

University Economic Impact

The Office of Economic Development (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.

The strategy is organized around five high-level goals. Each goal is accompanied a set of objectives, sample strategies—things Wayne State has done or is doing to achieve these objectives, and key performance indicators (KPIs). OED will update the KPIs annually in December and identify additional sample strategies on an ongoing basis. We plan to highlight both on a new dashboard on our website, anticipated in early 2023.

To stay up-to-date on our economic impact work, [sign up](#) for our new quarterly e-newsletter! 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.

Place-Based Economic Development

Campus Re-Activation

University leadership would like to see the return of a vibrant Wayne State and Midtown over the next two years. OED – in partnership with the Provost – convened academic and administrative leaders in August to better understand the challenges and opportunities associated with re-activating campus and develop a plan for fall of 2022 with the overarching goal of making sure that Warriors who want to engage on campus have ample opportunities to do. To that end, in September and October, OED partnered with the Dean of Students Office, Facilities, Marketing and others to:

- Activate the front of the UGL with green Fermob bistro sets and Keast Commons with colorful Adirondack chairs.
- Curate a Today@Wayne feature called Open for Lunch! that highlights nearby businesses that offer discounts through Show Your One Card & Save.
- Arrange and promote a series of City Institute (formerly Detroit Experience Factory) tours of campus and Midtown.
- Work with university and community partners to identify and pursue external opportunities to activate campus spaces.

We also hired a new Program Coordinator, Andrea Daldin, to help develop and execute projects. Andrea is a proud resident of Southwest Detroit, Wayne State alum (class of 2017) and former Challenge Detroit Fellow. She spent the last three years at Detroit Horse Power as the Senior Program Manager and is excited to bring her education and experience to Wayne State.

Industry Innovation Center (I2C)

OED and TechTown have been leading efforts to re-imagine and activate the Industry Innovation Center (I2C) since Wayne State purchased the building from NextEnergy in 2018.

In 2019, we engaged the Detroit Collaborative Design Center (DCDC) to facilitate a participatory design process to reimagine both the building and site. The resulting conceptual design seeks to better serve university and industry needs, and encourage collaboration between these groups, by upgrading existing building amenities and adding much-needed meeting space and an open kitchen. Suggested exterior improvements included new, more-inviting building entrances and outdoor spaces.

We initially shared the conceptual design in fall of 2019, just months before the Covid-19 pandemic began, and have re-revealing it to key stakeholders in recent months via conceptual design displays in I2C, high-profile events like the “Hatch Off” and Association of Public and Land-grant Universities (APLU) Commission on Economic and Community Engagement (CECE) meeting, and new building tenants including Wayne State Corporate and Foundation Relations and Tech Commercialization.

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 20 new and transfer student orientations over the summer and had tables at FestiFall and the Mike Ilitch School of Business Open House and Back-To-School-Bash. They also organized eight (8) group rides during the month of September including from Parking Structure 1 and the Anthony Wayne Drive Apartments to the Mike Ilitch School of Business and from Science Hall to the School of Medicine.

Early Stage Business Support

Goldman Sachs 10,000 Small Businesses Program

The Goldman Sachs 10,000 Small Businesses Program continues normal operations. Cohort #25 was started on September 8th with 18 scholars. One scholar attended the Orientation and decided to defer leaving us with 17 scholars. Cohort 25 is our second in-person cohort since the beginning of the

pandemic in March 2020. We have also completed the application cycle for Cohort 26 which starts on January 12th, 2023.

- **Cohort 25 (September - December):** 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 26. We began the cohort with Technology Onboarding on Monday, September 5th, and we have delivered Orientation – Module 6 as of 10/28/22.
- **Outreach & Recruitment:** We are in the recruiting cycle for Cohort #26, with the initial part 1 application due date of October 14th, 2022. We had 87 Part 1 applications and have selected 65 applicants to be invited to interview. We are pleased to announce that we have hired Destiny Williams as an Outreach Associate to work with our Alumni & Outreach Manager, Molly O’Meara.
- **Alumni Support:** We have continued our quarterly resource calls for Michigan Alumni and will perform all required Alumni meetings. We delivered our first in-person Alumni clinic – HR Innovation in the New Normal – on September 30th. There were 21 Alumni in attendance for this 3-hour event. We also launched the revised National Alumni App called 10KSB Connect in September. Alumni are beginning to opt in and nationally, 28% have signed up.
- **Program Support** – We continue to deliver in-person for Cohort 25, and as noted we have delivered through Module 6. There have been some delivery changes since Cohort 24, and our Lead Faculty, Mod Faculty, Program Manager, and Business Advising functions have delivered the changes flawlessly. We have hired a Program Assistant, Christina Neal, to replace the person we lost in June, and she will work with our Program Manager, Lori Tucker-Sullivan.
- **Promotions / New Hires** – Michael Geiger has been promoted to Manager, Advisement and Training to manage our business advising function, and we added 2 contract business advisors to fill the business advising gap for this cohort.

TECH

Grant Collaborations: TechTown is partnered with the Gilbert Family Foundation, Invest Detroit, and the Detroit Development Fund on the Venture 313 initiative. Venture 313 will increase access to guidance and financial resources for area startups.

TechTown was part of the team that was recently awarded a major grant via the Build Back Better Regional Challenge. The coalition of partners will strengthen the region’s resources for mobility-related growth startups.

TechTown is collaborating with the Biotechnology Business Consultants and other ecosystem partners to expand and diversify the pipeline of tech founders and innovators who receive Small Business Innovation Research/Small Business Technology Transfer Research funding. This funding provides

substantial grant funding and technical assistance that helps move research to commercialized products and viable businesses. This collaboration is being funded through FAST (Federal and State Technology) grant from the Small Business Administration.

TechTown is a partner of the University of Michigan on their recently awarded Kauffman Knowledge Challenge grant. The research project is to identify trauma-informed practices that could improve the quality of inclusive entrepreneurial support services. The findings from this research will help entrepreneur support organizations to guide their founders more effectively as we process our ongoing collective trauma.

The TechTown Catalyst Angel Program, funded by the US Economic Development Administration, has now recruited 58 emerging angel investors, one step closer to its goal of 200 in three years.

TechTown Operations

Coworking/Office Space

Immediately following the announcement of WeWork closing closing its Midtown location at 6001 Cass (as of Nov. 10), we reached out to The Platform (the building owner for 6001 Cass) to discuss a proposal for TechTown to manage the existing member/tenant community and event activity in the space for a fee. We expect a final decision on this proposal sometime before Nov. 10. In addition to generating additional revenue for TechTown, this arrangement would also allow for the TechTown Collaborative Workspace + Facilities Team to pilot a concept for expanding the TechTown model to other physical locations without taking ownership of those spaces.

Office space occupancy is at 93% (down from 95% in the previous report to the WSU Board of Governors). We are working with multiple existing tenants who have expressed a desire to expand their footprint at TechTown, now that additional space is available.

We currently have 795 members (a decrease of 9% from the previous report and attributed to the exit of 2 tenants: Accelerate America and Wayne Health). The total member number includes both tenants and coworking space users – while tenant numbers have decreased, the number of coworking members hit a high for the year at 307. Our monthly building visitor numbers continue to increase – averaging 8,600 per month for the most recent quarter.

Event bookings at both TechTown and the Industry Innovation Center have increased significantly throughout the year, with a YTD total of 1,611.

		<u>July</u>	<u>August</u>	<u>September</u>
# Events hosted at TT	Number of room bookings in TT meeting rooms and event spaces	183	156	294

# Events hosted at I2C	Number of room bookings in I2C meeting rooms and event spaces	42	10	45
Total Events Booked/Managed by TT	Number of room bookings in TT + I2C meetings rooms and event spaces	225	166	339

TechTown's Covid protocols were updated in September to no longer require masking inside the building. Our policies continue to be informed by specific data points (citywide and county-wide case numbers, hospitalization numbers, and number of Covid-related deaths), which we will continue to monitor.

Human Resources + System Improvements

Over the past quarter, TechTown's HR team has developed several initiatives that invest in professional growth, support individual wellness, and, in some cases, create significant financial savings for the organization.

In July, the HR team partnered with the WSU Executive and Professional Development department to design a 2-day leadership retreat for director-level and C-suite team members. The focus was on leadership development (via DISC assessments, learning and discussion) and org-wide talent (attraction, retention, development).

Also in July, TechTown piloted an org-wide pause during the week of July 4-8 (designated as holiday time) to allow for a shared break in work and an opportunity for team members to recharge. The feedback from employees was overwhelmingly positive, and we did not experience a loss in productivity or output for the quarter. This time has been officially added to our holiday schedule moving forward.

In August, TechTown introduced a 401k matching program (up to 6%) for contributing TechTown team members.

In October, TechTown replaced several platforms used to manage multiple Human Resources functions with Paylocity – a single platform that can house timekeeping, performance management, payroll, recruiting, training, and more. This change saves the organization nearly \$40,000 per year and allows for more automation than the previous tools used.

The Systems Innovation team is also leading improvements in our use of tools and systems, most recently by developing org-wide training for our customer relationship management (CRM) platform. That training will be implemented in November and will enable standardized data entry and enhanced reporting across the organization.

Strategy

TechTown recently completed its 3-year org-wide strategic plan, with 313 Creative supporting the design and facilitation of the process. Staff at all levels participated in multiple sessions to contribute to a framework focused on 5 goals/themes that will steer work at the department level in 2023, 2024, and 2025. They include:

1. **EXPAND EQUITABLE IMPACT:** Broaden the impact of programming, services and networks through increased access for entrepreneurs who reflect the communities we engage.
2. **ENHANCE ORGANIZATIONAL EXCELLENCE:** Elevate our ability to meet mission by implementing best practices, deepening collaboration and enhancing systems and technologies.
3. **SUSTAIN INTENTIONAL GROWTH:** Identify future opportunities for advancement and build capacity to support and sustain intentional growth.
4. **CULTIVATE MISSION-BASED CULTURE:** Cultivate and promote a consistent, mission-oriented culture based on shared values and an inclusive identity across the entire organization.
5. **AMPLIFY COLLECTIVE VOICE:** Share stories and learnings to demonstrate the impact of our equity-driven approach to economic development on a local, regional and national scale.

The TechTown Board has established a working group to focus on board-level support of the plan – that group will convene in Fall 2022. And TechTown director-level staff recently met with WSU Office of Economic Development director-level staff to identify areas of alignment between the TechTown strategic framework and the OED economic impact strategy.

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 is continuing to increase awareness about Co.act Detroit programming through local and national digital and media platforms. We have implemented 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 is in the process of recording new episodes of our [Natural Collisions podcast](#) to close out this season.

Programming: Co.act Detroit has transitioned to a hybrid programming mode of virtual and in person offerings due to the COVID-19 pandemic. We are slowly reactivating our space with both Co.act and partner activities and events. We recently completed the installation of a mobile studio to amplify nonprofit storytelling. We continue to host the Collaborative Leaders Learning Circle program, a 10-

month cohort for leaders of nonprofit collaborative groups to learn from and with each other. We have one remaining convening scheduled for 2023. Our team also hosted the 4 part Cross Sector Collaboration series, which is a unique opportunity to make new connections, and build skills and experience in collaboration, problem solving and adventurous thinking. We are finalizing our Nonprofit Funder Dialogue series report to share lessons learned and recommendations with the philanthropic and nonprofit community. In October, Co.act hosted our final Nonprofit Wellbeing conversation for the year on Emotionally Intelligent Leadership. KIPD+ round 8 applications will open in November 2022. Co.act Detroit anticipates providing \$1.5million in grants to nonprofits in Detroit, Highland Park and Hamtramck.

Strategy & Fund Development:

Co.act has finalized our 2022-2024 strategic framework plan. Our team has also completed our 2023 roadmap, which prioritizes our focus areas for next year. We will kick off a multi-year fund development campaign in early 2023 leveraging our Case for Investment. Co.act currently has a \$2.2 million grant proposal pending with the Kresge Foundation to support KIPD+ round 8 implementation and round 9 program design. In October 2020, Co.act Detroit attend the quarterly Foundation President's meeting to share an update on our work and opportunities for future investment.

Economic Development Group Fundraising

November 2022

Fundraising @ TechTown

The third quarter was particularly strong for TechTown and saw the closure of gifts in the pipeline (Economic Development Administration, Gilbert Family Foundation and the Ralph C. Wilson, Jr. Foundation) that pushed received/pledged in 2022 from all contributed sources including individual, corporate and foundation totals to \$20,156,831. This total represents the closure of more than 60% of what was requested.

The two signature campaigns in the spring and fall produced 294 gifts from individual donors. Toast of the Town, our signature fundraiser, returned to pre-pandemic levels on October 6. We exceeded the number of tickets sold in 2019 and – for the first time ever – tipped the scales so that more attendees paid than got a free ticket. We doubled the goal of 100 individual donors, and sold 71 tickets to Alumni, Professional Services Network and Coworking members. More than 1,000 people voted for the People's Choice Salute Awards.

Fundraising @ Office of Economic Development

Key stakeholders from the philanthropic community gathered to discuss the opportunity to support the Detroit Revitalization Fellows.