



ROUND 10 AWARDS

January 30, 2018



Motor City Match Awardee, Cooking With Que
Quiana Broden, Owner
\$60,000 matching grant

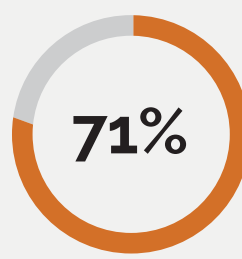
MOTOR CITY MATCH IMPACT-TO-DATE



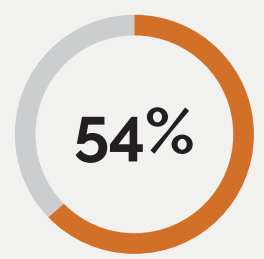
Matching Grants



Businesses Opened



Minority-owned



Detroiter-owned



FOR IMMEDIATE RELEASE:

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MEDIA CONTACTS:

Charlotte Fisher
Director of Marketing and
Communications
C: 313 303 8869
cfisher@degc.org

Mike Scott
MCCI
C: 248-766-9482
miscott@mccicorp.com

Now in Round 10, Motor City Match continues to boost retail in neighborhood commercial corridors

- *Clusters of Match businesses are revitalizing neighborhood commercial destinations*
- *64% of Round 10 awardee businesses are owned by Detroiters*
- *90% are minority-owned*
- *\$5 million in matching grants have been awarded through 10 rounds*

Detroit, January 30, 2018 – Detroit Economic Growth Corporation’s Motor City Match program is helping to revitalize Detroit’s neighborhood retail by helping businesses start or grow, often in commercial clusters. Of the 13 businesses approved in Round 10 for a total of \$600,000 in cash awards, eight will be located near other Match businesses -- some in the same building. Among the neighborhoods represented are: New Center, The Villages, Jefferson-Chalmers, East Riverfront, Livernois Ave., and Downtown.

“We are really starting to see how all our efforts are working together to revitalize neighborhood businesses, create new jobs and keep retail dollars right here in the city,” said Detroit Mayor Mike Duggan. “The city is investing in infrastructure improvements in commercial corridors to create retail enthusiasm. Motor City Match and our companion program, Motor City Re-Store, are focusing on the same areas, creating walkable, attractive and sustainable neighborhood retail clusters.”

Motor City Match has awarded 113 Detroit-based businesses and building owners \$5 million in matching cash grants since the program first was established in 2015. The Economic Development Corporation (EDC) of the City of Detroit approved the current round of awards earlier today.

Cooking with Que in New Center, which was approved for a \$60,000 award, is an example of a growing Motor City Match cluster. It will be locating next to Round 10 cash awardee Ferne Boutique and on the same block as Round 9 cash awardee, New Center Eatery and Round 4 design awardee, Rose’s Fine Foods. Cooking with Que owner, Quiana Broden, said her business focuses on how people can eat healthier with an emphasis on plant-based food.

“I’m a vegan, but I realized years ago that the way you eat can transform your life,” said Broden, who is known as “Que.” “I’m a product of Detroit and knowing that hard work, effort and attitude will help to get you far in life. The money from Motor City Match will go a long way to helping me achieve my dream.”

Business Awardees

In all, the program’s tenth round grants ranged from \$10,000 to \$65,000. Businesses earning matching cash awards were: (Asterisks note businesses located near other Match awardees.)

- *Detroit River Sports - \$65,000**
- *Cooking with Que - \$60,000**
- *Mac Galleries - \$60,000**
- *Shears And Shaving - \$55,000**
- *Alma Kitchen - \$50,000**
- *Banner Sign Company - \$45,000*
- *Grit and Glamour by Pink Pump - \$40,000*
- *Detroit City Fieldhouse - \$40,000*
- *Drizzle Dreams - \$30,000**
- *Pink Poodle Dress Lounge - \$25,000**
- *Ferne Boutique - \$10,000**

Building Awardees

Two buildings also received cash grants to help create better spaces for new business tenants:

- *3506 Gratiot, J.P. Kush & Associates - \$60,000*
- *269 Walker, Pembury Holdings - \$60,000*

DEGC Vice President for Small Business, Michael S. R. Rafferty led the award event, saying, “It is very encouraging to see the variety of businesses represented here. Among others, they include an historic building, three clothing stores, an indoor soccer fieldhouse, a kayak touring operation, an insurance agent and a company that prints banners for Little Caesars Arena. Over time, businesses like these will create retail destinations and give Detroiters access to the goods and services they demand and deserve.”

The Round 10 awards ceremony was held at Detroit Training Center on Lorraine Street in Detroit’s Core City neighborhood. Detroit Training Center received a \$100,000 grant in Round One of the Motor City Match program. Co-owner Patrick Beal said, “We’ve had thousands of trainees sitting in the chairs that Motor City Match helped us purchase, and many of those people have secured good paying new jobs. We are particularly proud of returning citizens who use the training as a stepping stone to a new, productive life.”

Other Awards

Motor City Match supports businesses from idea to open, and in this round the EDC approved awards for 86 other businesses in three non-cash categories:

- 50 businesses received business plan assistance
- 29 businesses will receive help finding an appropriate space
- 7 businesses will receive help designing the space they are moving into

Background

Motor City Match Awards are presented four times a year in four categories: a matching cash grant, or assistance with business planning, design or location selection. In all, 99 Detroit small business owners and entrepreneurs will receive some form of assistance from Motor City Match in its 10th round.

Since the program was launched more than two years ago, Motor City Match has distributed \$5 million in grant funds to businesses opening in Detroit's neighborhood commercial corridors. To date, 36 businesses have opened after receiving Motor City Match cash or other assistance and 33 more are under construction.

Through all 10 rounds, Motor City Match has assisted 957 businesses:

- 84% are located in neighborhoods outside of Downtown and Midtown
- 54% are owned by Detroit residents
- 71% are minority-owned
- 63% are women-owned

DEGC's Small Business team provides consulting and expertise to Motor City Match winners. Staffers are continually developing new resources that give start-up businesses the opportunity to be successful at every phase of their lifecycle.

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).

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. Competitive financial assistance is supported by a broad partnership of Southeast Michigan community development financial institutions, Bank of America Charitable Foundation and other foundations, and corporations.

Motor City Match applications are available quarterly. The next window for building and business owners to apply will be March 1, 2018 to April 1, 2018. Application details are available at www.MotorCityMatch.com.

Editors note:

Background pages follow.

News release and media kit available at:

<http://www.motorcitymatch.com/news-event/>

Business Plan Awardees

1. A Day in Paris	A hair salon
2. AEeTec Science Productions	Digital music catalogue subscription service
3. AJ Techsolutions	PC repair, upgrades, recovery, networking, and support
4. Art of the Coil	Salon for textured (curly) hair
5. ASD Latinos Unlimited LLC	Applied behavioral analysis therapies and evaluations
6. August	Collection of locally grown retailers.
7. Back 2 the Basics Enterprise	Life skills enhancement programs
8. Bar Czar Calisthenics	Indoor calisthenics studio
9. Breakfast	Unique breakfast and lunch options
10. CHIC Lounge	Educational, health, and beauty lounge
11. Clay Castle Day Care	Special needs child care
12. Cobra Athletic Sports Agency	Real estate training and sports training and management
13. Daviscarenetwork, Inc.	Adult foster care
14. Detroit Antiques and Design LLC	Vetted antiques and decor items
15. Detroit is Dope™	Art development space with a membership experience
16. Detroit Workshop	Collaborative woodworking project center
17. Encore Entertainment Group / Kreative Expression Performing Arts Center	Arts, education, and community development
18. Fruits & Soup, LLC	Restaurant featuring healthy drinks and soup
19. Hicks Organic Garden	Fresh food for the community
20. HM Style Lounge & Chill Room	A dance and listening lounge
21. Hot Water	Natural community wellness center
22. J Infinite Notions Enterprise, LLC	Products and services supporting patients with dementia

23. JimBob's Smokehouse BBQ	Barbecue craftsmen and catering service
24. Jo's Gallery Cafe	Fine art gallery seeking to add a cafe
25. Jubilee Restaurant	Restaurant and bakery
26. K & E Catering	A small restaurant with catering services
27. Lea Learning, LLC	Adult learning, leadership training, and certification company
28. Little Blessings Learning House	Childcare and learning facility
29. Lyrics, Lines & Love	Performance arts cafe and community center
30. M A T T I E x I D E L L	Contemporary hand-made clothing line
31. Mealtime	Providing healthy food to children of Detroit
32. MI Midwife	Midwifery and women's health services
33. Native Detroiter International	Bed and breakfast
34. Nevaeh's Beauty Store	An all-natural, vegan, organic beauty store
35. Not Sorry Apparel	Upcycled and eco-friendly apparel
36. Olin Tubman Institute	Post-trauma residential treatment center
37. Peace 2, LLC	Jazz cafe and coffee house
38. Room 919	Banquet hall and rental space
39. Sloppy Fingers Bar-B-Q & Catering	Barbecue restaurant with catering
40. Snacky's Snacks	Healthy food drive-thru
41. Soultastytacos	Food Service with healthy tacos
42. Spice Boutique	Women's clothing store.
43. Tee's Beauty Treats	Beauty store
44. Telnet Technologies	Telecommunications and home and theatre installation
45. The Golden Bunny	After work lounge with food and video games
46. The Nurses Boutique	Affordable uniforms for medical professionals

47. Third Morgan Global Construction Firm	A construction firm
48. Toledo Ciderworks	Cider bar
49. V in the D	Vegan takeout
50. Xstreme Xcursions, LLC	Luxurious and affordable cross-country travel and transportation

Space Awardees

1. 3RD Sun Entertainment / The Print Cafe	Café that offers graphics, illustration, 3D Printing, training and services
2. 4 Kings Day Spa LLC	Men only day spa and grooming services
3. Agape Center for Adults LLC	Community based healthcare/wellness organization
4. Barcode Fitness, LLC	Fitness training facility
5. Black Market	Collaborative community retail market – focused on local heritage vendors
6. Deluxe Sweet Treats	Healthy food prep, catering, classes and health assessments
7. EnACT Your Future	Test prep & admissions services for high school juniors and seniors
8. Flamingo Vintage	Vintage clothing for men & women
9. Gee Wheels Transportation Services LLC.	Non-medical emergency transportation service
10. Giselle's Tasty Bites	Catering, food delivery, food truck prep, in a kitchen available to rent
11. Gold Label by Amora Luxe	Hair boutique, salon, & apprenticeship program
12. GPA Challenge LLC	Trainer for mathematical proficiency at middle and high school level
13. Hair Studio 214	Affordable high-end salon services
14. Infinity Transitional Housing Corporation	Transitioning housing and supportive services for mentally ill and survivors of violence
15. Manila Bay Cafe	7-year old café, gallery, and performance venue looking to find a new location
16. Massage Matters Michigan LLC	Office and headquarters for a mobile physical therapy company that takes healing to the community

17. Masterpiece Studios	Creative studio offering event space, art and cooking classes specifically for kids
18. Mommy's House Child Care & Respite Center	Child care with offering technology training and academic support for young students
19. Morningside Café	Café featuring coffee, fresh made pastries, jazz and art exhibits
20. PR Media Services	Event production and year-end awards for independent filmmakers
21. Rebel Cycle Studio	Body-positive indoor cycling studio
22. Spoiled Forever	Experienced women's clothier creating Detroit themed wearables
23. Sweet Shack	Black-owned bakery looking to apprentice young entrepreneurs
24. Telnet Technologies	Telecommunications, home & theatre Installation looking to relocate to Detroit
25. The Heat Factory LLC	A revolutionary retail sneaker shop
26. The Vehicle Services Group, LLC	Mobile vehicle steam detailing service
27. Tina's Beauty on the Go	Beauty bar and supply store catering to neighborhood needs
28. Triple A Closet	Plus size retail and beauty bar services
29. Yummy Yummy Sandwich Company	Sandwich shop offering fresh and healthy alternatives to fast food

Design Awardees

1. City Market #2	Full-service grocery store
2. Conant and Nevada Bakery	Bakery and deli
3. Crepe City, LLC	Food-service business
4. Dymond Designs Beauty College	Cosmetology school
5. Going Pro d/b/a The Pro Shop	Shared retail, work, and events space
6. LCD Hot	Inclusive contemporary fitness studio
7. Shining Star, LLC d/b/a Shining Star Wellness Center	Adult daycare

Business Matching Cash Awardees

Ferne Boutique

Grant: \$10,000

Owner: Laura Horwath

Location: 6529 Woodward Ave, Detroit, MI 48202, New Center (District 5)

Description: Ferne Boutique is a women's clothing boutique opening their second location in the New Center neighborhood at Woodward and Grand Blvd. Her retail shop will be located next to Round 10 cash awardee, Cooking with Que, and on the same block as Round 9 cash awardee, New Center Eatery and Round 4 design awardee, Rose's Fine Foods a/k/a Wilda's complementing past Motor City Match investments. Ferne Boutique has been operating their current location in Bay City for two years and popping up at Bedrock's holiday market for the past few months. They have surpassed sales expectations in the Detroit market and are expected to open in the Spring of 2018.

Total expected investment: \$38,500

Pink Poodle Dress Lounge LLC

Grant: \$25,000

Owner: Raeshawn Bumphers

Location: 9209 East Jefferson, Detroit, MI 48214, Villages (District 5)

Description: Pink Poodle is a bridal and dress shopping network experience concept locating in a Motor City Match property in the Villages neighborhood on Jefferson. The business will be located on the second story above Round 9 cash awardee, Urban Flavors. The retail boutique will offer fashionable dresses, shoes and accessories as well as venue rental, wedding planning and invitation printing service. Pink Poodle has been operating online since October 2018 and is expected to open the brick and mortar shop by early Spring 2018. The business is minority, woman and Detroit resident owned.

Total expected investment: \$60,000

Drizzle Dreams

Grant: \$30,000

Owner: Danielle Bigham

Location: 1420 Washington Blvd., Detroit, MI 48075, Downtown (District 6)

Description: Drizzle Dreams is manufacturer of hand-dipped chocolate treats including fruit, candy, and other snacks. Locating in a Motor City Match property, the business will operate a small retail storefront in a prime location on the first floor of the Madison building, which also houses Round 3 cash awardee Bamboo Detroit. Drizzle Dreams is a minority, woman owned business and has built up solid experience and customer recognition operating out of the Detroit Opera House and catering for the past three years. The business is a past Motor City Match space awardee.

Total expected investment: \$146,100

Grit and Glamour by Pink Pump

Grant: \$40,000

Owners: Kelly Kirkwood

Location: 5734 Woodward, Detroit, MI 48202, Midtown (District 5)

Description: Grit and Glamour is a women's retail business opening their second location in a Motor City Match property in the Woodward corridor near Techtown. A minority, woman owned business, Grit and Glamour has operated their Bloomfield Hills store for eleven years, and launched a mobile fashion truck in Detroit last March to test the market. The husband and wife

team are committed to hiring local residents, providing college student internships and partnering with local high schools to offer entrepreneurship shadowing experiences.

Total expected investment: \$154,450

Detroit City Fieldhouse

Grant: \$40,000

Owners: Todd Kropp, David Dwaihy, Sean Mann, Alexander Wright, Michael Lasinski

Location: 3401 E. Lafayette Street, Detroit MI 48207, Islandview (District 5)

Description: Detroit City Fieldhouse is an indoor soccer and sports facility operated by the same ownership as Detroit City Football Club. The business will activate a vacant space across from Martin Luther King High School that previously functioned as an indoor ice hockey arena. The facility will have two indoor turf fields to host adult and youth leagues as well as a concession, bar/banquet facility. The business is majority resident owned and expected to open by Fall 2018.

Total expected investment: \$554,000

Banner Sign Company

Grant: \$45,000

Owner: Nicholas & Nicole Piach

Location: 6538 Russell Street Detroit MI 48211, Milwaukee Junction (District 5)

Description: Banner Sign Company is a woman-owned large format digital and textile printing business. The family owned company has been in business over 93 years and was recently awarded a contract with Little Caesar's Arena. They are moving their operation from Hazel Park to Milwaukee Junction to expand their business into a larger space with room to scale. In addition to their printing business they will rent 1000 SF of space to a retail tenant.

Total expected investment: \$468,000

Alma Kitchen

Grant: \$50,000

Owners: Gary Mui, Alicia Sanchez

Location: 14300 E. Jefferson Detroit, MI 48214, Jefferson Chalmers (District 4)

Description: Alma Kitchen is a restaurant specializing in authentic multi-cultural dishes with a focus on local ingredients and flavors. Locating in the Jefferson Chalmers neighborhood, the business will share space with Jefferson East Inc. on the same corridor as Round 8 awardee Bar Botanica. The location is also located on a priority node identified through the Market Retail Study as a top priority corridor for locating new retail. The study shows there is unmet demand for locally owned, affordable Food and Beverage retail. Alma Kitchen is minority and woman owned and is a past Motor City Match Business Plan awardee. As part of their lease agreement from Jefferson East Inc. CDC they are required to employ over 50% local residents and will be partnering with a nearby school to fulfill this requirement.

Total expected investment: \$380,000

Shears And Shaving LLC

Grant: \$55,000

Owner: Dawn Sandford

Location: 20202-20208 Livernois Avenue, Detroit, MI 48221, Avenue of Fashion (District 2),

Description: Shears and Shaving is an upscale vintage barber spa and women's salon offering grooming services in a social atmosphere. The business is minority woman owned locating along a priority retail node identified in the Retail Market Study which shows an additional 315,000 SF of Neighborhood Goods and Services can be supported in the study area. The business will complement past beauty-related Motor City Match cash recipients locating along the Livernois corridor including a skin care facial bar, therapeutic massage studio and upscale

nail salon. The owner has operated another more traditional barber shop on Livernois for 30 years; they are expanding to open a second location that caters to a more upscale client experience. Shears and Shaving is a Motor City Match space and design awardee.

Total expected investment: \$289,700

Cooking With Que

Grant: \$60,000

Owner: Quiana Broden

Location: 6529 Woodward Ave, Detroit, MI 48202, New Center (District 5)

Description: Cooking with Que is a live demo kitchen with a business mission of teaching how to eat to live by introducing more plant-based foods into everyday cooking. The business is minority woman owned and has been operating as a travelling workshop primarily for corporations and private parties for over two years. They will be locating next to Round 10 cash awardee Ferne Boutique and on the same block as Round 9 cash awardee, New Center Eatery and Round 4 design awardee, Rose's Fine Foods a/k/a Wilda's complementing past Motor City Match investments.

Total expected investment: \$311,400

Mac Galleries

Grant: \$60,000

Owners: James E. McKissic

Location: 18943 Livernois Detroit, MI 48204, Avenue of Fashion (District 2)

Description: Mac Galleries is a commercial and residential custom art framing business that has been family owned and operated for 26 years in the Livernois and New Center neighborhoods. In addition to providing framing services the new location will also offer a virtual art gallery and generate additional revenue through a corporate art rental service. Locating along a priority corridor identified by the Market Retail Study, the business will contribute to a cluster of creative art and framing businesses including Jo's Gallery and Eric's I've Been Framed, as well as complementing a number of other Motor City Match investments including seven business grant awards and two building grant awards. The business is minority and resident owned and was a past Motor City Match Business Plan, Space and Design awardee.

Total expected investment: \$650,000

Detroit River Sports

Grant: \$65,000

Owners: Alex Howbert

Location: 14601 Riverside Blvd, Detroit, MI 48215, Jefferson Chalmers (District 4)

Description: Detroit River Sports is a kayak tour company that has been operating for five years providing education tours and promoting tourism along the Detroit river. The grant will enable the business to have a permanent physical retail location for in-take of tour participants and sell basic snacks and beverages. Located in the historic Jefferson Chalmers neighborhood along the canals, the building will also be home to Motor City Match Business Plan and Space awardee Coriander restaurant. The business is resident owned and was a Motor City Match design awardee.

Total expected investment: \$352,252

Building Matching Cash Awardees

J.P. Kush & Associates, Inc.

Grant: \$60,000

Owner: Joshua Kushnereit

Location: 3506 Gratiot Ave, Detroit, MI 48207, Eastern Market (District 5)

Description: J.P. Kush & Associates is a full-service benefits insurance agency moving its headquarters from Troy to Detroit in an old public library building on Gratiot. The business has been operating for ten years and will move six jobs to the city with additional temporary employment opportunities during open enrollment and the holiday season. The grant will facilitate restoration of a historic building, relocation of business headquarters to Detroit, and provide additional co-working space on the ground floor.

Total expected investment: \$395,000

Pembury Holdings

Grant: \$60,000

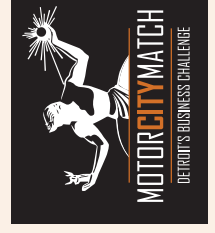
Owner: Vincent Little

Location: 269 Walker Street, East Riverfront neighborhood (District 5)

Description: Pembury Holdings will receive a \$60,000 building grant award to assist with renovations for Motor City Match Round 9 cash awardee, Olive Seed. The building is minority owned, located in the East Riverfront district and home to three businesses with space for one additional tenant once renovations are complete. The grant will assist with activating multiple vacant retail spaces complementing other city investments in the E Riverfront neighborhood including the extension of the Riverwalk, outdoor beach plaza, Jefferson road transformation to include bike lanes and promote walkability, and the additional of Joseph Campeau greenway.

Total expected investment: \$120,000

MAPPING MOTOR CITY MATCH: Business Pipeline



- 36 Cash Awardees Now Open
- 33 Cash Awardees Under Construction
- 40 Cash Awardees in Financing
- 70 Design Awardees

