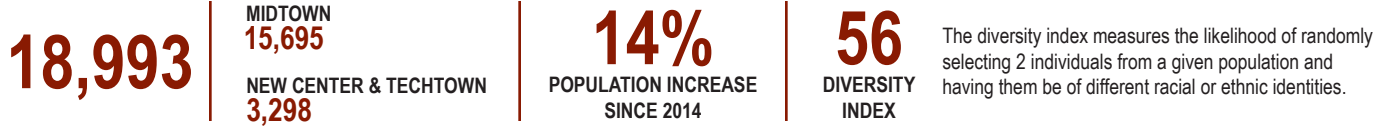


**MIDTOWN
DETROIT, INC.**
2018 COMMUNITY UPDATE

MIDTOWN DETROIT, INC. COMMUNITY IMPACT

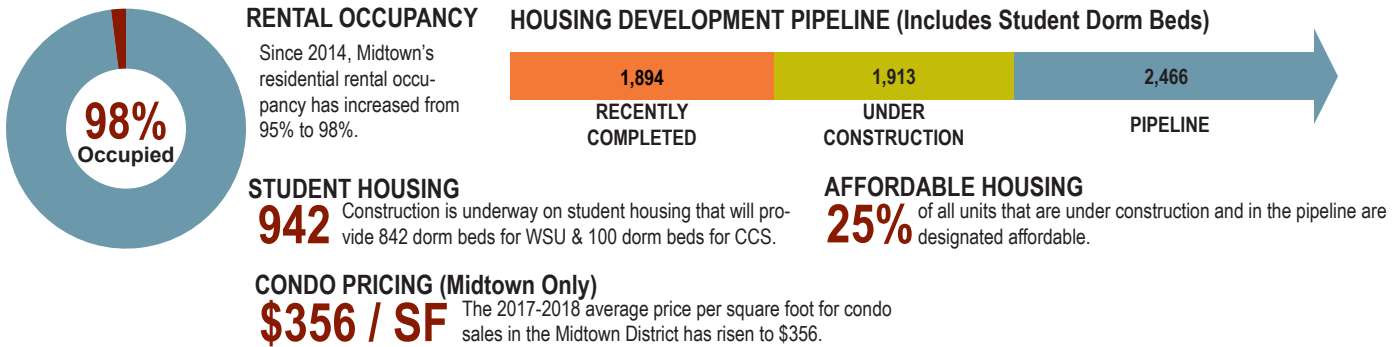
The work and funding that Midtown Detroit, Inc. (MDI) has contributed has had tremendous impact on the Midtown, New Center, and TechTown districts. Population has increased for the first time in decades; businesses are flocking to the area; residential demand is outpacing supply. MDI is actively working to building a stronger Midtown, and ultimately a stronger Detroit.

POPULATION



Source: U.S. Census Bureau - 2016 American Community Survey Data

HOUSING



AREA INVESTMENT

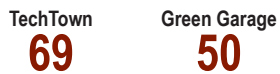


SMALL BUSINESSES



BUSINESS ACCELERATORS

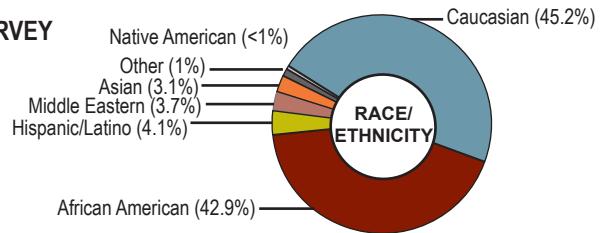
119 businesses were launched through Midtown business accelerators since 2014.



SMALL BUSINESS EMPLOYMENT SURVEY

58% DETROIT RESIDENTS

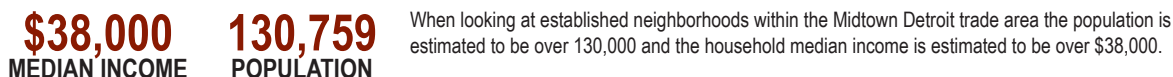
Taken from a survey of over 50 businesses with under 500 employees in the Midtown, TechTown and New Center neighborhoods, 58% of small business employees are Detroit residents.



OTHER COMMUNITY INDICATORS



TRADE AREA



MIDTOWN DETROIT, INC. PROGRAMS & INITIATIVES

Over the past five years, Midtown Detroit, Inc. (MDI) has played a critical role in the renaissance of the Midtown, TechTown, and New Center districts. MDI has contributed over \$69 million in direct funding to support: 1) arts programming; 2) infrastructure and public maintenance; 3) community programs; 4) business support; and 5) real estate development

ARTS PROGRAMMING

2014 - 2018 DIRECT FUNDING SUPPORT: \$3.4 MILLION

MIDTOWN ANNUAL ARTS PROGRAMMING

\$3.4 Million

MDI has provided \$3.4 million toward art programming and events that are free to the public.

DLECTRICITY	\$1 Million x 2 (2014/2017)
NOEL NIGHT	\$200,000/Year (2014-2017)
NEW CENTER PARK	\$150,000/Year (2014-2017)

ANNUAL VISITORS TO MDI EVENTS

MDI's annual programming attracts thousands of visitors to the area each year. MDI has also produced Dlectricity in 2014 and 2017, which attracted over 100,000 visitors.

DLECTRICITY	100,000 Visitors
NOEL NIGHT	75,000 Visitors
NEW CENTER PARK	18,000 Visitors

INFRASTRUCTURE & PUBLIC MAINTENANCE

2014 - 2018 DIRECT FUNDING SUPPORT: \$10 MILLION

INFRASTRUCTURE & PUBLIC SPACE IMPROVEMENTS

\$6 Million

MDI has provided over \$6 million for public infrastructure improvements throughout Midtown, TechTown, & New Center.

GREEN ALLEYWAYS	\$1,600,000
GREENWAYS	\$1,200,000
STREETSCAPES	\$300,000
PARKS	\$650,000
MEDIAN IMPROVEMENTS	\$700,000
SELDEN COURTYARD	\$1,400,000
2-WAY STREET CONVERSIONS/BIKE LANES	\$280,000

8 MILES OF INFRASTRUCTURE IMPROVEMENTS

Improvements have been made on over 8 miles of public infrastructure including the Midtown Greenway, streetscapes, street conversions, and bike lane additions.

7 PARKS

MDI has improved and maintains 7 public and private parks including: Pallister Park, Virginia Park, New Center Park, Peck Park, Hudson Art Park, Redmond Park, and the Midtown Dog Park.

6 GREEN ALLEYWAYS

MDI has improved and maintains alleyways adjacent to Second Avenue, Selden, Willis, Alexandrine, Forest, and Garfield.

PUBLIC MAINTENANCE

\$4 Million

MDI provides \$1 million/year to support the maintenance of district public spaces including trash pickup, landscaping, snow removal, etc.

153 TONS OF TRASH

MDI has coordinated the collection of 153 tons of trash pick-up throughout the Midtown, TechTown, and New Center districts since 2017.

COMMUNITY PROGRAMS

2014 - 2018 DIRECT FUNDING SUPPORT: \$4.5 MILLION

LIVE MIDTOWN PROGRAM

\$4.2 Million since 2011

In 2011, MDI launched the Live Midtown program. This program provided financial incentives for employees of Detroit Medical Center, Henry Ford Health System, and Wayne State University that were looking to rent or buy homes in Midtown. The program came to an official end in 2017.

1202
NEW RESIDENTS

791 participants of the Live Midtown program were considered new Midtown residents. When factoring in the average household size (1.52), an estimated 1202 new residents were attracted to Midtown by the program.

913
RETAINED RESIDENTS

601 participants of the Live Midtown program were existing Midtown residents. When factoring in the average household size (1.52), an estimated 913 residents were retained by the program.

\$22 Million Financial Impact

Over the course of the program it is estimated that Live Midtown had a financial impact of over \$22 million. The program has leveraged \$12,084,757 in rental payments, and \$10,216,114 in home purchases that may not have taken place without the incentives offered through the Live Midtown program.

STAY MIDTOWN PROGRAM

Launched in 2016, the Stay Midtown program is a residential retention program that is targeted towards cost burdened, low income households that are currently residing in the Midtown area. This program offers financial assistance to support struggling households, while also trying to identify longterm affordability solutions.

HOUSEHOLDS ENROLLED

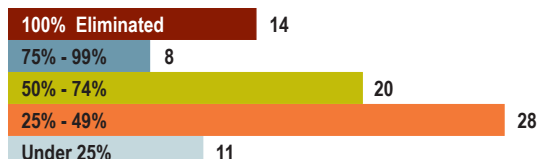
81 The pilot program aims to provide assistance to 100 households. 81 households are currently enrolled, with 20-30 additional applicants in the pipeline working through the process.

FUNDING COMMITTED

\$333,000

PORTION OF COST BURDEN ELIMINATED

MDI was able to eliminate at least 50% of the cost burden for over half of the enrolled households. 14 households had 100% of their cost burden eliminated, making their housing situation completely affordable.



MIDTOWN DETROIT, INC. PROGRAM & INITIATIVES

BUSINESS SUPPORT

2014 - 2018 DIRECT FUNDING SUPPORT: \$3.52 MILLION

BUSINESS MITIGATION

\$1.4 Million

MDI has provided \$1.4 million to businesses and nonprofits in order to mitigate negative impacts brought on by the construction of the M-1 Rail and other major development projects.

FACADE GRANTS

\$1.6 Million

MDI has provided \$1.6 million in grants to assist local businesses with the funding of facade improvements including landscaping, patio upgrades, building signage, etc.

RETAIL POP-UPS

\$520,000

MDI has invested \$520,000 in pop-up locations to provide a low-barrier way for start-up businesses to enter the marketplace.

5 COLLECTIVES ESTABLISHED **14** START-UP BUSINESSES **80%** WOMAN OR MINORITY OWNED

WOMAN OR MINORITY BUSINESSES & NON-PROFITS

MDI is committed to providing assistance to woman & minority owned businesses and non-profits through our various funding efforts such as business mitigation, facade grants, & retail pop-ups

MINORITY OWNED: **\$354,000**
WOMAN OWNED: **\$225,000**
NON-PROFIT: **\$773,000**

38% of all businesses that have received assistance from MDI are minority or woman owned.

OPENINGS & EXPANSIONS

98

MDI has provided site location, technical assistance, and/or direct funding to help 98 businesses open or expand within the Midtown, TechTown, or New Center districts.

FUTURE SCHEDULED OPENINGS & EXPANSIONS

30

MDI has provided site location, technical assistance, and/or direct funding to 30 businesses that are scheduled to open in 2018

REAL ESTATE DEVELOPMENT

2014 - 2018 DIRECT FUNDING SUPPORT: \$47.6 MILLION

HISTORIC REDEVELOPMENT

\$34.3 Million

Since 2014, MDI has provided loans, grants and equity towards 11 historic renovation projects.

THE STRATHMORE (2016)	\$3,500,000
CASS PLAZA (2016)	\$500,000
KIRBY CENTER LOFTS (2016)	\$200,000
4120 2ND AVENUE(2016)	\$1,600,000
FOREST ARMS (2017)	\$300,000
6568 WOODWARD (2017)	\$7,300,000
456 CHARLOTTE (2017)	\$950,000
NEW CENTER STOREFRONTS (2018)	\$9,800,000
644 SELDEN (2018)	\$7,400,000
666 SELDEN (2018)	\$2,000,000
UNIVERSITY MOTEL (2018)	\$750,000

NEW RESIDENTIAL UNITS

420

The direct funding provided by MDI has contributed to adding 420 new units to Midtown & New Center.

AFFORDABLE HOUSING

30%

Through different housing partnerships, MDI has help create 125 new affordable units, which is 30% of the 420 units added since 2014.

STRATHMORE	60 units at 30-60% AMI
CASS PLAZA	47 units at 45-55% AMI
6568 WOODWARD	3 units at 60% AMI
644 SELDEN	2 units at 60% AMI
ART CENTER ROW HOUSES	12 units at 80% AMI
FOURTH STREET ECOHOMES	1 home

NEW CONSTRUCTION

\$13.3 Million

Since 2014, MDI has provided loans, grants and equity towards 3 new construction projects.

WOODWARD WILLIS (2015)	\$6,800,000
ART CENTER ROW HOUSES (2018)	\$500,000
FOURTH STREET ECOHOMES (2018)	\$6,000,000

COMMERCIAL SPACE

132,000 SF

MDI's real estate investments have added 132,000 of commercial tenancy.

HOTEL ROOMS

24

MDI plans to renovate the former University Motel, and create 24 new boutique hotel rooms in the TechTown district.

\$69 Million

TOTAL MIDTOWN DETROIT INC. DIRECT FUNDING SUPPORT FOR THE DISTRICT 2014-2018