THE MOTORCITYMATCH MAGAZINE

VOLUME 1: DETROIT'S BUSINESS CHALLENGE TWO YEARS LATER



FEATURING:

PROGRAM OVERVIEW

MOTOR CITY METRICS

MAPPING
MOTOR CITY MATCH

SPOTLIGHT ON:

WORKFORCE DEVELOPMENT

HEALTH & WELLNESS

CO-WORKING SPACES

MAKERS

SUMMER 2017

MOTORCITYMA

WWW.MOTORCITYMATCH.COM


Coffee & Community
DETROIT
150
1220
7526
8932



MOTOR CITY MATCH

CASH AWARDEES ROUND 1-8

Mayor's Office

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Phone 313•224•3400
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August 14, 2017

After two years of Motor City Match, I'm excited to say that Detroit continues to show that it is a leading city for entrepreneurs.

Every single quarter, the program has awarded up to $500,000 to existing or aspiring business owners who want to start or expand their business in Detroit. So far, we have awarded 87 businesses with a total of $3.9 million in grants, leveraging $24 million in neighborhood investments.

We know that small businesses drive local economies. They create jobs for residents, foster a unique sense of place and provide the goods and services that make our neighborhoods great places to live. We've helped 25 businesses open, creating nearly 250 neighborhood employment opportunities for Detroiters. We also have 62 projects in the development pipeline – businesses in the midst of construction and closing on financing – that will create hundreds more new jobs.

Many of these Motor City Match projects are in neighborhoods within our City Neighborhood Revitalization Strategy Areas. We are very intentional about building strength upon strength to create dense, walkable neighborhoods for every Detroiter to enjoy.

When viewing program impact in its entirety, the numbers are incredible. Across all award tracks, we've provided support for 763 existing or aspiring businesses – awardees that are truly representative of the city's population. We've got Motor City Match awardees in almost every industry – from daycares and restaurants, to workforce training and pharmacies – contributing to the growth of Detroit's vibrant small business ecosystem. This lets us know that Motor City Match has become an effective tool that gives Detroiters more resources to make our city the best place to live, work and play.

I couldn't be more proud of what we've accomplished together and look forward to even greater successes to come. Thank you for all you have done to make Motor City Match such an important part of our strategy to bring growth and opportunity to every area of our city.

Sincerely,

Mike Duggan
Mayor, City of Detroit

MOTORCITYMATCH

DETROIT'S BUSINESS CHALLENGE

MOTOR CITY MATCH

APPLICATION DATES

Each Quarter, MCM awards up to $500,000 in cash grants.



APPLICATIONS OPEN	APPLICATIONS CLOSE
MARCH 1	APRIL 1
JUNE 1	JULY 1
SEPTEMBER 1	OCTOBER 1
DECEMBER 1	JANUARY 1

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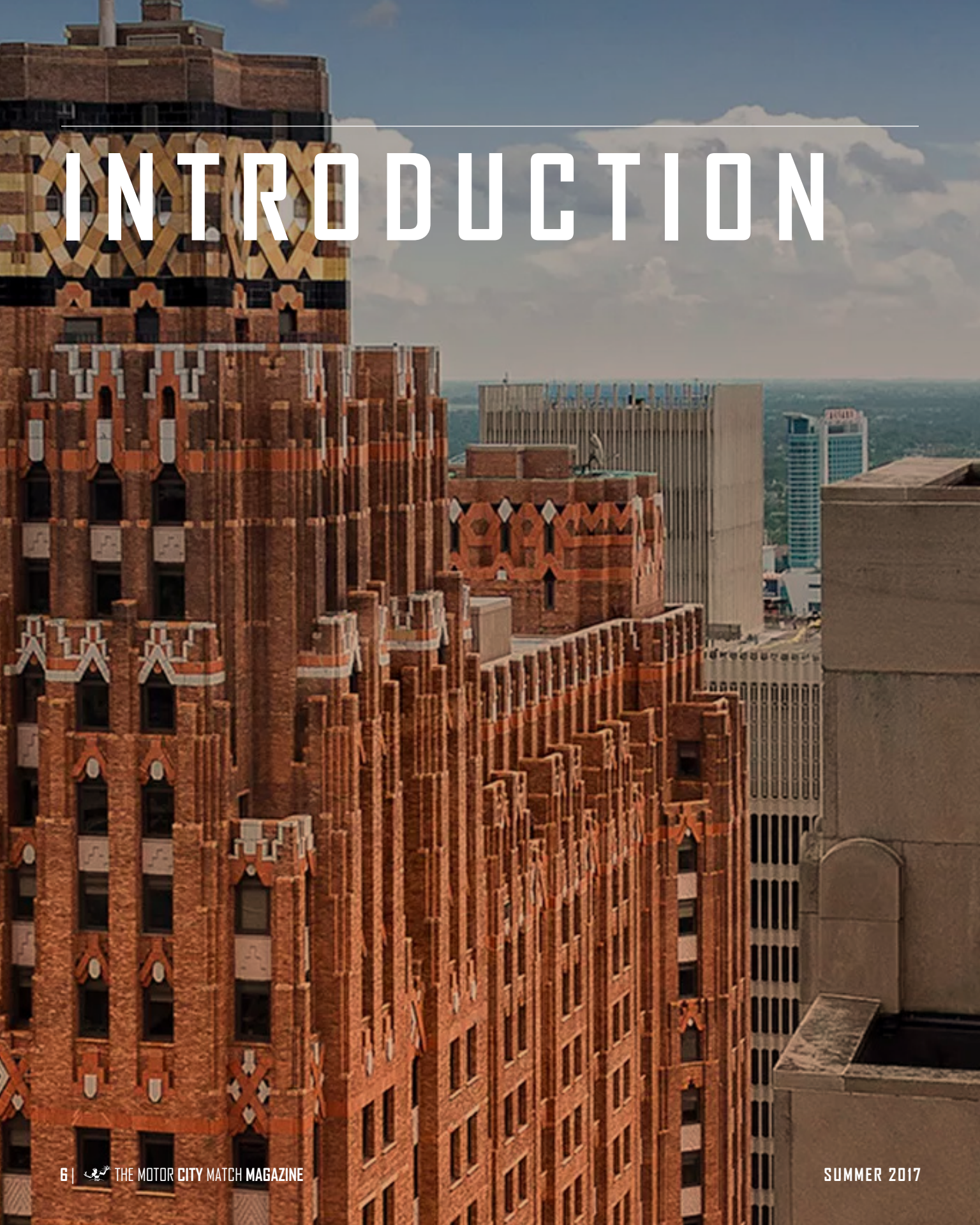
INTRODUCTION



To understand why Motor City Match exists, we have to go back to how things were before we launched. Across Detroit stood thousands of vacant properties with limited information on who owned them or what condition they were in. At the same time, there were thousands of entrepreneurs who had a passion for starting a business in Detroit, but lacked the money or expertise to renovate a space. It was not enough to just know how to run your business, entrepreneurs had to play the role of architect and general contractor to repair a building that had been vacant for years. This not only effected business owners that were considering Detroit over other cities, it also stalled opportunities for Detroit entrepreneurs who had nowhere else to go.

Understanding that a true economic renaissance was not possible unless the small business environment was easier to navigate and more accessible to all, the Mayor's office and Detroit Economic Growth Corporation worked together to come up with a solution. Fortunately, the city had a great deal of momentum. Philanthropy support had helped to make the small business ecosystem robust. The success of earlier programs provided confidence that more could be done with a government-led program. Finally, the U.S. Department of Housing and Urban Development was courageous in allowing an innovative use of federal funds.

The result was Motor City Match, which would offer resources not readily available in the ecosystem and coordinate with existing services providers to help make their work more effective. Motor City Match was designed to be small a business development hub connecting entrepreneurs to resources at every stage, from Idea to Open. No matter where an entrepreneur is on the journey to opening its doors (turning an idea into a business plan, finding the right location, designing a plan for buildout, or gaining access to capital), Motor &City Match is equipped to help a business advance toward their ultimate goal.

Two years and $4 Million in committed grants later, Motor City Match has directly impacted nearly 800 businesses across the city and signaled to thousands more that Detroit is one of the best cities in the country to be an entrepreneur. We have supported businesses from industries of every stripe, located in every corner of the city and representative of Detroit's unique population. More important, we now have a pipeline of hundreds more businesses that will continue to fuel Detroit's entrepreneurial revolution.

Detroiters would be proud to know that cities across the country are paying attention to what we are doing and are seriously interested in replicating Motor City Match. Cleveland, Memphis, Philadelphia, New York, among others, have all reached out to learn more about what Detroit is doing for small businesses. It has been humbling to see how much impact the program has had, but it is critical that Detroit is, once again, a national thought leader.

This should not suggest that the program is perfect. An unprecedented initiative of this scale (five concurrent competitions) and pace (every 90 days) is bound to stumble. Importantly, we have learned from our mistakes and made improvements to the process each round to more effectively meet the needs of entrepreneurs. It is in that spirit that we strive continuously to find new ways to be better and to do more to help Detroit businesses succeed.

While this two-year mark gives us a moment to appreciate how far we have come, it is in no way cause for us to rest. If our success has shown us anything, it has shown that there is still much work to be done before the excitement, energy and prosperity enjoyed in some of our neighborhoods is present in all of them. If those of us who love this city remember to honor its past, commit ourselves to seizing the opportunities of the present, and believe wholeheartedly in the limitless potential of Detroit's future, then we have a chance to the lift this city to heights it has never seen.

Here's to two years of helping Detroiters manifest their dreams of self-determination and to many more ahead.



Sincerely,

Anthony L. Askew

Program Manager,
Motor City Match

DETROIT ECONOMIC
GROWTH CORPORATION

MOTOR CITY METRICS

AFTER 2 YEARS & 8 ROUNDS

MOTOR CITY MATCH HAS HELPED

763 BUSINESSES WITH

BUSINESS PLANNING • SITE SELECTION • DESIGN ASSISTANCE • GAP FUNDING

78% MINORITY-OWNED BUSINESSES

68% WOMEN-OWNED BUSINESSES

61% OWNED BY DETROITERS

310 spaces

2.5M ft.²
IN DETROIT
REAL ESTATE

$3.9M IN GRANTS TO **87** BUSINESSES

$24M IN NEIGHBORHOOD INVESTMENTS LEVERAGED

MOTORCITYMATCH
DETROIT'S BUSINESS CHALLENGE

PROGRAM OVERVIEW

MOTOR CITY MATCH (MCM) was designed to address barriers that existed for building and business owners in Detroit. The overarching goals of the program are to remove blight, activate vacant space and revitalize commercial corridors while supporting the growth of new small businesses and creating inclusive, diverse economic opportunities for Detroit's neighborhoods. We do this by providing resources at critical stages in the development of a business. We provide planning tools for entrepreneurs to start or grow, connect new and expanding businesses with Detroit's quality real estate opportunities and provide businesses with resources they need to understand the financial implications of their project. Finally, we facilitate access to capital by providing competitive grants, loans and counseling to both buildings and businesses to overcome capacity and financial gaps. The program accomplishes all these goals through a city-wide competition – and we do it every 90 days. The program has also helped strengthen neighborhood commercial activity by building upon city-led and hyper-local activities already in motion and, in other cases, supporting catalytic projects that signals to other entrepreneurs that Detroit is a great place to do business. From Idea to Open, we have built a strong pipeline of qualified entrepreneurs and real estate opportunities, that we are confident can bear fruit for years to come.

1. BUSINESS PLAN



2. SPACE



3. DESIGN



4. CASH



1. Business Plan Track:

Up to 50 businesses are awarded each quarter with a free business planning course provided by one of our community partners. The course helps first-time and experienced entrepreneurs transform their business idea into a written plan.

To further assist with the specific needs of each business, awardees receive a Technical Assistance allowance of $1,000.

394
MCM BUSINESS PLAN AWARDEES

24 CLASSES HELD

70%
GRADUATION RATE FOR BUSINESS PLAN CLASSES

24
BUSINESSES WENT ON TO WIN ANOTHER MCM AWARD

84.8%
MINORITY-OWNED AWARDEES

66.7%
WOMEN-OWNED AWARDEES

57.9%
WOMEN/MINORITY-OWNED AWARDEES

2. Space Track:

Up to 25 business owners and 25 building owners are selected to match these new or expanding businesses with their ideal commercial space.

To support awardees, we partner with local service providers to offer workshops and training programs that help business owners determine the right size, location, and type of space for their business. The program also funds a property condition assessment for building owners that includes recommended improvements and estimated costs. Each property is listed on our Make a Match Map, complete with the condition assessment, contact information, and the top three selling points that highlights the building owner's vision. Through technical assistance, group workshops, and one-on-one matchmaking, Motor City Match helps build strong tenant-landlord relationships that become the foundation of sustainable businesses in Detroit's thriving neighborhoods. Space awardees receive a Technical Assistance allowance of $4,000.

225 MCM SPACE AWARDEES

23 BUSINESSES WENT ON TO WIN DESIGN AWARDS

14 BUSINESSES WENT ON TO WIN CASH AWARDS

310 TOTAL BUILDINGS

2.5M ft^2 OF REAL ESTATE

117 BUSINESSES MATCHED

72% MINORITY-OWNED AWARDEES

67% WOMEN-OWNED AWARDEES

52% OWNED BY A DETROIT RESIDENT

3. Design Track:

Up to seven (7) Design awards are provided each quarter to businesses who have secured a space and need help planning for renovations.

The award includes assistance with designing the building interior and exterior for the new business and determining costs for repairs, build-out and opening. Awardees develop a plan for their project, receive a complete set of construction documents that provides a basis for construction quotes and permitting, a pre-plan consultation with the city, and a $5,000 Technical Assistance allowance.

56
MCM DESIGN AWARDEES

2
DESIGN AWARDEES NOW OPEN FOR BUSINESS

12
BUSINESSES WENT ON TO WIN MCM CASH AWARDS

31%
MINORITY-OWNED AWARDEES

27%
WOMEN-OWNED AWARDEES

36%
WOMEN/MINORITY-OWNED AWARDEES

4. Cash Track:

Up to $500,000 each quarter is awarded to approximately 10 businesses undertaking neighborhood revitalization projects.

Awardees can receive up to $100,000 in grant funds to close any funding gaps on their project, enabling businesses to get the full capital needed to open. A key component of the Cash award track is preparing applicants to become loan-ready, and facilitating matchmaking with six lending partners using one common loan application.

Cash award applicants should have a complete business plan and design drawings, a fully executed lease or letter of intent for their space, and a strong understanding of their total project cost supported by bids from contractors..

87 MCM CASH AWARDEES

23 BUSINESSES NOW OPEN

29 BUSINESSES UNDER CONSTRUCTION

$1.7M IN GRANTS DISBURSED

67% MINORITY-OWNED AWARDEES

63% WOMEN-OWNED AWARDEES

48% WOMEN/MINORITY-OWNED AWARDEES

50% NOW ACCESSING GRANT FUNDS

TECHNICAL ASSISTANCE PROGRAM:

The Motor City Match (MCM) Technical Assistance (TA) Program is a supplemental award that is given to awardees of the first three MCM awards: Business Plan, Space and Design. The TA Program is designed to meet the individual needs of businesses by providing professional services directly to the awardee.

Awardees receive access to a TA "allowance" to spend on professional services provided by approved Motor City Match TA providers. Our list of providers generally offer services in the following fields:

- BUSINESS CONSULTING
- LEGAL COUNSEL
- ACCOUNTING & FINANCIAL PLANNING
- MARKETING & BRANDING
- INTERIOR DESIGN & MERCHANDISING CONSULTING
- ARCHITECTURAL & ENGINEERING SERVICES

For the purposes of the Motor City Match program, "technical assistance" is defined as professional services provided directly to an awardee to address a specific business need and is not considered "training" nor "capacity-building."

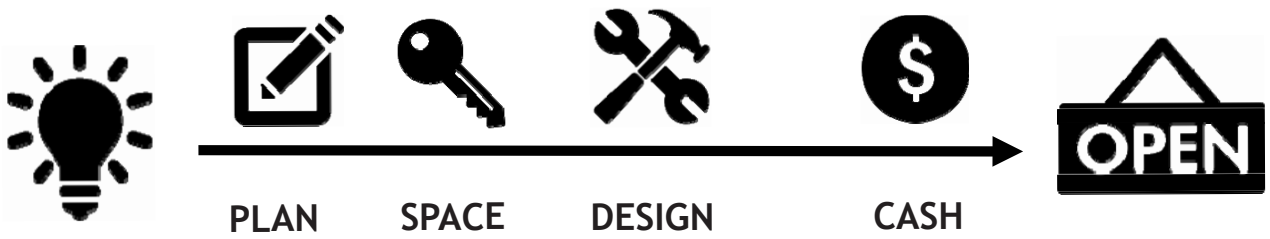
BUSINESS PLAN: $1,000 • **SPACE:** $4,000 • **DESIGN:** $5,000

To date, over 130 awardees have taken advantage of the TA Program and over $299,000 has been issued in reimbursement to approved TA providers.

MOTORCITYMATCH
DETROIT'S BUSINESS CHALLENGE

THE MCM PIPELINE

Motor City Match is designed to meet small businesses where they're at, offering awards anywhere from idea to open. The program supports entrepreneurs along every step of their journey by offering 50 free business plans, site selection assistance for 25 businesses, free architectural planning and design renderings for 7 businesses, and up to $500,000 in cash grants per quarter towards brick and mortar build-out costs. We've found that entrepreneurs who progress through each phase of this process are best set up for success.



"The application processes for each round of Motor City Match have been educational and worthwhile for us. Even when we weren't selected as awardees, the process of assembling our application materials and making the case for our business was helpful. Each time it forced us to confront the elements of business ownership that were out of our comfort zone, like maintaining financial records and understanding the best legal structure for our farm. I'd recommend that everyone go through the process of putting together an application. It's a lot of work, but it's important work. Every new application we submitted held us accountable for distilling our mission, celebrating our strengths, and identifying our weaknesses, which ultimately allowed us to get the support we needed."

– Deana Wojcik, *owner of Detroit Mushroom Factory*, Motor City Match Space, Design and Cash awardee.

36%
OF CASH GRANTEES HAVE WON AN EARLIER MOTOR CITY MATCH AWARD

34%
OF CASH GRANTEES HAVE APPLIED MORE THAN ONCE

2.65
AVERAGE NUMBER OF ROUNDS BETWEEN AWARDS FOR MOTOR CITY MATCH BUSINESSES FOLLOWING THE PROCESS



TRUTH BOOKSTORE

R1 SPACE, R2 DESIGN, R6 CASH



TIKI'S TREASURES

R2 DESIGN, R6 CASH



MONTGOMERY PSYCHOLOGICAL SERVICES

R1 PLAN, R3 SPACE, R6 CASH



O'NEAL CONTRACTING GROUP

R2 PLAN, R3 SPACE, R5 DESIGN, R8 CASH

MOTOR CITY MATCH HAS EMPOWERED US TO TAKE OURSELVES SERIOUSLY AS BUSINESS OWNERS.

WITHOUT A BUSINESS BACKGROUND, IT CAN FEEL LIKE A LEAP TO MOVE FROM CALLING SOMETHING A HOBBY OR INTEREST TO A FULL-FLEDGED BUSINESS.

MOTOR CITY MATCH HELPED US TO DEVELOP CONFIDENCE AND A SENSE OF LEGITIMACY.



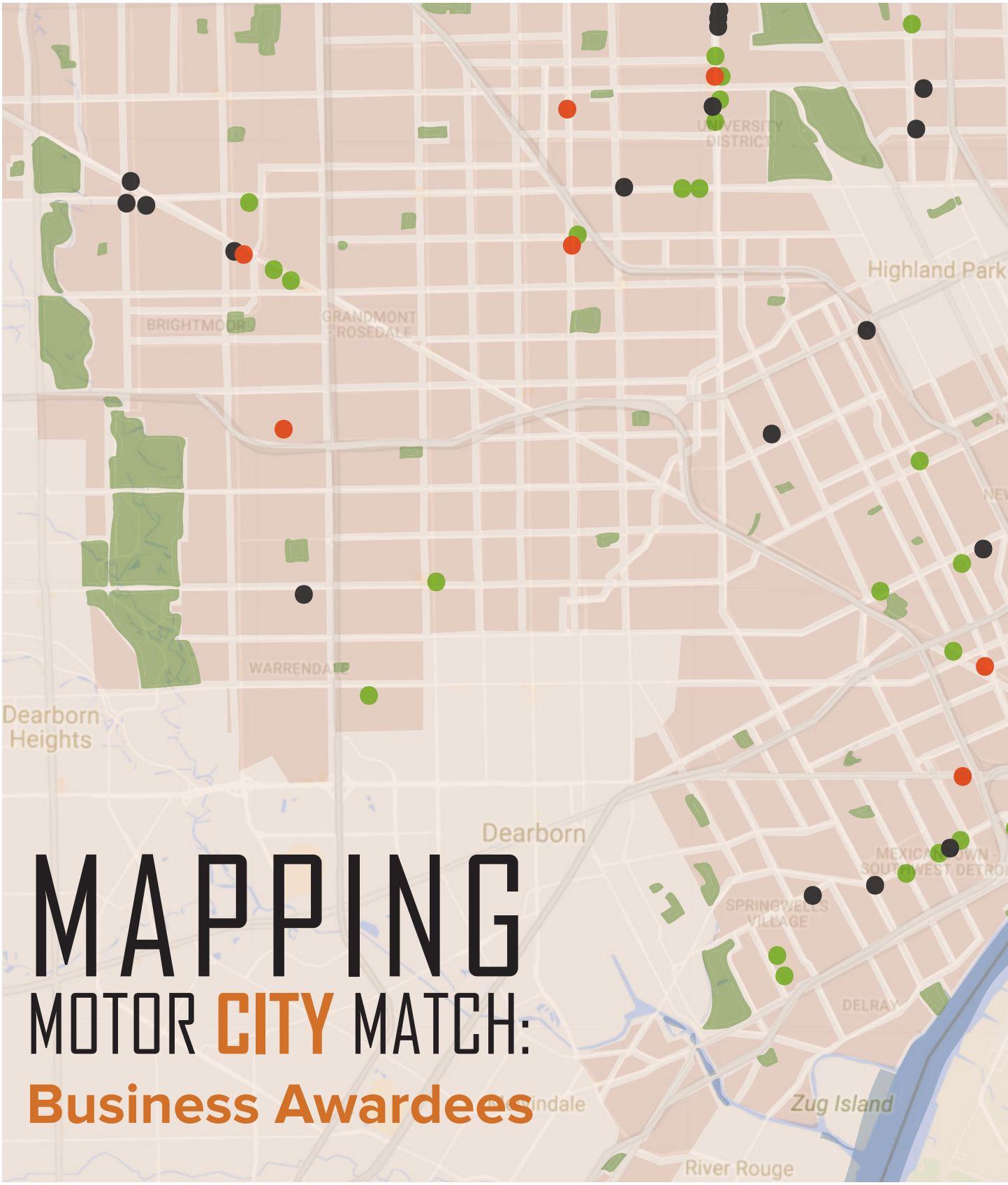
NORMA G'S

R2 SPACE, R3 DESIGN, R4 CASH



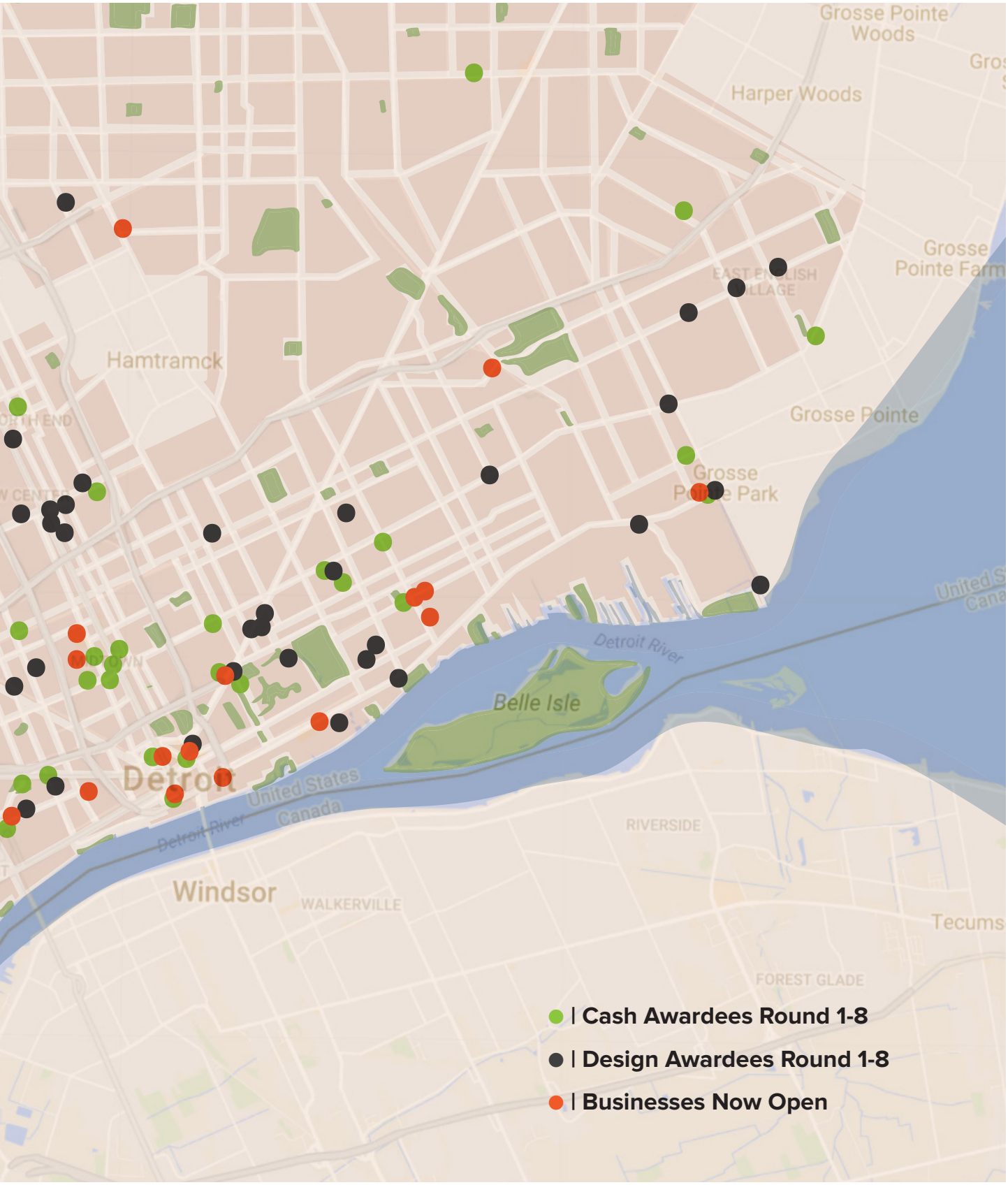
DETROIT MUSHROOM FACTORY

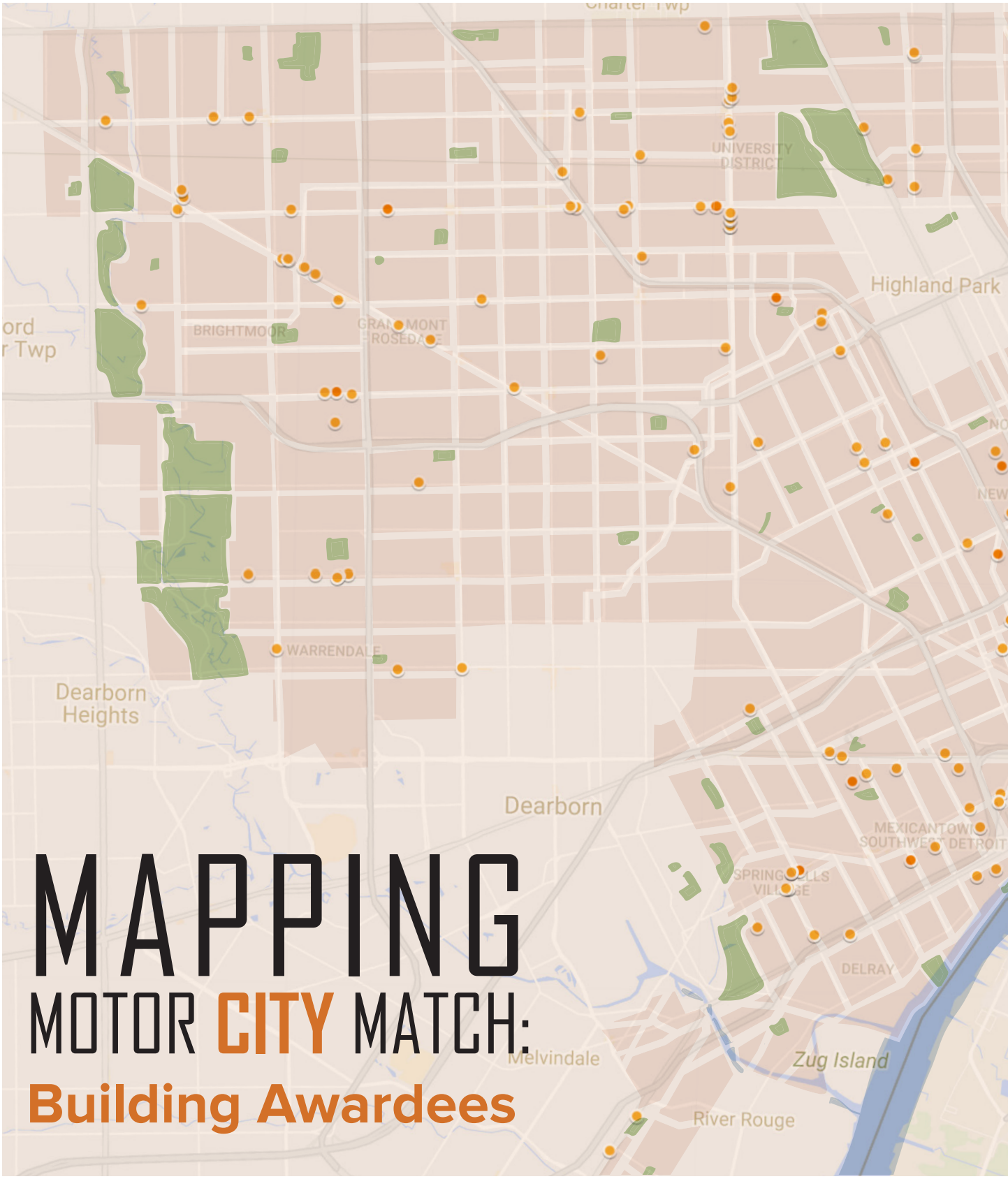
R3 SPACE, R6 DESIGN, R8 CASH



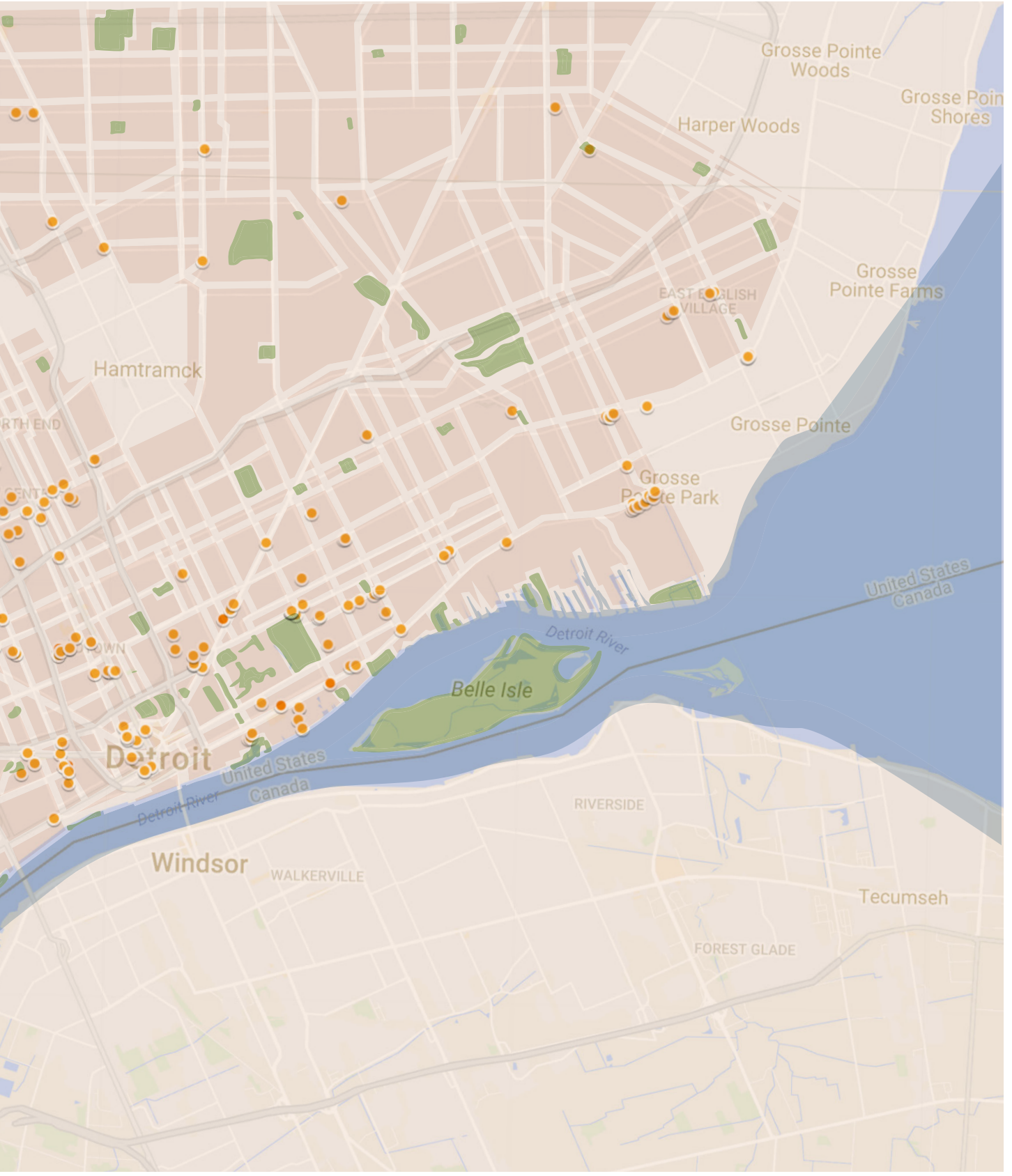
MAPPING MOTOR CITY MATCH:

Business Awardees


Grosse Pointe Woods
Harper Woods
Grosse Pointe Farm
Hamtramck
Grosse Pointe
Grosse Pointe Park
Detroit River
Belle Isle
Detroit
United States
Canada
Detroit River
RIVERSIDE
Windsor
WALKERVILLE
Tecumseh
FOREST GLADE
● | Cash Awardees Round 1-8
● | Design Awardees Round 1-8
● | Businesses Now Open



MAPPING
MOTOR CITY MATCH:
Building Awardees


Grosse Pointe Woods
Grosse Poin Shores
Harper Woods
Grosse Pointe Farms
EAST ENGLISH VILLAGE
Hamtramck
Grosse Pointe
Grosse Pointe Park
United States
Canada
Detroit River
Belle Isle
Detroit
United States
Canada
Detroit River
RIVERSIDE
Windsor
WALKERVILLE
Tecumseh
FOREST GLADE

DISTRICT 1

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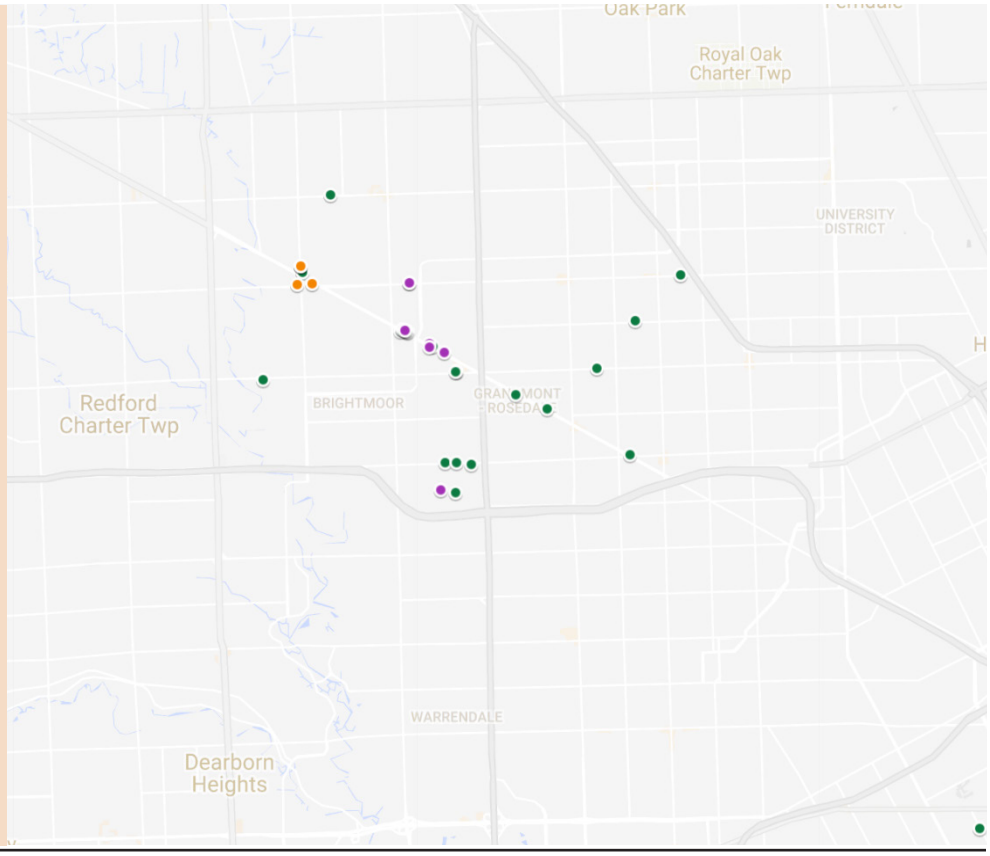
16630 Lahser
Detroit, MI 48219

SATELLITE OFFICE:

Motor City Java & Tea House
17336 Lahser
Detroit, MI 48219
(313) 766-7578



MCM DISTRICT 1 AWARDEES

La Galette Restaurant
21611 Grand River

Big Mama's Southern Kitchen
19650 Grand River

The Natural Market
19600 Grand River

Old World Style Almonds
17129 Rockdale

Impact Community Health
7405 Lahser

Artesian Farms
12843 Artesian

Always Brewing Detroit
19180 Grand River

Detroit Vegan Soul
19614 Grand River

Fit4Life Health and Fitness
19522 W McNichols

Naturally Glamorous
19151 Grand River

Rosedale Beer and Bistro
18910 Grand River

MCM PROPERTIES

12701 Southfield Rd., Bldg A
13146 W. McNichols
14200 Puritan
14400 Grand River
15050 Fenkell
15280 E. Seven Mile
15711 Warren Ave.
16022 Grand River
16801 Grand River
17330-17340 Lahser
17405 Lahser Rd.
18600 Fenkell
18604-18610 B Fenkell
18930 Schoolcraft
19120 W Grand River Ave.
19522 West McNichols
19556 Grand River
19566 Grand River
19655 Grand River Ave
21222 W Seven Mile Rd.
22735 Fenkell Ave.
3301 Junction Street
8016 Kercheval
18630 Schoolcraft

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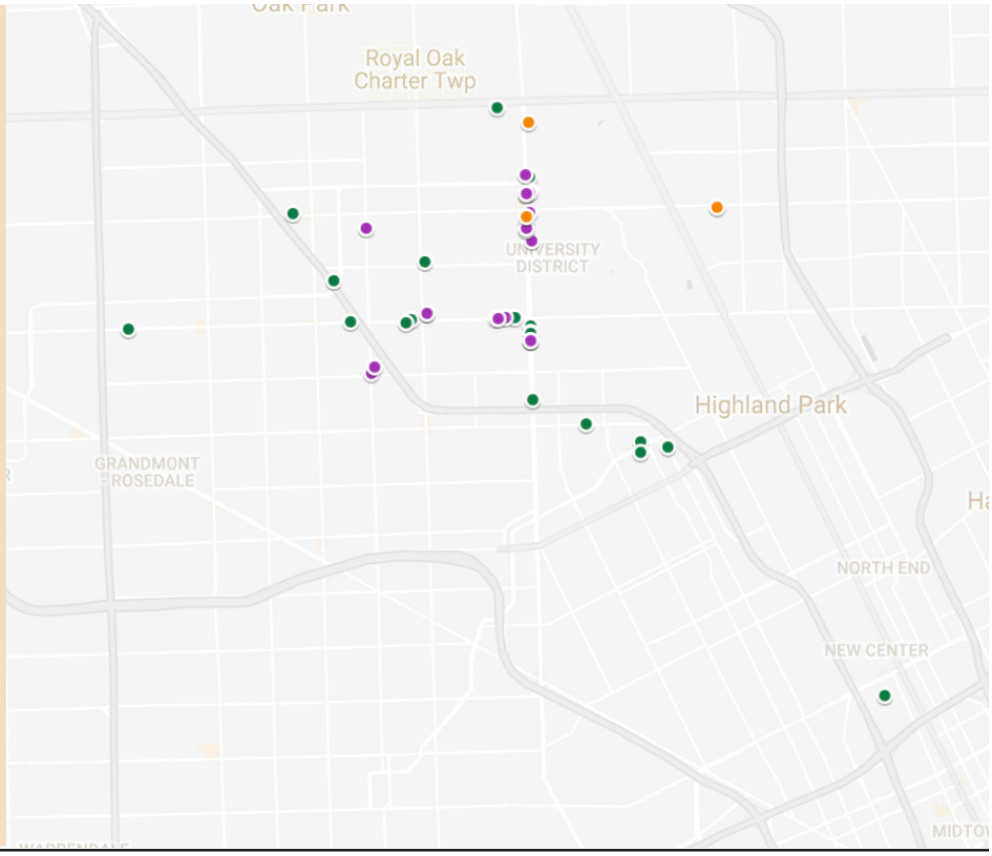

MCM DISTRICT 2 AWARDEES

O'Neal Contracting Group
17160 Wyoming

Revive My Skin
18951 Livernois

Mac Galleries
18943 Livernois

HI DEF GRAPHFXS and Media Design
16155 Meyers

R & L Color Graphics
18709 Meyers

Slyde
19344-19350 Livernois

Detroit Sip
7420 W McNichols

I'm Here/Dickinson by Design
19344 Livernois

Black Pride Beauty
18472 Livernois

Block Party
16647 & 16651 Livernois

Social Sushi
16647 Livernois

Truth Bookstore
16180 Meyers

Loose Massage Therapy Plus
19485 Livernois

Narrow Way Café
19331 Livernois

Skin Bar VII
18951 Livernois

O'Neal Contracting Group
17160 Wyoming

Simply Breakfast
7526 W McNichols

Lacquered
18685 Livernois

The Potato Lady
20238 Livernois

Zarkpa's
341 W Seven Mile

Blessed and Highly Favored Juice Bar
18999 Livernois

MCM PROPERTIES

19323,19329,19331 Livernois
18210 Wyoming
18014 James Couzens Fwy.
16915 Livernois
16909 Livernois Ave.
16849 Livernois
16833-45 Livernois
16651 Livernois
16647 Livernois
14711 Mack Ave.
14600 Mack Ave.
14542 E. Jefferson
13000 West McNichols Rd.
7640 Kercheval Ave.
7540 W. McNichols Rd.
2315 Orleans
650 W. Baltimore
80 W. Grand Blvd.
7429-7435 West 8 Mile
19344-19350 Livernois Ave.
14000 W. Seven Mile
14003 Rosa Parks
18999-19011 Livernois
19458 Livernois
12832 8 Mile Rd.
15707 Livernois
17340 W McNichols
3000 Fenkell
7140 W McNichols

DISTRICT 3

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The Matrix Center
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Detroit, MI 48205
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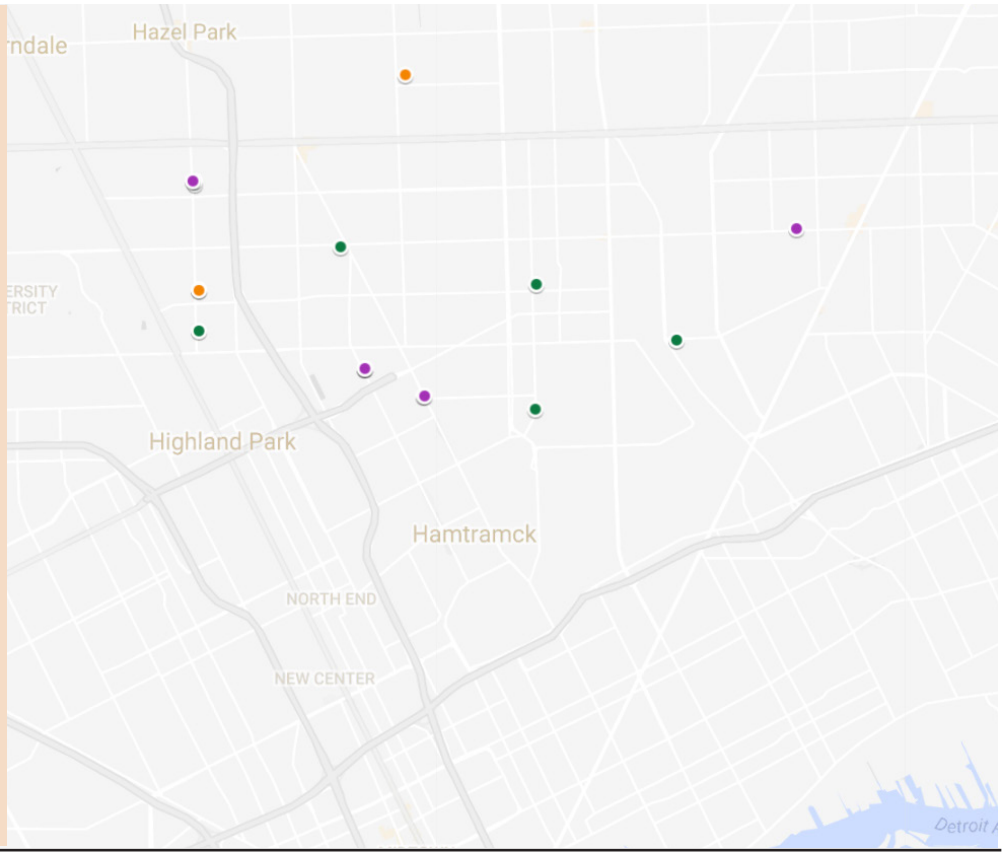

MCM DISTRICT 3 AWARDEES

Singing Tree Garden
18326 John R

Detroit Mushroom Factory
13832 Joseph Campau

Al-Wali Child Care Center
12845 Conant

Pharmacy 4 Less
13233 E. 7 Mile

Amaze-Enjoyment, LLC
20067 John R St.

MCM PROPERTIES

18320-18338 John R
2742 E. 7 Mile Road
11031 E McNichols
11731 Mount Elliot
12835 Conant
13832 Joseph Campau
14500 Kercheval
17500 John R
18070 Mt. Elliott
20030 John R
20062 John R

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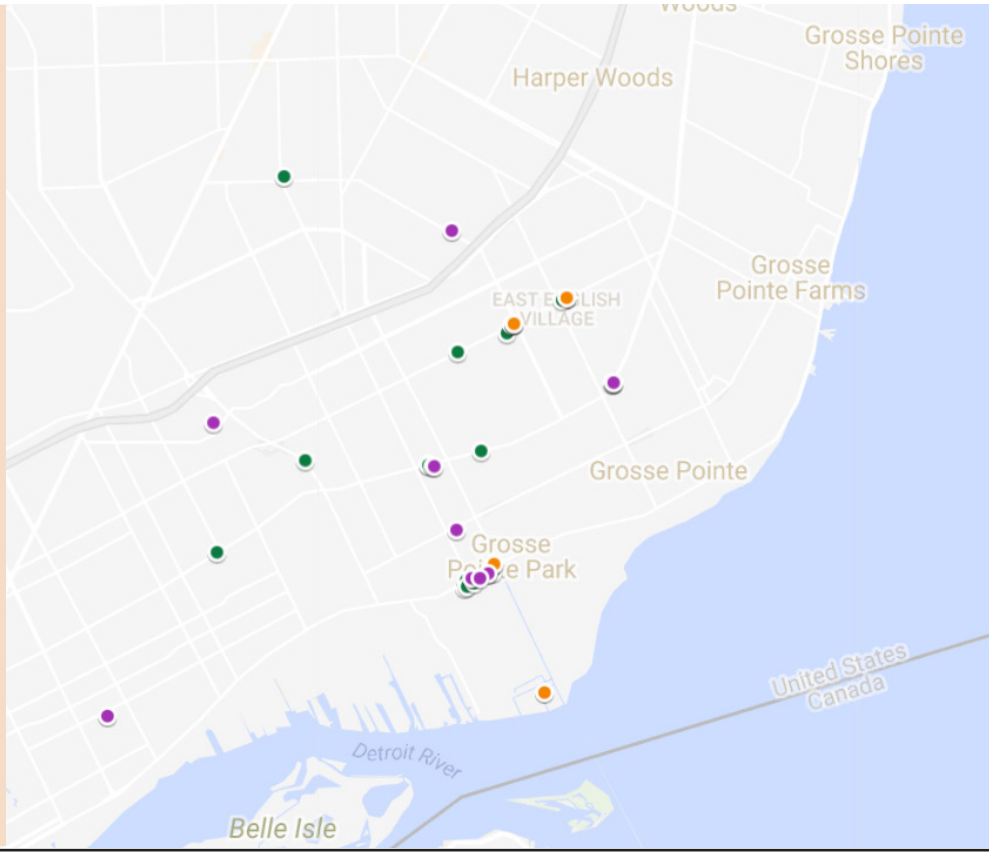

MCM DISTRICT 4 AWARDEES

Detroit River Sports
14601 Riverside Blvd.

Demitart Gourmet dba Norma G's
14628 East Jefferson

Detroit Artists' Test Lab
14600 Mack Ave.

Reilly Craft Creamery
16451 East Warren Ave.

Children's Art Gallery & Workspace
14801 E Jefferson

Mix of Hot & Soul
17163 East Warren Ave.

Coffee and (___)
14409 E. Jefferson

Demitart Gourmet LLC, dba Norma G's
14628 E. Jefferson

Lil Brilliant Mindz, LLC
11457 Shoemaker St.

The Wise Decision
7640 Kercheval

The Detroit Marshmallow Company
17215 Mack

Mutual Adoration
14500 Kercheval

Detroit Artist's Test Lab
14616 Mack Ave.

Soul 2 Go
9900 Whittier

Sfumato Fragrances
3980 Second Ave

Hustler's Wife
15715 E Warren

Bar BotÃnica
14522 East Jefferson

MCM PROPERTIES

14300 East Jefferson Ave.
14313 E Jefferson Ave.
14326 East Jefferson Ave.
14420 E Jefferson Ave.
1450 McKinstry
14525 Mack Ave.
14533 Mack Ave.
14635 E. Jefferson Ave.
1021 Manistique St.
14700 E Jefferson
14801 East Jefferson Ave.
15401 Mack Avenue
16352 E Warren Suite A-B
16411 E Warren Ave.
16437-16451 East Warren Avenue
17129 Rockdale St.
17163-69 (Unit A-B) E. Warren
17163-69 East Warren Avenue (Unit A)
17209 Mack Ave.
17800 Woodward Ave.
18985 Livernois
19126 Joy Rd.
2039-2053 Springwells St.
3980 Second
499 W. Alexandrine
4685, 4691-99 Conner St.
17131 E Warren
17201 Mack
17211 Mack
17215 Mack
10605 Mack
12330 Chalmers
15715 E Warren

DISTRICT 5

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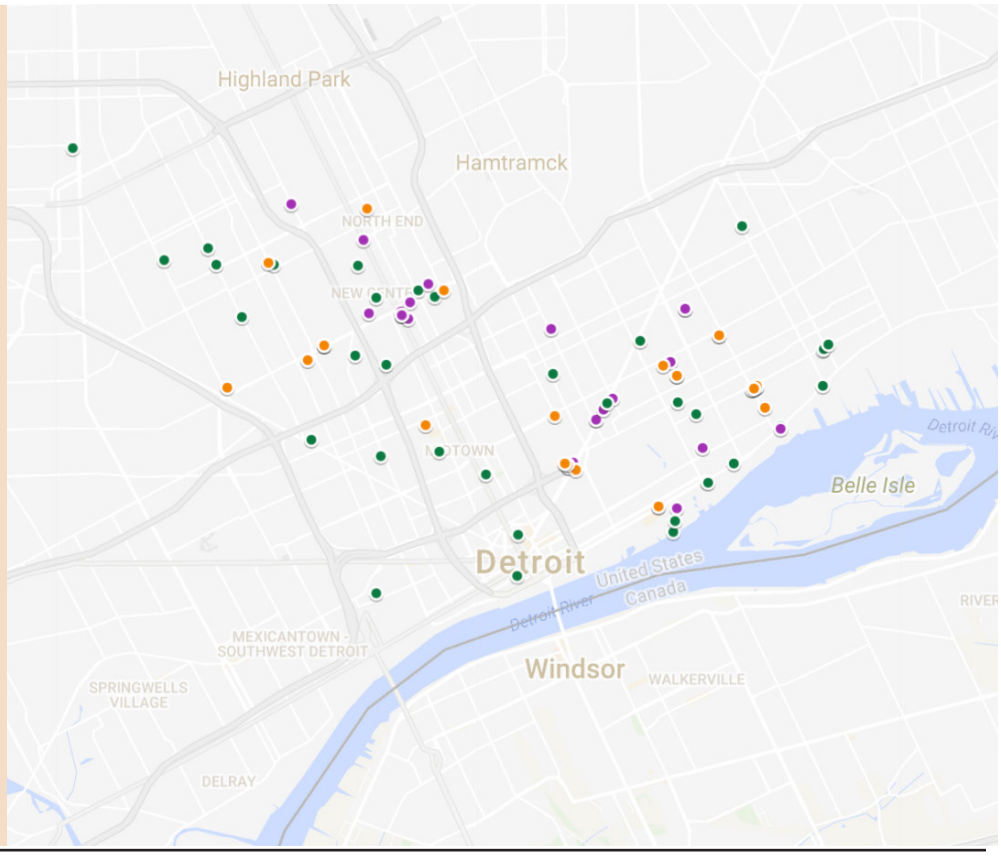
DISTRICT OFFICE:

Butzel Family Center
7737 Kercheval
Detroit, MI 48214
(313) 628-1119



MCM DISTRICT 5 AWARDEES

50 Republic
3040 Gratiot Avenue

Gabriel Hall
8002 Kercheval

Kung Food
1568 Winder / 2437 Orleans

Detroit Seafood Partners
8855 Woodward Avenue

DetroitPartyCoach.com
3278 Bellevue

Tiki's Treasurers
2641 West Grand Blvd.

Brewery Faisan
1087 Beaufait St

PHIARIA INSURANCE GROUP
6534 & 6536 Woodward

Building Hugger
3030-36 Chene

One Stop Property Maintenance
10331 & 10337 Hamilton St.

Café Ricardo's
29 E Baltimore Ave.

Coyote Hawk Design Center
3106 Bellevue St.

Rose's Fine Food
6568 Woodward Ave.

Chene Street Grocers
5200 Chene

Olive Seed
269 Walker

Pause Detroit
736 Lothrop

Playground Detroit
2845 Gratiot

Textures by Nefertiti
6525 Woodward

Detroit Teacher Village
3040 East Grand Blvd.

R.A.M.P. Detroit
2448 Riopelle

Thank You Mart
560 Custer St.

J&G Pallets
6500 Mack Avenue

Sovereign AEC
2520 W. Grand Blvd.

Beautiful Bridal
2921 E. Jefferson

Resurgent Cineribus
8044 Kercheval

Brix
7960 Kercheval

The Commons
7900 Mack Ave

Twisted Roots
2315 Orleans St.

Live Cycle Delight
8019 Agnes St.

Beau Bien Fine Foods
2478 Riopelle St.

Third Wave Music
4625 2ndAvenue

The Kenilworth Club
9425 John R.

Eastern Market Brewing Company
2515-2519 Riopelle

Tiki's Treasures
2641 W. Grand Blvd.

IC Data Communications
7404 Dexter Ave

Gabriel Hall
8002 Kercheval

Mi Frozen Food
1820 Mack Ave

Boulevard Kitchen
2641 W. Grand Blvd.

Batch Brewing Company
2841 East Grand Blvd

The Congregation
9321 Rosa Parks Blvd

MCM PROPERTIES

6445 E. Vernor Hwy
6545 Saint Antoine
6621 Kercheval
6925 E Jefferson
7001 Lyndon
7432 Brush
7650 Second Ave.
7900 Mack Ave.
7960 Kercheval Ave.
8044 Kercheval Ave.
8109 E. Jefferson Ave.
9743 Linwood
9900 Kercheval
9920 Kercheval
10103 Kercheval
10315 Linwood
13148 W. McNichols
15888 Wyoming
18951 Livernois
19434 Livernois
23697 W. Seven Mile Road
23699 W. Seven Mile
11354 Dexter
1741 Atkinson
2448 Riopelle
2515 Riopelle
5157 Stanton
5249 McClellan
6330 E Jefferson
9215 E Jefferson
1314 Holden Ave
1800 18th
2466 and 2468 Riopelle St.
2921 E. Jefferson
3030-36 Chene
6340 E. Jefferson
8517 2nd Ave

DISTRICT 6

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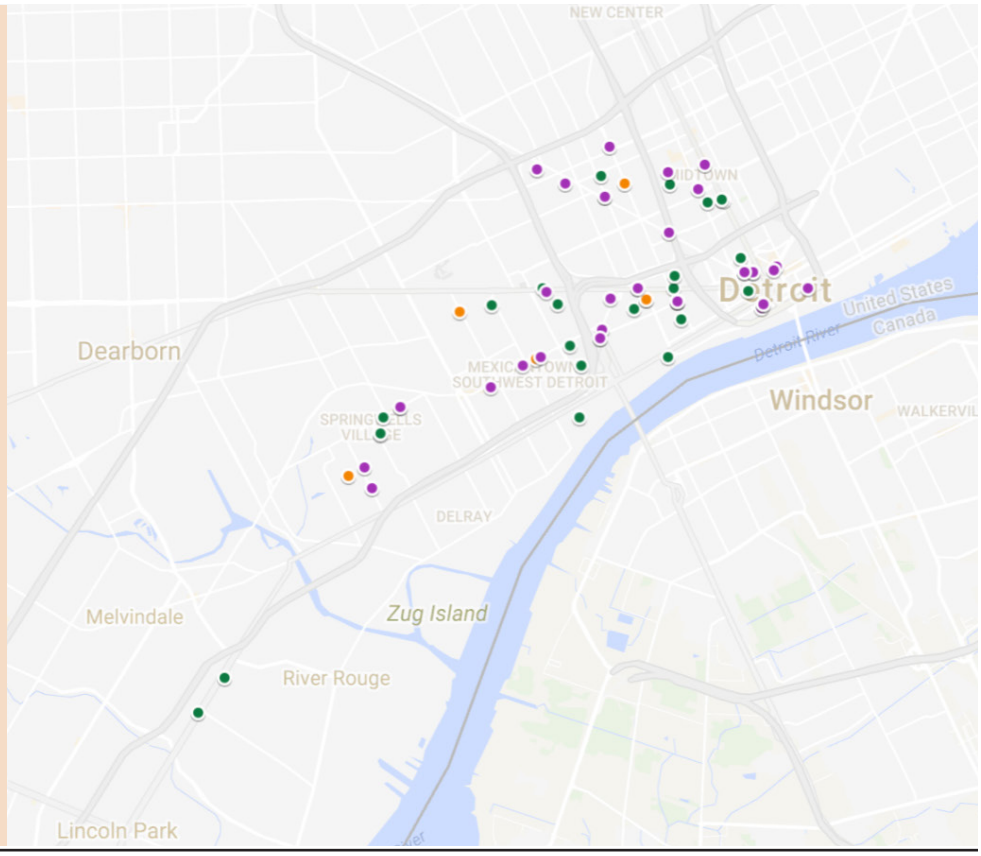
SATELLITE OFFICE:

Mary Turner Center for Advocacy
1927 Rosa Parks
Detroit, MI 48216
(313) 224-2450



MCM DISTRICT 6 AWARDEES

Pudding Head
2051 Rosa Parks

Café Con Leche Clark Park Community Kitchen
4200 W Vernor

DMEX Printing
7226 W Vernor

Rebel Nell
8869 Avis

The N'Namdi Center
4230 W Grand River

The Farmer's Hand
1707 Trumbull

Terri's Cakes Detroit
4305 Trumbull

Cabresto Imports Corp
3301 Junction

Detroit Training Center
5151 Lorraine

Pedicure & Shoes 2 Go
243 W Congress

Mo'Better Blues
546 Larned

Woodward Throwbacks
3511 Michigan

Mama Rita Foods
1226 Lawndale

Astute Artistry
1759 20th

Woodbridge Bikes & Coffee
5063 Trumbull

Advance Plumbing & Heating Supply
2984 Grand River

Assemble Sound
2300 17th

DMEX Printing
7226 W Vernor

Bamboo Detroit
1420 Washington

Mama Coo's Boutique
1707 Trumbull

Guadalajara #2
1630 Lawndale

Meta Physica Wellness Center
1707 Trumbull

The N'Namdi Center for Contemporary Art
4230 Grand River

Plum Health Direct Primary Care
607 Shelby

People Skate Shop
2000 Michigan

Cake Ambition
4154 Third

LoveLifeSwagger
277 Gratiot

Casting de Khrysopoeia
4719 16th

SavannahBlue
1427 Times Square

Rocco's Deli
3627 Cass

Montgomery Psychological Services
2835 Bagley

Paralee Boyd Salon
3939 Woodward

SpaceLab Detroit
607 Shelby

Detroit Blows
1234 Library

Vernor MC
5705 W Vernor

PizzaPlex
4458 W Vernor

The Vernor Café
4110 W Vernor

MCM PROPERTIES

114 W. Adams
12444 Morang
13144 W McNichols, parcel address 13140
1331 Trumbull Avenue
1420 Washington Boulevard
1427 Times Square
1444 Michigan Ave.
16316 Plymouth
16809-11 W Warren
1707 Trumbull St. 1st & 2nd Floor
17233 Mack Ave.
1759 20th St.
1775 West Forest
18633 Joy Road
19304 Grand River
1947 W. Fort Street
2000 Michigan Avenue
2020 Fourteenth St.
2024 Springwells Street
2030 Springwells
20426-36 W. Seven Mile
2051 Rosa Parks Blvd.
2200-2220 Eighth Street
2251 S Fort St.
2703 23rd Street
2835 Bagley Ave.
2900 S Fort Street
305 Michigan Ave.
3143 Woodward Ave.
3153 Woodward
3420 Cass
3546 Michigan Avenue
3550 Porter St.
3553 W. Vernor Hwy.
3939 Third St.
4005 West Fort Street

DISTRICT 7

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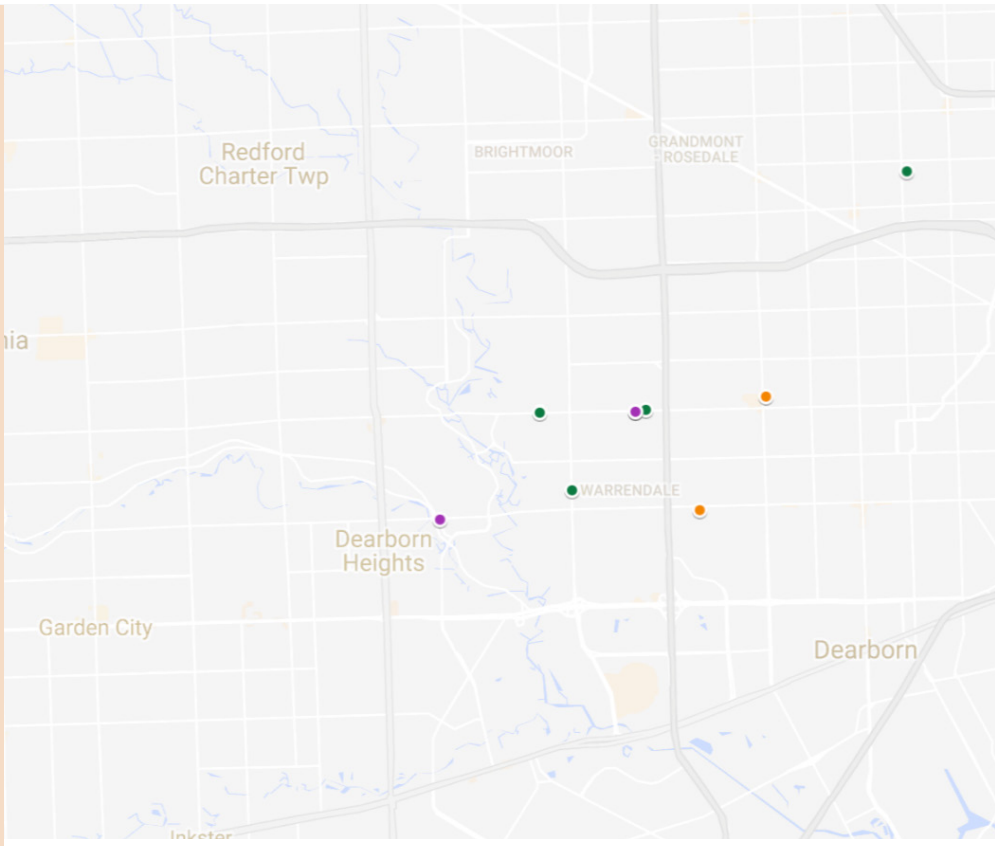


MCM DISTRICT 7 AWARDEES

Truth Bookstore
18615 Joy Rd

Nicks Detroit
16807 W. Warren

Tot Town Child Development Center
8930 Greenfield Rd

MCM PROPERTIES

10400 Stoepel
12194 Cloverdale
14300 Meyers
18440 Joy Rd.
18615 Joy Rd.
2328 East Seven Mile Rd.
3075 W. Grand Blvd.
4141-65 Cass Ave.
7411 Evergreen Ave.
7930 Mack Avenue
12170 Broadstreet
7400 Intervale

MOTOR CITY RE-STORE

GIVING NEIGHBORHOOD BUSINESSES A BOOST

Motor City Re-Store gives Detroit's neighborhood businesses a boost in curb appeal through matching grants that improve their storefronts, making our commercial corridors more walkable, more attractive, and better for business.

$500,000 EACH QUARTER

IN MATCHING GRANTS TO IMPROVE COMMERCIAL STOREFRONTS

- ✓ Are you an existing business operating in the City of Detroit?
- ✓ Do you want to improve your store's exterior?

Motor City Re-Store may be for you!

MOTOR CITY RE-STORE

500 Griswold St. Suite 2200 | Detroit, MI 48226

Phone: (844) 749-8359 | Email: info@motorcityre-store.com

www.motorcityre-store.com



The Detroit BizGrid

BUSINESS PLAN

ACCESS Growth Center

Blackstone LaunchPad: Wayne State University

Booker T. Washington Business Association

BUILD Institute

Center for Community Based Enterprise

Detroit Creative Corridor Center (DC3)

Detroit Public Library

Detroit SCORE

Endeavor Detroit

Focus: HOPE

FoodLab Detroit

Goldman Sachs 10,000 Small Businesses

Grand Circus

Grand River WorkPlace

Green Garage

Inforum

ioby

Jefferson East, Inc.

LifeLine Business Consulting Services

MACC Development

Michigan eLibrary (MeL)

Michigan Manufacturing Technology Center

Michigan Small Business Development Center

Michigan Women's Foundation

Midtown Detroit, Inc.

Mob Pitches

Motor City Match

MSU Product Center Food,

New Detroit, Inc.

NextEnergy

Osborn Neighborhood Alliance

ProsperUS Detroit

Southwest Detroit Business Association

Techstars Mobility

TechTown Detroit

U.S. Small Business Administration

Villages Community Development Corporation

TECHNICAL ASSISTANCE

Accounting Aid Society

Building Safety Engineering and Environmental Department (BSEED)

Central Detroit Christian Community Development Corporation

D2D - Detroit's Local Procurement Initiative

Detroit Employment Solutions Corporation

Detroit Health Department

Detroit U.S. Export Assistance Center

Downtown Detroit Partnership

Goodwill Green Works LLC

Goodwill Industries of Greater Detroit

LibraryBiz Connect

Michigan Black Chamber of Commerce

Michigan Minority Supplier Development Council

Midwest Regional U.S. Patent and Trademark Office

OMNICORPDETROIT

PTAC of Michigan

Pure Michigan Business Connect

SER Metro-Detroit

Wayne State University Law School, Program for Entrepreneurship and Business Law

hello@detroitbizgrid.com | **detroitbizgrid.com** | (844) 333.8249

Detroit's small business ecosystem is rooted in strong partnerships between dedicated small business service providers. These partnerships are reflected in the BizGrid - a connective informational resource for entrepreneurs and service providers in and around the city. Created in 2011, it is available as an online directory and printed infographic, listing over 80 organizations that offer various support services to local entrepreneurs and business owners.

BizGrid programming includes yearly small business resource fair, BizGrid Live!, and bi-monthly newsletter featuring small business development opportunities, BizGrid Buzz.

Below, you can learn more about BizGrid partners who help entrepreneurs with writing a business plan, finding a space for their business, and getting access to capital.

SPACE

ACCESS Growth Center

An Office in Detroit

Bamboo Detroit

Detroit Creative Corridor Center (DC3)

Detroit Economic Growth Corporation

Detroit Land Bank Authority

Detroit Public Library

Detroit Regional Chamber

Eastern Market Corporation

Entrepreneurs Hub

Focus: HOPE

FoodLab Detroit

Grand Circus

Grandmont Rosedale Development Corporation

Grand River WorkPlace

Green Garage

Jefferson East, Inc.

LAND, Inc.

Live6 Alliance

MACC Development

Midtown Detroit, Inc.

Motor City Match

NextEnergy

Osborn Neighborhood Alliance

Ponyride

Southwest Detroit Business Association

TechShop Detroit

Techstars Mobility

TechTown Detroit

The Iron Yard

Vanguard Community Development Corporation

Villages Community Development Corporation

CASH

ACCESS Growth Center

Blackstone LaunchPad: Wayne State University

Detroit Development Fund

Detroit Economic Growth Corporation

Detroit SOUP

Eastern Market Corporation

Goldman Sachs 10,000 Small Businesses

Great Lakes Women's Business Council

Hatch Detroit

Invest Detroit

Invest Michigan

ioby

Kiva.org

Local Initiatives Support Corporation

Michigan Economic Development Corporation

Michigan Women's Foundation

Midtown Detroit, Inc.

Motor City Match

NextEnergy

Opportunity Resource Fund

Patronicity

ProsperUS Detroit

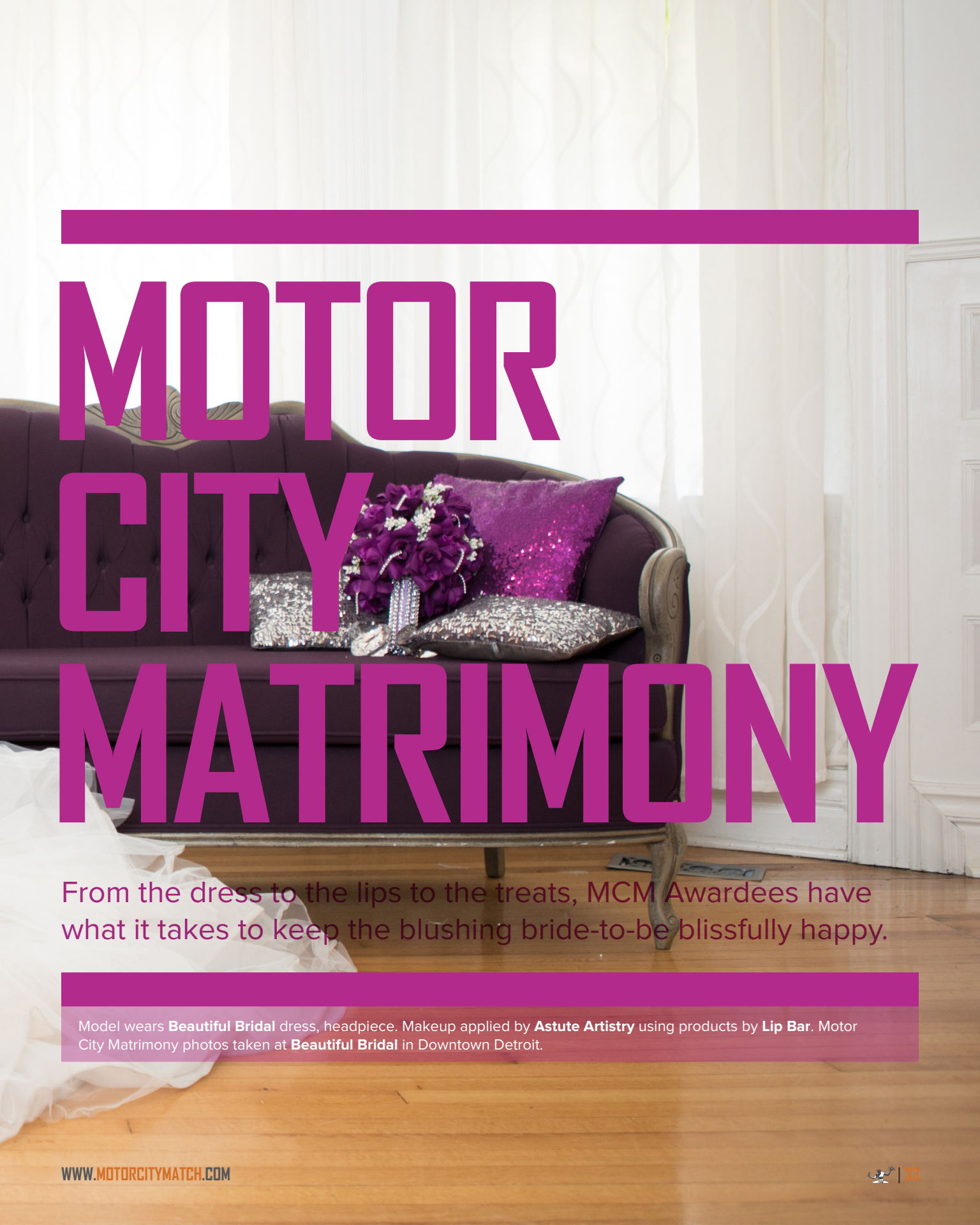
Sidewalk Ventures

Techstars Mobility

TechTown Detroit

U.S. Small Business Administration





MOTOR CITY MATRIMONY

From the dress to the lips to the treats, MCM Awardees have what it takes to keep the blushing bride-to-be blissfully happy.

Model wears **Beautiful Bridal** dress, headpiece. Makeup applied by **Astute Artistry** using products by **Lip Bar**. Motor City Matrimony photos taken at **Beautiful Bridal** in Downtown Detroit.







◀ Perfume by **Sfumato Fragrances**; mirror, brush, comb, mirror tray, doily, broaches, and ring box from **Mama Coo's Boutique**; ring by **Xenophora**. Model wears **Beautiful Bridal** dress, necklace. Makeup applied by **Astute Artistry** using products by **Lip Bar**.

▶ **Xenophora** hand crafted jewelry, perfume bottle courtesy **Mama Coo's**







◀ Model wears **Beautiful Bridal** dress, headpiece, bracelet; ring by Xenophora; makeup applied by **Astute Artistry** using products by **Lip Bar**.

▲ ▶ ▼ Picture frame, doily & photo featuring business owner's parents on wedding day courtesy of **Mama Coo's.**

Cupcakes by **Cake Ambition.**

Custom ring by **Xenophora.**

Lip gloss by **The Lip Bar,** jewelry box from **Mama Coo's.** Epiphany perfume by **Sfumato Fragrances.**









MO' BLUES
MO' FUN
MO' BRASS
MO' BOUNCE

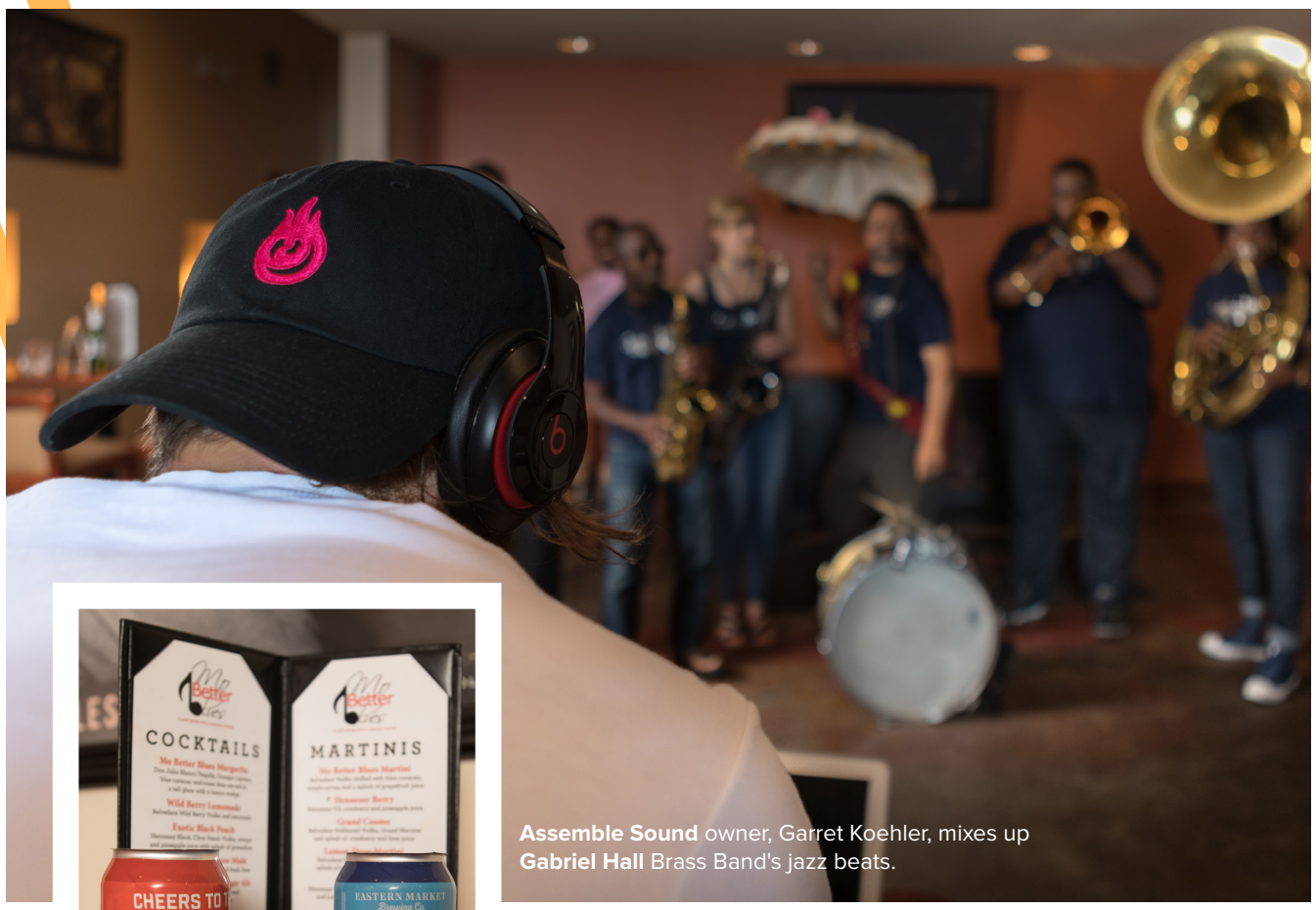


'Mo' Blues, Mo' Fun, Mo' Brass, Mo' Bounce' featuring the Gabriel Brass Band. Beer cans supplied by **Eastern Market Brewing Company**; vintage camera courtesy of **Mama Coo's Boutique.**



The Gabriel Brass Band , fronted by MCM Winner, Dameon Gabriel of Gabriel Hall. Dameon (left) wears Mama Coo's Detroit cuff.





Assemble Sound owner, Garret Koehler, mixes up **Gabriel Hall** Brass Band's jazz beats.

◂ **Eastern Market Brewing Company** TBD Beer can designs.

▾ MCM Program Manager, Anthony Askew, and Financial Manager, Kyla Carlsen, plan a new track for the next phase of the program entering year three of serving Detroit small businesses. Market IPA by **Eastern Market Brewing Co**., Detroit mug courtesy **Mama Coo's.**

Cheers, featuring **Eastern Market Brewing Company** beer.
Shot glass, cuff worn by Dameon, courtesy of **Mama Coo's** ▾▸






Band

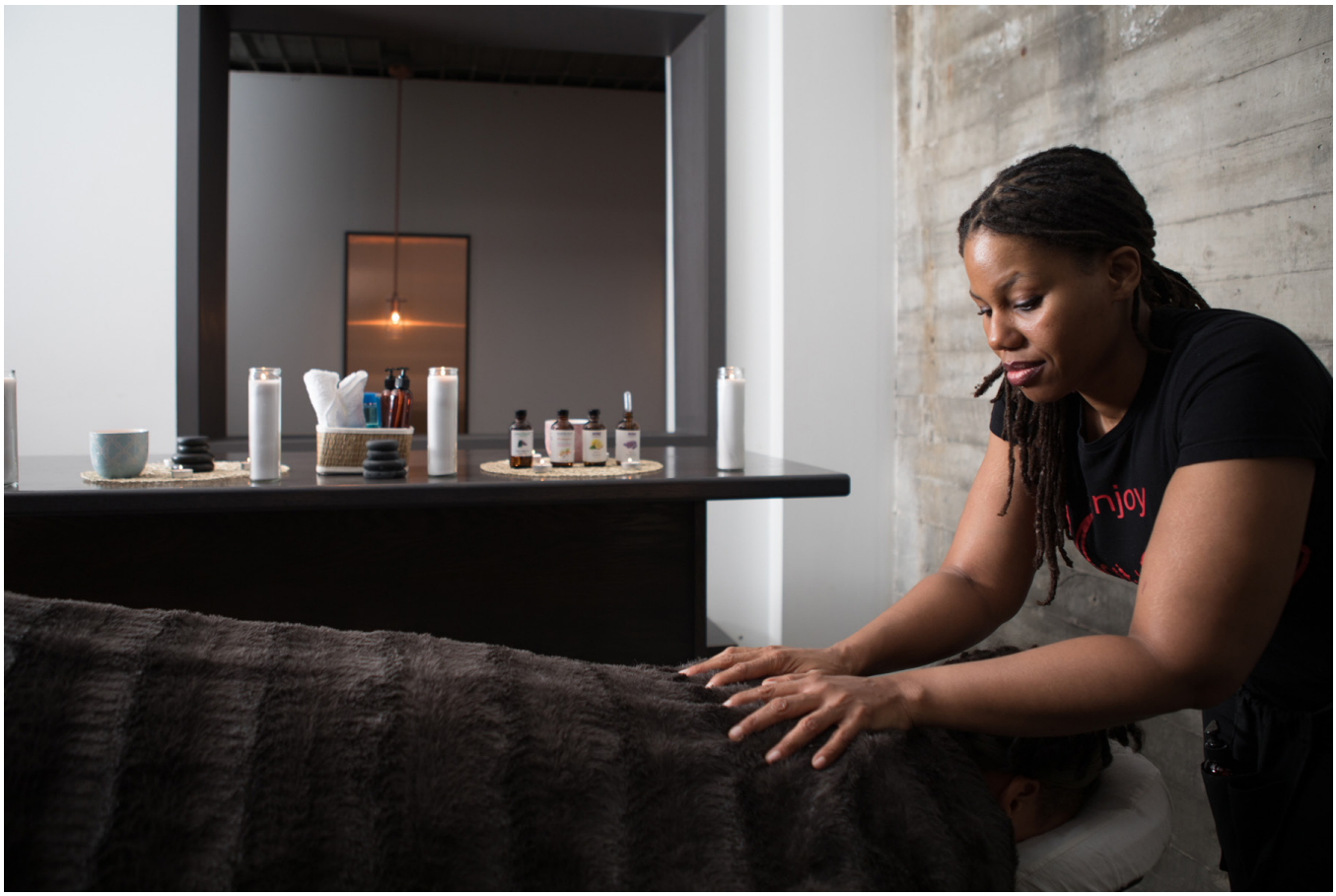
LIFE IS SHORT... TREAT YOURSELF

MCM Awardees are ready to indulge the senses - from taste to touch, and everything in between - they help you unwind so you can do you.

▶ **Loose Massage Therapy** Plus owner, Jnai Porter, sets the mood with candles, massage oils and stones. 'TREAT YOURSELF' photos taken at **Brix Wine & Charcuterie** in West Village.


Enjoy





▲▲ Charcuterie board and wine from **Brix Wine & Chacuterie Boutique**, opening in West Village**.**
▲ Jnai Porter, owner of **Loose Massage Therapy Plus** provides hot stone massage to DEGC Small Business Services Manager, Cydney Camp.





▲ Model enjoying a manicure by **Pedicure and Shoes 2 Go** owner, Ayanna Williams-Jones.
▼ **Paralee Boyd** Salon owner, Dana White, provides a taste of what's to come in her new Blow Dry Bar, opening in Midtown.





▶ Wine and charcuterie spread provided by **Brix Wine & Chacuterie Boutique - West Village**.


José
Reguaire

DETROIT'S ECONOMIC DEVELOPMENT HISTORY



BY MARK DENSON
DIRECTOR OF BUSINESS DEVELOPMENT
DETROIT ECONOMIC GROWTH CORPORATION

Let's try to put Detroit's current revitalization into context.

Detroit's current renaissance began in the mid 1990's, with the city's election of its first new mayor in 20 years. In the early 1990's, a budget surplus, new skyscrapers, a robust auto industry, and friendly relationship with the White House all contributed to a strong sense of optimism in the city.

Major construction projects such as One Detroit Center (Ally Detroit Center), Comerica Park, Ford Field, three casinos, The Compuware Building (One Campus Martius), Campus Martius Park, and the redevelopment of Detroit Wayne County Metropolitan Airport, set the stage for Detroit's application and eventual winning bid in 2000 to host the Super Bowl XL in 2006.

In the years preceding the Super Bowl, Detroit's investment environment saw a sharp increase in activity as developers, corporations, retailers, and others, positioned themselves to take advantage of the unique business opportunity surrounding the coming game. Many properties changed hands, restaurants and bars began to open, and suddenly, Detroit began to show signs of life.

The buying and selling of strategic properties in greater downtown led to the announcement and celebration of major projects. The city itself invested in new roads, demolition of derelict buildings, land assembly for development, and progressive planning that foreshadowed today's ongoing revitalization.

Further, Detroit successfully tackled riverfront improvement, residential development, and façade improvement to create an investment-ready environment. Small business assistance programs helped to populate the improved spaces, returning a vibrancy that had long been missing. Taken together, the public and private investments began to change the way that people viewed and engaged with the city.

Super Bowl XL comes, and Detroit dazzles the world in the international spotlight. Awareness of Detroit grows, and the investment community begins to take notice. After the game in February 2006, the investment climate begins to change as prices for property

moderate. A spate of riverfront and downtown projects are announced and started in 2006 and 2007. Even Jerome Bettis, the hometown hero of Super Bowl XL, and his partners from Pittsburg announced a major project near Belle Isle.

2008 brought the Great Recession, and as the saying goes: "When America catches a cold, Detroit gets the flu." 2008 also sees the mayor of Detroit resign in disgrace. In 2009, General Motors and Chrysler declare bankruptcy, while Ford literally mortgages their iconic logo, sending the local economy into a tailspin. Property values crash, and financing dries up as banks restrict credit. For a time, things look bleak. But, hope is on the horizon.

In 2010, Detroit's apparent demise begins to attract investors large and small. With low barriers to entry, Detroit becomes "The Best Big City Value in America" for investment in property. In October 2010, Dan Gilbert, Founder and Chairman of Quicken Loans, purchases the first of what would grow to be over 100 properties.

Detroit becomes an aspirational place. Word spread quickly through social and traditional media about the availability, quality, and low cost of land and buildings, attracting mom and pop developers, and micro enterprises. Detroit becomes known as the place of opportunity and openness. It is these small investors that begin to change Detroit's challenged economic environment for the better.

Unique, local, and authentic businesses make Detroit a destination for creatives firms of all types. Marketing & advertising, IT firms, PR firms, design, engineering firms, users of unique spaces and makers of place, all nurtured Detroit's blossoming vitality. Detroit's new creative companies are more mature and stable than the risk taking social enterprises, micro enterprises, and entrepreneurs, and they feed the demand for restaurants, bars, and other urban amenities that the risk takers tend to provide. This upward spiral of increasing opportunity feeds a fertile environment for sustainable business.

Large institutional investors and major employers are now attracted to Detroit for the same reasons as their smaller cousins - the availability, quality, and low cost of land and buildings are some of the city's strong selling points. Corporate investment adds to the updraft of people, demand for the services, and the risk takers willing to meet those needs. It is this cycle that furthers the sustainability of Detroit's ongoing revitalization.

Detroit successfully emerged from bankruptcy in 2014 with the resources to provide core city services. City government's new functionality contributes to the super-heated investment environment as the business community shows its confidence in Detroit by increased investment and philanthropic activity, working to bring the city's recovery full-circle.

SINCE 2006, DETROIT HAS SEEN OVER **$24 BILLION** INVESTED IN COMMERCIAL, INDUSTRIAL, AND RESIDENTIAL PROJECTS.

Since 2006, Detroit has seen over $24 billion invested in commercial, industrial, and residential projects. By no means is the recovery limited to downtown - neighborhoods across the city are seeing renewed interest and investment as the downtown core becomes more popular, competitive, and expensive. Detroit's vast and historic neighborhoods are becoming known for availability, quality, and low cost of land and buildings. The cycle repeats, and the Motor City moves further along the road to recovery.

Detroit's upward trajectory is a testament to the vision and will of the people who call this great city home.

FOCUS ON:

WORKFORCE DEVELOPMENT



As Detroit's revitalization progresses, a well-prepared workforce is crucial to sustain and grow this momentum. Developing a high quality workforce also enables all Detroiters to enjoy their desired lifestyle, and contribute to the city's comeback in a positive and meaningful way. While there are organizations (Detroit Employment Solutions Corporation) dedicated to producing great work in this space, there are other actors that contribute their resources to the shared goal of workforce development. Motor City Match has supported several businesses that advance workforce development by directly providing Detroiters with training and new skills, and businesses that consciously invest in the wellbeing of their employees.

Detroit Training Center (DTC) and Detroit School of Digital Technology (DSDT) are on the cutting edge of training Detroiters in a full spectrum of employable skills. DTC offers certification in traditional trades like skilled construction, heavy equipment and commercial driver's licenses, while DSDT offers courses on 21st century skills like media, graphic design, drone photography, and 3-D printing. IC Data Communications, which provides IT networking solutions, trains employees with no prerequisite education – requiring only an interest in technology and a determination to succeed. Awardees like MI Frozen Foods (a frozen food processor and distributor) and Simply Breakfast (a full service breakfast restaurant) have committed to reserving a substantial percentage of their workforce to employ returning citizens. These companies are proof that, irrespective of industry type, businesses play an important role in strengthening Detroit's people.



SIMPLY BREAKFAST

Round 8 Winner

I hope to empower, inspire and equip people to live their dreams. Business and entrepreneurship have afforded me the tremendous opportunity both professionally and personally to live an incredible life. I believe that you can't be what you can't see and my hope is that Simply Breakfast will be a catalyst for change, where we prepare our employees to identify and take full advantage of these tremendous opportunities opening in the city of Detroit



DSDT

Round 2 Winner

Technology training is critical to the development of a community, because a community unable to navigate through a complex digital landscape will no longer be able to contribute to their social and cultural life around them.

There is no greater success than to have someone you've trained and helped employ, come to you and thank you for helping them to make a living. My sole drive is to continue to help gainful employment rise and empower individuals through education.



MI FROZEN

Round 7 Winner

There is so much great work happening in Detroit, and a growing energy that we are proud to be a part of. Our effort in Detroit will create new opportunities and second chances for individuals ready to embrace change. The truth is, we do very little outside of providing stability and a safe starting point and support so that our people can grow in their capacities. Our hope is that we create such an environment, and maybe bring a few other like-minded employers with us.



IC DATA COMMUNICATIONS

Round 7 Winner

There is unrealized and untapped potential in most Detroiter that must be accessed in order for Detroit to reach its full potential.

Through our IC Data Communications and Urban Innovation, we endeavor to create a pipeline for aspiring IT professionals that leads to gainful employment and/or entrepreneurial opportunities for Detroiters both young and old.

FOCUS ON:

HEALTH & WELLNESS



The Motor City has earned many other monikers over its history. One of the least desirable is the city's reputation as one of the unhealthiest in America. A sustainable city is one that values the health of its citizens, and creates an environment that provides them with multiple ways of improving and maintaining their health. Detroit has shown that this is a priority through several initiatives, including efforts to increase the number of green spaces and bike paths, and making more walkable neighborhood commercial corridors.

Along with the city's improvements to the built environment, Detroit's small businesses play a crucial role in offering goods and services to support a culture that prioritizes health and fitness. Three of our Cash awardees are committed to helping improve their city's health. Fit4Life provide holistic wellness by focusing on physical and spiritual health and fitness. The Wise Decision offers fitness training, nutrition and weight management counseling, and corrective exercise clinics. LiveCycle Delight encourages full-body toning, offering classes in cycling, TRX and Yoga.



Amina Daniels,
Live Cycle Delight, West Village

LIVE CYCLE DELIGHT

Round 4 Winner

I moved back to my hometown to be a catalyst of change. Heart disease is the number one cause of death in the state of Michigan.
My goal is to empower metro Detroit residents to move more efficiently, participate in outdoor activities like running and biking and make healthier food choices.



Felicia Maxwell,
Fit4Life

FIT 4 LIFE

Round 7 Winner

There are so many people who just don't know what to do next or how to eat healthy, exercise for a living, and have fun at the same time. It is doable. I want to help people realize they are not alone. It's a journey, and I want to go on the journey with them.



Sterling Wise,
The Wise Decision

THE WISE DECISION

Round 5 Winner

I'm motivated by the feeling I get when I help people. It's a very rewarding feeling to see someone get healthier and more fit, and to know that I contributed to their success. A healthy city is a happy city, and improving the health and fitness of Detroiters will ultimately improve the attitudes of Detroiters.

FOCUS ON:

CO-WORKING SPACES



In recent years, co-working spaces have become one of the chic new additions to the small business community. This industry, which has nearly doubled in size every year since 2005. has proven itself to be more than the hype. Co-working spaces merge freelance work with the communal environment of an office space, and provide a number of benefits for the entrepreneurs who participate. They are less costly than a traditional single office and allow workers to diversify their skill sets by interacting with groups that specialize in other areas. Finally, entrepreneurs often benefit from additional productivity through connectivity with others. Motor City Match has supported four shared work spaces. Bamboo offers space to entrepreneurs from a diverse set of industries. Our three other awardees have a more focused audience. SpaceLab Detroit is home to design and build professionals. Detroit Artists' Test Lab has built a community for artist entrepreneurs. Coyote Hawk Design Center provides space for entrepreneurs in the creative sector. Together, these entrepreneurs contribute to Detroit's growing co-working scene.



Amanda Lewan,
Bamboo Detroit, Downtown

BAMBOO DETROIT

Round 3 Winner

Shared workspaces are important for building community, and making office spaces more flexible and supportive for business owners. We started Bamboo because we wanted to build a welcoming, inclusive community where all ages and types of people could feel welcomed to Downtown and have a place to start and grow.



Karen & Bobby Burton,
SpaceLab Detroit, Downtown

SPACELAB

Round 7 Winner

Often, freelancers and solopreneurs work from home and are isolated. Co-working spaces offer networking events and other opportunities to meet prospective clients and collaborators – opportunities for serendipity. I want our legacy at SpaceLab to be that we helped a group of companies change the face and perception of Detroit. Our customers' success is our success also.



Coyote Hawk Design Center
Islandview

COYOTE HAWK DESIGN CENTER

Round 7 Winner

Co-working spaces limit [the risk of starting a new business] by offering simple and affordable beginnings for entrepreneurs to test their ideas and grow their small business. Detroit is the most amazing city in the World. The amount of creative energy here is staggering. Providing a safe, comfortable, and stimulating environment where ideas can matriculate has always been our goal.

FOCUS ON:

MAKERS



Detroit is first, and perhaps best, known as a place that makes things. Although a history of auto manufacturing is the most obvious claim, the city was a manufacturing hub well before the car was invented. In fact, Detroit's workforce of highly skilled metal artisans during the end of the 19th century laid the foundation for Detroit to become the auto manufacturing capital of the world in the early 20th century.

Three of our Motor City Match grantees continue this tradition of making things. Mutual Adoration and Woodward Throwbacks both have a focus on environmental sustainability, and the businesses use reclaimed wood from demolished structures, among other sources, to make furniture, frames, signs and other consumer products. Casting de Khryospoeia pays homage to Detroit's manufacturing past and grows its future. As a jewelry casting house, the company converts precious metal into one of a kind jewelry and other objects. It also uses cutting edge "desktop manufacturing" tools, such as 3D printers, laser cutters, and CAD software to help bring the visions of aspiring jewelry designers to life. These awardees are just a few of countless examples that carry the title of 'Detroit Maker' from the past and well into the city's future.



Bo Shepard & Kyle Dubay

WOODWARD THROWBACKS

Round 1 Winner

I hope that our work can affect people in a positive way. We hope that it helps show that we as a society can practice more sustainable manufacturing processes if we make it a priority. But really, we hope to have an impact on our employees. We try to empower them to learn new skills and to use their creativity to help better themselves in life. Our goal is to keep training some of Detroit's young talent so that they can use the skills we taught them to gain better employment in the trades services.



Karissma Yve

CASTING DE KHRYSOPOEIA

Round 6 Winner

Our work at Casting de Khrysopoeia is about supporting makers in Detroit by working with them to bring their jewelry ideas from concept to creation. By providing a wide range of jewelry design and manufacturing services to makers both locally and globally we contribute to Detroit's vibrant, robust and inspired design culture; which I believe is one of the many fundamental characteristics that make a city of makers, such as Detroit, thrive.



Wayne Maki & Clare Fox

MUTUAL ADORATION

Round 6 Winner

Every day, we make beautiful, functional objects out of a material that was considered garbage. We love providing our customers with products that are made responsibly in the USA. We are motivated to continue learning and experimenting. It is important to us that our goods are made from authentic materials, that will be handed down over the years. Creating high quality pieces that will stand the test of time is very rewarding.

MOTOR CITY MATCH BUSINESS PLAN AWARDEES

(313) THE-GIFT Shop
1 a.m. Lyrical Cafe
3 Brothers Auto
3 Queens
313 Bicycle Works
A'ventfully Yours Events & Design
Access Educational Management Corp.
Advance Mixology
AFJMTW Jimenez
Afterschool Kidz Zone
AG interiors and Design
All That & Mac
Alma Kitchen
Alt-Her-Ego Beauty Bar Boutique
The Altered Ego
A Mother's Love Child Care
A Mother's Prayer
Ancient Wisdom Birth Services
Anointed Workers Construction
A Piece of Detroit
Applewood Construction & Builders
A Queens World
Armani Flowers
Art Ain't Flat No Mo
The Art Gallery
Artisan Renovations
ArtStarMi TwistedTutorials
ARW Adult Day Services
Ash on the Ave
Aspire Detroit
At The Table
Banks' Shots Paintballing
Bella Giselle
Bellviso Global Spa
Beta Bar & Bistro
Beyond Your Imagination Daycare Learning Center
Big Boy Food & Entertainment
Big Mixx
Big Worzy's Home Design and Inspection Services
BINefit
Black Rose
Blessed Hands Daycare and Learning Center
Blessed Hands Interpreting Services
Brandon's Developmental Child Care Center
Breakfast @Tiffany's
Breathe Swim School
Brett's Way Out
Bridget's Morning Beats
Bright Beginners
Brown Eyez Beauty Supply
Buttons and Change
BlXchange
Cafe Haven
The Cafe Wash
Carnival Carry-out
Catering by Paul Hohendorf
Centurium's Creations
Chad Wentzel Made
Chandice's Catering
Changing Lives Homecare
Children Investment CDC Council
Chip
City of Champs Clothing
Clutch & Throttle
Cockadoodle
Cody Bryant Holdings
Conant & Nevada Bakery Deli
Conchy's Empanadas
Conner Park Farm and Garden Market Supply
Cooley Consult Corps
Corbé
Coriander
Coslito's Electronics
Creative Skills Design & Media Group
Creative Station
Crepe City
Cup of Morningside
D:Design Detroit

Daddy Doo Wops
Damon Smokes & Nisa Bakes Too
Daph's Party Supplies and More
Dark Features
Dasweetestuknow
Davis & Associates
Day to Day Fresh Frozen Foods
De-tread
Delta City Chamos
Demaenova Informatics
Design Hair Studio
Detroit's Finest Chapel and Banquet Hall
Detroit: Hot Tub City
Detroit Ballet Dance Company
Detroit Delivers
Detroit design:rehab
Detroit Food Truck Park
Detroit Girl School of Etiquette
Detroit Girls Rock
Detroit Green-Collar Job Shoppe and Resource Center
Detroit Mama Hub
Detroit Native Apparel
Detroit Pickle Factory
Detroit Reborn
Detroit Startup House
Detroit Teas: A Detroit Tea House
Detroit Uniform Company
Develop ARCHITECTURE
D n V Jamaican Seasonings
Dorothy & Bubbles
Double Deckers of Metro Detroit
Double Promoted Developmental Center
Downtown Brow Detroit
Dr. Octek IT Services and Support
Draft Clothier
Drake & Associates
Drake Professional Homecare
Dreamline Custom Wigs
DRW Investments
Dumpty Donuts
Eats by Jay
EDG Services
Educational Intelligence
ELEVEN26 Luxe Boutique
Emerging Cable and Wiring Solutions
Enchanted Angels
Ennelle
Eternal Royalty Career Shadowing Company
EverBody's Food Place
Exothermic Craft Works
Exquise Fire & Safety
The Extrinsic Company
Family Nois
Farm to Pharmacy
Fete Farm
First Class Floor Care
Flo Gabriella School of Cosmetology
Food By Design
Forever Hope Homes
The Four-Star Gig Team
The Fragrance Bar
Franscents and Things
Freez & Teas Cafe
Friends of Fathers
Full Cycle
The Garden Bug
Gee Wheels Transportation Service
Genn-X
Geo NetZero
Gforce1
Gilead Insurance Agency
Gina'z Gemz
Glamazon Beauty Lounge
Go-Go's Bake Shoppe
Goose's Store
Gospel Music Café
Graffio
Grand Arts & Eats Cafe
Grindtime Fitness
Grocery Gallery
Gus and Grey
Gye Nyame Enterprises
Hands of Praise Typing Service
Harnessing Innovation
Havana Cigars
Health Food Cafe and Catering
Healthy Life Water Co
Healthylivnathome
Heirs Creative Company
Heritage Solutions
Hero or Villain
Hill & Hill Automotive Sales
Homeless Ambitions
Homemade Media
Home Sweet Home Specialty Bakery
Honest Intimates
Hustlers Wife
iconsushi
iKURLY

Infinity Transitional Housing Coporation
Integrated Wellness
Investafind.com
It's All About Fun
The Ivy League
J & J Home Service
Jetta's Gourmet Popcorn
Juice Shop
Just Drain
Just like Home Support System
K&J's Tax Service
K&K Natural Beauty Supply
Kandyland Studio
Karbro Industries
Katherine's Cup
Kemet Industries
The Kid Network
Kidz Lab
Kings Loving Hands Adult Care Home
L.G. Transportation Company
La Cabana
Lakey's Bites
La Litas Daycare
La Posada
LatinDragon Graphics
The Learning Lab Child Development
Lee-Way Transport
Legacy's Loft
LETC Triage
Level Up Upscale Shirt Depot
Light Box Performance
Lil Dumplins
Lil Einstein's Academy
Linking Everyday Extraordinary People
Literacy Intervention Tutoring
Living4LifeWellness
Love Travels Imports
M&BTA
Macanopy
MAC Gardens
Mach Hockey
Macks Hats
Madea's Cafe
Massage Matters Michigan
MBS
Medical Messaging Specialist
Mediterranean Fires Enterprise
Metro Detroit Underground
Metro Strategies
Michigan Expedited Logistics
Michigan Transportation Academy
Midtown Barber Stylist Insitute
Midtown Pet Parlor
Milk & Cookies Child Care Center
Mind, Body N Soul
Mind of Peace
Mommy's House Childcare & Respite Center
Montgomery Psychological Services
MotiCoach
MotorCity DIY
Motor City Safety Shop
Motor City Snack Shoppe
Mpac Detroit
Mr. Fo-Fo's Deli
Mundo Magico de Cocorico
Murphy's Law
Nail-Rite Construction
The Native Queen Hair Salon
Nefertiti's Gourmet
Neighborhood Office and Incubator Space
NeoSouls Lounge
Nicole Denise Photography
Ning Society
NMP Tax and Accounting Services
No Strings Attached
Orchard
P3 Services
Pace Setters Boutique
Pat's Care Away From Home
Paysan
Payton Lee's Home
Perception Essence
Philpot Arts
Pierce Bros Cleaning Services
Playground Detroit
Poppy's Prep Kitchen
Poshmind Marketing Agency
Precious Babies Learning Center
Prestigious Bundles
PrimLuxe Creations
Priority Medical Transportation
Privileged
Proficient Staffing
The Pro Shop
The Purple Leaf
Queen's Butterflies
Quinsentials
Recyclinx Community Recycling Services
Red Triangle Pizzeria Napoletana
Reflection Shoe Shine

Relitrans
Restaurante Catracho Jireh
Resurge Detroit
ReTouch
Robot House
Rock City Beverage Company
Rockofagesfitness
Rose Environment
The Roselady Productions
Roses Thorn
Royal & Rebellious
Ru Shann's
Rush Fitness Cafe
S&E Lil Organic Einstein's
S.T.R.I.V.E. Universal
Safari Meats
Seeds to Trees Children's Center
Segwae
Shawn Lee Studios
Shining Stars Dance Studio
Sigmonica's Massage
Simple Math
Simply Hunter
Singing Tree
Single Woman Power Network
Skinny Mika Healthy Eating
Slice of Liquor
SmartPantry
Snakes Snails Sugar Spice
Solution Brown College Preparation Services
Soul of The D Catering
Spin City
Spinners Premier Cycle Studio
Splashing Colors
Squish & Scrub
Star Manufacturing Company
Steven Goossen Photography
Stevens Stevens and Associates
Stewart Spirit and Beverage Group
The Stock Market
Stop Buy
Sugar Cakes & Creame
Sweet Ice Creamed Eggs
The Sweet Suite
Tasty Treats Parlor
Tech Refresh
Temesgen!
Thee Fashion District
Timeless Fashions Resale
Tiny Feet Clothing
Tipsy Tails Distilling
The Torrent Group
Transition Yoga
Tre Marcel
TurtleDove Mommy + Baby
The Ultimate Man
Ultra Grand Transportation
United Sound Systems Recording Studios
Universal Game Masters
Unregistered
Uptown Girl Trends
Urban Intima
Urban Techno 3D
Urban Techno 3D
Weathervane Counseling
Weight
Whynter-Purrs Collections
The WIC Store & More
Wild Strawberries Indoor Playground
Willis & Co
Wood by Design
Works by Design
Y8 Studio
YEAH Detroit
YK Beads
Yummy Yummy Sandwich Company
Zarria's Frozen Treats
Zen Pen
Zirker Limousine Service
Zodiac Freaks
ZoeMya Learning Academy

MOTOR CITY MATCH SPACE AWARDEES

(313) THE-GIFT Shop
3 Treasures
Aaron's Estate Sales
ABC Professional Enterprise
Access Educational Management Corp.
Action Baby Carriers
Advanced Mixology
Affordable Abatement & Inspections
Amaze-EnJoyment
A Mother's Love Child Care
Andrews Angels Academy Preschool Center
Anointed Workers Construction
Artistic Flesh Tattoo & Supply
Artsy Fart
ARW Adult Day Center
Aspire Detroit
Bae :: Before Anyone Else
Baskin Tax Service
Beauty Regime
Bella Body Fitness
Biochem Technical Services
Bird Bee
Blackwood Credit Services
Blessed and Highly Favored Juice Bar
Blessed and Highly Favored Juice Bar
Brand Camp University
Bravo Graphics
Breathe Swim School
Brewery Faisan
Brownies Muffler
Cabresto Imports
Cafe Ricardo's
Caine Foods
Captain Jay's Fish & Chicken
Charde's Deli and Delectable Treats
Charma's Green Chips
Children's Art Gallery
The Chop Shop Detroit
Chugga's Bakery
Class Act Clinical & Career Center
Club LA by Logan Asher
Codekey.org
Connie's Hats about Town
Core Building Services
Coriander
Corktown Cinema
The Craft Cafe
Creative Day Productions
Crepe City
The Culture Circle
Danto Furniture Company
Dapper Diamond Body Care
David Abraham Clothiers
Delectable Goods
Detroit's Potato Lady
The Detroit Bold Coffee Foundation
Detroit Cycling Studio
Detroit Delivers
Detroit Denim Co
Detroit Ento
Detroit Grill King
Detroit Mini Donut
Detroit Mushroom Factory
Detroit S.O.A.R.
Detroit School for Digital Technology
Detroit Sign Factory
Detroit Soccer District
Detroit T-Shirts
Detroit Tamashii (Soul) Ramen Restaurant
Detroit Teacher Village
Detroit Vegan Soul
Drizzle Dreams
Dymond Designs
Eartha's Natural Skin Care
Eden Urban Farms
Emerging Enterprise Group

Engine 22
Envios Express
Eskimo Jacks Artisan Cookies + Ice Cream
EV Anywhere
The Farmer's Hand
First Class Committee
First Step Children and Family Center
Fisheye Farms
Fit4Life Health and Fitness
Flash Delivery
Fourth Letter Media Group
Freedom Living Home Care
Friends of Fathers
Front Line Quality
Funny Girl Coffee
Gateway Yogurtopia
Glamour Affairs
Gospel Music Café
Great Lakes Burger Bar
Gripz Gym
The Haute Dress
HCM Medical & Career Training Institute
Homemade Media
Home Sweet Home Specialty Bakery
The Improv Advantage
Ingenuity College Preparatory Inst.
Innovative Game Designs
Innovium
International Language Solutions
Izzie Logistics & Distribution
JD Springs Manufacturing
Junk Starz
Just In Time Welding
Kaleidoscope Baked Goods
Kids Play and Stay Montessori
The Kitchen Crew
Knife
La Isla
Landmark
LCG Foods
Le Petit Dejeuner
LETC Triage
The Lip Bar
Little Big World
Live Cycle Delight
Living Grace Legal
Local Seafood
LoveLifeSwagger
Love Travels Imports
The Lunch Stop
Mac Galleries
MAC Gardens
Margaux & Max
Matten Landscaping Lawn and Snow
Meta Physica Massage
Metropolis Cycles
Mocco Bar & Kitchen
Montgomery Psychological Services
MOR & Co
Motor City Heat Elite Cheer and Dance Company
Motor City Meatball
Motor City Popcorn
Motor City Soap Company
Motown Freedom Bakery
Motown Grammar
MP Consulting Group
Mutual Adoration
My Dealer Service
Natural Red
Natural Works Hair Care
Natural Works Hair Care
Nauti Novelties
NDLXpress
Nikki's Ginger Tea
Nirmal for Disruptive Eating
N Kuykendall Enterprises
Norma G's
North End Food Company
O'Neal Contracting Group
Offworld Arcade
Of Local Origin
Okari's
Old World Style Almonds
Olive Seed
Outer Rim: The Experience
P'lacio's
Painexx Corporation
Peace Meal Kitchen
Pharaohs Fresh Market
Playground Detroit

Plum Health Detroit
Power Events | Entertainment
PT in the D
R.A.M.P. Detroit
RDW Creations
Red Triangle Pizzeria Napoletana
Relief Insurance Group
Ribbon Farm Distillers
Rolais' Caribbean Baking Co.
Rosielee's Restaurant, Concessions & Catering Co
Rush Fitness Café
Sandy's Land
Segwae
Shade Organic Beauty
Shakespeare in Detroit
Shawn Lee Studios
Shears and Shaving
Simple Elegance Wedding & Event Planning
Singing Tree Garden
Singleton Cleaners
Slyde
Smith Shop
Social Sushi
SpaceLab
Special D Events
Spinners Premier Cycle Studio
Splitting Fares
SproutsIO
The Standard Detroit
Starlight Manufacturing
Sure Shot Logistics
Sweet G's
Tabcat Detroit
The Teas of Joseph Wesley
The Teatroiter
Teena Cathey Lifestyle
Terri's Cakes Detroit
Textures by Nefertiti
Third Coast Tennis
Thumbprint Artifacts
Tiny Tumblers Go
Touch Graphics
Tribalfare
Trish's Garage
Truth Bookstore
Two Left Feet Hustle and Ballroom Classes
ULAX
Union Town Woodshop
Urban Initma
Us Food Market
Vibe Ride
The Vintedge Co
Visions In Action
The Wise Decision
Xclusive Hair Capitol
Yahoo Lazeez Cafe and Catering
Yoganic Flow
Youths Achieving Sustainability and Success Transitional Living Program
Zoritata Natural Foods

MOTOR CITY MATCH DESIGN AWARDEES

50 Republic

A Mother's Love II Child Care and Development Service

Big Mama's Southern Kitchen

Blessed and Highly Favored Juice Bar

Brewery Faison

Building Hugger

Cabresto Imports

Cafe con Leche Clark Park Community Kitchen

Cafe Ricardo's

Chene Street Grocers

Children's Art Gallery & Workspace

Christian Henry Bespoke

Coyote Hawk Design Center

Detroit Artists' Test Lab

Detroit Mushroom Factory

DetroitPartyCoach.com

Detroit River Sports

Detroit Seafood Partners

Detroit Teacher Village

DMEX Printing

Eden Urban Farms

The Farmer's Hand

Gabriel Hall

Hustlers Wife

Impact Community Health

Intertwined

Kung Food

La Galette Restaurant

Mac Galleries

Mix of Hot & Soul

The N'Namdi Center for Contemporary Art

The Natural Market

Norma G's

O'Neal Contracting Group

Old World Style Almonds

Olive Seed

One Stop Property Maintenance

Pause Detroit

Pharia Insurance Group

Playground Detroit

The Potato Lady

Pudding Head

R.A.M.P. Detroit

Reilly Craft Creamery

Revive My Skin

Rose's Fine Food

Shears and Shaving

Singing Tree Garden

Terri's Cakes Detroit

Textures by Nefertiti

Thank You Mart

Tiki's Treasurers

Truth Bookstore

Umi's Comfort

What Up Dough

Zarkpa's

MOTOR CITY MATCH

Advance Plumbing & Heating Supply Co.
$100,000

Al-Wali Child Care Center
$10,000

Always Brewing Detroit
$45,000

Amaze-Enjoyment
$50,000

Artesian Farms
$55,000

Assemble Sound
$100,000

Astute Artistry
$50,000

Bamboo Detroit
$30,000

Bar Botanica
$40,000.00

Batch Brewing Company
$65,000.00

Beau Bien Fine Foods
$20,000

Beautiful Bridal
$50,000

Big Mama's Southern Kitchen
$40,000.00

Black Pride Beauty
$60,000

Block Party
$70,000

Boulevard Kitchen
$25,000

Brix Wine and Charcuterie
$32,000

Cake Ambition
$25,000

Casting De Khrysopoeia
$35,000

Coffee and (____)
$35,000

Coyote Hawk Design Center
$45,000

Norma G's
$60,000

Detroit Artist's Test Lab
$65,000

Detroit Blows
$20,000

Detroit Mushroom Factory
$40,000.00

Detroit Sip
$35,000

Detroit Training Center
$100,000

Detroit Vegan Soul
$60,000

DMEX Printing
$35,000

Eastern Market Brewing Company
$40,000

Fit4Life Health and Fitness
$45,000

Twisted Roots
$75,000

Gabriel Hall
$65,000

Guadalajara #2
$50,000

Tot Town Child Development Center
$20,000.00

Hi Def Graphfxs and Media
$10,000

IC Data Communications
$50,000

Im Here
$100,000

J&G Pallets and Trucking
$100,000

Lacquered
$25,000.00

Lil Brilliant Mindz
$30,000

Live Cycle Delight
$50,000

Loose Massage Therapy Plus
$30,000

LoveLifeSwagger
$30,000

JULY 2015 - AUGUST 2017

Mack Avenue Community Church and The Commons
$80,000

Mama Coo's Boutique
$18,000

Mama Rita Foods
$26,000

Meta Physica Wellness Center
$20,000

MI Frozen Food
$35,000

Mo' Better Blues
$50,000

Montgomery Psychological Services
$55,000

Mutual Adoration
$35,000

Narrow Way Café
$45,000

Naturally Glamorous Salon
$30,000

Nicks Detroit
$40,000

O'Neal Contracting Group
$35,000.00

Paralee Boyd Salon
$30,000

Pedicure & Shoes 2 Go
$50,000

People's Skate Shop
$10,000

Pharmacy 4 Less
$75,000

PizzaPlex
$25,000.00

Plum Health
$50,000

R & L Color Graphics
$30,000

Resurget Cineribus
$85,000

Rocco's Deli
$50,000

Rosedale Beer & Bistro
$40,000.00

SavannahBlue
$50,000

Sfumato Fragrances
$20,000

Simply Breakfast Restaurant
$50,000.00

Skin Bar VII
$45,000

Slydebot
$45,000

Social Sushi
$45,000

Soul 2 Go
$35,000

Sovereign AEC
$34,000

SpaceLab Detroit
$55,000

The Congregation
$40,000.00

The Detroit Marshmallow Company
$10,000

The Kenilworth Club
$50,000

The N'Namdi Center for Contemporary Art
$80,000

The Vernor Cafe
$35,000.00

The Wise Decision
$65,000

Third Wave Music
$15,000

Tiki's Treasures
$75,000

Truth Bookstore
$15,000

Vernor MC Inc
$45,000.00

Woodbridge Bikes and Coffee
$20,000

Woodward Throwbacks
$40,000

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CREDITS

THANKS TO THE FOLLOWING MOTOR CITY MATCH TECHNICAL SERVICES PROVIDERS & AWARDEES FOR THEIR CONTRIBUTIONS TO THE MOTOR CITY MATCH MAGAZINE.

Catalog Design & Layout

who's that?

Who's That?,
MCM Technical Assistance Provider
www.whosthat.us

Photography

SHAWN LEE studios

Shawn Lee Studios
www.shawnleestudios.com

Catalog Printed and bound by

R&L COLOR GRAPHICS INC

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ABOUT DEGC

Detroit Economic Growth Corporation (DEGC) is a non-profit organization that serves as the lead implementing agency for business retention, attraction and economic development initiatives in the city of Detroit. DEGC is led by a 60-member board comprised of business, civic, labor and community leaders. Its 40 professionals provide staff services for key public authorities that offer tax credits and other forms of financing for projects that bring new jobs or economic activity to the city. Among them: the Downtown Development Authority (DDA), Detroit Brownfield Redevelopment Authority (DBRA), Economic Development Corporation (EDC), Neighborhood Development Corporation (NDC), Local Development Finance Authority (LDFA), and Tax Increment Finance Authority (TIFA). DEGC also manages important initiatives to support small businesses, such as Motor City Match and Motor City Re-Store. (www.degc.org)

DEGC
We're all business.

DETROIT ECONOMIC GROWTH CORPORATION
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Gabriel Brass Band



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