

Innovation and Inspiration: The Revitalization of Detroit

Presented by:

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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

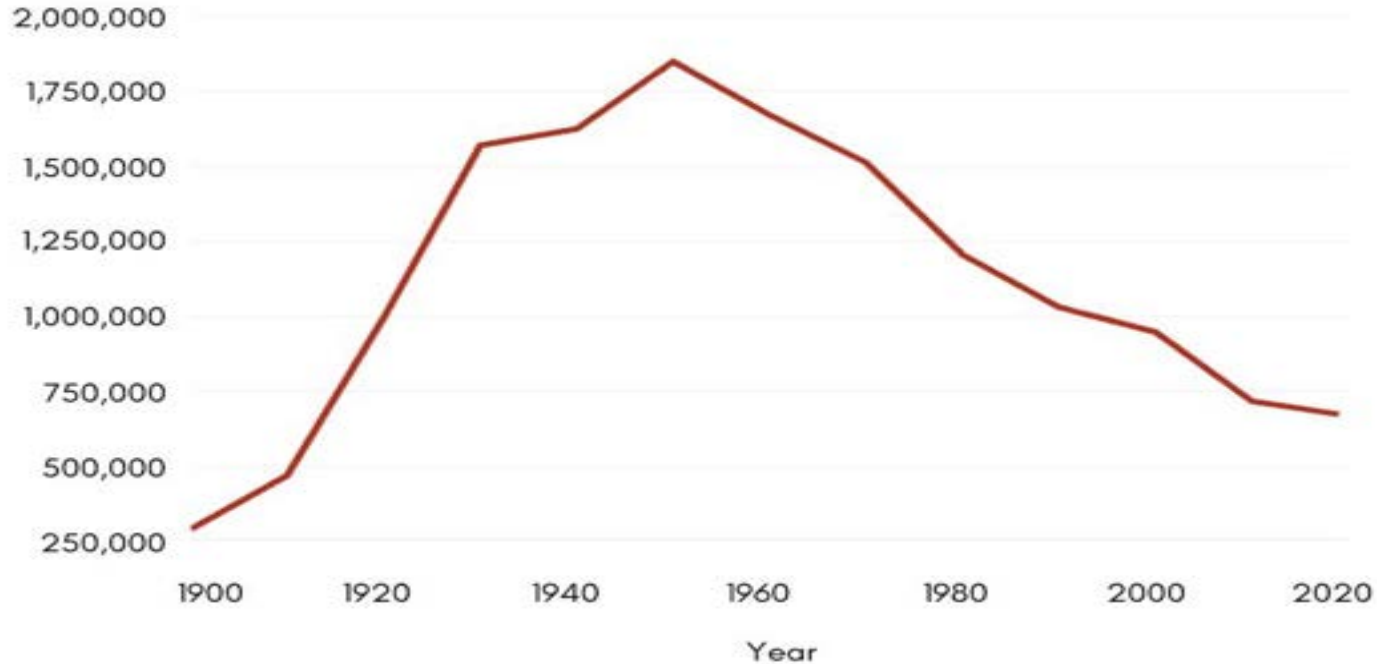
Promote small businesses

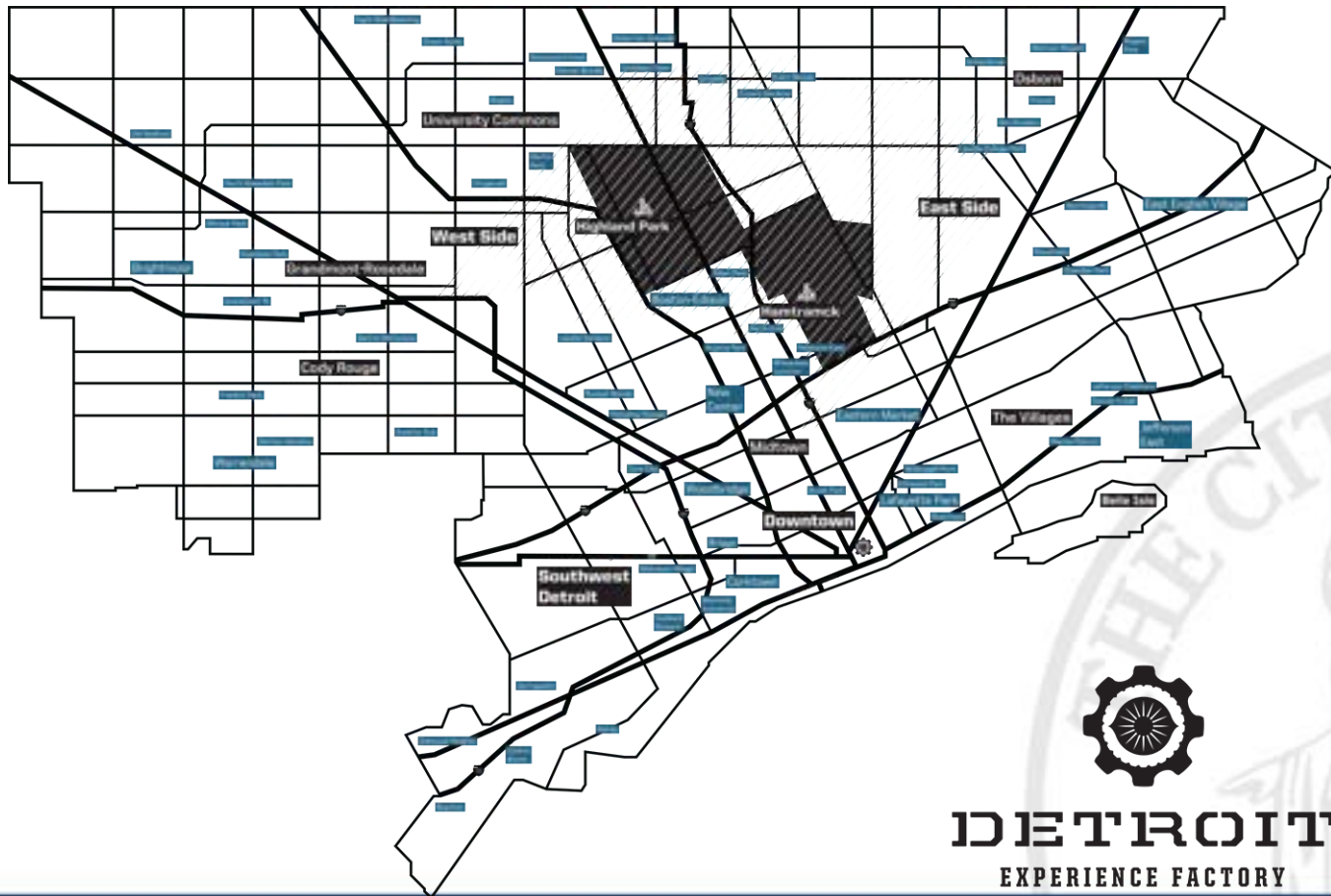
Build thriving places

A Little Motor City History



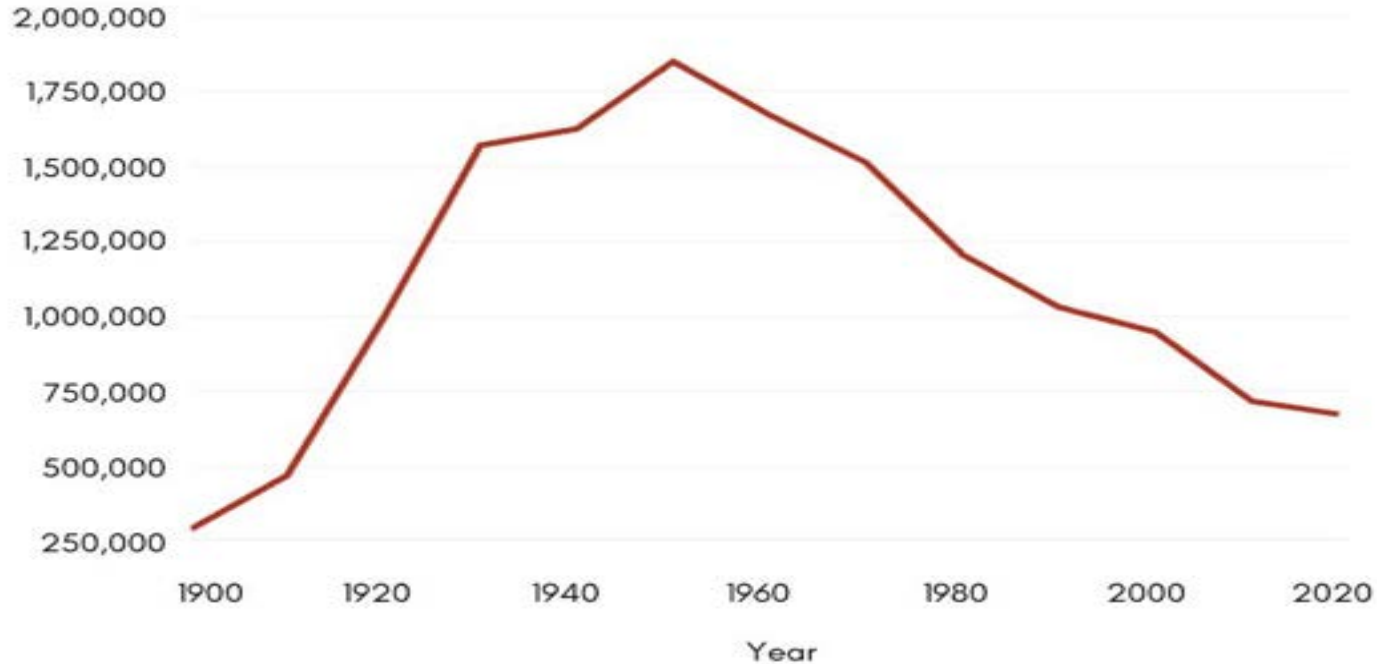
Detroit's Population (1900 - 2020)







Detroit'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 1-20

THE MOTOR CITY GOES BUST

New images of Boston bombing suspect released
 Police announced images of suspect, captured by Boston Police, after his arrest at a Boston airport. The images show a man with dark hair and a beard, wearing a dark jacket and a light-colored shirt. He is looking down and appears to be in a state of distress.

Time running out for home flippers
 The housing market is in a state of flux, with many home flippers struggling to find buyers for their properties. The market is expected to remain volatile for some time.

Golf course, Tiger Woods keep getting tougher
 Tiger Woods is back on the golf course, and his performance is expected to be a major talking point at the upcoming tournament.



COVID 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. They appear to be in a casual setting, possibly a cafe or a small restaurant.

Detroit is target US city ever to file for bankruptcy
 Detroit is the only major US city to have filed for Chapter 9 bankruptcy protection. The city's financial situation has been a major focus of national media attention.

Phone hackers a threat to safety

Experts warn that phone hackers could be a threat to public safety. They say that hackers can access sensitive information on mobile devices, including text messages and call logs.



MOUNTAIN FIRE'S TOLL

A large fire in the mountains of California has killed at least 10 people and destroyed hundreds of homes. The fire is still burning and is expected to continue for several days.

OUT OF MONEY, DETROIT CALLS IT QUITS

The city of Detroit has announced that it is out of money and is calling it quits. The city has filed for Chapter 9 bankruptcy protection and is seeking a court order to allow it to restructure its debts.

"Did the News That It's Free?"

The New York Times

Today's Edition

NEW YORK, MONDAY, JULY 10, 2012



Protests Erupt Over Sentence Of Putin Critic
 A large crowd of people gathered in a public square, many holding signs and banners. The crowd appears to be protesting against a sentence handed down to a critic of the Russian government.

BILLIONS IN DEBT, DETROIT TUMBLES INTO INSOLVENCY

A Problem 'So Complex in the Making' - Bankruptcy Is Largest of Its Kind
 Detroit's financial crisis has reached a point of no return, with the city filing for Chapter 9 bankruptcy protection. The city's debt is estimated to be in the billions of dollars.

THE WALL STREET JOURNAL

WEDNESDAY, JULY 10, 2012 • VOL. 141, NO. 28 • \$10

What's News

Business & Finance

Record Bankruptcy for Detroit
 Motor City 'Is Bank,' Governor Says, as It Sinks to Restructure \$18 Billion in Debt

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Dell Races To Sway Investors, Save Deal
 Dell is racing to sway investors and save a deal. The company is expected to announce a major restructuring in the near future.

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

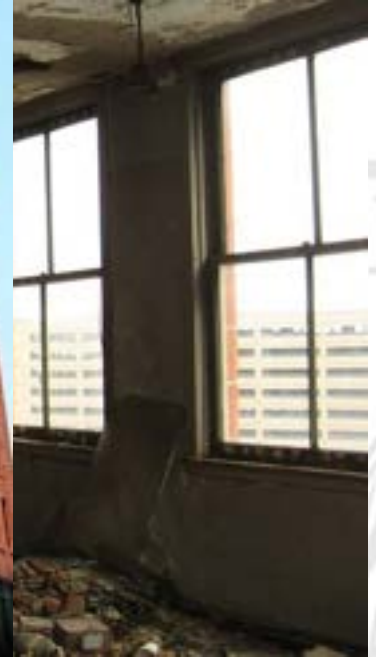
← WORLD'S GREATEST PLACES 2022

Detroit

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

Rayl Haro

/2019



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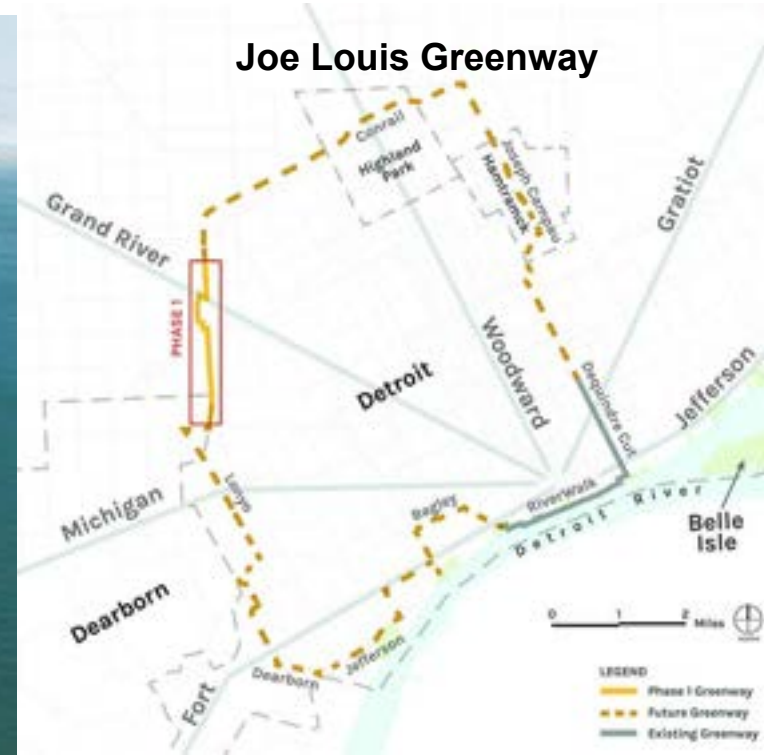
**SHINOLA HOTEL AWARDED
DETROIT'S FIRST MICHELIN KEY**

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