

## A longstanding commitment to a great American city.

Our Detroit Program signals our community-building approach to urban revitalization: Determined, reality-based and hopeful. It is born of the belief that America's cities are integral to our nation's economic health and social and environmental well-being. It also stems from Kresge's fundamental commitment to help create relevant and sustained opportunity for people.

Cities are living, breathing organisms. Many of our nation's largest cities have had serious challenges in the last several decades, and they have rebounded stronger than ever. Foundations can play a role in this resurgence. They have the opportunity to work within a more distant time horizon. They can foster deep, sustained partnerships with all the sectors—public, private and academic. And, they can use multiple approaches to turn the tide of urban disinvestment that affects many of America's older industrial cities.

Our long, shared history with Detroit has forged an unbreakable bond. We believe the region's collective will and ability to innovate can create a lasting renaissance, widespread prosperity and a distinctive, satisfying quality of life.

## OVERVIEW: OBJECTIVES INFUSED WITH ENERGY AND OPTIMISM.

The Detroit Program is our best example of strategic philanthropy in action. We are bringing the full breadth of our resources — human and financial — to accomplish our goal of helping to revitalize Detroit and the surrounding region.

In 2007 we unveiled our strategic framework for the program. It consists of five, interrelated objectives with parallel priorities: near-term success and long-term results. Central to each is a commitment to partnership. Each objective is being advanced through the united efforts of national, regional and local nonprofit organizations and foundations, private businesses, government offices and agencies, and city and suburban residents.

- We are strengthening Detroit neighborhoods with an emphasis on expanding economic and social opportunity and developing safe, supportive places for children and families. A top priority is participation in the City of Detroit’s Next Detroit Neighborhood Initiative, which works to foster strong, sustainable communities.
- We also are leveraging our investments to revitalize downtown, joining forces with business and nonprofit stakeholders to create the conditions — safe, clean and attractive public spaces and infrastructure — that will draw new business development. We are intensely interested in assisting in the development of

new light-rail transit options in the Woodward Corridor, the city’s main boulevard.

- Much of what we do involves efforts to reinvigorate the regional economy, creating the climate that both attracts new business to the area and fosters innovation and expansion among enterprises already located here. An unprecedented channel for this work was created in 2007 when 10 national, regional and local foundations — including Kresge — contributed a combined \$100 million over five years to fast-track economic growth and development.
- Kresge Arts in Detroit is a multifaceted effort to nurture a vibrant quality of life for residents of the region by supporting area artists and arts and cultural organizations. We believe the arts play a fundamental role in fostering creativity, spurring innovation and shaping the collective identity of a region.
- The fifth aspect of our framework is devoted to protecting the region’s precious environmental and natural resources and increasing environmental sustainability for current and future residents. Here our efforts in health, the environment and the economy converge to increase access to nature trails and green space, community gardening and fresh food, as well as cultivate a new, green economy.

## In the field: Priming the entrepreneurial pump in Detroit.

A 12-block research and technology park in the heart of Detroit's New Center area may well hold the key to unlocking Michigan's entrepreneurial talent and driving the commercialization of research discoveries that one day will generate new high-wage jobs and greater prosperity for the city and surrounding region.

Since its launch in 2000, TechTown has worked diligently to prime the entrepreneurial pump in Detroit. Over the past eight years, the fledgling organization has gained traction and established itself as fertile ground for new-venture creation. A strong triumvirate of institutional, community and corporate support, anchored by founder Wayne State University, in collaboration with the city of Detroit, General Motors and the Henry Ford Health System, has helped to build organizational capacity and expertise.

Today, TechTown operates the central city's only technology-business incubator and accelerator, TechOne. The facility houses 39 tenant companies employing more than 350 people in a historic building. These micro-businesses, many of them funded through a city of Detroit initiative, are pursuing promising start-up and early-stage ventures in biotechnology, information technology and advanced engineering.

TechTown's proximity to major educational and medical institutions, including Wayne State University, Detroit Medical Center, Henry Ford Hospital and Karmanos Cancer Institute, provides virtually limitless opportunities for harnessing cutting-edge research and spinning out new companies. NextEnergy's \$15 million headquarters across the street from TechOne has brought additional prospects for developing technologies and business models that can advance alternative energy in Michigan.

The Kresge Foundation awarded TechTown a \$1.5 million grant — \$500,000 in growth capital to advance its role as a business accelerator and \$1 million to assist with the build-out of committed lease space in the TechOne facility. This represents an investment in the present and the future.



TECHTOWN: NEXTENERGY (LEFT) AND TECHONE (RIGHT), DETROIT, MICHIGAN