

Innovation and Inspiration: The Revitalization of Detroit

Presented by:

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President, City Institute



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Introduction to the City Institute

City Institute helps communities tell their story in order to:

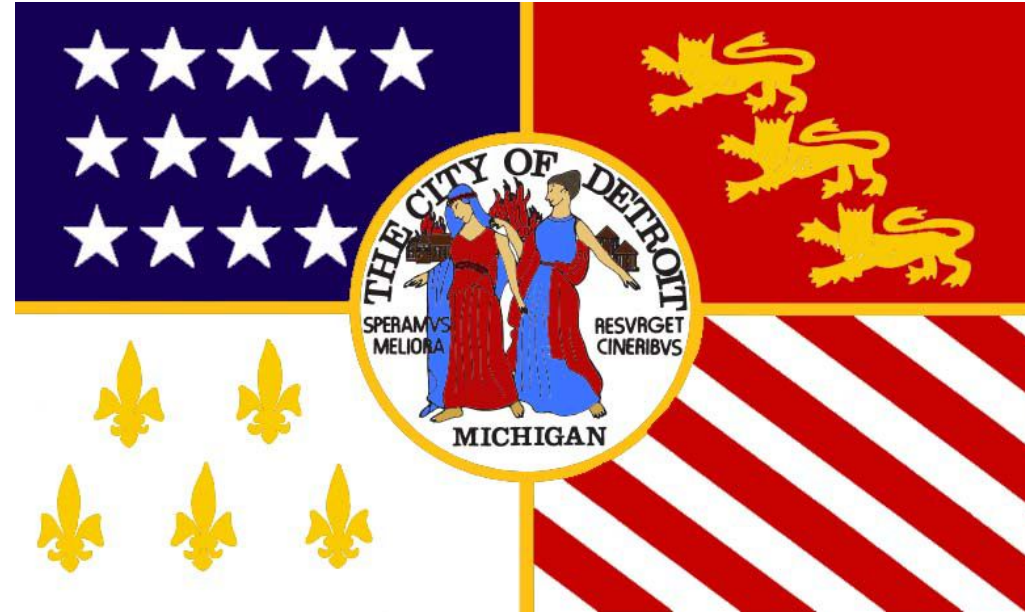
Attract and retain talent

Engage and inspire residents

Promote small businesses

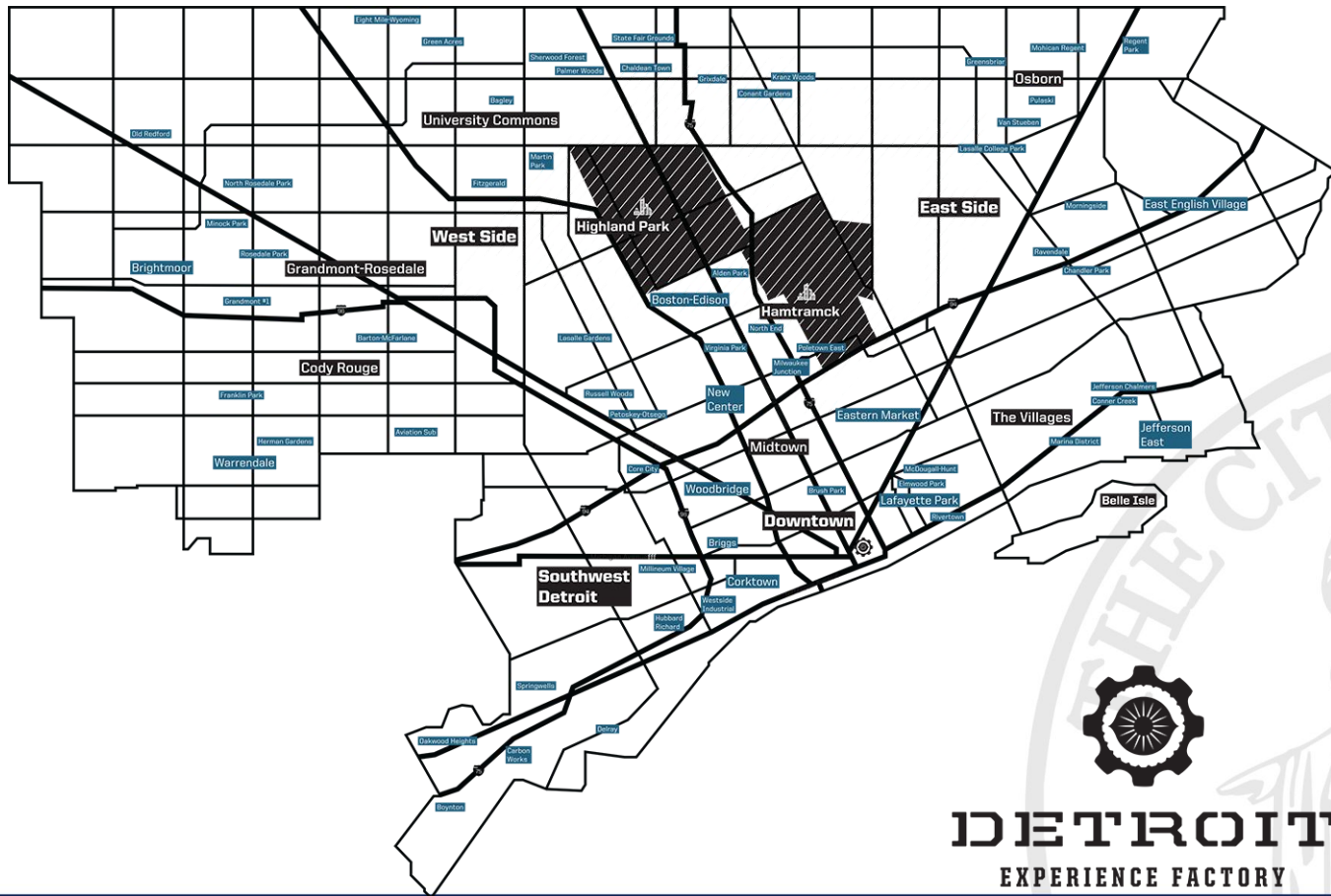
Build thriving places

A Little Motor City History



Detroit's Population (1900 - 2020)





DETROIT
EXPERIENCE FACTORY



Detroit's Population (1900 - 2020)



USA TODAY WEEKEND

65TH EMMA AWARDS
Netflix makes history
 TV viewing landscape has really changed

Old, new and uncharted territory

The nominees and reactions 1-22

THE MOTOR CITY GOES BUST

New images of Boston bombing suspect released
 Police photographs, captured by "Boston Herald" crew, depict a grizzled, off-beat character who may be the most dangerous man in the city.

Time running out for home flippers
 Despite gains in prices, many investors are finding it difficult to turn a profit on the properties they bought in 2006.

Golf course, Tiger Woods keep getting tougher
 The 34-year-old golfer is facing a new challenge in the form of a new course in the state of Florida.



LOVE 2.0: THE TECH EFFECT ON ROMANCE
 A man and a woman are sitting at a table in a restaurant, looking at a menu. The man is wearing a yellow shirt and the woman is wearing a black top.

Detroit is target of US city ever to file for bankruptcy
 The city of Detroit has filed for Chapter 9 bankruptcy protection, the first time a city has done so in the United States.

Phone hackers a threat to safety
 Experts warn that the growing number of people who use their phones to access the Internet is making them more vulnerable to hackers.

Los Angeles Times

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OUT OF MONEY, DETROIT CALLS IT QUITS
 The city has filed for Chapter 9 bankruptcy protection, the first time a city has done so in the United States.

MOUNTAIN FIRE'S TOLL
 Los Angeles Times reports that the fire has killed at least 10 people and destroyed more than 1,000 homes.

The New York Times



BILLIONS IN DEBT, DETROIT TUMBLES INTO INSOLVENCY

A Problem "So Complex in the Making" — Bankruptcy Is Largest of Its Kind

The city of Detroit has filed for Chapter 9 bankruptcy protection, the first time a city has done so in the United States.

Protests Erupt Over Sentence Of Putin Critic
 A man who criticized the Russian president was sentenced to a long prison term, sparking protests.

Romanian's Tale Has Art World Fearing Worst
 A Romanian artist's story has caused concern in the art world about the future of the industry.

THE WALL STREET JOURNAL

WEDNESDAY, JULY 26, 2012 • VOL. 41, NO. 30 • \$12

What's News

- Business & Finance
- Markets
- Technology
- Health & Medicine
- Environment
- Arts & Culture
- Science
- World
- Opinion
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- Legal Notices
- Classified

Record Bankruptcy for Detroit

Motor City 'Is Broke,' Governor Says, as It Sinks to Restructure \$18 Billion in Debt

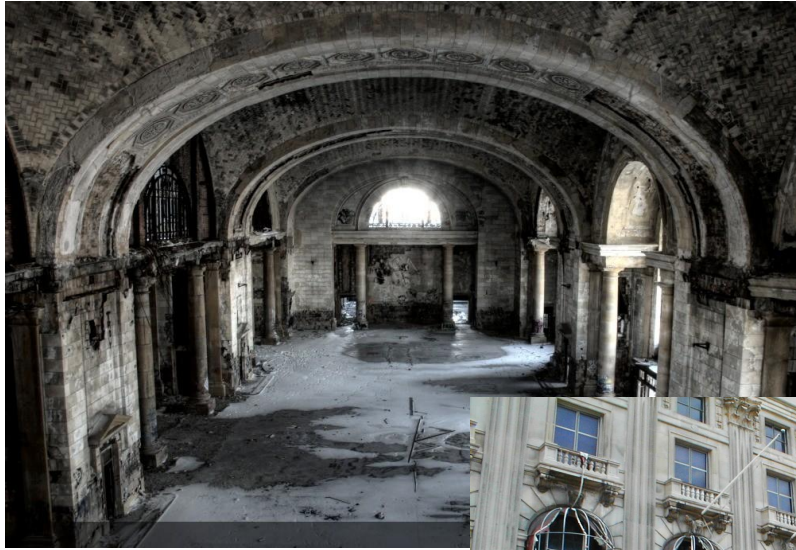
The city of Detroit has filed for Chapter 9 bankruptcy protection, the first time a city has done so in the United States.

A Nationwide 95th Birthday Party for Ailing Mandela



Dell Races To Sway Investors, Save Deal
 The company is trying to convince investors that its deal with EMC is a good one.

Bankrupt & Abandoned



DETROIT RIVERWALK NAMED BEST RIVERWALK IN AMERICA THREE YEARS IN A ROW

Restoration Done Right at Detroit's Michigan Central Station

The newly restored building is a Roman-inspired testament to the Motor City's endurance and a catalyst for its rebirth.

This Just In: Detroit Ranked No. 1 Emerging Startup Ecosystem



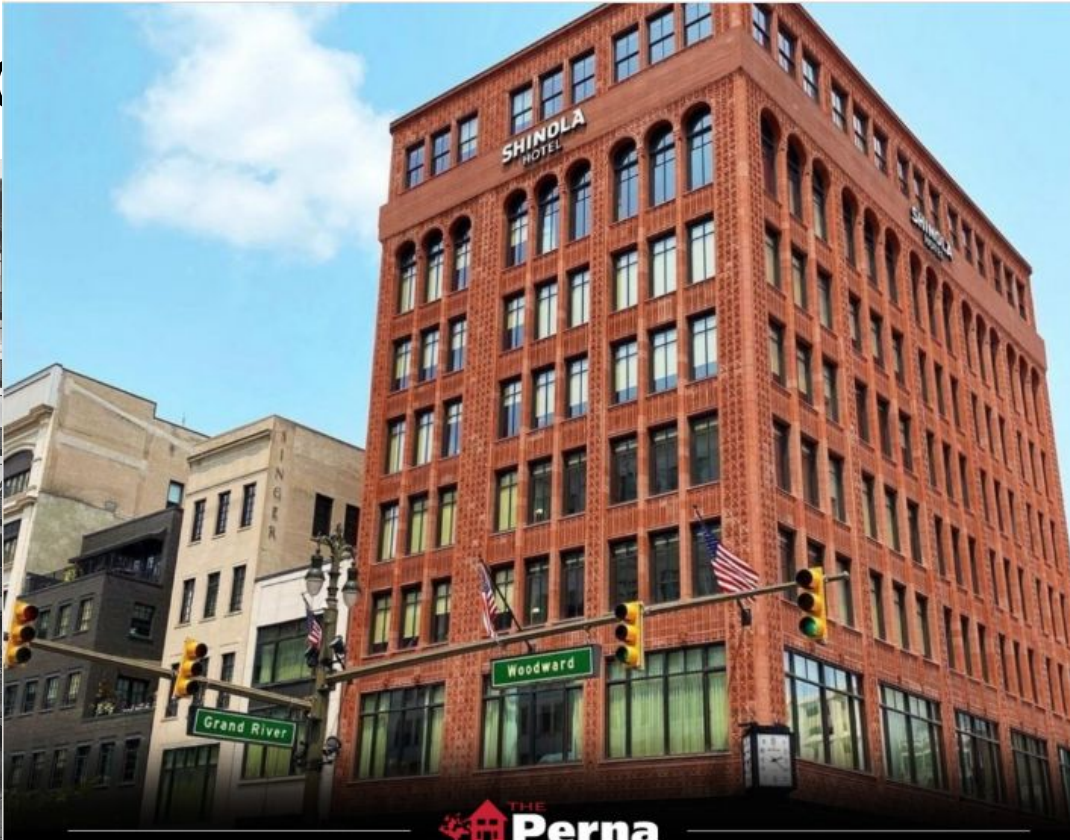
← WORLD'S GREATEST PLACES 2022

Detroit

New York Times names Detroit one of the world's top places to visit in 2025

Rayl Haro

/2019



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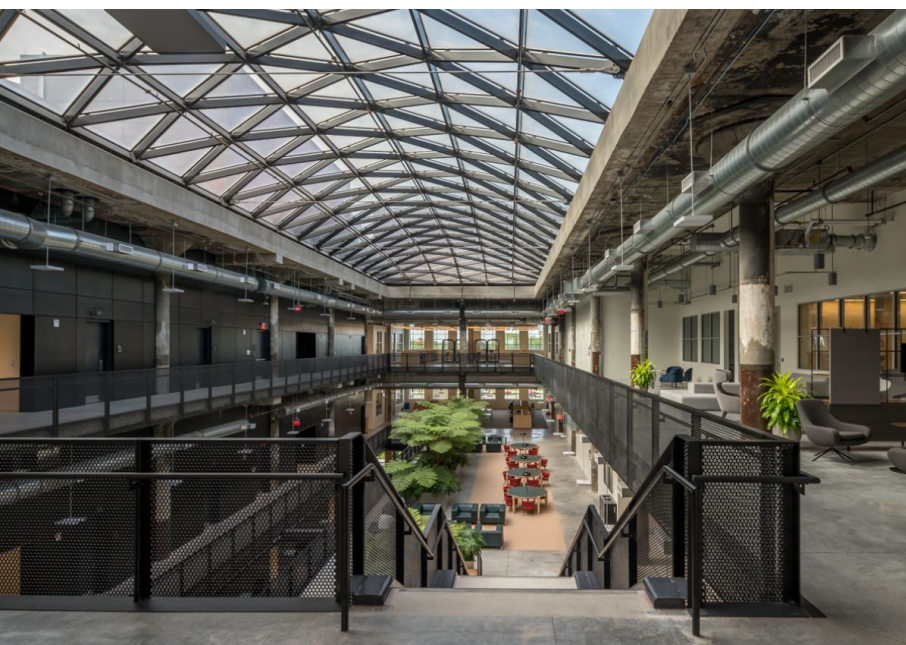


**SHINOLA HOTEL AWARDED
DETROIT'S FIRST MICHELIN KEY**

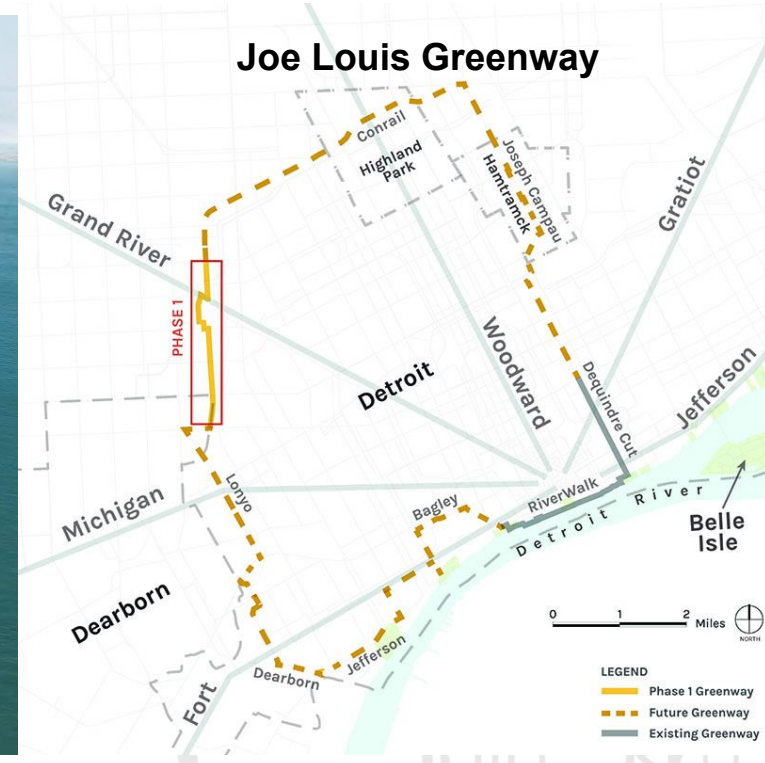


YINSTITUTE.COM

New Lab & Michigan Central



Upcoming Projects



GROWTH COMES WITH COLLABORATION



**ASSETS & CHALLENGES
ARE NOT MUTUALLY
EXCLUSIVE. THEY EXIST
SIMULTANEOUSLY...
IN EVERY CITY.**

HOW DO YOU KNOW
WHAT YOU NEED
IF YOU DON'T KNOW
WHAT YOU HAVE?

Mobile talent value quality of place in choosing where they live and work after college. Quality of place isn't something you do after you grow the economy and have more resources to do the extras. It is one of the essentials that you do to grow the economy.

Lou Glazer, Michigan Future

Attraction & Retention Program

You Can in Michigan Rallies

- **92% of respondents said they were more likely to take a job and stay in the state**
- **87% of participants reported an increased awareness about opportunities to live, work and play in Detroit, Grand Rapids and Flint.**
- **93% feel more connected to Michigan**

Unexpectedly, when attracting and retaining talent, jobs, the economy, and safety are not among the top drivers. Studies show that the drivers that create emotional bonds between people and their communities are elements that relate directly to their daily quality of life and feeling connected to their community.

Knight Foundation, Soul of the Community Report

Why Detroit?



-DETROIT-
IS BIG ENOUGH
TO MATTER IN THE WORLD
AND SMALL ENOUGH
FOR YOU TO MATTER IN IT.

Stay in Touch

1

Find me on LinkedIn or email me at Jeanette@thecityinstitute.com

2

Follow City Institute on Facebook, Instagram, LinkedIn

3

Share the lessons we've learned with your partners.

4

Check out our resources page, book a tour, or invite me to speak at www.thecityinstitute.com

Connect with us!



Detroit Region Overview Statistics

11 Counties



348

Communities



5.4 Million

People



2.6 Million

Workers



5.5%

Lower Wages

Than the U.S. National Median



\$284 Billion

Real GDP

2018



99.9

Cost of Living Index