



FOR IMMEDIATE RELEASE
January 10, 2017

CONTACT:
Mike Scott
C: 248-766-9482
msscott@mccicorp.com

Vice President Biden joins Detroit Mayor Mike Duggan as Motor City Match awards \$600,000 in grants to 15 new & growing Detroit businesses

Round 6 Cash grant total is the largest amount in a single round since the program launched two years ago

DETROIT, January 10, 2017 – Vice President Joe Biden joined Detroit Mayor Mike Duggan today at ceremonies where 15 Detroit entrepreneurs earned Motor City Match grants to open or expand their business in the city.

Since the program was launched nearly two years ago, Motor City Match has distributed nearly \$3 million in grant funds to more than 60 local businesses and assisted more than 570 entrepreneurs. This sixth round of grant awards, totaling \$600,000, is the largest amount ever offered in a single round since the program's inception.

Every three months, Motor City Match connects new and expanding businesses with Detroit real estate opportunities and provides them with the funding and technical support needed to help them succeed.

“Vice President Biden and the Obama administration have been tremendous friends and supporters of the city of Detroit, so it's great to have the Vice President in our city one more time to participate in this great event,” said Mayor Mike Duggan. “The Motor City Match program is just one example of how federal support is helping Detroit to grow its economy by supporting its entrepreneurs.”

Motor City Match is funded with more than \$7 million in federal community block grant funds distributed to Detroit, as well as with city funds approved by Detroit City Council and support from local foundations.

The program has helped to create a strong pipeline of businesses in various stages of development. More than 570 entrepreneurs have received assistance through Motor City Match, including more than 60 that have received grant funds. So far, 15 MCM businesses have opened or expanded and 17 more are under construction with openings expected in 2017.

Among the winning MCM businesses so far:

- 76% are minority owned
- 54% are minority-women owned
- 68% are women owned
- 62% of are owned by native Detroiters

In the program's sixth round, grants ranged from \$10,000 to \$75,000 and winning businesses include:

- Youth empowerment center
- Artist's incubator
- Several restaurants and cafes
- Custom furniture and housewares manufacturer
- Metalsmithing and jewelry making studio
- Bookstore
- Massage therapy center

Among the Round 6 recipients is Karissma Pringle, a young designer and creator of precious and semi-precious metal jewelry, who will be opening a design and manufacturing studio in a Quonset hut in the True North art-centered development on Grand River Avenue. Pringle is a Detroit native who has grown an international reputation for her skills. She returned to Detroit to expand her business, which will include casting services for other jewelry designers and a retail space. Her \$35,000 grant will help with purchasing equipment and other startup costs.

As Motor City Match progresses into its second year, businesses are opening or expanding into neighborhoods that have seen very few new businesses open for a long time, said Mayor Mike Duggan. "Detroiters always have had an entrepreneurial spirit and Motor City Match is helping more of them to live out their dream to become their own boss and play a larger role in Detroit's comeback."

Along with grants, Motor City Match provides assistance to entrepreneurs who need help writing a business plan, finding a space or planning a renovation. Other Round 6 award levels included the following:

- 50 Business Plan Awardees
- 26 Space Awardees
- 8 Design Awardees

Today's awards presentation was held inside a Motor City Match winning business, which re-activated a vacant Detroit Police Department precinct headquarters into a training center and business hub. The Detroit School for Digital Technology (DSDT) is located in the old Detroit Police Department Third Precinct building. DSDT is a post-secondary school focused on 21st century media technologies, including video, graphic design, 3D printing and coding. Jamie Kothe, school director and CEO, was a Motor City Match Round 1 Space awardee and a Round 2 Cash awardee. Funds from the Cash award supported the renovation of the DSDT space.

"Motor City Match has exceeded our expectations and is quickly becoming a national model for how to revitalize neighborhoods through small business and support for diverse urban entrepreneurs." said Detroit Economic Growth Corporation President and CEO, Rodrick Miller.

Applications are available on the first day of each financial quarter. The next application window for building and business owners to apply to Motor City Match will be open from March 1, 2017 to April 1, 2017. Application details are available at www.MotorCityMatch.com.

About Motor City Match

Motor City Match is a unique partnership between the City of Detroit, the Detroit Economic Growth Corporation (DEGC), the Economic Development Corporation of the City of Detroit (EDC) and the U.S. Department of Housing and Urban Development (HUD). Competitive financial assistance is supported by a broad partnership of Southeast Michigan community development financial institutions, foundations and corporations. For more information about the program and how to apply, please visit www.MotorCityMatch.com.

###

Editor's Note: A downloadable media kit is available at:
<http://www.motorcitymatch.com/news-event/>



Round 6 Awardees



CASH

Business Awardees



People Skate Shop

2000 Michigan Ave.
\$10,000 grant winner

A family-owned and operated skateboard, snowboard and apparel retailer. They work closely with local nonprofit, Community Push, to develop local skate parks and donate equipment to youth.



Truth Bookstore

16180 Meyers Rd.
\$15,000 grant winner

Truth Bookstore is a book retailer and gift shop that also provides information and resources to enrich, empower and educate the community at-large.





Cake Ambition

4154 Third St.

\$25,000 grant winner

Cake Ambition is a bakery specializing in custom wedding and sculpture cakes in addition to coffee, pastries, old fashioned candy and a proprietary cake sundae bar.



LoveLifeSwagger

277 Gratiot Ave.

\$30,000 grant winner

LoveLifeSwagger is a premium streetwear brand offering high quality clothing with in-house design and light manufacturing.





Loose Massage Therapy Plus LLC

19485 Livernois
\$30,000 grant winner

Loose Massage Therapy is a community focused massage therapy business that educates clients on the importance of personal and preventative care, in addition to providing high quality and affordable services.



Mutual Adoration

14500 Kercheval
\$35,000 grant winner

Mutual Adoration makes custom handcrafted furniture, frames, and housewares using locally sourced reclaimed wood from Detroit homes and buildings.





Casting de Khrysopeia

4719 16th St.
\$35,000 grant winner

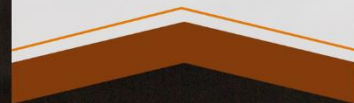
Casting de Khrysopeia is an experiential boutique, manufacturing, and design house specializing in precious and semi-precious metal jewelry, hand-bags and fragrances.



Nicks Detroit

16807 W. Warren
\$40,000 grant winner

Nick's Detroit is a family-operated neighborhood restaurant and sports bar, expanding their business into a larger space to accommodate a patio and more menu offerings.

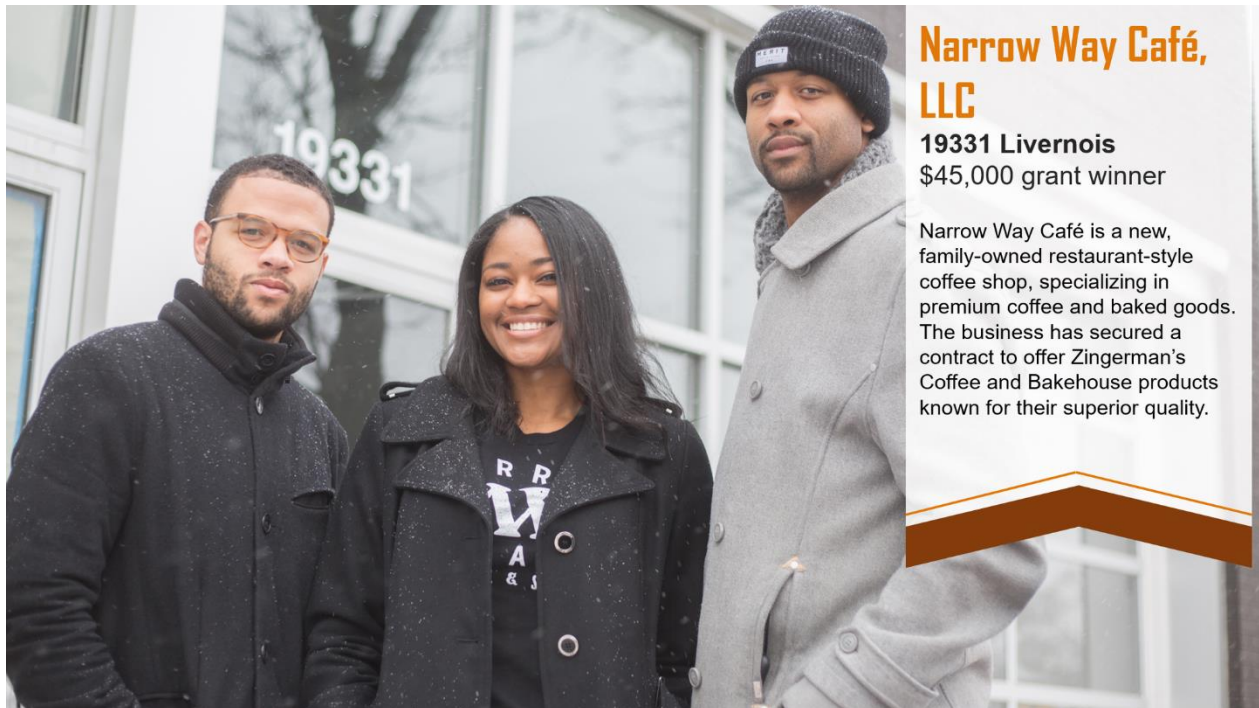




Eastern Market Brewing Company

2515-2519 Riopelle St.
\$40,000 grant winner

Eastern Market Brewing Company is a community centered microbrewery and taproom with a focus on sustainable, socially conscious business.



Narrow Way Café, LLC

19331 Livernois
\$45,000 grant winner

Narrow Way Café is a new, family-owned restaurant-style coffee shop, specializing in premium coffee and baked goods. The business has secured a contract to offer Zingerman's Coffee and Bakehouse products known for their superior quality.



SavannahBlue

1427 Times Square
\$50,000 grant winner

SavannahBlue is a dinner-only Southern inspired restaurant and lounge located downtown. They are expanding into the building's first floor to accommodate an outdoor patio, breakfast and lunch menus, deliveries, and private event space.



Rocco's Deli

3627 Cass
\$50,000 grant winner

Rocco's Deli is a full service Italian deli offering an inspiring selection of cured meats, cheeses and specialty items, prepared foods, sandwiches, and a selection of beer and wine.



Montgomery Psychological Services, PLLC

2835 Bagley
\$55,000 grant winner

Montgomery Psychological Services is a behavioral health and youth empowerment center, offering youth an opportunity to turn their talents into a career and better their quality of life by addressing strengths, weaknesses, and emotional issues through therapy.



Detroit Artist's Test Lab

14616 Mack Ave.
\$65,000 grant winner

Detroit Artist's Test Lab is an artist incubator, co-working space, and resource center. The space will feature a gift shop, pop-up gallery, event area, outdoor patio, and office space.



Tiki's Treasures

2641 West Grand Blvd.

\$75,000 grant winner

Tiki's Treasures is a consignment shop, providing upscale retail options at bargain prices to the surrounding community. The business is locating into a mixed-use development with retail on the first floor and housing units upstairs.

DESIGN

Business Awardees

Cabresto Imports Corp	Owner and importer of award winning spirits
Children's Art Gallery & Workspace	Enhancement program for children
Detroit Mushroom Factory	Open source sustainable mushroom farm
Old World Style Almonds, Inc.	Manufacturer and retailer of gourmet roasted nuts
Olive Seed, LLC	Corporate and community wellness provider
Pause Detroit, LLC	Coffeehouse & wine cafe
Playground Detroit LLC	Arts & creative sector
Textures by Nefertiti	Full service natural hair salon



SPACE

Business Awardees

A Mother's Love Child Care 11	Child Day Care
Artistic Flesh Tattoo & Supply	Tattoos, Piercings and Industry Supplies
Baskin Tax Service	Tax Preparation and Financial Services
Bella Body Fitness (Detroit) Health & Wellness Group	A Health and Fitness Studio
Blessed and Highly Favored Juice Bar	Healthy Food and Juice Bar
Dapper Diamond Body Care LLC	Body Care Product Lines
Detroit S.O.A.R.	Community Food Hub for Entrepreneurs
Detroit Soccer District	Multi-Sport Facility
Drizzle Dreams	Chocolate-Covered Fruit and Snacks
First Class Committee	Fashion Retail
Funny Girl Coffee, LLC	Coffee Shop and Comedy House
Innovative Game Designs	Manufacturing Custom-made Chess Boards
Kaleidoscope Baked Goods	Late Night Bakery, Lounge and Cafe
Little Big World, INC	Indoor Playground, Paint & Party Gallery
Mocco Bar & Kitchen	A Full-service Fusion Restaurant
Nauti Novelties	Intimate Apparel
P'Lacio's Inc	Latin American Street-food Restaurant
R.A.M.P. Detroit	Athletic Recovery Lounge
Red Triangle Pizzeria Napoletana	Neapolitan Style Wood Fired Pizzeria
Rosielee's Restaurant, Concessions & Catering Co.	Specializing in Smoked meats, Soups and salads
SEGWAE LLC	Day Camp



SPACE

Business Awardees, cont.

Tabcat Detroit	Folkloric Dance / Fitness / Music / Health / Art
Teena Cathey Lifestyle LLC	Fitness and Lifestyle brand
The Improv Advantage LLC	Entertainment, Training and Education
The Kitchen Crew	Cooking Classes for Kids
The Standard Detroit	Detroit's New Standard for Fashion



BUSINESS PLAN

Business Awardees

3 Queens	Children Fun Center
A Piece of Detroit	Memorabilia Store Focused on Detroit
AG interiors and Design	Learning and Activity Community Center
Bellviso Global Spa	Day Spa and Salon
Breathe Swim School	Indoor Water Education Facility
Brown Eyez Beauty Supply, LLC	Health & Beauty Supply
BUTTONS AND CHANGE	Merchandising/Manufacturing of Promotional Materials
Cockadoodle	Scalable, Premium Smoked-Chicken Brand
Cody Bryant Holdings	Clothing Store and Design Studio
Crepe City	A Mobile Creperie & Catering Company
Cup of Morningside	Entertainment Café
Dark Features	Small Community Boutique
Delta City Chamos	A Blatino Fusion Restaurant
Detroit Ballet Dance Company	Ballet Dance Company
Detroit Native Apparel	Clothing Inspired by Detroit Culture
Develop ARCHITECTURE	Architecture Firm
Dr. Octek IT Services and Support	IT Inspired: Learn, Teach, Grow
Exquise Fire & Safety	Fire/Safety Protection Commercial, Residential
Friends of Fathers, LLC	Helping Fathers with Life Issues
Geo NetZero, L3C (GNZ)	Geothermal & Renewable Energy Training and Installing
Health Food Cafe and Catering	Health Food Restaurant Cafe and Catering
Heirs Creative Company	Urban Art & Clothing Design
IAAF Inc. (It's All About Fun)	Family Entertainment And Educational Center



BUSINESS PLAN

Business Awardees, cont.

iKURLY, LLC	Natural Hair Care Product
Level Up Upscale Shirt Depot	Retail Store With Casual Shirts
Linking Everyday Extraordinary People, Inc.	Education, Wellness, Entertainment, Incubator and Co-Op
Literacy Intervention Tutoring, LLC	Testing and Reading Instruction Provider
Metro Strategies, Inc.	Construction utilizing unmanned aerial vehicles
Michigan Expedited Logistics	Freight Brokering Firm
MotiCoach LLC	Motivational Fitness and Nutrition App
Nefertiti's Gourmet	Food Truck Entrepreneur
Orchard	Community Orchard Supplying Fresh Fruit
Perception Essence	Hair Product Company
PrimLuxe Creations	Banquet Hall and Event Planning
Recyclinx Community Recycling Services	Environmental Services Company
Robot House	STEM Education Grades 6-12
Royal & Rebellious	Clothing Retailer, Seamstress and Tailor
Rush Fitness Café	Healthy Foods Fitness Cafe
S.T.R.I.V.E. Universal LLC	Online Graphic T-shirt Company
Skinny Mika Healthy Eating	Clean Eating Food Service
SPINNERS Premier Cycle Studio	Premier Indoor Cycle Studio
Squish&Scrub	Consumer Product Goods for Pets
Star Manufacturing Company	Clothing Manufacturing Company
Stewart Spirit and Beverage Group	Indie Spirits and Energy Producer
Tasty Treats Parlor	Ice Cream Parlor
Thee Fashion District	Retail / Apparel Manufacturing / Print company
Timeless Fashions Resale	Timeless Resale at its BEST



BUSINESS PLAN

Business Awardees, cont.

Uptown Girl Trends	Women's Fashion Boutique
Wild Strawberries Indoor Playground	Indoor Playground for Children
ZoeMya Learning Academy	Childcare and Daycare Facility



SPACE

Building Owner

Property Street Address	Type of Building	Available Square Footage	Multi-tenant Building?
10605 Mack	Other	35090	No
11354 Dexter	Commercial	10000	Yes
12330 Chalmers	Commercial	3000	No
14000 W. Seven Mile	Commercial	6000	No
14003 Rosa Parks	Commercial	8000	Yes
15715 E Warren	Commercial	5000	Yes
1741 Atkinson	Commercial	5200	Yes
1825 21st	Warehouse	13000	No
18999-19011 Livernois	Commercial	7500	Yes
19458 Livernois	Commercial	1400	No
2448 Riopelle	Commercial	2300	Yes
2515 Riopelle	Commercial	5200	No
3301 Junction	Commercial	3200	Yes
3439 Livernois	Co-working	22000	Yes
4032 Toledo	Commercial	12000	Yes
4400-4426 W Vernor Hwy	Commercial	4300	Yes
5157 Stanton	Warehouse	3000	Yes
5249 McClellan	Commercial	3000	No
6301 Michigan	Office	3000	Yes
6330 E Jefferson	Commercial	4068	Yes
7400 Interval	Commercial	100000	No
9215 E Jefferson	Commercial	1700	Yes