



Road to Renaissance Final Progress Report

December 2011





Road to Renaissance FINAL Progress Report: *Background*

- The *Road to Renaissance* initiative was the first comprehensive strategy developed to accelerate economic growth for the entire Detroit region.
- The initiative was launched in 2006 by Business Leaders for Michigan (formerly Detroit Renaissance) and was based on extensive research and community input, including:
 - Benchmarking 6 national & global regions
 - Analyzing the region's workforce & business strengths
 - Reviewing 15 previous regional studies
 - Obtaining input from 650 leaders/500 organizations
- Final recommendations were released in 2007 with work continuing through 2011 and beyond. This is the final summary of our results.



Road to Renaissance FINAL Progress Report: *Scorecard*

- The Road to Renaissance identified six initiatives that would have the greatest impact on growing the region's economy
- Resources, talent and time were deployed to fully implement the five most financially promising initiatives
- Over \$100M was raised to support implementation from foundations, government and the private sector



BECOME THE CENTER FOR
GLOBAL MOBILITY



DEVELOP AN AEROTROPOLIS



GROW THE CREATIVE
ECONOMY



EXPAND ENTREPRENEURAL
CAPACITY



SECURE THE FUTURE
TALENT BASE



PROMOTE GLOBALLY;
COMMUNICATE LOCALLY



Road to Renaissance FINAL Progress Report: *Overview*

	PROPOSAL	DEVELOP AN AEROTROPOLIS	GROW THE CREATIVE ECONOMY	EXPAND ENTREPRENEURIAL CAPACITY	SECURE THE FUTURE TALENT BASE	PROMOTE GLOBALLY, COMMUNICATE LOCALLY
HOME	N/A	Detroit Region Aerotropolis Development Corporation (DRADC)	Detroit Creative Corridor Center (DC3)	Business Accelerator Network of SE Michigan & Renaissance Venture Capital Fund	Detroit Regional Chamber & UM-Dearborn	Detroit Regional News Hub
STATUS	Proposal was to establish a center to connect under-utilized auto IP with new business ventures. Not pursued due to over-reliance on government subsidies	<ul style="list-style-type: none"> - Largest regional econ dev collaboration in the state (2 counties, 7 local gov'ts, airport authority & private sector) - GE and A123 have located in the area and Kalitta Charters has expanded. 	<ul style="list-style-type: none"> - Business accelerator open - Website to connect the creative community - Over \$40M attracted to new Midtown Arts District and College for Creative Studies Argonaut Campus 	<ul style="list-style-type: none"> - Regional accelerators organized as a network - \$10+M federal earmarks secured - New accelerator funded in Macomb - \$45M VC fund established 	<ul style="list-style-type: none"> - Intern in Michigan statewide program established - STEM education initiative launched in 45 schools - Michigan College Access Network \$20M grant to increase # students entering college 	<ul style="list-style-type: none"> - Fully operational - Issues weekly edition of "Bulldog" - Effective social media strategy in place - received several awards



Road to Renaissance FINAL Progress Report: *Detail*

BECOME THE CENTER FOR GLOBAL MOBILITY

- Original concept was to establish a Mobility Innovation Center that would facilitate advanced R&D for Tier II and III suppliers and identify sales opportunities outside the auto sector. As proposed, this concept could not support a self-sustaining business case.
- The focus turned to mobilizing a community-wide effort to attract more federal funds to the region that support advanced R&D throughout the mobility sector.
- The National Automotive Center indicated a willingness to partner with the Center for Automotive Research to financially support necessary research. It was presumed this work would identify opportunities to attract additional federal R&D grants to the region.
- **The business case could not be supported without a state subsidy, which was unavailable. Therefore the concept was not pursued.**



Road to Renaissance FINAL Progress Report: *Detail*

DEVELOP AN AEROTROPOLIS

- A Public/Private Task Force was created by Wayne County Executive Robert Ficano to oversee the studies recommended in the Road to Renaissance Plan. The Task Force completed its work.
- Three studies were completed, with a fourth underway:
 - Benchmarking & Best Practices--completed
 - A master strategic development plan was completed that identified 13 key sites for development and showed potential long-term economic impact of over 60,000 jobs and \$10 billion annually
 - Business attraction strategy –completed
 - Development of a marketing plan is underway
- The Detroit Region Aerotropolis Development Corporation (ADC), comprised of the nine stakeholder governmental units, the Airport Authority and some private sector members, has been established to oversee full implementation of the recommendations.
- Legislation that provides incentives for certain businesses locating in the Aerotropolis area was enacted in 2010. In February 2011, the ADC was designated as a Next Michigan Development Corporation, the first entity of its kind in the state, and is allowed to grant the incentives. The ADC granted its first incentives to Kalitta Air and Kalitta Charters.
- Companies that have already made substantial investments in the Aerotropolis area include General Electric and A123.
- Follow the Detroit Region Aerotropolis on Facebook, Twitter, and LinkedIn or online at:
www.detroitregionaerotropolis.com





Road to Renaissance FINAL Progress Report: *Detail*

GROW THE CREATIVE ECONOMY

- An asset map and website were launched in 2008, at www.detroitmakeithere.com. Additional virtual resources have been compiled at www.detroitcreativecorridorcenter.com.
- Detroit Creative Corridor Center (DC3) has helped more than 100 entrepreneurs and companies since inception. Virtual operations of the DC3 Business Accelerator launched in 2010 and the physical Acceleration Studio opened in summer 2011. Received significant foundation and state support; developed and offers Creative Ventures in Residence program in partnership with TechTown and the College for Creative Studies, currently serves 17 entrepreneurs. Over 30 nationally renowned subject matter experts were enlisted, and access to CCS resources and tooling were provided.
- A strategic plan for the development of a Creative Corridor is now complete. The goal is to create sense of place along Woodward from the river to New Center using public art, infill development, façade improvements, lighting of historic buildings, etc. Core components such as Sugar Hill Arts District and Paradise Valley Entertainment District are being implemented by stakeholders. Additional, complimentary components such as the Woodward Corridor Initiative, Webward Digital Corridor and an Innovation District are in the process of being launched and led by partners, with DC3 involvement.
- A business attraction strategy identified the best incentives and recommendations to draw key industries and target companies. Creative sectors became eligible for state MEGA tax incentives. A Creative Corridor Incentive Fund was launched, with grants awarded to two creative services firms resulting in an additional 500 jobs. The strategy is now seeking funding for additional incentive tools to help with operational costs. DC3 is working closely with DEGC on business attraction efforts which have so far resulted in 5 new creative services firms committing to locate in the Creative Corridor and employ over 1,000 creative sector workers.
- A branding and marketing strategy known as, “Detroit. Make It Here,” was launched. An original marketing plan was completed; DC3 is updating it with a focus on connecting the creative community in Detroit and providing facts, figures and assets to inform the dialogue about creativity in Detroit.



Road to Renaissance FINAL Progress Report:

Detail

EXPAND ENTREPRENEURIAL CAPACITY

- The region’s economic developers and business accelerators formed a coalition to advocate for funding at the federal and state levels. Federal advocacy efforts resulted in about \$10M in earmarks for the region’s business accelerators in 2008 & 2009.
- In June 2010, the New Economy Initiative for Southeast Michigan, announced a \$3 million grant (over three years) to support the newly formed **Business Accelerator Network for Southeast Michigan**, a region-wide collaborative effort dedicated to attracting and retaining business in southeast Michigan which was spawned from the above referenced Coalition’s efforts.
- Comprised of the region’s four key business accelerators– Ann Arbor SPARK, Automation Alley, Macomb-OU INCubator, and TechTown, the Business Accelerator Network for Southeast Michigan will work collaboratively to share best practices, host events focused on addressing issues and goals that impact southeast Michigan, support business plan development, and leverage funding to grow business in the region. Collectively, these four business accelerators have invested in 339 start-up companies, invested more than \$18 million, created more than 1,000 jobs and secured more than \$101.2 million in additional capital for the companies.
- In 2010, BLM announced a partnership with the University Research Corridor called “**Accelerate Michigan**” (AM) that is designed to strengthen entrepreneurship and innovation through coordinated interaction between the business community and the State’s strong university system. AMs mission focuses on three areas in particular: Championing Entrepreneurship and Innovation in Michigan (Cultural), Growing Capacity to Scale Ideas (Capital) and Catalyzing Clusters of Innovation (Collaboration).



Road to Renaissance FINAL Progress Report: *Detail*

EXPAND ENTREPRENEURIAL CAPACITY cont.

- The **Accelerate Michigan Innovation Competition** is an international business plan competition designed to highlight Michigan as a robust and vibrant venue for innovation and business opportunity. The competition targets mid-to-late seed-stage businesses with potential to generate an immediate impact on Michigan's economy, as well as student concepts with longer-term business viability. With more than \$1 million in cash winnings, plus in-kind awards of services and staffing, the Accelerate Michigan Innovation Competition is the world's largest business plan competition.
- The competition is led by the **Business Accelerator Network for Southeast Michigan** (composed of four of the region's key business accelerators: Ann Arbor SPARK, Automation Alley, Macomb, and TechTown), the **New Economy Initiative**, **Business Leaders for Michigan**, and the **University Research Corridor**. Premier sponsors of the event are Business Leaders for Michigan, the University Research Corridor and MEDC.
- Formed in late 2008 by Business Leaders for Michigan (formerly Detroit Renaissance) and a number of Michigan's largest and most important organizations, the Renaissance Venture Capital Fund (RVCF) is an innovative venture capital fund-of-funds designed to profitably invest in the growth of ground-breaking Michigan technologies and companies. RVCF provides capital that will increase entrepreneurial activity and create a strategic connection between innovative young Michigan companies and the state's strong business and industrial base. At \$45 million, RVCF is the largest privately funded entity of its kind in the U.S. To date it has invested in nine VC funds from Michigan and around the nation. Those funds have in turn invested in Michigan more than three times the amount of the RVCF investment in them, ultimately leading to leverage of the RVCF investment in Michigan of nearly 20x.

www.neweconomyinitiative.org
www.annarborusa.org
www.automationalley.com
www.oakland.edu/macombouinc
www.techtownwsu.org

www.acceleratemichigan.com
www.acceleratemichigan.org
www.renvcf.com





Road to Renaissance FINAL Progress Report: *Detail*

SECURE THE FUTURE TALENT BASE

Science Technology Engineering & Math (STEM) Initiatives

- Approximately 100 teachers from 45 schools in S.E. Michigan have completed Project Lead the Way (PLTW) teacher training conducted by Eastern Michigan University (EMU). Over 5,000 students have completed in PLTW classes.
- PLTW is now institutionalized in the majority of those schools and EMU is seeking additional funding to continue program expansion for another five years and has commitments for approximately \$3.5 million, pending additional funding commitments.

Internship Program – Intern in Michigan

- Launched in 2009, InterninMichigan.com has attracted more than 20,000 users through comprehensive, statewide outreach efforts by The Detroit Regional Chamber, The West Michigan Strategic Alliance and the Traverse City Chamber of Commerce.
- InterninMichigan.com is in the second phase of software development and will offer users an experience beyond traditional job boards or career websites. Employers and students will provide job and profile information that will result in the best possible match. Phase II of InterninMichigan.com soft-launched in August of 2011. Work is now underway with key anchor institutions having been identified to serve as “early adopters” of InterninMichigan.com. The large audience using the old InterninMichigan.com site has been invited to upgrade to the beta version of the new InterninMichigan.com.

Increase Post-Secondary Education Initiative

- The Detroit Regional Chamber is leading a coalition that has entered the CEOs for Cities \$1 Million Talent Dividend Competition. The coalition includes several partners working on various projects related to increasing post-secondary education attainment (many from the original R2R task group and U.S. D.O.L. WIRED initiative).
- The "Your Child Coalition" has folded into the newly created Michigan College Access Network (MCAN), designed to increase the number of high school students successfully entering college. MCAN has a \$20 million, five year, federal grant to fund this work.
- The New Economy Initiative for S.E. Michigan has funded several strategies proposed in the “Global Detroit” study. The strategies are aimed at attracting and retaining skilled/educated immigrants in the region.



Road to Renaissance FINAL Progress Report: *Detail*

PROMOTE GLOBALLY, COMMUNICATE LOCALLY

- The Detroit Regional News Hub is the collaborative media source for information on the Detroit region. It was created as a result of the Road to Renaissance recommendations and has dramatically moved the needle on the image of the Detroit region through media outreach, a robust social media effort and collaboration with government, civic, neighborhood and youth organizations.
- The Hub's outreach efforts include:
 - Two Transformation Detroit media briefings were held – October 2010 and June 2011. The annual briefings let local, national and international media see and hear the story of Metro Detroit's transformation firsthand. 34 journalists and bloggers attended the first briefing; 71 attended the 2011 event, which resulted in more than 30 major stories about Detroit's transformation.
 - The Bulldog, a weekly compilation of Detroit stories, is sent to 3,200 media and others locally, nationally and internationally.
 - A "media wiki" called the Detroit Information Network will launch in December 2011 and aggregate and archive stories covering the region's transformation.
 - Social media outreach strategy, "Detroit Unspun," is ranked the 4th most influential news site in Detroit behind the Detroit Free Press, Detroit News and Click on Detroit and was named best public affairs blog by CBS Detroit. Its blog is <http://blog.thedetroithub.com>.
 - The Hub's website <http://www.thedetroithub.com/> ranked 19th out of the top 56 area sites.
 - The Hub launched a half hour "Detroit Unspun" YouTube TV show on Detroit's transformation in October 2011.
 - The Hub created Youth Neighborhood News, a broadcast journalism program for students 11-18 years old, which shows how younger people view Detroit and teaches tomorrow's journalists how to write, speak and be objective and ethical.
 - The Hub received several awards, including the 2010 Vanguard Award from Women in Communications Detroit Chapter and the 2010 *Greater Good* award from the National Association of Women Business Owners Greater Detroit.