

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 is currently working with schools, colleges and divisions to update the KPIs (an annual practice for the life of the strategy) 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.

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 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.

Noel Night returned for its 48th annual winter celebration on December 3. OED worked with Midtown Detroit, Inc. to support participation from several university departments and facilities. According to initial data from Midtown Detroit Inc., Noel Night attracted 30,000 unique visitors over a 5-hour period in the Midtown district and Cultural Center.

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 completed on December 9th with all 17 scholars slated to become alumni of the program. We have also completed the application and interview cycle for Cohort 26, which starts on January 12th, 2023. This cycle may produce our largest cohort ever, which indicates demand for the program is still strong.

- **Cohort 25 (September - December):** The program was delivered in-person to 17 companies from Wayne, Oakland, Macomb, Washtenaw, and Kent counties. In order to be considered a graduate of the training each scholar is required to do two things:
 - Turn in a completed growth plan
 - Finish their graduation M&E Survey
- **Cohort 26 (January – April 2023):** We interviewed 46 potential scholars for the cohort; 42 were accepted, and we expect 8 – 10 deferrals to cohort 27. Cohort 26 will be our 3rd in- person cohort since May of 2022, and our first cohort of 30 or more since 2019.
- **Outreach & Recruitment:** We are in the recruiting cycle for Cohort #27, with the initial part 1 application due date of Wednesday, January 25th, 2023. We currently have approximately 30 applicants for the cohort.

- **Alumni Support:** 2023 will see a restart of in-person Alumni Clinics. We have continued our quarterly resource calls for Michigan Alumni. 2023 will see a renewed push to get more alumni to opt in for the new 10K Connect site and an increase in activity in the 10,000 Voices Alumni advocacy program.
- **Program Support** – Cohort 25 gave us the chance to rebuild the staff and get ready for larger cohorts in 2023. We anticipate that all 3 cohorts in 2023 will have 30+ scholars.
- **Promotions / New Hires** – The final step in our reorganization, which is to hire a full-time business advisor, will begin in January, with the goal of having someone on board by mid-February.

TechTown Operations

Coworking/Office Space

Immediately following the announcement of WeWork 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 to finalize an agreement as soon as The Platform finalizes the termination of its original agreement with WeWork.

Office space occupancy at TechTown is at 93% (consistent with 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 805 members (a slight increase from the previous report). The total member number includes both tenants and coworking space users. 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 2,108.

		<u>September</u>	<u>October</u>	<u>November</u>
# Events hosted at TT	Number of room bookings in TT meeting rooms and event spaces	294	196	254
# Events hosted at I2C	Number of room bookings in I2C meeting rooms and event spaces	45	18	29
Total Events Booked/Managed by TT	Number of room bookings in TT + I2C meetings rooms and event spaces	339	214	283

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.

New OED/TechTown Hire

The TechTown Chief Program Officer/OED Assistant VP of Economic Development position was recently filled with the hire of Christianne Malone, a social architect and urbanist who is well-known in the Detroit economic development ecosystem. In her role, Malone will be responsible for the design, implementation, management, and continuous improvement of entrepreneurship programs for both OED and TechTown. She will assist in advancing the overall economic development strategy for Wayne State and establish relationships with funders, community partners and external stakeholders

Human Resources + System Improvements

Over the past several months, TechTown's HR team has developed successful 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 was implemented in November and will enable standardized data entry and enhanced reporting across the organization.

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 are finalizing a multi-tiered 2023 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. Our most recent story was released on 12/14/22. Co.act is in the process of recording our final episode 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 continue 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. The group will host its final meeting at Co.act Detroit in January 2023. We are finalizing our Nonprofit Funder Dialogue series report to share lessons learned and recommendations with the philanthropic and nonprofit community. A release date is scheduled for quarter 1 2023. KIPD+ round 8 applications are open. Our team and partners hosted 2 virtual information sessions in November and December. We are actively recruiting our selection committee and an advisory committee to inform round 9. Co.act Detroit anticipates providing \$1.5million in grants to nonprofits in Detroit, Highland Park, and Hamtramck. We have also hosted our partner kickoff meeting for the Skillman BIPOC Fund, which award up to 5 youth serving organizations resources to support leadership development and wellbeing. The next advisory committee meeting is scheduled for January 2023. We anticipate launching applications in March 2023.

Strategy & Fund Development: Co.act is implementing 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 was recently awarded a \$2.2 million grant from Kresge Foundation to support KIPD+ round 8 implementation and round 9 program design.