

MOTOR CITY MATCH

10 YEAR ANNIVERSARY

A DECADE OF IMPACT

10 Years of Fueling Detroit's
Small Business Growth

2015-2025



Our Community Laundromat
Round 20





“For us, it felt like the pieces were coming together, and 10 years later, it’s been really great to see that all happen.”

–Patrick Beal

Detroit Training Center
Round 1

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Detroit Training Center (DTC) has been preparing Detroiters for skilled trades careers since 2012, but a \$100,000 grant from Round 1 of Motor City Match in 2015 helped them take the next big step, moving into their first rented facility. The grant allowed them to activate 4,000 square feet of training space, which later expanded to 10,000 square feet as demand grew. Today, DTC employs 42 staff members and has trained more than 1,500 students through its full workforce development programs, with another 10,000-plus students taking classes to earn certifications or licenses.

To meet increasing demand, DTC has acquired the historic St. Andrew’s Monastery at 23323 Schoolcraft in the Castle Rouge neighborhood. The 35,000-square-foot property will soon serve as their new headquarters, expanding training capacity while also housing a community-focused event venue in partnership with Detroit History Tours. The move reflects DTC’s growing portfolio, which now includes contractor development, real estate training and an upcoming solar technician program.

A LETTER FROM MAYOR DUGGAN

Small businesses drive our city; they create jobs for our neighbors, give us places to grab coffee and catch up with friends. They provide us the goods and services we need and the community experiences we want. Ten years ago, we started the Motor City Match program to help support Detroit entrepreneurs who wanted to open their own business but might not have had the family wealth others have access to. What has happened in the decade since we launched the program is nothing short of extraordinary.

Thanks to Motor City Match, nearly 200 new small businesses have opened, helping as many Detroit entrepreneurs realize their dream. We've awarded nearly \$20 million in cash grants that have leveraged hundreds of millions more in neighborhood investments. These investments have changed lives - creating more than 1,600 permanent jobs - and strengthened neighborhoods.

What excites me the most is seeing the incredible diversity of these businesses. We have grocery stores, soul food restaurants, tech companies and manufacturers, daycares, pharmacies and so much more.

And they're all over the city, especially in our Strategic Neighborhood Fund areas where we're doubling down on what's already working. We're building strength upon strength to create the kind of walkable, vibrant neighborhoods where every Detroiters wants to live.

But here's what's really amazing - it's not just about individual businesses anymore. Small business corridors that were struggling ten years ago are now places people want to hang out. Property values are increasing, long - vacant storefronts are filling up, and you can feel the pride returning to neighborhoods across Detroit.

Through Motor City Match, we've built a culture where entrepreneurs are betting on Detroit. These business owners are hiring local, supplying local, and showing other Detroiters that you can become your own boss, realize your dream and add vibrancy to your hometown.

This 10-year anniversary isn't just about celebrating what we've accomplished. It's about getting ready for what comes next. Because if the last ten years taught us anything, it's that Detroit's best days are still ahead of us.



Mike Duggan
Mayor of Detroit



A LETTER FROM KEVIN JOHNSON

Ten years ago, we launched Motor City Match with a bold belief. Detroit entrepreneurs just needed the right support at the right time to transform their neighborhoods. Today, the numbers tell an incredible story. Motor City Match has invested \$19.5 million directly into Detroit businesses. We've supported over 190 new storefronts across our city, resulting in an estimated 1,600 new jobs and countless success stories.

What makes this program work is its holistic approach. We don't just write checks. We connect entrepreneurs with real estate opportunities, provide technical assistance, and link them to networks that help businesses succeed. Our quarterly application process ensures consistent opportunities for growth. Our focus on neighborhood commercial corridors creates clustering effects that benefit entire districts.

The businesses we've supported reflect Detroit's entrepreneurial spirit. Motor City Match has fueled innovation across every sector, from advanced manufacturing to corner markets, tech startups, and family restaurants. They're anchors that stabilize neighborhoods and create gathering places where communities flourish.

I love attending ribbon cuttings for these businesses. Seeing owners overcome with emotion as they cut that ribbon never gets old. These are people who've worked for years to reach this moment. Their excitement and pride remind me why this program matters so much. It feels good knowing we played a part in making their dreams real.

Looking ahead, Motor City Match has the potential to do even more. The demand continues to outpace our available resources. We can expand our reach and deepen our impact with sustained support from our governmental and philanthropic partners.

I want to thank Mayor Duggan and the Detroit City Council for their tremendous commitment to this program. Their leadership has made Motor City Match a national model for municipal entrepreneurship support. Their continued partnership will be essential as we write the next chapter of Detroit's economic development story.

The foundation we've built over ten years is strong, but the opportunity ahead is even stronger.

Kevin Johnson
DEGC President and CEO



PROGRAM OVERVIEW

PAGE 1

Launched in 2015, Motor City Match was created to support Detroit entrepreneurs by providing access to funding, space, and professional services. The program was designed to remove barriers that prevent business ownership, especially in historically underserved communities, while activating vacant commercial spaces and strengthening neighborhood corridors. Over the past ten years, Motor City Match has become a cornerstone of Detroit's small business ecosystem, offering a model for equitable economic development.

Since its inception, Motor City Match has made 2,226 individual awards across all tracks to support 1,859 unique businesses. Of these, 192 are currently open and operating in neighborhoods across the city. The program has distributed over \$20 million in grant funding and helped support 1,695 jobs. A total of 274 businesses have progressed through multiple tracks of the program, demonstrating its commitment to sustained, long-term business support.

The structure of Motor City Match is designed to meet entrepreneurs where they are. Through its Plan,

Develop, and Design tracks, the program provides technical assistance such as business planning, architectural services, legal consultation, and digital tools — services are valued at up to \$1,500 for Plan, \$3,500 for Develop, and \$25,000 for Design, per recipient. For businesses that are ready to launch or expand, the Cash track offers grants of up to \$100,000 to support capital improvements. On average, recipients receive approximately \$50,000. All cash awardees are required to contribute at least 10% of the project's cost, and grant funds may cover up to 50% of total expenditures.

Motor City Match operates on a quarterly cycle. Each round includes a 30-day application period followed by a 60-day evaluation process. Finalists are invited to participate in site visits and workshops before selections are finalized. Each round typically includes 15 Plan awardees, 15 Develop awardees, 10 Design awardees, and 15 Cash awardees. To be eligible, businesses must demonstrate a commitment to remain in Detroit for at least three years, create or retain jobs, and contribute to the surrounding community.

Equity and inclusion remain at the heart of Motor City Match's mission. Of the businesses supported over the

past decade, 71.9% are women-owned, 84% are minority-owned, and 69.5% are owned by Detroit residents. In total, Motor City Match has reached businesses across 159 different neighborhoods, ensuring the program's impact is felt citywide.

In addition to supporting entrepreneurs directly, Motor City Match has contributed to the revitalization of Detroit's commercial corridors through partnerships with building owners, community lenders, and service providers. The Building Track platform connects Entrepreneurs looking for a brick and mortar space to available commercial properties. Business owners may then apply for the Design or Cash awards to help bring vacant spaces back into productive use. These collaborations ensure that businesses are not only launched but have the resources and infrastructure they need to thrive.

After ten years, Motor City Match continues to evolve in response to the needs of Detroit's entrepreneurs. The program remains focused on expanding opportunity, increasing access to capital, and helping small businesses grow — one storefront, one neighborhood, and one business owner at a time.

2015 LAUNCH

Motor City Match begins, bringing new energy to Detroit's small business landscape.

SPRING 2022 – ARPA ROUNDS BEGIN

\$1 million in quarterly grants expands the program's reach and equity focus.

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“Thank you, Motor City Match, for helping me with the opportunity to start a new business here in the City of Detroit and for taking me to the finish line.”

—Jeffrey Gisstennar

Good Cookies
Round 12

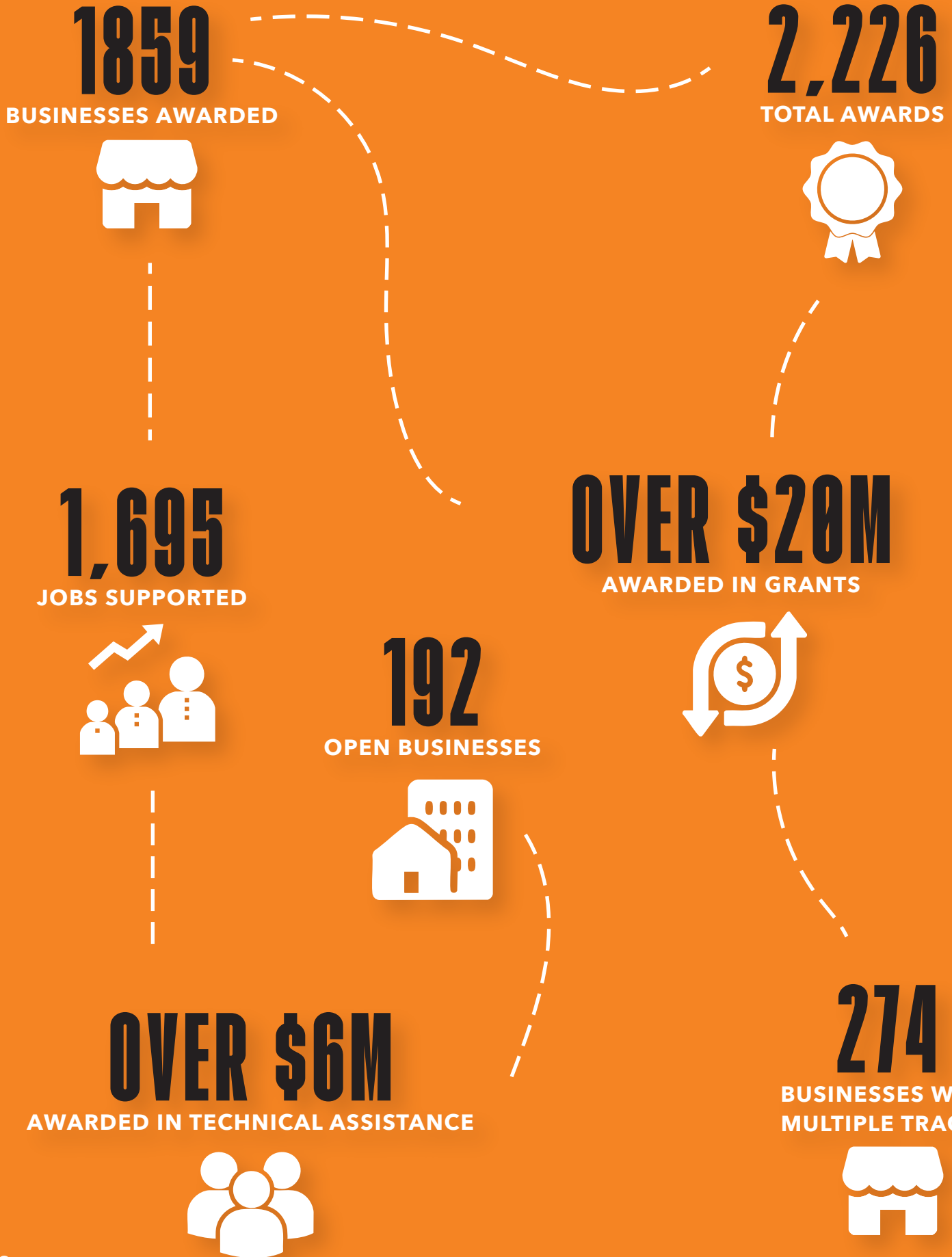


SUMMER 2023 – 150 OPEN BUSINESSES

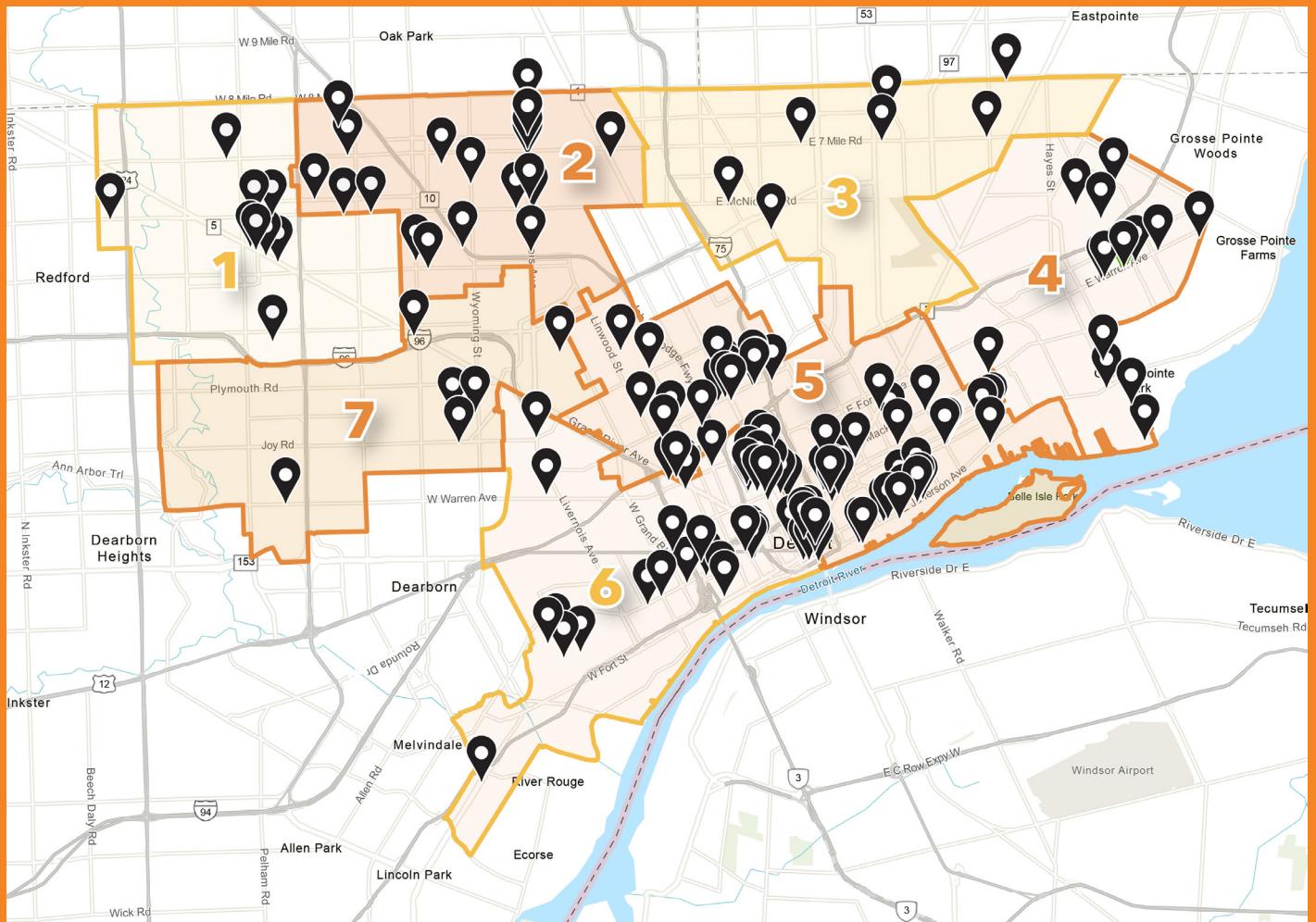
A major milestone celebrating the entrepreneurs who turned vision into reality.

SPRING 2025 – ALUMNI SUPPORT GROWS

\$500,000 committed to help past awardees scale, hire, and stay rooted in Detroit.



10 YEARS OF IMPACT



PAGE 4

This map highlights the geographic reach of Motor City Match over the past decade, with businesses supported across nearly every corner of Detroit. From the far east side to the west, and from the riverfront to the northern neighborhoods, the program's impact is visible in 155 neighborhoods citywide.

Each pin represents a currently open business that received support through one or more tracks of the program. The density of markers across districts reflects not only the demand for small business assistance, but also the program's ability to meet entrepreneurs where they are. By activating corridors, strengthening communities, and expanding access to opportunity, Motor City Match continues to drive inclusive growth throughout the city.

159

NEIGHBORHOODS



BUSINESS SPOTLIGHTS

Michigan & Trumbull Pizza | 1331 Holden St., Suite 100

Michigan & Trumbull Pizza, known for its bold take on Detroit-style pizza, first opened in Corktown in January 2020. After being unable to renegotiate their lease, the business pivoted to a pop-up space in Ferndale before being able to return to the city in the Dreamtroit development, where it has flourished since reopening. In 2024, they surpassed \$1 million in annual sales for the first time.

Owners Kristen Calverly and Nathan Peck received support from Motor City Match in both Round 13 and Round 23, with the latter including a \$55,000 grant to help finish their new space. The assistance helped close a budget gap and kept the build-out process on track, allowing them to open in just six months. In addition to financial support, the team leaned on MCM for help with permitting, licensing and overall guidance.

The pizzeria now employs four full-time and eight part-time staff and continues to draw crowds with its creative spin on a Detroit classic. ***"I would encourage any small business to participate in the MCM program,"*** Calverly shared. ***"The support personally and professionally has been fantastic."***



“

"We couldn't have done this project without the help from Motor City Match."

–Kristen Calverly

Michigan & Trumbull
Round 23



Detroit Dance Center
Round 18

Detroit Dance Center | 831 Selden St.

“Thank you, Motor City Match, for getting on the dance floor with us!”

Detroit Dance Center opened its doors in Midtown in 2021, with a mission to provide high-quality, inclusive dance education for Detroit youth. Since receiving a \$35,000 grant in Round 18 of Motor City Match, the studio has expanded rapidly, now offering 47 weekly classes to more than 250 enrolled students.

The center’s young performers have taken the stage at major events like the 2024 America’s Thanksgiving Parade and Primetime halftime shows during Detroit Pistons games. Owners Dominique Hamlett and Linda Hendricks credit MCM for helping launch a space that’s now deeply connected to Detroit’s broader performing arts community. The studio also collaborates with internationally recognized artists to bring world-class instruction to the city.

What began with three co-founders has grown into a staff of nine part-time instructors and administrators, all committed to building a supportive space for Detroit’s next generation of dancers. ***“We’re proud to be building a thriving, inclusive space where Detroit’s young artists can grow and shine,”*** said the co-founders.



Youthnique StartUP Center
Round 21

Youthnique StartUP Center | 19456 Livernois

“One minute, you’re flying high, and the next moment you’re on your knees like, God help me. As an entrepreneur, you need support to be able to manage.”

After more than a decade in Atlanta, Detroit native Torri Hicks returned home to care for family and be part of the city’s small business revival. With a passion for entrepreneurship and mental wellness, she launched the Youthnique StartUP Center to help others bring their visions to life. A \$50,000 grant from Motor City Match Round 21 supported the buildout and design of the space, which has now become a hub for early-stage entrepreneurs.

Since opening in 2023, Youthnique has delivered over 350 services to businesses and nonprofits, from filings and planning to product development. The center has hosted more than 200 one-on-one coaching sessions and 37 Mental Marvels group workshops, which are supportive meetups focused on the mental, physical and financial health of founders. Thanks to Hicks’ leadership and guidance, several Youthnique clients have launched brick-and-mortars, food trucks, digital businesses and more.

“Oh, Motor City Match is great,” said Hicks. ***“They really came through and provided funding, of course, but also support each step of the way.”***



COMMUNITY & PARTNERSHIPS

Round 28

Our community partners play a vital role in driving equitable growth and opportunity across Detroit. From local funders to national financial institutions, each organization helps expand access to resources, training, and support for small businesses and entrepreneurs.



"Motor City Match is transformational. It helped me transform my business from a one-room office into a larger business, serving more people and businesses in the community. For that, I'm grateful."

—Dr. Paul Thomas | Plum Health Direct Primary Care, Round 5



Beauti Kafe
Round 23

Modish Creative Co.
Round 25

MIXD Rolled Ice Cream
Round 24

2025 triple ribbon cutting

EQUITY IN ACTION

71.9%

WOMAN OWNED



84%

MINORITY OWNED



69.5%

RESIDENT OWNED



"I want to bring value and pride to this community – where I grew up and currently live – with something beautiful. We hope to become trendsetters and an inspiration to other community members to continue taking action to improve our community. We are so grateful for programs like Motor City Match that have helped us with this dream and goal."

–Jamie Williams | Be:HER, Round 11



"A lot of people have never been introduced to the idea that products should be natural and clean, and many salons aren't inclusive of various hair types. Even though we are not curl specific, we are curl-driven. Thanks to Motor City Match, we're able to educate others and provide an inclusive, safe space."

—Joyell Lewis

Joyola Mei
Round 18

THE NEXT 10 YEARS

Motor City Match is entering its next chapter with renewed energy and focus. Our vision going forward is to build a more inclusive, resilient, and connected economy through entrepreneurship. We remain committed to removing barriers and expanding access to opportunity across all of Detroit's neighborhoods.

Our strategic priorities for the decade ahead include innovation, sustainability, inclusion, and job growth. We will continue to support business owners who are building new ideas, solving community challenges, and creating pathways to employment. These priorities guide our efforts to ensure small business success translates into long-term community benefit.

Looking ahead, we will deepen our investment in Detroit's entrepreneurial ecosystem. That means strengthening partnerships, providing flexible support for new and existing businesses, and fostering collaboration across sectors. By aligning our efforts with citywide goals, we will help ensure that entrepreneurs remain a vital part of Detroit's growth and recovery.

We invite all who believe in the power of small business to join us in this work. Whether you are a founder, a partner, or a neighbor, your support makes a difference. Together, we can shape a future where Detroit's entrepreneurs lead the way.

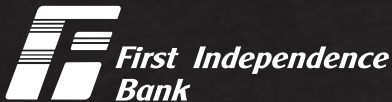
A photograph of two men sitting in front of a large, framed piece of art. The art is a moss wall with a sign that reads "what's your perfect dose?". The man on the left has a beard and glasses, wearing a colorful floral shirt. The man on the right is bald, wearing a dark blue shirt with a tropical floral pattern. They are both smiling. In the background, there are various potted plants and a small sign that says "keys to it shift sh... SALE SHOW".

what's
your
perfect
dose?

“With the support of Motor City Match and its team, we are stepping into a bright future. One that reflects the dreams, hard work and dedication of all business owners in our beautiful city.”

—Adam Cichy

SPONSORS



This 10-year milestone would not have been possible without the dedication of Detroit's entrepreneurs, the trust of our partners, and the support of our community. To every business owner who took a leap, to every partner who helped pave the way, and to every neighborhood that welcomed new ideas – thank you.

Your belief in what's possible continues to shape the future of Detroit.



motorcitymatch.com

