

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. On April 29, 2019 the Committee convened for the first time to 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.

Placemaking Initiatives

Woodward and Warren Park: OED has been working on making improvements to Woodward | Warren Park since 2017. We raised nearly \$25,000 via a crowdfunding campaign, which was matched by the Michigan Economic Development Corporation (MEDC), and received an additional \$50,000 from the Community Foundation. This \$100,000 funded a new seating area, landscaping, seating and a welcome kiosk, all of which was completed in May 2019.

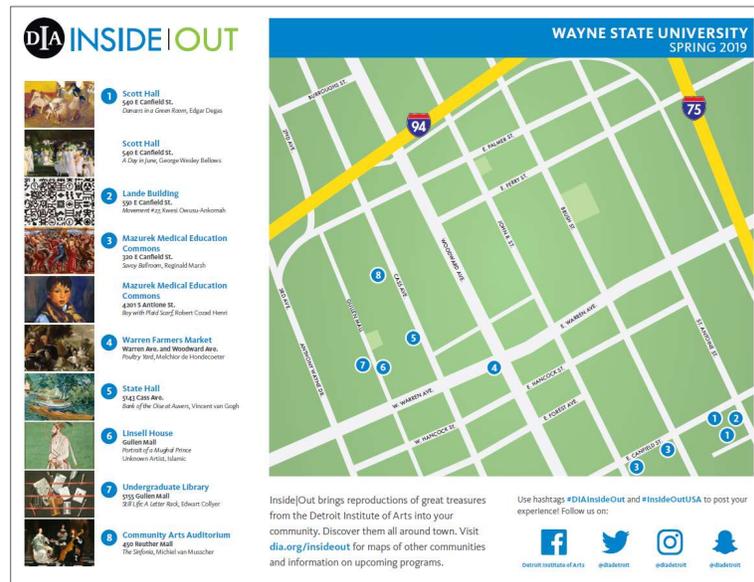
We held a grand opening on Wednesday, June 5, which coincided with the return of the WSU Farmers Market, and are partnering with the Detroit Experience Factory (DXF) to program the park six days a week through October 30. During programmed hours, OED and DXF Park Ambassadors will make games and materials available (ex. extra-large chess and area maps) and answer questions about WSU and our Midtown neighborhood.

Park programming hours:

Monday	11:00 a.m. – 2:00 p.m.
Tuesday	11:00 a.m. – 2:00 p.m.
Wednesday	10:00 a.m. – 3:00 p.m.
Thursday	11:00 a.m. – 2:00 p.m.
Friday	11:00 a.m. – 2:00 p.m.
Saturday	11:00 a.m. – 2:00 p.m.
Sunday	No Programming

Porous Borders

Detroit Institute of Arts – Inside Out Program: The DIA produces high-quality reproductions from its collection and places them in outdoor venues throughout metro Detroit. The reproductions will be on view from April to July. The productions have been installed at various places throughout campus. Please see map below.



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

OED again partnered with Sustainability and WSU Parking and Transportation to coordinate and encourage WSU participation in the **Detroit Commuter Challenge** and **Detroit Bike to Work Day**. The Commuter Challenge is a month long challenge organized by SEMCOG each May to encourage the use of eco-friendly commuting. Bike to Work Day was Friday, May 17. WSU hosted a Midtown pit stop for cyclists in front of State Hall.

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 and holding steady with 33 tenants. The monthly rent roll currently is just over \$200,000. Renovations to the second and third floors will be complete by mid-summer. The replacement of the chilled water system used to cool WSU-leased spaces on the 2nd and 4th floors and portions of the rest of the building began in April with installation of isolation valves on chilled water piping to allow the contractor to work in specific zones while still providing chilled air to the rest of the building. This major capital upgrade, to be completed in Q3, will provide more reliability to the cooling of the building and greatly improve its energy efficiency.

An engineer has been contracted to design replacement of the existing roof. The existing roof system is in fair to poor condition with a significant portion retaining standing water. The new design will correct deficiencies and take into account changes due to structural elements related to the chiller upgrade. The engineer will also provide conceptual design and cost estimates for the potential for a green roof.

Tracking energy use is essential in managing buildings today. TechTown became a member of the Detroit 2030 District in 2018, a voluntary consortium of building owners in the CBD, Midtown and New Center areas. Members come together with the goal to reduce energy and water use in commercial buildings. There are twenty two 2030 Districts nationwide with 3 of those Districts being in Michigan (Detroit, Ann Arbor, Grand Rapids). TechTown energy use is now being tracked, and a baseline of energy use has been established with utility data from 2018. The baseline will be instrumental in determining energy savings realized from the upgrade of the chillers.

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 events that permeates the TechTown building to also fill the I2C with more activity. Temporary signage indicating that the building is now WSU's I2C has been installed. May brought the first meeting 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 and more open part of WSU's campus.

The I2C building was a charter member of the Detroit 2030 District with the official launch of the District held at the then-NextEnergy Center building in June 2017. Energy use has been tracked since 2014 with energy use decreasing 30% through 2018 and energy cost decreasing 15% through 2018.

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. 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 by mid-summer.

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 Co.act Detroit (formerly known as the 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 Earlyworks LLC, 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 May at www.coactdetroit.org.

Staffing: Kyla Carlsen was selected from over 70 applicants to serve as the Director of Programs at Co.act Detroit. Kyla will begin her post on May 20.

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. In April, Co.act Detroit submitted a proposal to the Erb Family Foundation to support the development and implementation of a Earned Revenue Workshop for nonprofits. Since the December open houses, Co.act has hosted more than 50 convenings, events and workshops in partnership with the nonprofit community with more than 1000 people attending. Our partner, Data Driven Detroit, has also begun piloting office hours and a cohort based learning model in the Co.act Detroit space. Co.act Detroit has collaborated with the Urban Consulate to host Candid Conversations at Co.act, a biweekly speaker series addressing topics pertinent to the nonprofit community. Since March, Co.act Detroit has hosted conversations about courageous leadership, cross-sector collaboration and the role nonprofits can play in the upcoming 2020 Census. Co.act Detroit will host a full public launch on June 26 and June 27 with program and event announcements for Southeast Michigan's nonprofit community.

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.

In April, the Fellows travelled to Milwaukee for their final study trip. Alumni from Cohorts II and III accompanied the cohort. Fellows learned about the city's community development landscape, equitable development, affordable housing, Milwaukee's riverfront and their local economies.

Future of DRF: Acknowledging the changes across the city since DRF launched in 2011, the program embarked on a strategic assessment in April. Nearly 20 phone interviews have been conducted, a survey was sent across stakeholder groups and focus groups are being scheduled. 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 I Fellow Sarida Scott co-presented at a Community Foundation for Southeast Michigan Supporting Brightmoor Leaders convening in April. Cohort I Fellow Jela Ellefson recently joined INTOTO studio as a Business Strategy Consultant. Cohort IV Fellow Emily Thompson received an inaugural WSU Student Senate Student Success Award for Staff Excellence for her work to provide students with transportation options. Cohort IV Fellows Andrea Benson, Lily Gonzalez and Alaina Jackson hosted four free hands-on energy and weatherization workshops for the Fellows' Erb Family Foundation project. The DRF team attended the Impact Fellowships Summit in Washington, DC last month and the Director served on the "How Do We Build More Inclusive Programs from the Ground Up?" panel.

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

Sustainable Support for Programs – LABS and BLOCKS

Upon analysis of TechTown’s funding, the leadership, board and fundraising teams have collaborated in a long-term strategy to identify, cultivate and solicit new funder prospects. Seven of the eight solicitations made year to date (for a total of \$1,528,000) are requests to funders who have not made gifts to support TechTown in the recent past. While renewal of all current funders is ideal, sustainability will only be realized with support from a diverse and ever-growing pool of corporate, foundation and individual donors.

An individual donor campaign to broadly support the work of TechTown is still in the planning phases. An additional team member will be added in June to begin the work of identifying those with affinity and capacity to give at the \$1-\$2,500 range. A simultaneous strategy to cultivate donors above that level is being formulated alongside a newly-formed fundraising committee comprised of TechTown board members.

General Support for Operations

Thirty-five percent of the goal for TechTown’s annual fundraiser, Toast of the Town, has already been raised while in the planning phase. Opportunities to optimize a few of the key components including the Industry Innovation auditorium ticket sales, the Salute Awards Ceremony and the on-site fundraising are being discussed with leadership and board.

Place-based + Talent-based Economic Development: Office of 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 Motown Accelerator, the Detroit Fintech Challenge and many more innovative ways to fuel entrepreneurship in our region.