1:1 in-person and/or phone meetings with the TechTown team. In the spirit of overall 2019 program refinement, the entire program workbook was redesigned to feature updated content and exercises, as well as a sampling of profiles from the program's 100+ alumni. In order to be accessible for a variety of learning styles, the workbook is now

also an interactive PDF to allow participants to digitally share their weekly assignment work, instead of only handwritten as with previous cohorts.

The bench of retail professionals seeking to support the place-based programming at TechTown continues to grow. Recruiting efforts resulted in new members joining the Professional Services Network (PSN) from the fields of buying, e-commerce, logistics and store management. The team looks forward to collaborating with the PSN Manager to standardize processes to assist with making the facilitated connections between businesses and experts to be as accessible as possible.

### **SWOT City**

SWOT City is excited to share its calendar of entrepreneurial education opportunities in 2019, starting with a monthly neighborhood workshop series aimed at established Detroit small business owners, featuring the expertise of SWOT City Portfolio Managers and members of TechTown's Professional Services Network. In an effort to reach small business owners throughout the city, we are offering this workshop series on both the east and west-side of the city, in both morning and evening time slots March through December. The series focuses on practical application of brick and mortar small business operations, such as: HR-attracting and retaining talent; understanding everyday accounting; access to capital; marketing for success; safety and security. The series begins on the Westside Tuesday, March 26<sup>th</sup> at Canvas (18985 Livernois) and on the eastside on March 28<sup>th</sup> at Detroit Artists' Test Lab (14600 Mack) Meet and Greet sessions with SWOT City Portfolio Managers.

Two additional upcoming entrepreneurial education opportunities for established small business owners of note are annual series: Ops to Props and Road to Readiness. Ops to Props, an eight week restaurant operations curriculum coordinated in partnership with Colors Restaurant/Restaurant Opportunity Centers United, will begin in June. Road to Readiness, a five part workshop series for entrepreneurs preparing for the loan process, coordinated in partnership with Design Core Detroit and the Detroit Development Fund will begin in October.

### **Labs Business Unit**

During the month of March 2019, the LABS team continued the process of winding down the StartupEngine Detroit high-school level pilot program in partnership with Detroit Public Schools. Resolute Educational Solutions delivered the final assessment and evaluation for the StartupEngine program and the process of notifying all key partners is underway. The team recently provided the final deliverable of a complimentary youth entrepreneurship grant provided by New Economy Initiative and Mott Foundation for \$20K during the last week of March. This deliverable consisted of a 3-day training program for six DPS principals and staff with entrepreneurship training responsibilities, LABS TBIC clients and DTX Launch Detroit coaches provided by Ash Maurya (author of the international bestseller "Running Lean: How to Iterate from Plan A to a plan that Works" and creator of the business modeling tool "Lean Canvas") at TechTown Detroit. TechTown also presented our program learnings and the continuum of entrepreneurial

support that we offer our ecosystem at the VentureWell OPEN Conference in late March 2019 to an audience of over 40 university staff, entrepreneurial service providers and entrepreneurs from across North America (the presentation was titled “Developing Our Entrepreneurial Pipeline from Education to Commercialization”). LABS team members and our lead facilitator have conducted four information sessions for the 2019 DTX Launch Detroit program, continue to solicit applications for this year’s summer student accelerator program that close April 5th and attend recruitment events at Wayne State, University Detroit Mercy, University of Michigan and other regional universities, colleges, events, etc.

The TBIC (TechTown Business Incubation Center) program is currently supporting 7 TBIC clients with less than usual resources given that we just recently filled three (3) LABS Entrepreneur-in-Residence slots with amazing talents that will begin their work in April 2019. Detroit ENTO is in the midst of raising a \$1.5M round to support manufacturing operations, business development and gen-ops. EnBiologics continues to grow sales well and is seeking to identify a packaging provider to meet demand of product sales (they now have over 6 resellers of their product) while the LABS team is working to help Totago as they grow their pipeline & close new customers, build upon their mobile app/product offerings and develop their channel partner relationships. Our Diversity and Inclusion focused work being, led by Dr. Marlo Rencher, continues to deliver impact and will be further supported by a Phase 1 grant secured by the LABS team from VentureWell in the amount of \$10K that will afford Marlo the opportunity to travel to targeted events and institutions across the U.S. that specifically work with under-represented groups (i.e. women, LGBTQ, African-American, LatinX, Veterans, etc.) in order to research, document and report upon best D&I practices in tech-based entrepreneurship. Produced assets (i.e. motion graphics and documented report) and findings will seek to serve as a guide and benchmark for engaging tech entrepreneurs from under-represented groups.

LABS portfolio companies continue to have a stellar first quarter where clients and portfolio companies have attained grants and/or generated revenue in Q1 of 2019 that totaled over \$4.9M – highlighted by March milestones for MakerOS (\$1.5M Series A), Alerje and Foodstand both being accepted to the Detroit Backstage Capital Accelerator Program (\$100K each) and MySwimPro’s WeFunder crowdfunding campaign (\$344,000+). Additionally, the team continues to participate and host events that amplify our value and impact in the community, such as delivery of the “Lean Canvas” training event delivered by Ash Maurya, multiple Erie Hack 2.0 information sessions, DTX Launch Detroit information sessions, “Intro to Angel Investing” with Great Lakes Angel Fund/CitySide Ventures, event with “Leaders Connect Detroit” (with Mike Dergis and Mike Cole), event at i2C with Motown Museum that celebrated the legacy of black family-owned businesses in honor of Black History Month and hosting of Lawrence Tech University students competing within the National Academy of Engineers Grand Challenge Competition.

Submitted by: Ned Staebler, Vice President for Economic Development

March of 2019 concluded the initial phase of Erie Hack 2.0 that began in January as team registrations closed on March 29<sup>th</sup>. Thus far, we have held a public launch event, four (4) information/hacking sessions and four (4) advisory board planning meetings. The team looks forward to working with the Detroit and Windsor regional team in prep for the April 13<sup>th</sup> Quarter-Finals event to be hosted at i2C and to building upon our partnership with [Sustainable Brands 2019](#) (we will deliver our regional semi-finals on June 5<sup>th</sup> in partnership with Sustainable Brands which will include a TechTown, Wayne State Healthy Urban Waters and Cleveland Water Alliance private reception). June 20<sup>th</sup> is the date for the Erie Hack 2.0 final competition that will be held in Cleveland, Ohio and where we hope to have representation from Detroit teams!

The team continues planning and preparation for the 3<sup>rd</sup> Annual MedHealth Summit on April 18<sup>th</sup> to be held at Ford Field. Thus far we have secured the participation of over 40 healthcare payer, providers and investors to host 1-on-1 meetings at the Summit, received 60 applications (up from ~40 last year) from startups for “market-ready” meetings with healthcare organizations and over 230 registered attendees for the mid-April event. Additionally, the LABS team continues preparation for our 5<sup>th</sup> Annual Hacking Health Windsor/Detroit that is now being targeted for August/September 2019, with a focus on the intersection of mobility and healthcare, in partnership with PlanetM, Lyft and Detroit Mobility Week (we are simply awaiting a final date from Detroit Regional Chamber/MICHauto for Detroit Mobility Week). The LABS team also solidified the date of August 3<sup>rd</sup>, 2019 for our 2<sup>nd</sup> Annual Detroit Fintech Challenge to be held at TechTown Detroit again in partnership with Kybba Innovations.

#### **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 4<sup>th</sup> 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

In 2018, the OED led the development of a new strategic framework for all economic development efforts at WSU. In 2019, the ongoing work around the university’s economic development strategy is focused on answering two questions: *What does an inclusive economy look like in Detroit? and What is Wayne State’s role in it?* The OED’s research has focused on the latter question and the team has developed a list of preliminary recommendation for the university, below, that have been supported by the President’s cabinet. To begin implementing the recommendations, we have invited 15 people—including members of senior leadership and the academic senate—to participate in an Economic Development Steering Committee to deepen the conversation about what an inclusive economy looks like in Detroit and Wayne State’s role in it. The responsibility of this committee is to review the recommendations, set priorities, and advise on an end-of-year activity (conference, series of seminars, podcast, and/or a report). The Committee will convene once a quarter.

<b>WSU STRATEGIC FOCUS AREAS</b>	<b>PRELIMINARY RECOMMENDATIONS</b>
Student Success	Evaluate all learning outcomes across campus.
	Dedicate funds to support student-led innovation projects.
	Introduce programs to increase campus awareness of Detroit’s past, present and future.
	Increase opportunities for students to work collaboratively across academic disciplines.
	Advocate for and expand transportation options for the campus community.
Teaching Excellence	Promote and incentivize innovation in teaching.
Research	Incentivize, produce and share community-engaged research and scholarship.
	Increase # of patents relevant to addressing social & economic challenges in Detroit.
Diversity & Inclusion	Increase # of diversity and inclusion trainings for faculty, staff & students.
	Promote and incentivize diversity & inclusion in all campus activities.
Entrepreneurship	Evaluate entrepreneurship program outcomes.
	Embed entrepreneurship across departmental missions.
	Increase # of pitch competitions, hackathons, etc.
Community Engagement	Continue to forge new partnerships to increase # of off-campus opportunities for students.
	Take aggressive stance on social and economic conditions in Detroit. Make a bold statement.
	Dedicate a building on campus to welcome the public and address urban social challenges.
Financial Sustainability & Operational Excellence	Design a safe, inclusive, human-centered campus.
	Promote and incentivize cross-departmental collaboration.
	Integrate principles for community engagement across departmental missions.
	Use social media to humanize WSU's brand.
	Systematize, incentivize and promote all university success stories.
	Promote community policing practices and integrate across campus environment.
	Investigate recruitment practices to attract a diverse candidate pool.
	Find companies w/ ecological sustainability practices and localize spending.
Investigate inclusive HR practices (i.e. extend maternal and paternity leave, equal wage, and ease restrictions for candidates w/ non-violent convictions.)	

	Formalize and incentivize staff-to-staff mentorship opportunities.
--	--

### **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.

### **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 have pending applications to CFSEM – Ralph C. Wilson, Jr. Legacy Funds and KaBOOM! – Play Everywhere Challenge for additional park improvements including shade sails, lighting and bike racks, and park programming. Improvements should be complete by Fall 2019. We plan to hold a grand opening in spring and program the park spring-fall.

### **Porous Borders**

**Freep Film Festival:** OED partnered with Government and Community Affairs, CLAS and CFPCA to again bring the Freep Film Festival to campus in 2019. Freep held screenings and events in the Community Arts and DeRoy Auditoriums, the WSU Welcome Center and TechTown April 10-14. In exchange, Freep recognized WSU as the Film Festival’s Official Educational Partner.

**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. OED coordinated WSU participation in 2016, 2017 and 2018, and is partnering with Human Resources in 2019.

### **Transportation & Mobility**

**WayneRides:** OED is partnering with DOSO and Parking and Transportation on WayneRides—an initiative designed to increase WSU knowledge and use of local transportation options. Our student Transportation Ambassador organized focus groups with students, faculty and staff in April; participants provided feedback on our materials and programming, which will inform our work moving forward. WayneRides is also partnering with Mike Ilitsch School of Business on school-specific informational materials and events.

**Commuter Challenge:** OED again partnered with WSU Parking and Transportation and Sustainability to coordinate and encourage WSU participation in the Detroit Commuter Challenge (DCC) in 2019. The DCC is a month long challenge organized by SEMCOG each May to encourage the use of eco-friendly commuting. We encouraged WSU students, faculty and staff 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 prize drawing.

### **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 33 tenants, and the monthly rent roll currently is just over \$200,000. Renovations to the second floor storage space will be complete in April. With work starting on the third floor in April we will renew over 5,000 square feet on the 2<sup>nd</sup> and 3<sup>rd</sup> 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. A contract was executed for the replacement of the chilled water system used to cool WSU-leased spaces on the 2<sup>nd</sup> and 4<sup>th</sup> floors and portions of the rest of the building. This major capital upgrade will provide more reliability to the cooling of leased spaces and greatly improve the energy efficiency of the HVAC system. Construction will start in April and is expected to be complete in Q3.

**Industry Innovation Center (I2C):** Entrepreneurs and tech-based businesses have shown an interest in I2C's (formerly the NextEnergy building) lab spaces and TechTown is working to bring those companies into occupancy at I2C. More movable, contemporary furniture is being installed in common spaces and will enable the same energy around coworking and event that permeates the TechTown building to also fill the I2C with more activity. Temporary signage indicating that the building is the I2C is being installed in the spring. Spring 2019 will also see the start of a participatory design process with local neighbors, tenants, coworking members and WSU audiences to envision the future of the I2C building and site as a more connected part of WSU's campus and more open to the surrounding neighborhood.

### **TechTown Collaborative Workspace**

With the addition of Co.act Detroit and the I2C building in 2018, 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. Mindy Lopus joined the TechTown team in March as the Director of Collaborative Workspace, and brings with her a wealth of customer service and leadership experience.

Coworking membership has increased from 280 to over 350 members over the last year for a projected revenue increase of over \$40,000. Space is in high demand and we will be adding additional coworking seats, dedicated desks and small offices in the next 3 to 6 months. Recent events of note have included several information sessions for our Retail Boot Camp Spring 2019 Cohort and the DTX Launch Detroit 2019 Summer Program, hosting 200 attendees for Mother Honestly's "Women on the Rise" event featuring panel talks, a pitch competition and retail vendors, as well as the Erie Hack Quarter Finals in conjunction with Cleveland Water Alliance, Fred A. and Barbara M. Erb Family Foundation and WSU.

TechTown and a collaborative group of more than half a dozen of its community partners 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. The group decided to move forward in March with a partnership agreement and fundraising efforts for 3-4 locations over the next few years.

## Nonprofit Capacity-Building & Innovation

### Co.act Detroit

**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:** Co.act Detroit has contracted with EarlyworksLLC, a Detroit based strategy and insights firm, to develop an integrated launch and rollout strategy, develop brand assets and a positioning approach to tell the organizational story. The landing webpage for Co.act Detroit launched in January and a phased approach will guide the development of the official website. A more robust website will be available publicly in April at [www.coactdetroit.org](http://www.coactdetroit.org)

**Staffing:** Charnaë Sanders was selected from over 60 applicants to serve as the Program Coordinator at Co.act Detroit. Charnaë will begin her post on April 1. In addition, Esteria Rogan was hired to serve as the Executive Assistant and will begin on April 15. Interviews for the Director of Programs role are currently underway, for which approximately 70 candidates applied.

**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. Co.act Detroit is currently developing the preliminary program design to provide these meaningful resources to Southeast Michigan's nonprofit community. Since the December open houses, Co.act has hosted more than 35 convenings, events and workshops in partnership with the nonprofit community. For example, in January Co.act collaborated with Michigan Community Resources to host a pro bono legal clinic for 10 nonprofit organizations serving children and families. Our partner, Data Driven Detroit, has also begun piloting office hours in the Co.act Detroit space. In April, Co.act Detroit will collaborate with the Urban Consulate to host Candid Conversations at Co.act, a biweekly speaker series addressing topics pertinent to the nonprofit community. Additional early program offerings will include nonprofit organizational assessments, professional office hours with subject matter experts 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, 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 February session occurred on the 21<sup>st</sup> and 22<sup>nd</sup>. Fellows learned about Detroit's community development infrastructure and were introduced to key players in the ecosystem. ZingTrain led a workshop on visioning and Fellows along with some employers created personal and organizational visions.

The March session took place on the 21<sup>st</sup> and 22<sup>nd</sup> and focused on business development. Fellows gained an understanding of the current state of small business and entrepreneurship in the city and engaged with entrepreneurs to learn about their challenges and opportunities. Fellows participated in an implicit bias workshop and developed communication strategies for authentic conversations on race, culture, privilege, diversity, inclusion, equity and bias.

**Staffing:** The fellowship hired Rachel Gallagher for the full-time, temporary program manager position through July 2019. Rachel will lead/support various programming components.

**Future of DRF:** Acknowledging the changes across the city since DRF launched in 2011, the program launched a strategic assessment in April. The fellowship partnered with The Work Department and Public Sector Consultants to help determine what is next for the program. Various stakeholder groups will be invited to participate in the assessment. The program will share updates and more information this summer.

**Raising DRF's Profile:** The Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include:

Cohort IV Fellow Shaffwan Ahmed's comments were featured in The Detroit News and Free Press stories about the closing of General Motors' Hamtramck plant. Cohort III Fellow Shari Williams was featured in BLAC Magazine for her work at Detroit Future City. Cohort I Fellow Allyson McLean was promoted to Chief of Staff, State and Local Government Affairs at Quicken Loans. Cohort III Fellow Brittany Rhodes won this year's #EmpowerChangeMI pitch competition in the Ideation Category for her company Black Girl MATHgic. Cohort I Fellow Abir Ali and Cohort II Fellow Melissa Dittmer were recognized by Crain's Detroit Business as a Notable Woman in Real Estate. In February, Cohort IV Fellow Christine Sauve spoke at Detroit Immigration Task Force, Funders Briefing for NIIC (National Immigration Integration Conference) 2019. Cohort IV Fellow Nicole Brown co-hosted Building Community Value's February session.

## **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**

TechTown was awarded a first-ever grant from VentureWell, a Massachusetts-based organization that works to support, train, and provide access to networks and resources for innovators in the science and technology sectors. Funding has been granted to support the research of Dr. Marlo Rencher, TechTown's Entrepreneur-in-Residence for Diversity and Inclusion, as she compiles best practices in peer incubators and accelerators nation-wide. Her ultimate deliverable, a motion graphic, will help others in our field infuse inclusive best practices in their work. Additionally, we have applied 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 an application to the Kauffman Open Inclusion Challenge, a highly competitive grant program. Of the 777 LOIs received, 100 were invited to the application stage. If awarded, TechTown will be better positioned to address gaps in services for entrepreneurs city-wide.

Submitted by: Ned Staebler, Vice President for Economic Development

A campaign to raise the funding necessary to develop TechTown's Neighborhood Workspace initiative is being developed. The result of the initiative and related fundraising will enable TechTown to collaborate deeply with ecosystem partners resulting in a deepened the level of service to entrepreneurs for many years into the future.

**Place-based + Talent-based Economic Development**

Together with the place-based team, we are pursuing full funding of initiatives including: the programming for Woodward and Warren Park, the Bold Idea for inclusive economic development, WayneRides, the Detroit Revitalization Fellows and the Innovation Studio.

Together, with the Detroit Urban Solutions team, we are pursuing full funding for initiatives including: The MedHealth Cluster and upcoming Summit, the Erie Hack, Hacking Health, the Detroit Fintech Challenge and many more innovative ways to fuel entrepreneurship in our region.