

# MIDTOWN DETROIT, INC. BY THE NUMBERS

DIRECT FUNDING SUPPORT FOR MIDTOWN, TECHTOWN & NEW CENTER DISTRICTS 2014-2017

## BUSINESS SUPPORT

### OPENINGS & EXPANSIONS

**89** MDI has provided site location, technical assistance, and/or direct funding to help 89 businesses open or expand within the Midtown district.

### FUTURE SCHEDULED OPENINGS / EXPANSIONS

**36** MDI has provided site location, technical assistance, and/or direct funding to 36 businesses that are scheduled to open in 2017 and 2018

### 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.

### FAÇADE 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.

NON-PROFIT  
**\$773,000**

WOMAN OWNED  
**\$225,000**

MINORITY OWNED  
**\$354,000**

**42%** of all businesses that have received direct funding from MDI are minority or woman owned.

## RETAIL POP-UPS

**3** COLLECTIVES ESTABLISHED

**11** START-UP BUSINESSES

**75%**

MINORITY OWNED

**\$450,000**

INVESTED BY MDI

## MIDTOWN ANNUAL ARTS PROGRAMMING

**\$3.4 Million** has gone toward the programming of art events for Midtown. These events are all 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)**

## HISTORIC BUILDING RENOVATIONS

**\$32 Million** Since 2014, MDI has provided loans, grants and equity towards 9 historic renovation projects.

SHERBROOKE **\$350,000**  
FOREST ARMS **\$400,000**  
644 SELDEN **\$7,400,000**  
666 SELDEN **\$2,000,000**  
456 CHARLOTTE **\$950,000**  
THE STRATHMORE **\$3,500,000**  
71 GARFIELD **\$475,000**  
6568 WOODWARD **\$7,300,000**  
NEW CENTER STOREFRONTS **\$9,800,000**  
CASS PLAZA **\$500,000**

## AFFORDABLE HOUSING PARTNERSHIPS

**126** Total affordable units constructed or underway with funding support from MDI

STRATHMORE **60 units at 30-60% AMI**  
CASS PLAZA **47 units at 45-55% AMI**  
6568 WOODWARD **3 units at 60% AMI**  
SELDEN **3 units at 60% AMI**  
E. FERRY TOWNHOMES (\$500,000 MDI Investment) **12 units at 80% AMI**  
4TH ST. ECOHOME(\$300,000 MDI Investment) **1 home**

## INFRASTRUCTURE & PUBLIC SPACE MAINTENANCE

**\$6 Million** has been provided for upgrading public infrastructure projects throughout Midtown, TechTown, and New Center.

GREEN ALLEYSWAYS **\$1,600,000**  
GREENWAYS **\$1,200,000**  
STREETSCAPES **\$300,000**  
PARKS **\$650,000**  
MEDIAN IMPROVEMENTS **\$700,000**  
SELDEN COURTYARD **\$1,300,000**  
2-WAY STREET CONVERSIONS/BIKELANES **\$200,000**

**\$4 Million** MDI provides \$1 million/year to support the maintenance of district public spaces including trash pickup, landscaping, snow removal, etc.

## 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. This year, the program has come to an official end.

**1202**

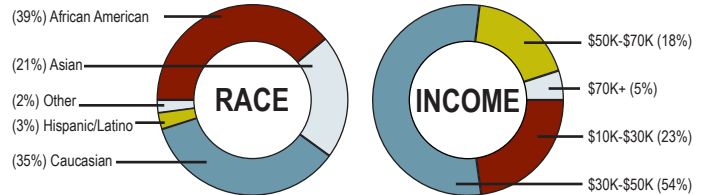
NEW RESIDENTS

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.



## STAY MIDTOWN PROGRAM

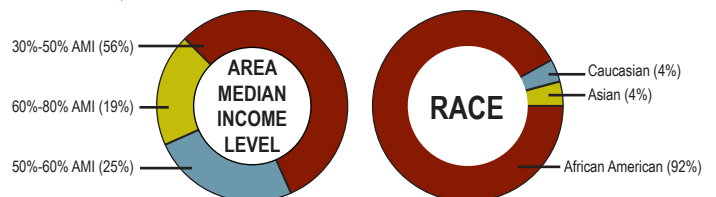
Launched in 2016, the Stay Midtown program is a residential retention program that is targeted towards cost burdened, low income households that are currently residing in the Midtown area. This program offers financial assistance to support struggling households, while also trying to identify longterm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

### HOUSEHOLDS ENROLLED

**61** The pilot program aims to provide assistance to 100 households. 61 households are currently enrolled, with 3 additional in the pipeline working through the application process.

### FUNDING COMMITTED

**\$267,270**



**\$55 Million** TOTAL MIDTOWN DETROIT INC. DIRECT FUNDING SUPPORT FOR THE DISTRICT 2014-2017

# MIDTOWN DETROIT, INC. COMMUNITY IMPACT

The efforts of Midtown Detroit, Inc. (MDI) has had significant impact on the community. Midtown Detroit has been identified as one of the top up-and-coming neighborhoods in America. Since 2013, the area has seen an increase in economic activity and development. Significant investment has taken place, with even more in the pipeline for the near future. Midtown Detroit is quickly becoming one of the most desirable places to live, work and play in all of Metro Detroit.

## POPULATION

**17,779**

MIDTOWN  
**14,643**

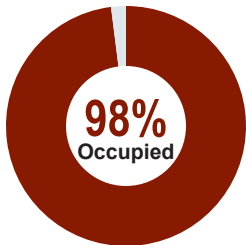
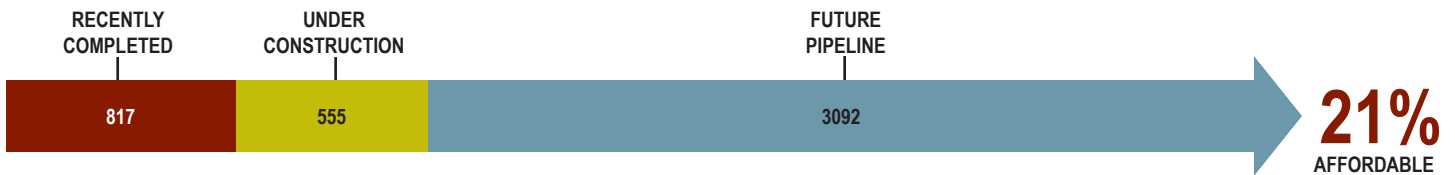
NEW CENTER & TECHTOWN  
**3,136**

**13%**  
POPULATION INCREASE  
SINCE 2013

**56**  
DIVERSITY  
INDEX

The diversity index measures the likelihood of randomly selecting 2 individuals from a given population and having them be of different racial or ethnic identities.

## HOUSING DEVELOPMENT PIPELINE



## RENTAL OCCUPANCY

Since 2014, Midtown's residential rental occupancy has increased from 95% to 98%

## STUDENT HOUSING

**960**  
UNDER CONSTRUCTION

Construction is underway on student housing that will provide 960 dorm beds for Wayne State University & the College for Creative Studies. Another 64 units are in the pipeline.

## BUSINESS ACCELERATORS

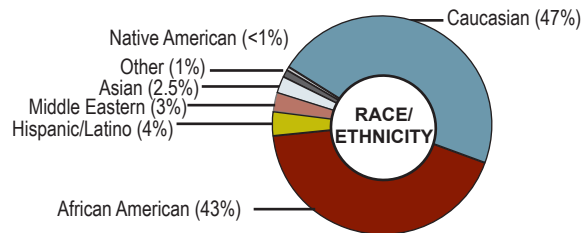
**69**  
TechTown  
**41**  
Green Garage

110 businesses were launched through Midtown business accelerators since 2014

## AREA EMPLOYMENT

Taken from a survey of over 50 businesses with under 500 employees in the Midtown, TechTown and New Center neighborhoods.

**51%**  
51% of employees are Detroit residents



## WALK SCORE

**85**

Walk Scores reflect how easy it is to get around a neighborhood without a car. Midtown scored 85 out of 100

## DECLINE IN MAJOR CRIME

**-55%** Midtown has seen a steady decline in major crime since 2009.