

University Economic Impact

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 presented a draft of our 2022-2027 Economic Impact Strategy to the Board in January. We finalized and shared our strategy with our process stakeholders in March and issued a formal press release in April, which also ran in Today@Wayne and featured quotes from leadership of the Association of Public and Land-grant Universities and Detroit Future City. We are currently working with the Division of Government and Community Affairs and Development to share our strategy with key city and state leadership and potential funders.

The complete strategy is available on the Office of Economic Development website. [Sign up for our new quarterly e-newsletter here.](#)

Place-Based Economic Development

Show Your One Card & Save

OED is supporting the Juneteenth Planning Committee in organizing a Black Business Crawl. Students and employees will be encouraged to visit Black-owned businesses that also participate in the university’s Show Your One Card & Save (SYOC&S) program in April, May and June leading up to Juneteenth. Participating businesses so far include: Art in Motion, Coop Detroit, Detroit is the New Black, Good Cakes and Bakes, Fork in Nigeria, Live Cycle Delight, Mature, Source Booksellers, The Ten Nail Bar (New Center location) and Yum Village. A complete list can be found on Wayne State’s Juneteenth website.

Mobility

Wayne State subsidizes four-hour Dart and annual MoGo passes for all enrolled students, as well as full- and part-time employees, allowing them to ride DDOT and SMART buses, the QLINE streetcar, and MoGo bikes for free. 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. Students without smartphones or who prefer a paper pass can pick up a 31-Day Dart pass at The W Food Pantry and Wardrobe.

OED is working with the Mike Ilitch School of Business to promote this benefit to students and employees as an alternative to the shuttle, which Wayne State will discontinue as of May 5, 2022. Additionally, OED participated in the Spring Open House on March 12, 2022 and is committed to participating in two Residential Experience Resource Fairs in May and June and 25 new student orientations between May and August. We also partnered with MoGo Detroit on two free Street Skills Classes: Biking Basics on April 7, 2022 and Confident City Cycling on April 14, 2022.

Growth Stage Business Support

Goldman Sachs 10,000 Small Businesses Program

The Goldman Sachs 10,000 Small Businesses Program continues normal operations. We launched cohort #23 on January 10th with 28 scholars. At the time of this report we are within 3 weeks of finishing cohort #23. We are preparing for Cohort #24 which will begin on May 5th; our interview date is March 31st with 30+ applicants scheduled for interviews. Cohort #24 will be our first in person cohort since the beginning of the pandemic and we are excited to be returning to the classroom.

- **Cohort 23 (January - April):** The program is being delivered remotely to 28 companies from Wayne, Oakland, Macomb, Washtenaw, Livingston, Kalamazoo, and Oscoda counties. Cohort 23 is scheduled to end April 13, 2022. We have completed 8 of 9 Modules and 4 clinics.
- **Outreach & Recruitment:** We are in the recruiting cycle for Cohort #25, with the initial part 1 application due date of June 2nd 2022. We currently have 25 applications and will be doing several outreach events in April and May, and anticipate having 100 initial applications by the cutoff date.
- **Alumni Support:** The 10,000 Voices program has again launched into advocacy and direct support from state and local governments. On April 8th an event featuring Senator Gary Peter will be held at Jam Handy in Midtown Detroit. Not only is Jam Handy an alumni of the program, there are two alumnae that will participate in a panel discussion with Senator Peter – Jill Bommarito with Ethel's Edibles and Felicia Harris with Everything HR. The event is in person and streamed simultaneously. We will also continue our quarterly resource calls for Michigan Alumni and will perform all required Alumni meetings.
- **New programs** – The two new training programs launched by Goldman Sachs and the Initiative for Competitive Inner Cities (ICIC) in February - **Black in Business** and **Build for Growth** closed out their initial application period in March. Response to the programs has been strong and a number of local businesses applied to the programs. We also have had 2 folks in our network apply to be business advisors in the Black in Business Program.

TechTown Operations

Coworking/Office Space

With some leases expiring in the past month, the building occupancy rate is now at 99%. We continue to work through a waitlist of potential tenants as offices become available and are confident that the occupancy rate will remain near or at 100% throughout the year.

TechTown's Covid protocols have been updated to require masking only in open shared spaces (allowing for unmasking in meeting rooms and private offices).

We have resumed in-person formats for select TechTown event offerings hosted in the building, beginning with The SHOP and a Member/Tenant Town Hall. We have multiple bookings for large events (100 people) at the Industry Innovation Center and continue to field inquiries for mid-size events in TechTown spaces.

The Collaborative Workspace + Facilities Team spent several weeks developing new amenities and new coworking options, including a wellness room (for nursing mothers, prayer, meditation, relaxation), a recording room (for podcast and video production and studio photography), a flexible 10-day/month coworking package, and a referral program that rewards existing members and tenants and provides free single-day coworking access for prospective members.

Strategy

TechTown kicked off an org-wide strategic planning process this month with the intention of producing a 3-year strategic plan for execution in 2023-2025. Led by consultants at 313 Creative, director-level leadership participated in a first session focused on identifying key themes and focus areas for the plan. The next step will invite staff at all levels to participate in facilitated brainstorming sessions to further build out goals and objectives. A draft plan framework will be shared with the TechTown Executive Committee and TechTown Board of Directors at their June meetings to invite board member input before finalizing the complete plan.

TechTown staff will meet with Wayne State Office of Economic Development staff and Co.act Detroit staff in May to share strategies and identify common themes and opportunities for connection and collaboration.

Human Resources

TechTown updated its employer-paid professional development program to increase funds available to staff and provide resources in partnership with two universities: Wayne State University and Davenport University. Both universities now offer a 20% tuition discount for TechTown staff.

401k program update: TechTown committed to offering a 401k match program for full-time staff beginning in 2022. While initial plans targeted a Q1 rollout, the HR Team's evaluation of the current 401k program revealed some issues with the current provider, triggering efforts to identify a new vendor. The revised timeline targets a Q2 match program rollout.

Data + Systems

Much of the data and systems work over the past month has focused on behind-the-scenes streamlining of platforms and tech tools used by staff. As TechTown's digital content production increases, the

Systems Innovation Team has supported the consolidation of video libraries into a YouTube channel to improve public access and save money on hosting and storage.

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 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 are finalizing a multi-tiered 2022 communications plan supported by Earlyworks LLC. Co.act Detroit continues to partner with Issue Media and the Michigan Nonprofit Association to produce the Nonprofit Journal, which uplifts nonprofit storytelling across Southeast Michigan. Co.act has released three new episodes in 2022 in our [Natural Collisions podcast](#) as well as a [two-year impact report](#).

Programming: Co.act Detroit continues to offer all of our programming virtually due to the COVID-19 pandemic. We are exploring a soft relaunch of our space and a hybrid program model of virtual and in person offerings. In February we kicked off a new Collaborative Leaders Learning Circle program, a 10-month cohort for leaders of nonprofit collaborative groups to learn from and with each other.

This month, Co.act will convene regional philanthropic leaders and a sampling of BIPOC nonprofit leaders through our Foundation Nonprofit Dialogue Series to co-create ways to get more resources to BIPOC led organizations in our region. We will also kickoff our Nonprofit Wellbeing Series for 2022 with a workshop on Delegation for Nonprofit Leaders.

Co.act has completed the first phase of selection for the Kip:D+ grant program in partnership with a majority resident-led selection committee, narrowing down 264 applications to 50 finalists representing just under \$4mm in total projects. We are continuing to provide application support to finalists and one-on-one support to denied applicants in partnership with Michigan Community Resources. We are also hosting virtual site visits for finalists to showcase their proposed project. Grantees are expected to be selected by May 2022.

Strategy & Fund Development:

Co.act is finalizing strategic framework action plans to support the implementation of our 2022-2024 strategic framework plan. We recently completed a fund development needs assessment and fund development plan and a case for investment will be completed in March 2022. Co.act received a \$300,000 general operating grant over three years from McGregor Fund. We have been in conversations with Skillman and Fisher for new programmatic support.

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 when appropriate.

In May of 2020, DRF staff along with OED leadership made a significant strategic shift in line with prospective funding priorities to solely support increased alumni programming. In August of 2020, DRF successfully obtained respective funding for the remainder of the 2020 year and again in August of 2021 for the 2021 – 2022 programming year. While the nation grapples with navigating both a health and social pandemic, DRF will execute programming that supports its network of 80 Alumni fellows during these times via a hybrid model through both virtual and in-person programming where appropriate. DRF will pursue ongoing funding to support 2022 - 2023 Alumni programming.

Alumni Engagement:

To honor the implications posed by COVID 19, the DRF program began hosting a series of virtual Alumni check-ins in late May of 2020. Since then, Alumni fellows from all four cohorts have had the opportunity to connect with each other on a weekly basis. Over the past two years, Alumni Fellows have been enjoying and taking advantage of the flexibility that surrounds these meaningful check-ins and have found the opportunity to connect to one other and discuss topics of their choosing, share much needed resources and simply embrace their network to be essential in facilitating community building which has been especially valuable during this time of the COVID19 pandemic and social unrest across the nation.

Based on data taken from ongoing Alumni COVID-19 surveys along with feedback from DRF's Alumni council, formal and informal Alumni Engagement curriculums are developed, with respect to funding, to further support the leadership/professional development journeys of the Alumni network throughout the

2021 – 2022 programming year. DRF Staff will conduct a 2022 – 2023 Alumni Needs Assessment by May of 2022 to gauge the current, evolved needs of the Alumni Network.

In the Fall of 2021, DRF staff along with DRF's Alumni Council made the decision to postpone the 2021 Biennial Alumni Homecoming that was to be facilitated in conjunction with the 2021 Holiday Party until 2022 where the possibility of hosting in-person events may be more likely. In March of 2022, DRF staff along with Alumni Council members began to make plans for hosting an in-person Biennial Alumni Homecoming to be scheduled towards the summer to fall of 2022, however; as we all continue to navigate the implications posed by both the global and national pandemic, DRF staff will continue to maintain a nimble programming curriculum that optimally meets the Alumni network's ongoing peer networking and leadership/professional development needs while prioritizing everyone's health.

DRF Staff has begun to prepare a virtual Community Engagement & Networking Platform for the Alumni Network in March 2022. This virtual platform will foster and facilitate increased engagement in various areas as programming, peer networking, cross-collaboration, cohort building and program to end user visibility. The fellowship program has partnered with WeThrive to power the online platform and will look to launch its full capability by Summer 2022.

Ongoing collaboration/receptiveness towards the Alumni programming curriculum will be achieved through the partnership and ambassadorship of the Alumni Council which will convene in April and bi-monthly throughout the 2022 programming year.

Funding: In the Spring of 2021, the fellowship submitted a \$180k Alumni grant proposal to the Ford Foundation and was successfully awarded respective funding in August of 2021, fully supporting the program's 2021 - 2022 Alumni programming budget.

In the Fall of 2021, the fellowship finalized its first iteration of concept plans for the 2022 DRF Hybrid Program Model and a second/refined iteration in March 2022. The 2022 DRF Hybrid Program Model focuses on an Alumni program structure that proposes continued, increased investment in the DRF Alumni Network and a Community/Resident Leader program structure that proposes a pilot investment in Community and Resident leaders throughout Detroit's neighborhoods. DRF Staff, WSU Foundation Relations, and OED's development team submitted concept plans for the 2022 DRF Hybrid Program Model to the Rocket Community Fund in November 2021 and to the Ballmer Foundation in March of 2022 – further discussion around the foundations' interest in supporting the proposed model will convene in March and April 2022, respectively.

DRF and its fundraising team have been recently successful in also engaging the Ralph C. Wilson Foundation to potentially support the launch of the Community/Resident Leader Pilot and ongoing Alumni Engagement. Continued efforts to financially support the 2022 operating budget and the long-term financial sustainability of DRF will be pursued through continued conversation with the following funders; The Kresge Foundation, The Ford Foundation, The Ralph C. Wilson Jr. Foundation, The Ballmer Foundation, Rocket Community Fund, The Kellogg Foundation and The Hudson Webber Foundation.

Partnerships: In 2020, DRF began convening five local talent/leadership development programs/organizations to explore possible connections across our work. The group continued to convene virtually throughout 2021 and has served useful in thinking through the shifts talent/leadership

programs/organizations need to consider as we all work to navigate the impacts of COVID-19 on our organizations and program participants. Most recently, the group convened in March 2022.

As part of DRF's 2019 Five-Year Strategic Plan, DRF staff has worked to develop and introduce a pilot cohort model that focuses on attracting, retaining and developing Community and Resident Leader talent in Detroit through a proposed Community/Resident Leader Pilot. The Community/Resident Leader Pilot will maintain core components of DRF's traditional mid-career talent model but also seek to build neighborhood capacity and create a talent/leadership pipeline that doesn't currently exist for this specific demographic. To achieve this, DRF is looking to partner with various organizations like the City of Detroit, Mayor's Office and/or Department of Neighborhoods, Wayne State University Department of Urban Studies and Planning and/or Office of Executive and Professional Development and Community Development Advocates of Detroit (CDAD) and/or Building the Engine of Community Development in Detroit. As of March 2022, DRF has been successful at acquiring the partnership of WSU's Department of Urban Studies and Planning as well as the University's Office of Executive and Professional Development to produce a credentialed certificate in community development for individuals who complete the Community/Resident Leader Pilot Fellowship. Conversations will continue with such partners to ensure the feasibility of the certificate offering. Partnership conversations with Community Development Advocates of Detroit (CDAD) around program recruitment and structure occurred in March 2022 while conversations around a potential job placement partnership with the City of Detroit, Mayor's Office and/or Department of Neighborhoods and or Detroit at Work, Detroit Employment Solution Corporation will pick up in April of 2022.

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:

Leslie Tom, Cohort III Fellow and Chief Sustainability Officer for the Charles H. Wright Museum of African American History (The Wright) was named a Crain's Detroit Business Notable Leader in Sustainability in March 2022. Under Leslie's leadership, the Wright partnered with the College for Creative Studies to extend the life of dead or dying trees on the museum's campus by developing a lumber woodshop studio. Leslie is also leading initiatives such as the Art, History and Cultural Green Stormwater Infrastructure project that includes retaining more than 19,000 gallons of water and the greening of the African World Festival, which includes adding recycling, composting, a bike valet, and a sustainable resource table.

In March of 2022, Cohort IV Fellow Nicole Brown was promoted from Land and Water Works Program Manager to Director of Strategic Partnerships at Detroit Future City. In this role, Nicole will manage the development of the 2030 DFC strategic plan and develop critical partnerships that align with the work of DFC – advancing the quality of life for all Detroiters through an equity lens.

Marketing and Communications

Media Outreach

In Q4 2021, there were a total of 36 media hits on economic development topics across 84 outlets, representing 8% of the university total and 9% of the university Tier 1 total. Economic development topics represented 7% of total media hits in 2021.

TechTown Detroit had 123 media hits over 322 media outlets in 2021, including 59 tier 1 media hits. Tier 1 media hits for TechTown increased by 20% from 2020 to 2021, marking a continuous upward trend in stories focusing on TechTown and our clients

In 2022, OED will reevaluate the categories we use to track media hits relating to economic development topics to better align with our new economic development strategy.

Q4 2021 highlights and trending topics:

- TechTown Detroit, Automation Alley receive federal grants to boost entrepreneurship, diversity in angel investing (*Crain's Detroit Business*)
- Why Wayne State is offering free public transportation to students, staff (*Detroit News*)
- Graduation rates (*Detroit Free Press, WJR*)
New basketball arena (*Detroit News, WWJ, ABC Flint, WDIV, WJBK, WZZM Grand Rapids, WWJ-AM, WDET, MLive, Sports Video Group, Mix, NBA.com, WXYZ*)

OED marketing and communications update:

- Updated website launched in April. Check it out [here](#).
- Sign up for our new quarterly newsletter [here](#).

Economic Development Group Fundraising

Fundraising @ TechTown

- Gifts received/pledged in the first quarter of 2022 from all contributed sources including individual, corporate and foundation were very strong totaling \$6,613,390.
- Fundraising efforts were dominated by submissions to agencies managing American Rescue Plan Act (ARPA) money. The most notable, the \$1 billion Build Back Better Regional Challenge issued by the Economic Development Administration, will provide transformational investments to develop and strengthen industry clusters across the country, with 20 to 30 regional coalitions being awarded \$25-100 million each. Of 529 first-round applicants, the Detroit Regional Partnership's Advanced Mobility Cluster is one of 60 finalists. TechTown led the coordination of a key component of the DRP's Global Epicenter for Mobility request called the Mobility Accelerator Innovation Network (MAIN). We worked in close partnership with the WSU Office of Business Innovation and Design Core Detroit/College for Creative Studies, Centrepolis, University of Michigan, Wayne State, Global Detroit, Invest Detroit and Michigan Founders Fund to submit a \$18.4M proposal to align existing but currently disconnected networks of entrepreneurship support providers to create more fundable, findable and successful mobility-companies.
- The second large request submitted to Wayne County for \$1.2M would expand TechTown's technical assistance support to small businesses beyond the current Detroit, Highland Park and Hamtramck footprint to two geographies 1) Dearborn and Dearborn Heights and 2) Inkster, Ecorse, River Rouge and Melvindale. This represents a significant opportunity to leverage TechTown's proven methodology to provide business launch training, one-on-one coaching, subject matter expert consultations, as well as business strategy and resource wayfinding consultations to 1,000 entrepreneurs.

