

## Place-Based Economic Development

### Porous Borders

**Noel Night:** OED helped coordinate campus-wide participation in the 47<sup>th</sup> annual Noel Night on Saturday, December 7. Wayne State schools, colleges and divisions sponsored dozens of events and activities. Perennial favorites include Theatre and Dance performances such as a Christmas Carol, a petting zoo made entirely of musical instruments, planetarium shows and science demonstrations, and Construction—a design and build competition where architects, engineers, designers and students design, build and showcase structures made entirely from canned food. These activities drew thousands of students, employees, alumni and visitors to our campus.

Additionally, OED partnered with TechTown and Wayne State’s Art & Art History department on a pop-up holiday marketplace in Woodward | Warren Park. The 4<sup>th</sup> annual **Winter Art and Retail Market (WARM)** featured 27 TechTown-affiliated small businesses and 40 Wayne State students. Also in Woodward | Warren Park, we organized a mural unveiling, digital photo booth, karate demonstrations and more. WARM was named the number one holiday marketplace by Curbed Detroit and was featured on Channels 2 (Fox) and 4 (NBC) locally. Approximately 8,500 people came through WARM. Park-wide, including WARM, participating businesses had roughly \$25,000 in sales.



### **Transportation & Mobility**

**Dart Passes:** In November 2019, Wayne State began offering enrolled students free 31-Day Dart Passes. The passes are activated upon 1st use and good for unlimited rides on DDOT and SMART fixed-route buses, as well as the QLINE streetcar for 31 days. 350 passes are available each month via The W Food Pantry. OED is coordinating distribution and marketing and communication efforts, working closely with dozens of campus partners including The W, Dean of Students Office and Housing. Since launching in November, approximately 500 students have picked up passes. We did a quick call for feedback in early December and received 20 testimonials, including:

*As a financially struggling student, it was nearly impossible for me to finish my degree on account of a clinical experience all the way in Ferndale that I needed to complete. Transportation has always inhibited my ability to succeed, but this could have ended my degree. I was paying so much for bus passes and living expenses each month that I was ready to take a gap semester just to have enough money to finish this clinical experience. When my friend told me about the bus pass program at The W, I was over the moon. I really owe it to you all that I'm able to finish getting my teaching certificate this Winter semester, for helping me with food, and now with the transportation I so critically needed. Thank you so much for this incredible program*

### **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 for \$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 collaborate, 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, TechTown and our community partners will meet these challenges of our nonprofit sector head-on.

**Brand Identity Development:** Co.act Detroit 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. Earlyworks recently led the development of a comprehensive communications plan to direct Co.act Detroit communications moving forward.

**Staffing:** Co.act Detroit recently hired a part-time Community Ambassador to assist with supporting our guests, with an emphasis on evening and weekend coverage of special events. We are currently

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recruiting a Communications Strategist to implement our comprehensive communication plan, continuing efforts to increase awareness of our services.

**Programming:** Co.act Detroit received a \$1,975,000 grant from the Ralph C. Wilson, Jr. Foundation in to support the creation of a Technical Assistance Fund for nonprofits receiving services through the Co.act Detroit. Co.act Detroit has seated a seven member advisory committee to support the fund. Applications for the fund will begin in February 2020. Since our June launch, Co.act Detroit developed pilot program to address nonprofit challenges. In September, Co.act hosted national speaker Beth Kanter for a sold out workshop titled Strategies for Impact without Burnout. In October, Co.act Detroit hosted a sold out Earned Revenue Workshop for 25 nonprofits to explore opportunities for financial sustainability through enterprise. The workshop will take place on October 23, 2019. In November, Co.act Detroit hosted a panel discussion on the topic of corporate social responsibility. Since the December open houses, Co.act has hosted more than 175 convenings, events and workshops in partnership with the nonprofit community with more than 5600 people attending.

## **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 has placed 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 engaged in a rigorous two-year leadership development program while serving full-time at their host organizations. DRF has been generously funded by the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Fred A. and Barbara M. Erb Family Foundation, Ralph C. Wilson, Jr. 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.

Acknowledging the changes across the city since 2011, in April 2019 the program embarked on a strategic assessment. DRF partnered with The Work Department and Public Sector Consultants to engage approximately 100 diverse stakeholders including current and alumni Fellows, funders, Advisory Council members, current and previous employers, coaches, other sector leaders and residents via phone interviews, surveys, focus groups, and strategic planning sessions. The goal was to understand and develop a vision for how the fellowship could make a greater impact while continuing to nurture and promote the leaders Detroit needs now. The assessment is now complete and an executive summary and five-year strategic plan will be publicly shared this year.

Over the next several months, the DRF staff will execute the strategic plan timeline, continue to pursue funding, implement alumni programming, and finalize the design for Cohort V which will launch in fall 2020.

#### **Alumni Engagement:**

The Alumni Council met in November and Fellows from across all four cohorts gathered for DRF's annual holiday party. Planning is underway for professional and leadership development offerings beginning in January.

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**Strategic Planning:** DRF's staff is actively executing the strategic plan timeline and has identified prospective partners for Cohort V. The assessment and strategic plan will be publicly shared in January.

**Funding:** DRF's Director and WSU Foundation Relations met with the fellowship's Kresge Foundation program officer and program officers from the Foundation's Arts & Culture Program to discuss the fellowship's strategic plan and explore a possible collaboration with Cohort V.

**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 organizations that are considering launching their own fellowship programs, and to share its expertise. Fellows are consistently being recognized for their contributions to the future of Detroit and the region, and being given increasingly influential professional opportunities. Recent examples include:

DRF joined the Youth in Community Development Consortium convened by Building the Engine of Community Development in Detroit (BECDD). DRF staff met with the Michigan Veteran's Trust Fund to explore a possible fellowship for veterans in the tri-county area. Cohort I Fellow Sarida Scott is now a Kellogg Foundation Program Officer and leader of its Detroit team. Cohort IV Fellow Madhavi Reddy is CDAD's new Executive Director. Cohort IV Fellow Amy Rencher co-presented on *Designing and Building Inclusive Entrepreneurial Ecosystems* at Upswell Chicago in November. Cohort II Fellow Allandra Bulger co-led a focus group on Co.act Detroit's efforts to co-construct for impact at Upswell Chicago. Cohort III Fellow Leslie Tom was interviewed on WNUC about her work with the Green Museum Town Hall. DRF's Director and a TechTown colleague met with Global Ties' Russian delegation about the city's revitalization and entrepreneurial ecosystem. DRF's Director published a blog about her 2018 Upswell LA conference experience and attended the 2019 conference in Chicago.

## Media Outreach

In Q4 2019, there were a total of 44 media hits on economic development topics across 52 outlets, representing 10% of the university total (an increase in 1% from Q3).

There were an additional 32 hits across 192 outlets for TechTown.

Trending Topics: Kelly Kozlowski fills key position at TechTown, Wayne State (Crain's Detroit Business); Wayne State cuts ribbon on new on-campus apartments (WJBK Fox 2, Yahoo Finance, Morningstar, TMCnet.com, Investor Point, Telemundo, Benzinga, Fox 21, WXYZ-TV, MY TV20, Crain's Detroit Business); Axios Future featuring Ned Staebler (Axios).