

MIDTOWN DETROIT, INC.

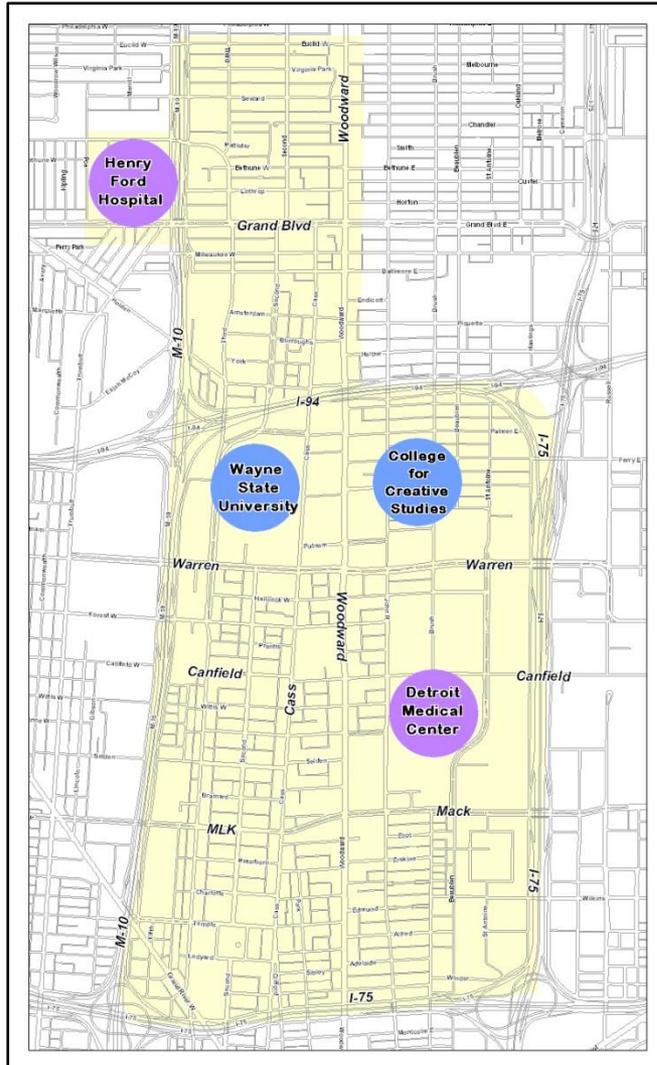
NEW PARTNERS FOR SMART GROWTH
CONFERENCE

2014

SUSAN MOSEY
PRESIDENT, MIDTOWN DETROIT, INC.

MIDTOWN
DETROIT (INC)

MIDTOWN DETROIT, INC. (MDI)



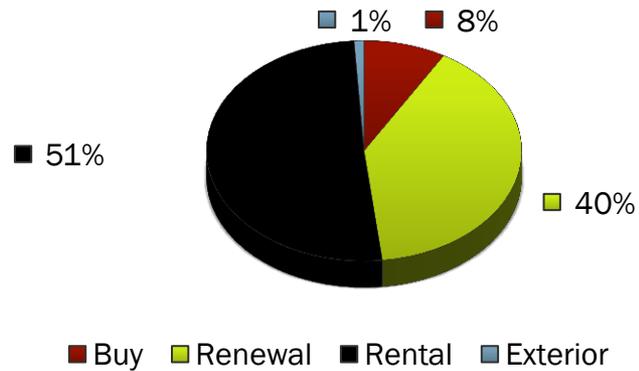
Anchor Partners

- College for Creative Studies (CCS)
- Detroit Medical Center (DMC)
- Henry Ford Health System (HFHS)
- Wayne State University (WSU)

LIVE MIDTOWN INITIATIVE

Closed Applicants

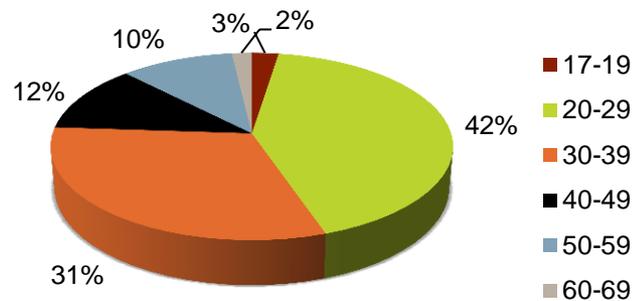
| | |
|----------|-----|
| Buy | 66 |
| Renewal | 311 |
| Rental | 398 |
| Exterior | 8 |
| Total | 783 |



LIVE MIDTOWN INITIATIVE

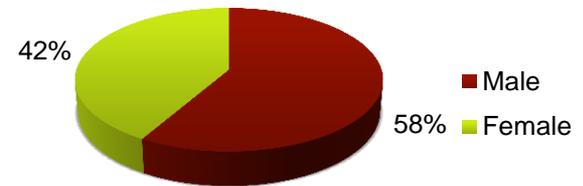
Applicant Age & Gender

| | |
|--------------|-------------|
| 17-19 | 2% |
| 20-29 | 42% |
| 30-39 | 31% |
| 40-49 | 12% |
| 50-59 | 10% |
| 60-69 | 2% |
| Total | 100% |



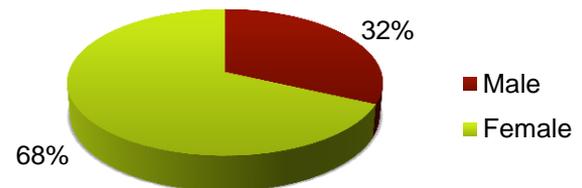
Buyer

| | |
|--------------|-------------|
| Male | 58% |
| Female | 42% |
| Total | 100% |



Renter

| | |
|--------------|-------------|
| Male | 32% |
| Female | 68% |
| Total | 100% |



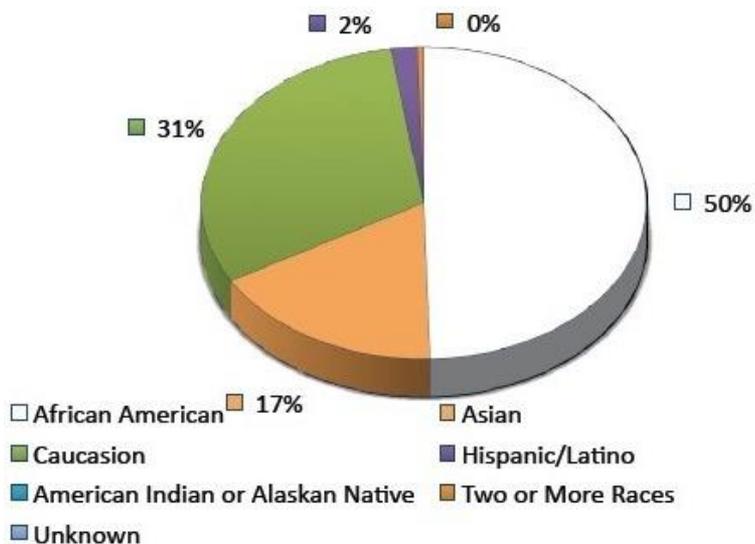
LIVE MIDTOWN & DOWNTOWN INITIATIVES

LIVE MIDTOWN

New Renter Race

| | | |
|-----------------------------------|-----|-----|
| African American | 104 | 50% |
| Asian | 36 | 17% |
| Caucasion | 65 | 31% |
| Hispanic/Latino | 4 | 2% |
| American Indian or Alaskan Native | 0 | 0% |
| Two or More Races | 1 | 0% |
| Unknown | 0 | 0% |

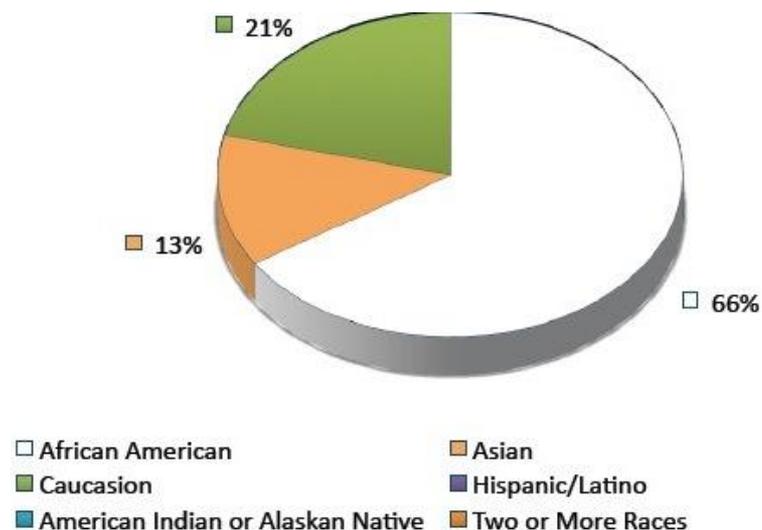
Total **210 100%**



New Buyer Race

| | | |
|-----------------------------------|----|-----|
| African American | 25 | 66% |
| Asian | 5 | 13% |
| Caucasion | 8 | 21% |
| Hispanic/Latino | 0 | 0% |
| American Indian or Alaskan Native | 0 | 0% |
| Two or More Races | 0 | 0% |
| Unknown | 0 | 0% |

Total **38 100%**



ANCHOR PROCUREMENT INITIATIVE

Source Detroit (Buy Detroit)

- \$20M of new local buying from anchor institutions to Detroit-based businesses.
- Institution vendor fair held to engage more businesses.



Milano Bakery

HFHS PILOT INITIATIVES

Pilot Initiatives

- Cardinal Health
- Balance Concierge
- Avalon Bakery
- Community Builders



CCS PILOT INITIATIVES

Shinola



HOUSING DEVELOPMENT



70 W. Alexandrine



Cass Plaza & The Davenport



Ferry Kirby Townhomes