

Place-Based Economic Development

Placemaking

2020 Student Design Summit: OED is partnering with Midtown Detroit, Inc. and the University of Michigan on a second Student Design Summit. The inaugural Student Design Summit was connected to the DIA Plaza | Midtown Cultural Connections international design competition—now formalized as the Cultural Center Planning Initiative, an 18-month conceptual planning phase for the district. A group of WSU students from CLAS, CFPCA, Social Work and Engineering won both the grand prize and people’s choice awards.

The 2020 Student Design Summit invites students to explore the role of libraries and public universities in the 21st century and come up with cutting-edge tactics, prototypes and concepts to help these institutions better serve their communities and build connections across and along Cass Avenue. The summit kicked off January 22, 2020 at TechTown. On February 19, 2020 students heard from Wayne State’s Library System and the Detroit Public Library. Upcoming events include a workshop with design professionals and an awards ceremony.

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, more than 800 students have benefited from free passes.

WSU STUDENTS ENJOY A FREE 31-DAY DART PASS!

The 31-Day Regional Pass is good for unlimited rides on DDOT and SMART buses and the QLINE streetcar.

PASS PICK-UP FAQ

WHO: Enrolled WSU students
WHERE: The W Food Pantry
703 W. Kirby, Detroit, MI 48202
WHEN: 4–8 p.m. M–Th and
2–6 p.m. on Sun
WHY: Riding is safe, affordable and easy!
HOW: We will be using the **corq** app for check-in, so be sure and download the app on your smartphone. No smartphone? Be prepared to show your WSU OneCard.

Passes are activated upon 1st use and good for 31-days. When boarding, touch your pass on the TAP-to-PAY icon located on the farebox.

WAYNE STATE UNIVERSITY | WayneRides

WayneRides: OED has hired a second campus Transportation Ambassador (TA). The TA position is designed to help 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. Key responsibilities include coordinating events, holding office hours, giving presentations and participating in

campus resource fairs. Maria Jones, our new TA, is a senior studying Political Science. She commuted to campus via bus for 2 years and now lives on campus without a car.

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 and develop a comprehensive communications plan. Co.act Detroit is currently implementing the communications plan and continuing to increase awareness about Co.act Detroit programming through local and national media platforms.

Staffing: We are currently recruiting a Communications Manager 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. Co.act Detroit will provide \$1,000,000 in grants to support nonprofit capacity building. An additional \$500,000 will support pilot projects focused on collaboration and developing earned revenue for nonprofits. On February 2nd, Co.act hosted our second corporate social responsibility conversation, which featured speakers from Deloitte, DTE Energy, Erb Foundation and Readingworks. During the first quarter of 2020, Co.act Detroit will host workshops focused nonprofit wellness, fundraising, data, and goal setting.

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 occurring 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 nearly 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 complete and the executive summary and five-year strategic plan will be publicly shared soon.

This year, the DRF staff will execute the strategic plan timeline, continue to pursue funding, implement alumni programming, and finalize the design for Cohort V. The aspirational launch timeframe is fall 2020.

Alumni Engagement:

DRF staff kicked off this year's alumni engagement with the 2020 Detroit Policy Conference, held at MotorCity Casino Hotel on January 29th. The fellowship sponsored 21 conference registrations leveraging the event for fellow and broader networking as well as learning about local and regional issues. The staff is developing a year-long engagement calendar.

The Alumni Council will determine its meeting frequency during February's meeting.

Strategic Planning: DRF's staff is actively executing the strategic plan timeline, designing the cohort framework, and identifying and connecting with prospective partners for Cohort V. The assessment and strategic plan will be publicly shared soon once the website has been updated.

Funding: The fellowship submitted a \$1M grant proposal to the Kresge Foundation in February. DRF staff, WSU Foundation Relations, and OED's development team continues to explore funding prospects for Cohort V and alumni engagement.

Partnerships: In February, DRF convened five local talent/leadership development programs/organizations to explore possible connections across our work. This was the first time leadership from these programs/organizations were in the room for such a conversation. The group will reconvene in March.

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:

Submitted by: Ned Staebler, Vice President for Economic Development

DRF joined the Youth in Community Development Consortium convened by Building the Engine of Community Development in Detroit (BECDD). Cohort III Fellow Shari Williams was promoted to Senior Program Manager at Detroit Future City. Cohort IV Fellow Lily Gonzalez was received the 2019 Outstanding Leadership in Sustainability Award presented by Detroit 2030 District and the USGBC Detroit Region. Cohort III Fellow Jeffrey Nolish appeared on WDET's Morning Edition and talked about the City Charter Commission focus group's efforts to create an Office of Disability Affairs. The Detroit News published Cohort IV Fellow Christine Sauvé's opinion article about supporting immigrant neighbors.

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program, a program of Wayne State University

The Goldman Sachs 10000 Small Businesses Program is a program designed for existing business owners who want to learn how to grow their businesses. It is an intensive three month program that has three objectives for the business owner:

- Business Education
- Access to Capital
- Access to support resources

The training is provided to cohorts of business owners, typically 30 to 40 per cohort, and upon completion of the graduation requirements, a business owner becomes an Alumni of the program and is eligible for post-graduation activities and resources. The program is completely subsidized by the Goldman Sachs Foundation, so there is no cost to the business owner. It is delivered through a partnership with several local and national institutions including the Initiative for a Competitive Inner City (ICIC), Babson College, Wayne State University, Oakland Community College, Macomb Community College, and the program staff (which is paid for out of the Goldman Sachs budget). The program was launched in Detroit in 2014, and at the end of 2019 we have trained 515 companies in 17 cohorts. Our 2019 results include 99 businesses trained in three cohorts, six alumni events, and ten companies participating in Goldman Sachs sponsored events.

In January of 2020 we launched cohort 18 with 37 scholars. This cohort has presented us with the unique opportunity to deliver our curriculum to a visually impaired scholar for the first time. Our outreach and recruiting effort for Cohort 19 starting on June 4th has produced 60 new applicants so far and should produce 90 – 100 applicants by the end of the recruiting cycle. We intend to do a better job of penetrating several counties in our region where participation in the program has lagged, including Macomb, Washtenaw, and Livingston counties.

For our alumni, a recent example of our commitment to be more involved with WSU and TechTown is the involvement of five of our alumni as Experts in the TechTown Ask the Expert program. Several of our alumni that are in the Retail Industry have also participated in TechTown's Retail Boot Camp.

Submitted by: Ned Staebler, Vice President for Economic Development

Going forward, we hope to have final approval of our 2020 Budget request with the Goldman Sach Foundation by March 1 and we will continue to prepare for the launch of cohort 19 in June.

Wayne State University Innovation Studio

The WSU Innovation Studio, powered by TechTown, is a collaborative space that sparks a student's entrepreneurial journey through brainstorming, coaching, and training. We are focused on *closing the confidence gap* needed to launch a new business.

Key partnerships:

- Studio director serving on STEAM Challenge advisory committee and as instructor; teaching a Lunch & Learn on 'Competitive Market Analysis'
- Studio director facilitated SW7095 & MGT7700 (EI7800/EI5900) resource workshop on market and research analysis and business planning for social entrepreneurship
- Co-facilitated CFPCA's Real Industry music/entertainment mentorship pilot execution Feb - March
- Participated as a coach for the Honors College HONS 4250 course "Technology Cultures". Throughout the course, we read scholarship in the fields of science and technology studies, the history of technology, the anthropology of infrastructure, mobility studies, critical data studies, media studies, etc.

Measurements:

- 13 coaching clients for Fall 2019 – Winter 2020 semesters (goal of 15-20 clients) [comparison: TechTown's SWOT City Portfolio managers 20 clients per year]
- Engagement with over 300 students entrepreneurs and innovators at STEAM, Optimize Wayne, in classrooms, and city/campus events
 - Surpasses year 2 goal of 175 students
 - [comparison: 166 enrollments in I&E spring/summer/fall/winter 2019-2020 coursework]

Industries represented include mobility/light manufacturing, fashion, marketing & advertising, data + analytics, AI + EdTech, mobile software, and professional services.

Success:

- Surpassed Year 1 goal of 3% of 3500 targeted population (105 students) engaging over 300 students
- Quarter page ad in the winter 2020 The South End – Wayne State's student newspaper
- Digital ads on thesouthend.wayne.edu from Feb – April 2020
- Information table at Student Center every Friday during January 2020; Tuesday during February 2020
- Director needs one additional class to complete Advanced Design Thinking certificate program with IDEO U

Tech Programs at TechTown Detroit

TechTown is launching a brand new program! The TechTown *Incubator* program is an intensive 27-session business development experience designed held over 30 weeks to help tech founders fortify their businesses into sustainable, investment-ready companies. Our team will work with a cohort of five post-MVP companies, helping the founders transform them from revenue-ready to recurring revenue with a high degree of operational effectiveness.

The program will be held on Saturdays from March 14 to October 3, from 9 am to 2 pm. All participants will also take the Landmark Forum personal development course on the weekend of March 20. Applications are being accepted until 11:59 pm on Friday, February 21, 2020.

The lead facilitator will be Racheal Allen, COO of the Marygrove Conservancy and operations expert with over two decades of experience. The content will also include subject matter experts from a variety of business development organizations. Each participant will be matched with an Entrepreneur-in-Residence who will provide guidance and promote accountability.

By the end of the Incubator experience, participants will have the following outcomes:

1. move from revenue ready to recurring revenue
2. achieve a high degree of operational integrity (processes documented, systems automated)
3. able to pass tech audit (code and IP is owned by the company)
4. ready for significant funding event (pitch, due diligence documents prepared)

The culminating event is a Demo Day, tentatively scheduled for Thursday, October 8.

TechTown's idea-stage program for tech companies, *Start Studio*, is recruiting companies for its Spring 2020 Cohort. Applications will be open from Friday, February 28 through Friday, March 13 at 11:59 pm.

This year, we have redesigned DTX to be more intentional about supporting student tech entrepreneurs who will build high growth, Detroit-based businesses. We have also re-named the program *Launch Detroit*. We are actively recruiting students and recent grads that are from Detroit. Our emphasis is on ensuring that companies are 1) centered on developing defensible intellectual property and 2) built to scale. Applications will be open from Wednesday, April 1 through Friday, May 1 at 11:59 pm.

Marlo Rencher, director of technology-based programs at TechTown, recently completed the VC University online certificate program. VC University is a collaboration between UC Berkeley's Startup Law program and the National Venture Capital Association. She is posting a three-part video blog with her key takeaways from the experience on the TechTown site at <https://techtowndetroit.org/dr-marlo-rencher-venture-capital-university/>

Small Business Services at TechTown Detroit

Since 2012, TechTown's place-based entrepreneurship programs (Small Business Services) have supported neighborhood enterprises to launch, stabilize and grow. Its flagship initiatives, 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.

Retail Services

Retail Services is a unique system of care for the metro Detroit retail entrepreneur that brings them retail-specific expertise through classroom training, small group learning and one-on-one coaching. Depending on the needs of the client, these range from one-hour conversations to year-long intensive engagements. Retail Services strives to showcase that sales through brick-and-mortar, online and pop-up events must work together in an omnichannel way that optimizes success and builds viable businesses. It takes a special kind of guts to open a retail store in 2020 and stamina to stick with it through the quiet seasons and competition with online shopping. Success is not only getting open, but staying open, with the goal to serve the community long-term. To achieve this goal, Retail Services weaves together a suite of innovative services. Retail Boot Camp, the flagship Retail program established in 2013, is an intensive 10-week program that prepares serious entrepreneurs for the opening of their brick-and-mortar establishments in Detroit. It combines cohort-based learning with one-on-one coaching, all delivered by retail experts with highly specific subject-matter expertise. Applications for the tenth cohort will open in April.

In January, the Retail Services team was invited to apply for the 2020 InBIA (International Business Innovation Association) Awards for the “Innovator of the Year” category. Each year, the International Business Innovation Association (InBIA) recognizes business incubators and entrepreneurship centers with proven track records of excellence. InBIA’s awards celebrate the heart of business incubation and entrepreneurial economic development organizations. Formal notifications of award status will be published by early March.

By leveraging the physical TechTown location that sees more than 200,000 visitors annually, The SHOP allows entrepreneurs at a variety of business stages to test their ideas in a retail environment while receiving in-the-moment coaching from retail experts. TechTown's custom fixture library allows vendors to create 360 degree displays and learn visual merchandising skills while encouraging dynamic interactions with customers. In January, the team created a user guide for participants to customize their fixture to generate more sales. After seeing the sales impact of the fixture system when selling at The SHOP, businesses are now sourcing their own to use at all of their market opportunities.

Retail workshops allow TechTown to bring a broad range of retailers together for deep dives into sales-cycle specific retail operations and planning. Workshops, along with Open Office Hours (new for 2020), both introduce services to new audiences and allow microentrepreneurs without the time to allocate to cohort-based learning to access services. To provide additional, free, open-source round-the-clock retail education, in February 2020, the team launched a Pinterest page focusing on retail topics such as store window displays, cash wrap layouts, security gate designs and signage ideas for any business that desires new ideas and inspiration.

Based on the success in 2019, the Retail Services team was again hired by the Detroit Economic Growth Corporation (DEGC) to deliver a four-part workshop series offered to Motor City Match awardees called “Designing Your Business from Pop-Up to Permanent.” Session topics on visual merchandising, retail operations, site selection and pop-up sales strategy will be facilitated by TechTown retail staff, Canvas Legal and University of Detroit Mercy School of Architecture. The series will be strategically executed in March to support the recruiting and marketing of Retail Boot Camp applications opening in April. These

fee-for-service opportunities invite TechTown to solidify its thought leadership in the retail economic development space and also provide revenue for core programming.

SWOT City

Entering its eighth year of programming, SWOT City continues to evolve with the adapting needs of Detroit entrepreneurs. The one-on-one coaching program leverages a team collective expertise of almost one hundred years of small business consulting experience and works collaboratively with Detroit's entrepreneurial ecosystem partners as well as TechTown's Professional Service Network to support small business owners in reaching quantifiable goals, such as: attaining profitability, increasing revenue, creating or retaining jobs and accessing capital. Operating within a growing network of peers, including an influx of startup small business support initiatives such as the Motor City Match program, SWOT City is returning to its program roots, in focusing specifically on the stabilization and growth of existing business owners across the city of Detroit. With increased resources available to Detroit entrepreneurs through TechTown's expanded Ask An Expert program and a robust annual workshop calendar, SWOT City will make some changes to its program delivery in the first quarter of the year, including shorter, more intensive coaching engagements.

SWOT City started the year with new community partnerships across the city to help build its pipeline for prospective clients supporting the program's recent addition of four new open office hour locations and expansion to serve all seven city council districts. New office hour locations are in Russell Woods, East English Village, Central and Southwest Detroit. Open office hours are offered free on a monthly basis to Detroit entrepreneurs of any business stage. They serve as a means provide short and long term strategy for a specific problem posed by an entrepreneur and to connect Detroiters to the network of free and low cost resources available among TechTown's peer entrepreneurial service organizations.

Finally, SWOT City continues its partnership with the Wayne State University Business and Community Law Clinic by offering free 30 minute legal consultations in conjunction with SWOT City monthly open office hours in the winter semester. From February through April, 24 appointments in four neighborhoods of Detroit will be offered with the support of Wayne State law students, under the supervision of Clinic Director Anne Choike. This is the fourth semester of the program's partnership in service to Detroit neighborhood entrepreneurs.

Professional Services Network

The Professional Services Network (PSN) includes Ask an Expert, support of one-on-one client technical assistance, connections to facilitators, and supporting speakers for workshops or other events. Additionally, the PSN supports the Open Office Hours process and manages Alumni supports for TechTown's Tech, SWOT, and Retail Services teams. Since re-launching Ask an Expert in June of 2019, there have been a total of 239 scheduled appointments with Members of the PSN. As well, since consolidating the intake process for Open Office Hours in July of 2020, there have been 413 appointments scheduled with members of the TechTown team. The team maintains a list of 76 PSN Members and is continually onboarding.

Through regular meetings with the Directors of TechTown's Programs, the PSN team is working to determine specific tools for the organization to use in engaging with members of the PSN and clients. In

In addition, the PSN team is leading the conversation for a collaborative education calendar for 2020. That calendar will include public and alumni-only workshops or other community offerings, and the calendar will be finalized in mid-March 2020. Additionally, the PSN team is working with the Collaborative Workspace team to create quarterly Ask an Expert events that expand the concept of specific appointments to a curated event for instant feedback for tenants, alumni, current clients, and the public.

The PSN is engaged in a special project to expand TechTown's capacity and think strategically about utilizing resources. In January, the PSN team invited two Master of Business Administration students from Mike Illitch School of Business to support clients of our Small Business Support programs. Supported by the Ford Motor Company Fund, the students are awarded stipends to engage in supportive work in the areas of finance, accounting, and bookkeeping with clients that were selected by their TechTown coaches for the Spring semester.

As the team prepares for 2020, the team will be finalizing procedures for individual and group technical assistance, creating a directory of PSNs and their service offerings in Zoho, and continuing to refine the processes used by various teams.

Alumni Engagement

In 2019, TechTown has engaged in a significant amount of learning about the needs and interests of alumni of SWOT, Retail Boot Camp, TechTown Business Incubation Center, and DTX Launch Detroit Student Accelerator. As programming condenses and shifts as the organization prepares for 2020, the Alumni team is focused on regular communications, offering education, and developing a stronger affinity with alumni.

In March and April of 2020, the team will work with a consultant to facilitate alumni focus groups for previous participants of the SWOT, Retail Boot Camp, and Start Studio programs. Through guided questions and open dialogue, the organization will convey its keen interest in thoughtful, intentional on-going support for alumni of its programs. Through this learning, TechTown is interested in building a robust understanding of the needs of its alumni and will be prepared to make informed programmatic decisions for 2020 and in years to come.