

## **Place-Based Economic Development**

**Student Design Summit:** OED is partnering with Midtown Detroit, Inc., the University of Michigan, and College for Creative Studies on a fourth Student Design Summit. The Student Design Summit is a complementary component of the Detroit Cultural Center Planning Initiative (CCPI) meant to engage students in contemporary design practice and community involvement. The Winter 2022 Design Summit will be a two-day Design Jam with a virtual introduction from 5pm - 7pm on Friday, February 4 and an in-person workshop at the College for Creative Studies from 9am - 4pm on Saturday, February 5 to provide a space for facilitated conversation, interaction and fun. Open to high school and university students in the State of Michigan, the Design Summit will provide an opportunity for students to work in teams to explore the concept of what it means for a place to be welcoming and inclusive, while conceptualizing a future welcome center for Detroit's Cultural Center. Applications are due January 17.

## **Mobility**

Wayne State began subsidizing four-hour Dart and annual MoGo passes for all enrolled students, as well as full- and part-time employees on September 1, allowing them to ride DDOT and SMART buses, the QLINE streetcar, and MoGo bikes for free. Through November 30, more than 650 Warriors purchased nearly 7,000 subsidized four-hour Dart passes. More than 1,000 Warriors signed up for free annual MoGo passes, taking nearly 6,000 trips, and MoGo stations located on our campus were the top three busiest stations in MoGo's entire network this fall.

To promote these new benefits, we offered in-person and virtual Orientation Two sessions, hosted the providers at FestiFall, ran stories in Get Involved and Today@Wayne, and placed posters (print and digital) around campus, including inside the Mike Ilitch School of Business and School of Medicine. Additionally, we are exploring opportunities to advertise our partnerships on the transit systems themselves and recently hired two campus Transportation Ambassadors, paid student assistants, whose job is to help their peers take full advantage of Wayne State's new mobility benefits.

To participate, Warriors needed to download the Dart app and enter a semester-specific eligibility code, or sign up using their Wayne State email address on a customized MoGo webpage, and follow the instructions provided. Winter 2022 Dart eligibility codes will be available beginning Monday, January 3. Students without smartphones or who prefer a paper pass can pick up a 31-Day Dart pass at The W Food Pantry and Wardrobe. Learn more at [go.wayne.edu/waynerides](http://go.wayne.edu/waynerides).

## **10 Year Anniversary**

**Strategic Planning:** OED is charged with developing a university-wide economic development strategy to guide, elevate and communicate Wayne State's substantial—\$2.4 billion in 2019—annual economic impact. This work is informed by and respond directly to: Wayne State's 2022-2027 Strategic Plan;

national and university-specific economic development best practices; conversations with internal and external stakeholders; and local needs—including those articulated in Detroit Future City’s recently released “The State of Economic Equity in Detroit” report. We will be presenting our near-final “Economic Impact Strategy” during this meeting, and plan to share our work with a broader audience (both internal and external) throughout 2022.

**Communications Campaign:** OED celebrated its 10th anniversary this year with a communications campaign highlighting University and OED accomplishments. Our campaign officially launched with WSU Giving Day on April 8<sup>th</sup>. We highlighted our—Wayne State and OED—accomplishments via social, campus and external media, including Today@Wayne and the Today@Wayne podcast, an external press release, and tv and radio interviews. Other campaign deliverables included videos featuring university leaders and community partners and website update. Through this work, we were able to increase our visibility and impact.

## **TechTown Programs**

### **TECH PROGRAMS**

#### Capital Program

On September 30, 2021, TechTown was awarded the Unlocking Angel Capital and Diversifying Angel Investing grant from the EDA. The grant is designed to help to inject new capital into the ecosystem by training 200 new Black and other underrepresented angel investors. Dr. Dawn Batts, our team's Capital Strategist is TechTown’s lead on the grant. Investors have access to free training and an introduction to the startup ecosystem. **Please help us by sending your recommendations for this program to Dr. Dawn Batts at [dawn@techtowndetroit.org](mailto:dawn@techtowndetroit.org).** Target participants are Black, Latinx, and/or women and qualify as accredited investors: \$200K+/\$300K+ income (single/with spouse or partner) OR \$1MM in net assets not including primary residence OR Series 7, 62, or 65 license holders.

We have secured an additional \$11,755 in Business Accelerator Fund (BAF) support on behalf of our clients since October 2021, for a total of \$96,455 for the year. Our clients have received over \$4MM in follow-on funding in 2021, more than doubling our entire Programs department goal.

#### Start Studio

As of January 2022, we will split our Start Studio experience into Start Studio Discovery and Start Studio MVP. Participants in Start Studio Discovery will focus on completing over 50 customer discovery interviews during this 9-week program so that they can gain insight into their customers’ problems and determine their startup’s unique value proposition. Start Studio MVP is focused on helping companies who have completed their initial customer discovery to create revenue-generating early prototypes in 6 weeks. Each Start Studio will run twice annually. The first session of Start Studio MVP Winter 2022 Cohort will be Wednesday, January 12.

### **ENTREPRENEURIAL EDUCATION**

TechTown continues to deliver free, expert resources to the public through flagship programs.

Entrepreneurial Education is planning an event in February 2022 on prepping Black business owners for success. The event speakers are being finalized but will include local and regional thought leaders.

#### Metrics

We held 56 TechTown Strategy Sessions from October 29, 2021 through December 15, 2021. We had 29 Ask an Expert appointments during the same period.

#### The TechTown Training Series

Through our on-demand professional development workshop series, we have developed an extensive library for entrepreneurs that helps them to build their skills so they can build their businesses. Check out the training series [here](#). Our December series includes a tax prep double header from two CPAs: *What Business Owners Need to Prepare for Tax Season* from Benjamin Cunningham and *How to Survive the Tax Season – Filing 2021 Tax Returns* from Diamond Reynolds.

### **SMALL BUSINESS SERVICES**

#### 313 STRONG

Client Sherrie Savage of **Naturally Illustrated** will sell her products in Meijer stores nationwide in 2022. Her business was selected following many interviews and a pitch competition.

TechTown Capital Strategist Warren Galloway worked with **Detroit Soul** to find and sign a Letter of Intent for a new location in Jefferson-Chalmers and assisted them in getting approved for all their funding from lenders. Invest Detroit, our ecosystem partner, assisted **Detroit Soul** in their purchase of restaurant equipment.

The SHOP: Virtual Edition celebrated Hispanic/Latinx Heritage Month with interviews that were shared in Spanish and in English.

WSU Student Intern Olivia Morcos joined the Retail Services Team and worked on the Marketplace site which went live with 100 small businesses featured.

#### ROAR (Recovery Opportunity Access Resilience) Fund TA/Coaching program

The Memorandum of Understanding has been signed between Invest Detroit and TechTown Detroit to provide coaching support to their loan clients in Detroit. The first two businesses to participate in this program have been onboarded. They are **Toss and Sauce** (Pizzeria) and **Shears and Shave** (Beauty/Barber Shop). Both businesses are located on Livernois Ave.

The ROAR loan program is scheduled to launch in January 2022. Once launched, we will provide technical assistance and coaching to Detroit Development Fund, Invest Detroit, Michigan Women Forward, and ProsperUs business clients who apply and close on their ROAR loan.

## TechTown Operations

### Coworking/Office Space

After nearly 2 years in pandemic conditions, TechTown ended 2021 with a building occupancy rate of 100%, thanks in large part to the dedication and hard work of its frontline staff (including facilities staff, community ambassadors, and collaborative workspace staff). Efforts in 2022 will focus on further refining building operations, managing large-scale infrastructure improvements, and increasing coworking revenue.

### Strategy

TechTown staff identified 9 org-wide goals for 2021 and achieved 7 of the 9 with 2 goals delayed to early 2022. Departmental tactical action plans included 58 goals, 90% of which were achieved as originally defined or in an evolved version by year-end.

Looking ahead to 2022, the staff recently participated in visioning conversations as a precursor to anticipated strategic development work in Q1 that will produce a 3-year strategic plan for execution in 2023-2025. Early vision language is included below:

*Our collective work (TechTown, Co.act, WSU OED) plays a significant role in **generating equitable community wealth and reducing intergenerational poverty** through entrepreneurship, business and nonprofit development, placemaking, and talent support.*

### Human Resources

Within the first 8 months of the existence of a formal HR department, TechTown has implemented several initiatives aimed at improving culture, adding structure, and supporting staff. Examples include:

- Compensation analysis
- Culture strategy development
- Employee Wellness Program
- Updating HR compliance
- COVID-19 vaccination requirement (in partnership with WSU)
- Intern Program (100% WSU students/alum in cohort 1)
- Performance assessments (annual + 90-day new-hire)
- Policy/process development (Medical/parental leave policy; Onboarding/offboarding processes; Hiring process; Employee recognition platform)

### Data + Systems

TechTown hired two new Systems Innovation staff (Systems Administrator and Data Analyst) who will start in January. This completes the Systems Innovation team, which will position TechTown to further build out its customer relationship management (CRM) platform and increase its data evaluation efforts.

As part of its charge for 2021, the Data Working Group finalized a list of internal metrics (with support from the TechTown Board) that the full staff will use to regularly evaluate progress in key areas, including:

- Organization (including personnel, board, culture, equity)
- TechOne Holdings (including the TT physical space)
- Programs (including client demographics, impact)
- Marketing (including earned media, engagement)

- Fund Development (including overall fundraising goal, donor ratios)
- Finance (including overall budget, cash on hand)

In 2022, staff will finalize a list of external metrics to be used in marketing/communications collateral and board/stakeholder reporting.

## **Business-Based Economic Development Fundraising**

### **Programs @ TechTown**

The 2021 campaign included a balance of both institutional and individual funders. Twenty-seven of the 40 requests for programmatic support made to corporations, foundations and governmental agencies were funded. In addition, the team raised more than \$37,000 from 325 gifts that ranged from \$5 - \$1,600 via two campaigns – the Spring Campaign and Toast of the Town. The two broad campaigns consist of a variety of appeals including the Startup Fund, Showcases, Toast of the Town, the Wine Tasting event and the Limited Edition Store. With the foundation of an annual, repeatable fund built in three years, the next step is to work with external stakeholders to develop a major donor campaign.

### **Goldman Sachs 10,000 Small Businesses Program**

The Goldman Sachs 10,000 Small Businesses Program continues normal operations. We completed cohort #22 with 25 scholars graduating, bringing the total number of graduate for the Detroit site to 652. Of significance is the fact that we ended the cohort with the number we started with for the first time since 2019. On December 7<sup>th</sup>, we held 34 interviews with applicants for our next cohort, #23, which is set to launch on January 13<sup>th</sup>, 2022. At this time we are planning to deliver cohort 23 in person, with a capacity limitation of 30 scholars.

- **Cohort 22 (September - December):** We launched cohort # 22 on September 7, 2021. The program is being delivered remotely to 25 companies from Wayne, Oakland, Macomb and Washtenaw counties. Cohort 22 is scheduled to end December 15<sup>th</sup>, 2021.
- **Outreach & Recruitment:** We have begun the recruitment effort for cohort #24, which is scheduled to start on May 5<sup>th</sup>, 2022. Going into 2022, we plan to return to doing a few in-person events, and to reignite our involvement with our community college partners, Macomb CC and Oakland CC.
- **Alumni Support:** 2022 will begin to see a shift in Alumni Support activities toward more advocacy and direct support from state and local governments. Most recently, a new program, the 10,000 Voices program, has had several occasions with the Governor visiting an Alumni of the program to hear first-hand about the struggles and roadblocks they experience as SMB's
- **Export Assistance** – Starting in January, a new webinar series is slated to begin to help businesses that are trying to get into the export arena.

## **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 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 and Communications:** Co.act Detroit is currently refining the communications plan to align with the 2022-2024 strategic framework plan. A key focus is continuing to increase awareness about Co.act Detroit programming through local and national digital and media platforms. We will also relaunch our podcast series in December 2021 to align with our evolving program strategy. Co.act was recently featured in Forbes, Fortune and Entrepreneur magazines spotlight on Detroit. We will also continue our Nonprofit Journal Project with Issue Media in 2022.

**Programming:** Co.act Detroit continues to offer all of our programming virtually due to the COVID-19 pandemic. In 2022, we will explore a soft relaunch of our space and a hybrid program model of virtual and in person offerings. In partnership with the Knight Foundation, Co.act Detroit is hosting stakeholder convenings to disseminate the findings of the recently completed BIPOC Nonprofit Leadership Census. Co.act Detroit recently hosted two information for the Kresge KIPD+ grant program with applications launching on November 18. Applications will remain open until January 14, 2022. Co.act is currently recruiting a jury of residents and nonprofit leaders to assist with scoring grant applications.

**Strategy & Fund Development:**

Co.act Detroit will release a 2 year impact report in January 2022, highlighting our accomplishments since launching in June 2019. We also recently finalized a strategic framework to inform and guide our work for the next 3 years. We recently completed a fund development needs assessment and fund development plan and a case for investment will be completed in January 2022. Co.act was recently awarded new multi-year funding for \$4.7 million from the Wilson Foundation to support our work through 2024. In addition, Co.act also received approval of a \$1.6 million grant from the Kresge Foundation to support our KIP:D+ work in 2022. We anticipate distributing \$1 million in grant funding through the KIP:D program.