

University Economic Impact

OED released its 2022 – 2027 economic impact strategy in April 2022. The strategy is inclusive of work happening across schools, colleges and divisions and is intended to guide the university's \$2.4 billion annual economic impact over the next five years. Since April, OED has been sharing the strategy with internal and external stakeholders, including city and state leadership and potential funders. We launched our new quarterly e-newsletter in April. You can view the first edition [here](#), which highlights examples of how Wayne State is contributing to equitable and lasting prosperity in our home city and state, and sign up to receive future editions [here](#). Our next steps are to make, monitor and communicate progress.

Place-Based Economic Development

Woodward | Warren Park

The Wayne State Farmers Market returned to Woodward | Warren Park on Wednesday, June 1, 2022. In advance of the first Market, OED placed flexible bistro sets and shade umbrellas out in the gravel seating area. The bistro sets will be out 24/7 through the end of October to support the Market. New this year, the Market will be using our bright yellow shipping container for storage and as its HQ for the season. Additionally, we helped the Market recruit vendors (leveraging our TechTown network of Detroit small businesses) and promote its offerings throughout greater Midtown.

Show Your One Card & Save

OED partnered with the Juneteenth Planning Committee on a Black Business Crawl. Students and employees were 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 included: 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 continues to subsidize 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 need 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 has been working with Parking and Transportation to promote these benefits since this program launched in the fall of 2021. Our student Transportation Ambassadors participated in two Residential Experience Resource Fairs in May and June and will be presenting at 20 new student orientations between May and August.

Early Stage Business Support

TECH

Capital

Our clients have secured over \$6 million in follow on funding year to date! Through a generous gift from the Gilbert Family Foundation, the **TechTown Tech Startup Fund** provided the first \$83,000 in funding to support nine startups as they prepare for external investment by helping them to achieve their critical milestones. **The TechTown Catalyst Angel Program**, funded by the US Economic Development Administration, has now recruited ten emerging angel investors, one step closer to its goal of 200 in three years. Program participants started training in January through a partnership with the Angel Capital Association's Angel University. [Help us recruit emerging Black, Latinx, and/or women investors to this FREE program by referring them to the interest form linked here: <https://survey.zohopublic.com/zs/OKD7fy>.](#)

Start Studio Discovery and MVP (Minimum Viable Product)

The Tech team ran the Start Studio MVP Winter 2022 cohort in Jan-Feb and the Start Studio Discovery Spring 2022 cohort in Mar-Apr. The Start Studio MVP Summer Cohort 2022 launched on May 11. Five companies will build revenue-generating early prototypes over a six-week period with the help and coaching of experienced developers. The Start Studio MVP Summer Cohort participants are The Professor (Paul Horrell), Brewery Hunter (Tim Simpson), Energy Boulevard (Catherine Cheung), PoGo (Arabia Simeon), and Eros Meets Agape (Dr. Saudia Twine).

Incubator and Traction

The 2022 Incubator participants are Elroi (Rachel Cash), NixCode (Sydney Davis), and True Fleet (Camille Corr Chism). These exciting startups are run by full-time founders that are generation revenue and positioning themselves for growth. Traction was launched in early April and recommended applicants are admitted on a rolling basis through October.

ENTREPRENEURIAL EDUCATION

Tech Town Strategy Sessions

We held 103 Tech Town Strategy Sessions during the period from April 1, 2022, to May 20, 2022. Our internal strategists continue to serve aspiring and existing entrepreneurs.

Ask An Expert

We are currently revamping the Ask an Expert program and will add new experts in the areas of digital marketing, growth hacking, capital stacking, finance and accounting, website development and e-commerce. In addition, we will add Spanish-speaking experts in the next quarter to add language accessibility to the Ask and Expert program.

The Professional Services Network provides subject matter experts who volunteer their services through the Ask an Expert program. Our existing experts continue to provide stellar services in the areas of Accounting, Marketing, Public Relations, Technology, Law, and Business Operations. We recorded forty (40) appointments during the period of April 1, 2022, and May 20, 2022.

Tech Town Training Series

During May we hosted a three-part Email marketing series. The first and second sessions were held on May 10 and May 17 with a total of eighty-six attendees – Session 1 – 47 and Session 2 – 39. The national expert, Nerissa Maybury of One-Epiphany has over 20 years of digital marketing experience. She also enlisted the assistance of two other national consultants, Lisa Pierson, and Jen Wilson, who shared strategies on brand management through storytelling and copywriting.

Building Business Podcast

A series of interviews to provide Business Builders with insight from business service professionals and industry leaders. During April and May we have recorded interviews with:

- Myka Burnley, 313 Connect - Digital Divide and Equity for Detroit-based businesses
- Mark S. Lee, Lee Group, MI, Crains Detroit Business, and the Michigan Chronicle – Marketing Strategies

There were (35) total downloads of these podcasts.

TechTown Alumni Newsletter

Our quarterly newsletter was issued in April with the content translated in Spanish for give accessibility to our non-English speaking alumni. We provided resources, opportunities, and news about TechTown Program Graduates.

SMALL BUSINESS SERVICES

313 Strong

313 STRONG continues supports the sustainability of neighborhood, brick and mortar businesses in Detroit, Highland Park, and Hamtramck by providing customized, focused, business support, with an emphasis on capital, finances, operations, and marketing.

On April 26th, a workshop led by 313 Strong Strategist, Mayte Penman, on Permitting was held in the Spanish language in partnership with the DEGC, SDBA, The City of Detroit and Unfolding Architecture. Presenters included: Perla Hernandez of the DEGC, Myrna Segura SDBA, Jacqueline Pérez of Unfolding Architecture and Melissa Owsiany The City of Detroit. There were 34 business owners in attendance. The Small Business Services team attended and held a booth at the first annual Detroit Means Business Small Business Conference on Monday May 2nd.

313 Strong Strategist Jamesha Lucas participated in an interview with Nerd Wallet on the “Common money mistakes business owners make” and presented to the current cohort of Retail Boot Camp. 313 Strong Strategist Jaunice Keller, Presented to the City of Detroit District 1 Business Association Roundtable, spoke to residential business leaders on TechTown Detroit Program offerings. She also participated on a panel for the Detroit Means Business conference. Topic discussed was working with CDFI and Technical Assistance Providers.

313 Strong Strategist Heather Levine served on the KIPD Grant Selection Committee. This grant helps support nonprofits in their work to improve the quality of life and strengthen the fabric of Detroit communities. The committee reviewed and score hundreds of applications to ensure the nonprofits are aligned with the communities they serve.

Retail Services:

Retail Boot Camp Spring 2022 cohort underway and planning for Retail Showcase (June 9) is underway. Crummy's Cake Supply & Studio (RBC alumni 2019) opens brick and mortar baking supply store on 7 mile near Ave of Fashion on April 2. It is the 1st black-owned cake supply store in Detroit.

Graduate Grand Openings:

- Breadless ribbon cutting/official grand opening 4/14/22
- Purple Pooch Palace of Perfection ribbon cutting 4/23/22 (home business for now)

Alum Ken Walker won \$5000 grant through Citi Trends Black History Makers. He is 1 of 10 grant winners from a pool of 15,410 that applied. <https://cititrends.com/bhm-winners-2022/>

The SHOP at TechTown took place at TechTown on Wednesday April 27th featuring 5 local businesses: Bow-Aholic Bowtique, MG Studio, Splendiferous Games, From Scratch Bakery and Style Star Vintage.

Retail Strategist Carrie Vestrand represented TechTown at the E Warren Resource Fair on May 14th.

Growth Stage Business Support

Goldman Sachs 10,000 Small Businesses Program

The Goldman Sachs 10,000 Small Businesses Program continues normal operations. Cohort #24 was launched on May 5th with 17 scholars. We had 22 scholars accepted into the training, however, 5 decided to drop / defer at the last minute. Again, Cohort 24 is our first in-person cohort since the beginning of the pandemic in March 2020.

- **Cohort 24 (May - August):** The program is being delivered in-person to 17 companies from Wayne, Oakland, Macomb, Washtenaw, and Kent counties. Along with our 17 accepted scholars, we have 9 deferrals to cohort 25. We began the cohort with Technology Onboarding on Monday, May 2nd, and we have delivered Orientation, Mod 1, Mod 2, and the Financial Statements Workshop through May 20th.
- **Outreach & Recruitment:** We are in the recruiting cycle for Cohort #25, with the initial part 1 application due date of June 3rd 2022. We currently have 67 applications and anticipate having 90 initial applications by the cutoff date. Recent outreach events the Meet the Founder event with Macomb Community College on April 28th sponsored by First State Bank, an information session on May 17th, and an outreach event with the Pontiac Community Coalition on May 14th.
- **Alumni Support:** We have continued our quarterly resource calls for Michigan Alumni and will perform all required Alumni meetings. We have a One Year Later event for Cohort 20 scheduled

for May 26th. For the Alumni Summit, July 18 – 20 in Washington D.C., we have 67 Detroit site Alumni registered; we are making calls to alumni (last week and this week) and our goal is to get 100 alumni registered by June 1. The national target is to have 3000 in attendance.

- **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 **Building for Growth** began their training cohorts in May. Cohort #1 for Black in Business launched on May 2nd with a convening of 150 businesses at Goldman Sachs Headquarters in New York. The Building for Growth program for construction companies launched on May 12th.

TechTown Operations

Coworking/Office Space

Office space occupancy is at 100%, and we have multiple existing tenants who have expressed interest in expanding their footprint should space become available. As we continue to evaluate our space uses throughout the building, we have identified a storage space that can be easily converted to additional office space and have already converted an underutilized conference room to a small private office to accommodate a new tenant.

With occupancy remaining steady in the 95-100% range for the past year, we are now focused on improving our coworking membership sales and have launched two offerings to support that effort:

- Free coworking drop-in days: These are scheduled monthly and typically coincide with TechTown programming happening in-person in our building with the goal of boosting density on targeted days to benefit multiple efforts (i.e. scheduling The SHOP pop-up market and pop-up lunch catering and free coworking on the same day). We had 15 registrations for our first drop-in day.
- Flexible coworking membership package (\$99 for 10 days/month): This new membership level is the most flexible and affordable option we have. It allows coworking members to choose up to 10 days per month to work in our space and includes coworking amenities and allotted hours for private meeting room usage. We launched this package at the end of Q1 and have already signed 9 new members at this level.

We currently have 835 members (75% of which are staff of tenant companies and 25% of which are coworking members) that represent 32 industries (top 3: nonprofit, educational services, tech).

Member/Tenant Appreciation Month is scheduled for the month of June. TechTown tenants and coworkers will be celebrated and treated with thank you cards from staff, giveaways, and complimentary food items purchased from local businesses. We piloted this concept in June 2021 and found it to be a very useful way to engage current members and tenants while supporting local businesses.

TechTown's Covid protocols continue to require masking only in open shared spaces (allowing for unmasking in meeting rooms and private offices). Our protocols are regularly evaluated according to citywide and county-wide case numbers, hospitalization numbers, and number of Covid-related deaths.

Strategy

TechTown continues to develop its 3-year org-wide strategic plan with 313 Creative designing and facilitating the process. Staff at all levels have participated in multiple sessions to contribute to what will be a framework focusing on 5 goals/themes intended to steer work at the department level in 2023, 2024, and 2025. 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.

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: A key focus of Co.act Detroit's 2022 communications plan is continuing to increase awareness about Co.act Detroit programming through local and national digital and media platforms.

Co.act has released a new episodes in our [Natural Collisions podcast](#) on Nonprofit and Workplace Wellbeing. The podcast logo is also undergoing a brand refresh.

Co.act's proposal has been accepted to present at the 2022 Allied Media Conference. The virtual session will cover, "Shifting the Status Quo: Dovetail Tools for Common Good," co-presented with Michigan Community Resources, in June.

Programming: Co.act Detroit continues to offer programming primarily virtually due to the COVID-19 pandemic. As we explore a soft relaunch of our space, two in-person offerings will be held at Co.act to pilot how the space can best support our programs: a monthly Collaborative Leaders cohort meeting of about 10 total people, and the filming of short, video interviews as part of our work convening leaders around the [Detroit Nonprofit Leadership Census](#) (no more than 5 individuals at a time).

In May Co.act co-hosted the annual Detroit Capacity Building Forum in partnership with Michigan Community Resources, which attracted interest from 450 respondents. The virtual program included local and national thought leaders on participatory grantmaking practices and charting a new north star for more equitable investment in our region.

Co.act hosted a finalist selection convening for the Kip:D+ grant program and will be notifying grantees and releasing a public statement in June announcing the awarded projects.

Strategy & Fund Development:

Co.act is finalizing strategic framework action plans to support the implementation of our 2022-2024 strategic framework plan.

Co.act received an additional \$300,000 grant from Kresge for the Kip:D+ program. The full amount will be re-granted, increasing the total grant awards to \$1.3mm.

The Skillman Foundation has approached Co.act to administer a new grant fund supporting BIPOC-led youth-serving organizations. The proposed grant fund was just approved by Skillman's board committee and will go before the full board for final approval in June.

Economic Development Group Fundraising

Fundraising @ TechTown

Gifts received/pledged in 2022 from all contributed sources including individual, corporate and foundation were very strong totaling \$6,823,390. We anticipate more, and larger, opportunities from the federal government on the horizon. The Build Back Better Regional Challenge, for which we have a request in for \$14M will be decided in September.

Fundraising efforts in this period have centered around TechTown's second annual spring campaign. With more than 700 individual donors acquired since 2019, it is paramount to continue communicating the value of our impact and asking them to support. The ways we are doing this include a paid digital social media campaign, three Instagram Live panels and direct one-on-one solicitation. With the Hatch competition events as milestones in the campaign, we expect to handily hit our goal to hit \$30,000.

Fundraising @ Office of Economic Development

Key stakeholders for the Industry Innovation Center are being re-activated after the design plans were paused through the pandemic.