

innovative policy • stakeholder coordination • real estate investment • employment district planning • investment alignment • coordinated strategies • vibrant • welcoming • local innovation • regional connections • global networking • accelerated job growth • tax revenues • global exports • economic connections • D2L linkages • vibrant residential environment • neighborhood growth

DETROIT

innovation district

a New Economic Development Designation.



Detroit's Innovation District is envisioned as a vibrant hub for people to live, work and collaborate. Greater Downtown is already home to leading innovators in digital technology, education and health care research, and over 30 entities that provide services to entrepreneurs, small businesses and innovation-driven firms — all within a 4.3 square mile core. A designated Innovation District will harness their collective power to accelerate job growth, commercialize new technologies and enhance the quality of life for Detroit's people and businesses.

District Reach: Competing as a Region



- Cluster innovation resources for the benefit of the region
- Capitalize on robust international border trade
- Attract and retain talent seeking a vibrant urban setting

District Impact: Neighborhood Innovation



- Harness innovation to address some of Detroit's most challenging issues
- Align innovation assets to benefit the district, neighborhoods and beyond
- Reinforce Detroit Future City Framework, connecting residents to city-wide employment

Contact: waltersma@detroitmi.gov

June 2014



rediscover INNOVATION

GREATER DOWNTOWN AT A GLANCE

- 4.3** square miles, 3.1% of Detroit's land mass
- 135K** jobs, 55% of Detroit's job base
- Two** major medical centers
- Top** research university, leading design college
- Five** university satellite facilities
- Hub** of the region's digital and creative industries
- 30+** entrepreneurship service providers
- A decade** of private sector job growth

DISTRICTS AT WORK

Innovation Districts are energizing cities around the world by tapping into local assets and engaging global markets. Barcelona's 22@District welcomed 4,500 innovative companies in less than a decade. Boston's Innovation District attracted 200 new companies and 5,000 jobs.

What are the opportunities in Detroit?

- Shared stakeholder priorities for planning, zoning, land use and innovation policy
- Alignment of investments from the public, private and philanthropic sectors
- Coordinated strategies for education, medical, digital and creative clusters
- Enhanced entrepreneurial & innovation ecosystem where innovators thrive in close proximity

The Innovation District designation will unify stakeholders with shared interests to supercharge the significant innovation activity within Downtown and Midtown.

DETROIT

innovation activity

Harnessing Innovation Momentum.
Connecting to the World.

MOMENTUM

- **TechTown** District Revitalization Plan released by Midtown Development Inc.
- **250+ startups** launched & supported by Midtown & Downtown entrepreneurship programs in last 24 months
- **Henry Ford Innovations** announces partnership with Carnegie Mellon
- **William Davidson Center for Entrepreneurs in Digital Health** founded
- **M-1 RAIL** utilities placed, ready for summer 2014 construction start
- **NextEnergy** funded to strengthen domestic power electronics ecosystem
- Ground breaking for **Quicken Loans Technology Center**
- **JP Morgan** invests \$50M in Invest Detroit and Capital Impact Partners
- **Brookings** recognizes Greater Downtown as an emerging innovation district
- Mayor's Office announces designation of **Detroit Innovation District**

