

With the 2017 Detroit Reinvestment Index, The Kresge Foundation researched what National Business Leaders think about Detroit as well as Detroit Metro-Area Entrepreneurs' perceptions about living, working and starting a business in the city.

For more information, visit: kresge.org/DRI2017.

Methodology: Alongside FTI Consulting, The Kresge Foundation measured perceptions of American cities, particularly the city of Detroit, among both National Business Leaders (N=300) and Detroit Metro-Area Entrepreneurs (N=300). The research was conducted online from December 2 through December 12, 2016.

Key Findings

For the second year in a row, National Business Leaders continue to be bullish on Detroit.

- 84% believe Detroit can recover and become a great American city once again
- A majority – 72% – rate Detroit as an excellent or good investment opportunity.

Detroit Entrepreneurs are even more enthusiastic about the city's comeback.

- 92% believe Detroit can recover and become a great city again.
- 83% rate Detroit as an excellent or good opportunity for their business.
- 88% are likely to recommend opening and operating a small business in Detroit.

Detroit offers much of what National Business Leaders and Entrepreneurs say they need to succeed: “a place looking to attract new investment,” a “city where it's possible for companies to make a difference” and a “city with potential.”

93% of National Business Leaders and Detroit Entrepreneurs agree small businesses in the Detroit Metro-Area have been at the core of the revitalization of the city.

Young Entrepreneurs and Entrepreneurs of Color are among some of the most positive surveyed.

Detroit Entrepreneurs say further success will depend on:

- Needing skilled workers to fill open positions (46%),
- Improving the pace of revitalization and rehabilitating neighborhoods and communities (46%).

The top roadblocks Detroit Entrepreneurs face are “lack of customers with spending power” and “limited resources.”

Entrepreneurs who work and live primarily in Detroit are more likely to call for the need for spaces to live well in the city. Detroit-City Entrepreneurs believe investment in high-quality public spaces is most important to their business today.

Both National Business Leaders and Detroit Entrepreneurs are calling for neighborhood revitalization efforts with the same urgency as they demand traditional economic development tools.

- When asked how the City of Detroit can support small business and boost economic growth, Business Owners suggested innovation and tax incentives while just as many said “Invest in city infrastructure” (street lights, rails, roads, highways).

