



Economic Development Corporation of the City of Detroit

CODE EDC 19-03-02-310

APPROVAL OF MINUTES OF FEBRUARY 26, 2019 MEETING

RESOLVED, that the minutes of the Regular meeting of February 26, 2019 are hereby approved and all actions taken by the Directors present at such meeting, as set forth in such minutes, are hereby in all respects ratified and approved as actions of the Economic Development Corporation.

March 26, 2019

**ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS REGULAR MEETING
TUESDAY, FEBRUARY 26, 2019 – 8:30 A.M.**

BOARD MEMBERS PRESENT: Kimberly Clayson
Linda Forte
Damon Hodge
Chris Jackson
Kwaku Osei
Matthew Roling

BOARD MEMBERS ABSENT: Marsha Bruhn
Maurice Cox (Ex-Officio)
John Naglick (Ex-Officio)
Thomas Stallworth
Jonathan Quarles

**SPECIAL DIRECTORS
PRESENT:** None

**SPECIAL DIRECTORS
ABSENT:** None

OTHERS PRESENT: Pierre Batton (DEGC/EDC)
Charlotte Fisher (DEGC/EDC)
Gay Hilger (DEGC/EDC)
Malinda Jensen (DEGC/EDC)
Paul Kako (DEGC/EDC)
Jennifer Kanalos (DEGC/EDC)
Glen Long, Jr. (DEGC/EDC)
Andrew Lucco (DEGC/EDC)
Rebecca Navin (DEGC/EDC)
Mariangela Pledl (DEGC/EDC)
Kelly Shovan (DEGC/EDC)



Economic Development Corporation of the City of Detroit

**MINUTES OF THE ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS REGULAR MEETING
TUESDAY, FEBRUARY 26, 2019
DETROIT ECONOMIC GROWTH CORPORATION
500 GRISWOLD, SUITE 2200
8:30 A.M.**

CALL TO ORDER

Noting that a quorum was present, Chair Forte called the Regular meeting of the Economic Development Corporation Board of Directors to order at 8:36 a.m.

GENERAL

Approval of Minutes

Ms. Forte asked if there were any additions, deletions or corrections to the minutes of the January 22, 2019 Regular Board meeting. Hearing none, the Board took the following action:

On a motion by Mr. Jackson, seconded by Mr. Roling, Resolution Code EDC 19-02-02-309 was unanimously approved.

Receipt of Treasurer's Reports

Ms. Shovan reviewed the Treasurer's Report of Receipts and Disbursements for the month of January 2019. Mr. Long responded to Board members' questions.

Mr. Forte requested a copy of EDC's investment policy so that the Board members are aware of how EDC's money is invested. Mr. Long stated that it mirrors the City of Detroit's and that we would send it to the Board.

Subsequent to the discussion, the Board took the following action:

On a motion by Mr. Jackson, seconded by Mr. Roling, Resolution Code EDC 19-02-03-236 was unanimously approved.

PROJECTS

Motor City Match Recommendation for Round 14 Building Awards

Mr. Batton stated that on September 1, 2018, the EDC's Motor City Match program began accepting applications from interested building owners for Round 14 of the Building

February 26, 2019

Application Track (“Round 14”). The Building Application Track is for property owners with a vacant space looking for quality new tenants. Awards include pre-development assistance, marketing and tenant recruiting, as well as design assistance for building owners in partnership with their tenants. Properties that are matched with businesses are considered for grants, financing and priority permitting. The table below describes the levels of award and qualifications.

		Awards	Awardees must:
TECHNICAL ASSISTANCE	SPACE	<ul style="list-style-type: none"> Listed as an available property viewable by hundreds of Business Competition candidates Top 25 scoring buildings will be marketed as a “top destination for new business” Pre-development building assessment Match making with top businesses 	<ul style="list-style-type: none"> Be current and compliant Judged most feasible for business
	DESIGN	<ul style="list-style-type: none"> Up to 7 awardees each round across both the building and business tracks Design/build assistance Priority permitting Financial planning assistance 	<ul style="list-style-type: none"> Be current and compliant Judged most feasible for business Have a tenant secured
FINANCIAL ASSISTANCE	CASH	<ul style="list-style-type: none"> Up to 10 awardees each round across both the building and business tracks Up to \$100,000 matching grant per winner \$500,000 in grants per round for building and business owners Pitch to lending partners for financing 	<ul style="list-style-type: none"> Be current and compliant Judged most feasible for business Have a tenant secured Have a plan for building renovations Have funds ready for investment

Space Awards. When Building Owner applications closed on October 1, 2019, the EDC had received thirteen (13) applications (“Application”) for space awards relative to spaces across the city of Detroit. An Application typically refers to a single tenantable space within a property. One property may have submitted multiple Applications and the properties may have previously matched but have lease-able space.

Staff completed the following due diligence and evaluation process:

- Verified that the space referenced in the Application is current and compliant on property taxes, tickets, and water bills.
- Each of the following factors contributed up to 20 points: (1) Building characteristics and vision; (2) Building conditions; (3) Community and market support; (4) Leverage; and (5) Compliance.

- EDC staff scores were averaged together to achieve the final score for building characteristics and vision, community and market support, and leverage.

The selection process is described in greater detail in Section 6 of the Motor City Match Building Owner Guidelines.

The results of the due diligence and evaluation process are the following:

- Of the thirteen (13) applications considered for Round 14, five (5) applications were deemed ineligible because of condition or compliance, leaving eight (8) eligible Building Applications to be considered for Round 14 awards.
- Two (2) eligible properties were awarded in a previous round.
- Six (6) eligible Round 14 building applications are recommended to receive "Space" awards to assist with marketing their property and preparing for tenants.
 1. Five (5) indicated they have space available and will be placed on the MCM map.
 2. One (1) has secured tenants with no additional space to lease

Design Awards. For Round 14, there were Twenty-two (22) Design applications received. "Design" applicants are actively looking for architectural assistance. These business applicants are either new business ventures that have a solid business plan and a secured space or they are existing businesses with a track record of success and a plan to grow it within the secured space.

For "Design" applicants, staff first verified business eligibility based on self-reported data submitted in the application for the following five criteria:

- The business is incorporated and has a registered EIN and DUNS prior to receiving a grant award
- The business wishes to locate in Detroit for at least two years
- The business is majority-owned by a person who is at least 18 years or older
- The business and all owners are in good standing with the City of Detroit, State of Michigan and IRS, and
- The business is not part of a franchise.

Staff conducted site visits for Design applicants at the space in which the applicant plans to open their business. A team of outside jurors and staff evaluated "Design" applications based on five criteria. The applications were scored on a scale of 1-100. Each of the five criteria is worth 20 points to contribute to the 100-point score. Selection criteria are as follows:

- Vision and plan
- Experience
- Market support
- Community support
- Leverage

Following the completion of the above evaluation process, seven (7) "Design" awardees were selected.

Based on eligible applications and review of scores, EDC staff recommends the following Round 14 Building Owner Awards:

- **Space awards.** Six (6) properties are recommended to receive Space awards as presented in Exhibit A, which includes marketing, a professional building assessment, real estate tours and other matchmaking activities with top Motor City Match business applicants. These top scoring buildings are recommended to receive assistance with marketing, tenant recruiting and tenant preparedness
- **Design Awards.** Seven (7) properties are recommended to receive “Design” awards in partnership with their tenants presented in Exhibit B, which includes architectural technical assistance for tenant build-out and building renovations.

EDC staff requested that the Board accept the current results of the Round 14 Building Application evaluation process and confirm the Applications that have been awarded “Space” and “Design” awards.

A resolution was included for the Board’s consideration.

Ms. Clayson advised that she may have a potential conflict of interest on the 1533 Winder and 5341 E. Nevada properties and asked for the names of the owners. Mr. Batton informed that he did not have that information in front of him but could get it shortly from the portal. Ms. Forte tabled this item and modified the agenda and skip to Project Item IV to give Mr. Batton time to get the information requested.

Small Business and Commercial Corridor Revitalization Program: Marketing and Communications Services

Ms. Fisher advised the Economic Development Corporation (EDC) of the City of Detroit currently administers small business programs, including those known as Motor City Match and Motor City Re-store (the “Programs”), to revitalize Detroit’s commercial corridors and grow neighborhood business investment using Community Development Block Grant (“CDBG”) funds from the City of Detroit. The EDC entered into a sub-recipient agreement with the City (Contract #2899173) to manage and implement the Programs for a term ending December 31, 2019.

The EDC solicited bid proposals in January 2018 for communications services for the Programs based on federal procurement policies set forth in 24 CFR 85.36. The solicitation contemplated a one-year term with the option to renew for up to 2 additional one-year terms for the following services, which was further described in **Exhibit A** included in the Board material:

- Message development
- Graphics, logos, branding elements
- Event management
- Metric and evaluation
- Website management

- Media relations
- Paid media (advertising)
- Media monitoring
- Collateral development
- Crisis management.

In February 2018, the EDC Board approved a contract with Fleishman Hillard, a Detroit based firm, for a one-year period concluding February 28, 2019, in an amount not-to-exceed Three Hundred Fifty Thousand and 00/100 (\$350,000.00).

EDC staff hereby seeks approval to extend the contract for an additional year from March 1, 2019 through February 28, 2020 in an amount not-to-exceed Three Hundred Fifty Thousand and 00/100 (\$350,000.00) to provide the services described on **Exhibit A**.

Ms. Fisher informed that she was happy to report that there is measurable data which supports the marketing efforts to date. She shared a PowerPoint presentation focusing on the measurable data and responded to Board members' questions. Ms. Fisher also presented a short video of the opening event for one of the Motor City Match businesses. Ms. Forte thanked Ms. Fisher for the very informative presentation.

A resolution was included for the Board's consideration.

Subsequent to the discussion, the Board took the following action:

On a motion by Ms. Clayson, seconded by Mr. Hodge, resolution Code EDC 19-02-91-84 was unanimously approved.

Mr. Osei requested that the Board be provided a copy of the Ambassador Kit provided to the awardees that Ms. Fisher referred to in her presentation.

Motor City Match Recommendation for Round 14 Building Awards

Mr. Batton advised that the owner of the property located at 1533 Winder was Eli Wolnerman who is a cash applicant and the 5341 E. Nevada property is owned by Lisa Marion.

Ms. Clayson confirmed that she did not have a conflict and would be able to vote on this agenda item.

Mr. Hodge asked that the names of the building owners be included on Exhibit A in future rounds.

Ms. Forte questioned if the dates were correct in the memo. Mr. Battor explained that September 1

Subsequent to the discussion, the Board took the following action:

On a motion by Mr. Hodge, seconded by Ms. Clayson, Resolution Code EDC 19-02-91-81 was unanimously approved.

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Motor City Match: Recommendation for Round 14 Business Awards

Mr. Batton reported that on December 1, 2018, the EDC’s Motor City Match program began accepting applications for Round 14 of the Business Owner Application Track. The Business Owner Application Track is for businesses from Detroit and around the world that are looking to start or expand in Detroit. The table below describes the levels of award and qualifications.

		Awards	Awardees must have:
TECHNICAL ASSISTANCE	BUSINESS PLAN	<ul style="list-style-type: none"> • Up to 50 winners • Free business planning class 	<ul style="list-style-type: none"> • A great idea
	SPACE	<ul style="list-style-type: none"> • Up to 25 winners each round • Match making with top real estate • Financial planning assistance 	<ul style="list-style-type: none"> • Be current and compliant • Judged most feasible for business
	DESIGN	<ul style="list-style-type: none"> • Up to 7 winners each round • Design/build assistance • Priority permitting • Financial planning assistance 	<ul style="list-style-type: none"> • Be current and compliant • Judged most feasible for business • Have a tenant secured
FINANCIAL ASSISTANCE	CASH	<ul style="list-style-type: none"> • Up to 10 winners each round • Up to \$100,000 matching grant per winner • \$500,000 in grants per round for building and business owners • Pitch to lending partners for financing 	<ul style="list-style-type: none"> • Be current and compliant • Judged most feasible for business • Have a tenant secured • Have a plan for building renovations • Have funds ready for investment

When applications closed on January 5, 2019, the EDC had received 182 business applications (“Application”) for Round 14.

This memorandum and resolution focus on the selection and recommendation of awardees for:

- "Business Plan" award track receiving business planning assistance
- "Space" award track receiving site selection assistance
- "Cash" award track receiving grants and financing assistance

First, staff verified business eligibility based on self-reported data submitted in the application for the following five criteria:

1. The business is incorporated and has a registered EIN and DUNS prior to receiving a grant award
2. The business wishes to locate in Detroit for at least two years

3. The business is majority-owned by a person who is at least 18 years or older
4. The business and all owners are in good standing with the City of Detroit, State of Michigan and IRS, and
5. The business is not part of a franchise.

Second, staff sorted applications into various award tracks and reviewed eligible business applications to determine finalists. The awards were selected using the 100-point scale detailed below. Finalist applicants were identified as follows:

- “Space” applicants are actively looking for space. These business applicants are either new business ventures that have a solid business plan or they are existing businesses with a track record of success and a plan to grow it. Eighteen (18) space awardees were selected.
- “Cash” applicants have a location secured, a plan for build-out and strong understanding of the money needed to start their business and complete renovations at their space. In total, thirty-one (31) Cash finalists were selected.

Third, a team of outside jurors evaluated finalist applications based on five criteria. “Business Plan” applications were initially reviewed by a team of business planning service providers, as well as members of the Motor City Match staff. “Business Plan” applicants have great business ideas but haven’t formulated a business plan yet or need help strengthening their business plans before pursuing space. “Space” finalists were reviewed by a team of community stakeholders from across various parts of the city and “Cash” finalists were reviewed by a team of business leaders and lenders. “Business Plan”, “Space”, and “Cash” applications were scored on a scale of 1-100. Each of the five criteria is worth 20 points to contribute to the 100-point score. Selection criteria are as follows:

1. Vision and plan
2. Experience
3. Market support
4. Community support
5. Leverage

“Cash” finalists were required to submit supplemental information. “Cash” finalists submitted comprehensive financial information, including a standard loan application and personal financial statement. Motor City Match staff compiled this supplemental information to determine the financial need, equity investment and “financial gap” for each business. Next, Motor City Match staff met with a team of six local Community Development Financial Institution (CDFI) lending partners on December 18, 2018, to determine grant and loan investment required to fill the financial gap on each project. CDFI partners include Invest Detroit, Detroit Development Fund, Capital Impact Partners, LISC,

Michigan Women’s Foundation and Detroit Micro-Enterprise Fund. CDFI partners made commitments to explore lending the balance of the financial gap based on recommended grant investment from Motor City Match. Motor City Match staff used lender interest, participant scores, supplemental information and readiness to accept additional investment to determine “Cash” awardees and associated grant investment.

Finally, staff compiled juror scores to identify top ranking candidates for awards.

EDC staff recommends:

- Thirty (30) "Business Plan" awardees for business planning are presented in Exhibit A.
- Eighteen (18) "Space" awardees for site selection are presented in Exhibit B.
- Ten (10) "Cash" awardees to receive a total of \$500,000 in grant investment, as described on Exhibit C.

EDC staff will contract with independent business planning service providers to deliver services to "Business Plan" awardees that will provide business planning training for up to 50 Round 14 Motor City Match "Business Plan" awardees.

EDC staff will facilitate one-on-one match making between top ranking businesses and building owners recognized as "Space" awardees. Match making services will include open houses and networking sessions between business owners and building owners. In addition, technical assistance will include expert guidance on leasing, financial planning and assessing market opportunities.

The EDC will enter into grant agreements with Round 14 Motor City Match "Cash" awardees and facilitate introductions to lending partners to pursue gap financing through these independent sources.

A resolution approving the staff's recommendation of "Business Plan", and "Space" awardees and recommending to the Board staff's recommendation of "Cash" awardees was included in the material for consideration.

Mr. Hodge requested, as he did for the Round 14 building owners, that the name of the principal owner be added to the exhibits for future rounds.

Ms. Forte questioned the date that Round 14 began. Mr. Batton stated that the memo should read that they began taking applications for Round 14 on September 1, 2018.

Subsequent to a discussion, the Board took the following action:

On a motion by Mr. Osei, seconded by Ms. Clayton, Resolution Code EDC 19-02-91-82 was unanimously approved.

Small Business and Commercial Corridor Revitalization Program: Awardee Education

Mr. Batton advised that in connection with the Motor City Match program administered by The Economic Development Corporation of the City of Detroit (the "EDC"), winners in the Business Plan, Pop-Up, Space, and Design tracks receive educational classes from approved providers. On October 5, 2018 EDC staff solicited bid proposals for small business technical assistance in the following categories:

1. Common Legal Issues for New and Expanding Businesses

2. Market research
3. Marketing and Social Media
4. Hiring and Human Resources
5. Financing and Capital Readiness
6. Operations and Customer Service
7. Merchandising
8. Inventory Management
9. Accounting
10. Cash Flow Management
11. Design for Small Business
12. Websites and Online Sales
13. Site Selection
14. Working with an Architect
15. Permitting, Licensing, Ordinances and Inspections
16. Triple Bottom Line Practices
17. Operating a Pop-up Business
18. Industry specific best practices

- a. Retail
- b. Restaurants and food-based businesses
- c. Small Scale Manufacturing
- d. Personal care and services
- e. Education
- f. Health/wellness
- g. Makers/design
- h. Co-working

This solicitation was made pursuant the "small purchase procedure" method of procurement per 24 CFR 85.36(d)1.

EDC staff received twenty-seven (27) total proposals to the RFP solicited on October 5, 2018. Respondents were as follows:

Accelerated Placement Services
Accounting Aid Society
Altrian
Best Practices
BLOOM
Build Institute
Design Core
DFC
DNA
DWLLC
Earl Landesman
Everything HR
Focal Point Coaching
Food Lab
Love Publicity
Michigan Manufacturing and Technology Center
Piper & Gold

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PLUS Group
Professionally Fit
ProsperUS
QT
RL Concetii
Run Success
Smart Business Tax Solutions
Tech Town
Trent Creative
Wilmore Agency

Based on the criteria below, Staff determined the following five (5) respondents to be the most qualified and responsive to the RFP: Accounting Aid Society, BUILD Institute, Design Core Detroit, Detroit Future City, and Tech Town.

- (1) Overall responsiveness and quality of the proposal in clearly stating an understanding of the work to be performed,
- (2) Technical ability of the Proposer to perform the required services,
- (3) The experience, background and availability of the Primary Contact,
- (4) The experience and availability of support staff for the Primary Contact,
- (5) The nature and quality of the expertise the Proposer possesses in CDBG advisory services,
- (6) The experience and reputation of the Proposer as represented in the response and the quality of the references,
- (7) Cost of services (see results of cost or price analysis),
- (8) Prior working experience of the Proposer with the City of Detroit, and
- (9) Considerations of small firms, minority-owned firms, women-owned firms or labor surplus area firms (24 CFR 85.36(e)) and businesses located in or owned by residents of the city of Detroit (24 CFR 570.607(b)).

Accordingly, staff requests authorization from the Board to enter into Professional Services Agreements, each for a term of one-year, with an option to extend for one-year, for amounts and services set forth in Exhibit A which was included in the Board material.

A resolution is attached for the Board's consideration.

Mr. Osei questioned if there was any way that these classes could be coordinated with Wayne State University, particularly since Mr. Roling is a member of faculty. He asked if this option could be explored.

Subsequent to a discussion, the Board took the following action:

On a motion by Mr. Jackson, seconded by Mr. Hodge, Resolution Code EDC 19-02-91-83 was unanimously approved.

ADMINISTRATION

Report of Actions Taken Under the Delegation of Authority

Ms. Jensen referred to the report behind Attachment G in the Board material and advised that the second item listed on the report dated May 30, 2018 should have been deleted since it was previously reported. She reviewed the January 24, 2019 NTH Consultant, LTD contract for Environmental Consultant Services for the East Riverfront Parking Project and responded to Board members' questions.

This report was for information only and no Board action was taken.

OTHER MATTERS

PUBLIC COMMENT

ADJOURNMENT

With there being no further business to come before the Board, Ms. Forte adjourned the meeting at 9:36 a.m.



Economic Development Corporation of the City of Detroit

CODE EDC 19-02-02-309

APPROVAL OF MINUTES OF JANUARY 22, 2019 MEETING

RESOLVED, that the minutes of the Regular meeting of January 22, 2019 are hereby approved and all actions taken by the Directors present at such meeting, as set forth in such minutes, are hereby in all respects ratified and approved as actions of the Economic Development Corporation.

February 26, 2019



Economic Development Corporation of the City of Detroit

CODE EDC 19-02-03-236

ACCEPTANCE OF TREASURER'S REPORT FOR JANUARY 2019

RESOLVED, that the Treasurer's Report of Receipts and Disbursements for the period ending January 31, 2019, as presented at this meeting, is hereby in all respects accepted as action of the Economic Development Corporation.

February 26, 2019



MOTOR CITY MATCH: RECOMMENDATION FOR ROUND 14 BUILDING AWARDS

WHEREAS, EDC staff has completed extensive due diligence and evaluation for applications ("Applications") for the fourteenth round ("Round 14") of the Motor City Match Building Application Track; and

WHEREAS, the EDC staff has provided recommendations to the EDC Board of Directors, to receive technical assistance in the "Space," and "Design" Building Owner award categories; and

WHEREAS, the Board determined that the staff recommendation is reasonable and consistent with the Motor City Match program; and

NOW, THEREFORE BE IT RESOLVED, that the EDC Board of Directors accepts the current results of the Round 14 Building Application evaluation process, and approves the Applications that have been recommended for "Space" awards, attached hereto as Exhibit A.

BE IT FURTHER RESOLVED, that the EDC Board of Directors accepts the current results of the Round 14 Building Application evaluation process, and approves the Applications that have been recommended for "Design" awards, attached hereto as Exhibit B.

BE IT FURTHER RESOLVED, that any two Officers, or any one of the Officers and any one of the Authorized Agents or any two of the EDC's Authorized Agents shall hereafter have the authority to negotiate and execute all documents, contracts, or other papers and to take such actions as are necessary or appropriate to implement the provisions and intent of this resolution.

BE IT FINALLY RESOLVED, that all of the acts and transactions of any Officer or Authorized Agent of the EDC, in the name and on behalf of the EDC, relating to matters contemplated by the foregoing resolutions, which acts would have been approved by the foregoing resolutions, except that such acts were taken prior to the execution of these resolutions, are hereby in all respects confirmed, approved and ratified.

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Exhibit A
Motor City Match: Round 14
Recommended "Space" Awardees – Top Property Designation
February 12, 2019

Property Street Address	Type of Building	Available Square Footage	Multi-Tenant Building	Condition Category
13237 Dexter	Commercial	4050	Multi-tenant	Good
5341 E Nevada	Commercial	2300	Multi-tenant	Good
1533 Winder	Commercial	3900	Multi-tenant	Poor
14501 - 14523 E Jefferson	Commercial	7000	Multi-tenant	Fair
3000 Fenkell	Commercial	18000	Multi-tenant	Fair
10529 Puritan	Commercial	798	Single tenant	Good

Exhibit B
Motor City Match: Round 14
Recommended "Design" Awardees
February 12, 2019

Business Name	Description	Property Address	Disposition
AGI Construction LLC	Service-Disabled, Native American-owned General Contractor	1826 18th, 48216	owner
Fellow Citizen	Urban Farm-Stand Café	9400 Oakland, 48211	owner
Inspired by Mom Food and Specialty Industries Inc	Commercial Food Preparation & Shared Kitchen	8448-8450 W McNichols	tenant
Klassic Mobile Gardens LLC	Garden to Table Grower	15211 Mack, 48224	owner
Royal Popcorn Company	Gourmet Specialty Popcorn Shop	14680 E 7 Mile, 48205	owner
The Gumbo Pot	Music Art and Food Cafe	8050 Harper, 48213	owner
The Melbourne	Neighborhood Music Venue & Gathering Space	8295 Oakland, 48211	owner



CODE EDC 19-02-91-82

Economic Development Corporation of the City of Detroit

MOTOR CITY MATCH: ROUND 14 BUSINESS AWARDS

WHEREAS, EDC staff has completed due diligence and evaluation for applications ("Applications) in the fourteenth round ("ROUND 14") of the Motor City Match Business Application Track; and

WHEREAS, the EDC staff has provided recommendations to the Board to receive technical assistance for the "Business Plan" awards, "Space" awards, and cash grant investment for the "Cash" award categories; and

WHEREAS, the EDC Board has determined that the staff recommendation is reasonable and consistent with the Motor City Match program; and

NOW, THEREFORE BE IT RESOLVED that the EDC Board of Directors, accepts the current results of the ROUND 14 Business Application evaluation process, and approves the Applications that have been recommended for "Business Plan" awards, attached hereto as Exhibit A.

BE IT FURTHER RESOLVED, that the EDC Board of Directors, accepts the current results of the ROUND 14 Business Application evaluation process, and approves the Applications that have been recommended for "Space" awards, attached hereto as Exhibit B.

BE IT FURTHER RESOLVED, that the EDC Board of Directors, recommends to the EDC Board of Directors the approval of the "Cash" grant awards that were recommended by Staff pursuant to the ROUND 14 Business Application evaluation process, attached hereto as Exhibit C.

BE IT FURTHER RESOLVED, that the EDC Board of Directors, recommends that grant amounts not fully allocated each round (i.e., the remaining funds when quarterly "Cash" awards total less than \$500,000) be repurposed and distributed in future rounds. In such cases, Staff would have the authority to recommend more than \$500,000 in "Cash" awards in future rounds, subject to the approval of the Board.

BE IT FURTHER RESOLVED, that any two Officers, or any one of the Officers and any one of the Authorized Agents or any two of the EDC's Authorized Agents shall hereafter have the authority to negotiate and execute all documents, contracts, or other papers and to take such actions as are necessary or appropriate to implement the provisions and intent of this resolution.

BE IT FINALLY RESOLVED, that all of the acts and transactions of any Officer or Authorized Agent of the EDC, in the name and on behalf of the EDC, relating to matters contemplated by the foregoing resolutions, which acts would have been approved by the foregoing resolutions, except that such acts were taken prior to the execution of these resolutions, are hereby in all respects confirmed, approved and ratified.

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Exhibit A
Recommended "Business Plan" Awardees

1. "The Experience" Nail Bar & Spa	Luxurious nail bar and spa
2. 4R'S Auto Repair service	Auto repair service
3. Autovan	Self-serve car wash
4. Balloons by CJ	Balloon art decor and sales
5. Beau't X Joi Salon and Spa	Beauty salon
6. Beautiful Journey Academy	Early education center
7. Black Dog Coffee	Coffee shop and art space
8. Dalin's Daycare, LLC	Daycare center
9. Detroit Glass Guys, LLC	A union glass company
10. Detroit Global Media, LLC	Media marketing and consulting
11. DLH Services, LLC	Bookkeeping, tax services, and legal documentation preparation
12. D's Coney Island	Coney Island restaurant
13. E. Martin Salon & Education	Salon with educational purposes
14. El Rey de las Arepas	Detroit's only authentic Venezuelan food
15. For My Children	Comprehensive childcare center
16. Inner City Property Management	Real estate and property management
17. Jalen's Place	Activity center for children with Autism, ADD, and ADHD
18. Ks Touch Designs and Things	Salon and outreach services for women
19. Love Educate and Empower Program, LLC	Cultural activities and programs for children and families
20. Maya Investments, LLC	Community development offering citizen empowerment

21. Messy World	Amusement and entertainment for kids
22. Muva Earth, LLC	Creating food security through education
23. My Home Properties, LLC	Property management and ownership assistance
24. New Day Holdings	Construction, painting, remodeling, and renovations
25. Phlebotomy By KAR, LLC	Mobile, in-home blood collection
26. Precious Place Transitional Housing	Housing assistance for single mothers and their families
27. SnoBiz Detroit	Shaved ice sweet treats
28. Soapstone Soaps, LLC	Signature, handmade, natural soap
29. The Children of Purpose Learning Center, LLC	Childcare provider
30. Yup's Barbaque	Group home for mental health

Exhibit B
Recommended "Space" Awardees

1. Catasrelief	Destroy room and art studio
2. Children's Art Gallery & WorkSpace	Children's art and technology co-working space and gallery
3. Crème Brulee, LLC	Trendy salon with proprietary products
4. Emmanuel Realty, LLC	Residential and commercial real estate
5. Fierce Passions	Women's clothing boutique
6. Island Feast Bistro, LLC	Full-service Caribbean restaurant
7. Island Kaii	Insurance and financial service agency
8. Lexi's Pet Parlor, LLC	Full-service pet grooming and pick-up service
9. Little Blessings Learning House	In-home educational childcare facility
10. Muse Cosmetics, LLC	Cruelty-free hair and makeup
11. Old Soul Vintage	Vintage humanitarian clothing retailer and buyer
12. Premium Shine Auto Spa, LLC	Auto wash and detail
13. Riddles 4 Kids, LLC	Children's toy and clothing store
14. Spiroll, LLC	Confectionery, artisan breads, desserts, and pastries
15. The Trap Yoga and Massage Studio	Yoga and massage
16. Timin Is Everything Adult Foster Care	Live-in home care
17. Valor Investment Group	Private equity firm
18. Wash N' Fold	Laundromat and laundering service

Exhibit C
Recommended "Cash" Awardees

1. Tiff Massey, LLC

Owners: Tiff Massey

Grant: \$70,000

Location: 18485 Wyoming

Description: Tiff Massey is a Detroit born and raised artist that purchased a building to secure a permanent place within the city. She aims to complete a full rehab of her building, allowing her to offer classes and workshops to neighborhood youth. The building will serve as Tiff's permanent studio and allow her to hire other artists to assist on large scale metal smithing projects. In addition, the space will offer rentable studios and an artist in residency program. Tiff Massey LLC is a **minority-owned, woman-owned, Detroit resident-owned, business.**

Total Expected Investment: \$240,000

2. A & S Fish and Chicken Market

Owners: Saleh Mjalli

Grant: \$25,000

Location: 8928 W. Vernor Hwy

Description: A & S will serve a growing need for a fresh fish and poultry on the western end of Vernor Highway. The market will accommodate the tastes of neighborhood's diverse population, offering fresh fish and chicken and an array of prepared foods. A & S Fish and Chicken Market is a **minority-owned, Detroit resident owned business.**

Total Expected Investment: \$118,000

3. Blessed Beginnings Learning Center

Owners: Lashawn Bridges

Location: 14050 E. Eight Mile

Grant: \$75,000

Description: Blessed Beginnings Learning Center has proudly served the "Mt. Olivet" eastside Detroit community with a commitment to learning and a spirit of love for over 19 years. Blessed Beginnings Learning Center was established to provide quality infant-to-toddler & preschool childcare which continues to be in high-demand. Lashawn's track record and community ties give assurance to busy parents that their children will be in an environment rich with learning and caring. Blessed Beginnings Learning Center is a **minority-owned, woman-owned, Detroit resident-owned business.**

Total Expected Investment: \$426,700

4. Bronzed N Glow Beauty Boutique

Owners: Destiny Thomas & Jamesha Jackson

Location: 19327 Livernois

Grant: \$45,000

Description: Bronzed N Glow Beauty Boutique is a luxury beauty boutique. A modern twist to beauty supply retail, focusing on providing quality hair care products, tools and accessories as well as children's hair care and men's grooming products. The store will feature products created by women and people of color, filling a need quality hair care products for all hair textures. Destiny and Jamesha strive to make shopping for hair products an educational and immersive journey while providing a positive and empowering experience and bringing out the GLOW in everyone we encounter. Bronzed N Glow Beauty Boutique is a **minority-owned, woman-owned business.**

Total Expected Investment: \$146,000

5. D-Town Grand

Owners: Jan Dijkers

Location: 3040 East Grand

Grant: \$50,000

Description: 3040 East Grand is a historic building that will be fully rehabbed and offer a new home to Hair Lab Detroit. This Motor City Match top property has been vacant for decades, and its reopening provides a space for a local business to thrive in a fast changing neighborhood. 3040 East Grand will reactivate a dormant corner, and through the opening of Hair Lab Detroit, will provide a needed service to the area - one many travel to the suburbs for - and provide up to seven jobs. 3040 East Grand is a **woman-owned, Detroit resident-owned building.**

Total Expected Investment: \$925,000

6. Diamond Smiles Dentistry P.C.

Owners: Aisha Akpabio

Location: 13334 E Jefferson Rd, Detroit, MI

Grant: \$65,000

Description: Diamond Smiles Dentistry will offer a full range of dental services which will includes but not limited to: dental examinations, digital dental x-rays, development of comprehensive dental treatment plans, dental cleanings and fluoride treatment, dental fillings, teeth whitening systems, sedation, dental sealants, minor orthodontics, root canal therapy, general cosmetic dentistry, oral surgery, dental implants, crown and bridges, and dental treatment on special needs patients. The practice will be completely computerized with the latest digital systems and support as well as x-ray equipment. Diamond Smiles Dentistry is a

Total Expected Investment: \$710,000 **minority-owned, woman-owned, Detroit resident-owned business.**

7. KRISPY ADDICTS L.L.C.

Owners: Dhafir Hasan

Location: 19434 Livernois, Detroit, MI

Grant: \$25,000

Description: Krispy Addicts is a men's retail street wear clothing boutique that specializes in graphic design t-shirts, denim jeans and jackets, hoodies, sweatshirts from exclusive brands as well as its own signature clothing brand. The store will carry accessories including hats, sneakers, belts and urban artwork. Krispy Addicts will reach out to young artists from the local community and allow them to showcase their artwork for sale, leveraging the brick and mortar location to expand an existing online store. Krispy Addicts is a **minority-owned business**.

Total Expected Investment: \$70,000

8. Skinphorea Facial Bar and Acne Clinic

Owners: Jessica Stallings

Location: 17245 Greendale Ave, Detroit MI 48219

Grant: \$30,000

Description: Skinphorea Facial Bar, is the 1st and only walk in facial bar where no appointment is needed, no disrobing and for the busy person on the go. Clients receive 30 min treatments for affordable price in a bar like setting where the seats recline back while watching classic movies like Breakfast at Tiffany's and Footloose or listen to upbeat Motown and Jazz music. Currently Skinphorea specializes in facials, chemical peels, acne treatments, waxing, beard facias for men and makeup application. Skinphorea Facial Bar and Acne Clinic is a **minority-owned, woman-owned business**.

Total Expected Investment: \$310,000

9. Terri's Cakes Detroit

Owners: Garnet Conerway

Location: 16311 E. Warren Ave. Detroit, MI

Grant: \$75,000.00

Description: Terri's Cakes is a retail and wholesale bakeshop specializing in handcrafted cakes and cupcakes in Detroit. Customers know that no matter the flavor, their taste buds are going to dance on the first bite. Owner Garnet Conerway draws from 40 years of recipes inspired by her mother, Terri. The space will also offer baking classes, and rentable event space. Terri's Cakes Detroit is a **minority-owned, woman-owned, Detroit resident-owned business**.

Total Expected Investment: \$365,000

10. Watson Textiles DBA Metrotex Michigan

Owners: Jammal Watson

Location: 10200-10208 W McNichols

Grant: \$40,000.00

Description: Watson Textiles is an Industrial Laundry Rental Program that provides Facility Service products ie...(Floor Mats, Towels, Aprons, Sheets, Linens, Restroom Products) to customers on a weekly or bi-weekly basis. Their new location and expansion will allow them to process orders in house rather and expand their capacity. This growing business will provide jobs and a reactivated corner on Detroit's near west side. Watson Textiles is a **minority-owned business**.

Total Expected Investment: \$120,000



CODE EDC 19-02-91-83

Economic Development Corporation of the City of Detroit

MOTOR CITY MATCH: AWARDEE EDUCATION

WHEREAS, The Economic Development Corporation of the City of Detroit ("EDC"), has developed small business and commercial corridor revitalization programs, including Motor City Match (the "**Program**") using Community Development Block Grant funds from the City of Detroit; and

WHEREAS, Business Owner Awardees (Business Plan, Pop-Up, Space, and Design) may receive educational classes from the Program approved provider to meet individual business needs; and

WHEREAS, the EDC solicited bid proposals on October 5, 2018 RFP for small business education classes to Program participants; and

WHEREAS, based on review of twenty-seven (27) responses to the solicitation, staff desires to contract with five (5) service providers; and

WHEREAS, EDC staff requests authorization from the Board to enter into Professional Services Agreements, each for a term of one-year, with an option to extend for one-year, for small business education classes with the providers, and in the amounts, set forth on **Exhibit A**; and

WHEREAS, the EDC Board of Directors has determined that Staff's recommendation is appropriate and within the best interests of the Program.

NOW, THEREFORE, BE IT RESOLVED that the EDC Board of Directors hereby authorizes the negotiation and execution of Professional Services Agreements, each for a term of one-year, with an option to extend for one-year, for small business education classes with the providers, and in the amounts, set forth on **Exhibit A**.

BE IT FURTHER RESOLVED, that any two Officers, or any one of the Officers and any one of the Authorized Agents or any two of the EDC's Authorized Agents shall hereafter have the authority to negotiate and execute all documents, contracts, or other papers and to take such actions as are necessary or appropriate to implement the provisions and intent of this resolution.

BE IT FINALLY RESOLVED, that all of the acts and transactions of any Officer or Authorized Agent of the EDC, in the name and on behalf of the EDC, relating to matters contemplated by the foregoing resolutions, which acts would have been approved by the foregoing resolutions, except that such acts were taken prior to the execution of these resolutions, are hereby in all respects confirmed, approved and ratified.

February 26, 2019

Exhibit A
Service Provider Scope and Fees

Provider: Accounting Aid Society

Not to Exceed Contract Amount: \$48,000.00

Scope: Up to twelve (12) classes annually in finance and accounting. Each class will serve up to twenty (20) students per quarter for a cost of Six Thousand and 00/100 (\$6,000.00) per quarter. Students may receive elective one-on-one consulting for an additional charge of \$300 per hour. Students may receive elective one-on-one consulting for an additional charge of \$300 per hour. Up to twenty (20) students per quarter for a cost of Six Thousand and 00/100 (\$6,000) per quarter may receive one-on-one consulting. A notice to proceed will be issued at the beginning of each round to ensure that sufficient demand exists for the courses and resources are adequately managed.

Provider: BUILD Institute

Not to Exceed Contract Amount: \$147,00.00

Scope: Up to forty-four (44) classes annually in pop up, space, and financial/accounting. Space and pop up classes will be held up to five (5) times per quarter. The pop up and space classes will serve up to thirty (30) students each per quarter for a cost for \$13,500 (for pop up) and \$15,750 (for space). The finance/accounting classes will be held one (1) time per quarter, for a per quarter cost of \$7,500. A notice to proceed will be issued at the beginning of each round to ensure that sufficient demand exists for the courses and resources are adequately managed.

Provider: Design Core Detroit

Not to Exceed Contract Amount: \$34,000

Scope: to provide 1) Twenty-four Thousand and 00/100 (\$24,000) for eight (8) classes annually on Branding and the Built Environment. Each class will serve up to eighteen (18) students per quarter. 2) Ten Thousand and 00/100 (\$10,000) for five hundred (500) printed copies of "Design Guide for Neighborhood Business" interactive workbook to be distributed by program staff. 3) Ten Thousand and 00/100 (\$10,000) for up to fifty (50) 1:1 design and branding sessions for program awardees each quarter, billed at Fifty and 00/100 (\$50) per one (1) hour session. A notice to proceed will be issued at the beginning of each round to ensure that sufficient demand exists for the courses and resources are adequately managed.

Provider: Detroit Future City

Not to Exceed Contract Amount: \$39,000

Scope: Up to six (6) classes annually on storm water and landscaping. Storm water classes will occur each quarter and landscaping classes will occur twice per year. Storm water classes will cost up to Two Thousand Two Hundred and Fifty 00/100 (\$2,250) per quarter and landscaping classes will cost up to One Thousand Five Hundred 00/100 (\$1,500) semi-annually. Each class will serve up to thirty (30) students. Students may receive elective one-on-one consulting for an additional charge of \$150 per hour. A notice to proceed will be issued at the beginning of each round to ensure that sufficient demand exists for the courses and resources are adequately managed.

Provider: TechTown Detroit

Not to Exceed Contract Amount: \$28,000.00

Scope: To provide sixteen (16) classes annually on space, pop up, merchandising, and operations. Each class will serve up to thirty-five (35) students for a cost of Seven Thousand and 00/100 (\$7,000.00) per quarter for all classes. A notice to proceed will be issued at the beginning of each round to ensure that sufficient demand exists for the courses and resources are adequately managed.



**SMALL BUSINESS AND COMMERCIAL CORRIDOR REVITALIZATION PROGRAM:
MARKETING AND COMMUNICATIONS SERVICES**

WHEREAS, The Economic Development Corporation of the City of Detroit ("EDC"), has developed a small business and commercial corridor revitalization program, including those known as Motor City Match and Motor City Re-store (the "Programs"), at the request of the City of Detroit (the "City") Mayor's Office.

WHEREAS, the EDC entered into a subrecipient agreement with the City (Contract #2899173) to manage administer and implement the Program for a term ending December 31, 2019; and

WHEREAS following a January 2018 solicitation for communication and marketing services for the Programs, as described on Exhibit A hereto, the EDC approved a contract with Fleishman Hillard for a not-to-exceed total contract amount of \$350,000 for the term of March 1, 2018 through February 28, 2019; and;

WHEREAS, EDC staff recommends extending the contract for an additional one-year term, as contemplated by the January 2018 solicitation; and

WHEREAS, the EDC Board of Directors has determined that Staff's recommendation to extend the contract for the term March 1, 2019 through February 28, 2020 is appropriate and in the best interests of the Program.

NOW THEREFORE BE IT RESOLVED, that the EDC Board of Directors hereby authorizes the extension of the contract with Fleishman Hillard to provide the services described on Exhibit A for the not-to-exceed amount of Three Hundred Fifty Thousand 00/100 (\$350,000.00) for the term March 1, 2019 through February 28, 2020.

BE IT FURTHER RESOLVED, that any two Officers, or any one of the Officers and any one of the Authorized Agents or any two of the EDC's Authorized Agents shall hereafter have the authority to negotiate and execute all documents, contracts, or other papers and to take such actions as are necessary or appropriate to implement the provisions and intent of this resolution.

BE IT FINALLY RESOLVED, that all of the acts and transactions of any Officer or Authorized Agent of the EDC, in the name and on behalf of the EDC, relating to matters contemplated by the foregoing resolutions, which acts would have been approved by the foregoing resolutions except that such acts were taken prior to execution of these resolutions, are hereby in all respects confirmed, approved and ratified.

February 26, 2019

2-2 SCOPE OF WORK

Services include:

1. Communications plan and implementation

- a. Develop wraparound communications services to support Motor City Match, Motor City Re-Store neighborhood retail development programs.
 - i. Plan to include Earned-Owned-Paid: media, event management, digital, advertising, collateral, video, photography, research, grassroots, branding, storytelling, thought leadership, executive presence, community engagement
- b. Event specific implementation and awareness
 - i. Vendor to provide specific plan for executing quarterly grant celebration for each program or combines program which includes Mayor and program recipients.
 - ii. Repeatable, turn-key program operations: event management
 1. All deliverables needed for grant celebration program: venue selection, photography, presentations, catering, key messages, speeches, venue preparation
 - iii. Repeatable, turn-key program operations: awareness
 1. Media invite, media materials, photography, graphics, video, ambassador communication toolkit, cross-channel resources, et al.
- c. Ongoing awareness, engagement, participation, communication.
 - i. Develop collateral templates and populate with content provided by the client. Assist with content development as necessary. Collateral templates may include:
 1. Flyers
 2. Door hangers
 3. Brochures
 4. Mailers
 5. Newsletter and email templates
 6. Letterhead
 - ii. Develop plan for keeping MCM, MCR-S in news cycle between quarterly events
 1. Story mining
 2. Pitching
 3. Executive leadership
 4. Partnerships, co-branding
 5. Existing opportunities, tradeshow, conferences, academic/trade journals
 6. Increasing participation in program/applications
 7. Increasing participation in program/funding

- d. Bring new ideas to client
 - i. Develop fresh way to develop stories, tell stories, elevate program awareness, generate more interest in participating, generate more funding. Be Brilliant.
 - ii. Using a specific metric, increase share of voice for DEGC using MCM/MCRS.
 - e. Superior capabilities in all Marketing/Communications/Media Relations
 - i. Develop media materials where needed and place stories with local, trade, national print, radio, TV, digital, bloggers.
 - ii. Develop repository of assets for repurposing across all channels, Photography, graphics, advertising, logos, video
 - f. Populate website content developed by client and assist with search engine optimization. Allow for revisions to ensure feedback and buy-in from key users.
 - g. Define and track metrics to determine effectiveness of communication.
2. **Communications advisory services**
- a. Assist with communications opportunities and problem solving on an as needed basis.
3. **Additional Services.** In addition to those services set forth herein, the Consultant shall provide the following additional services:
- A. With reasonable notice, attend all meetings (in-person or via conference call) which EDC staff deem necessary, and attend all EDC meetings for which the Consultant has prepared materials or a deliverable for consideration.
 - B. Other services as reasonably requested by the EDC.
4. **Non-Exclusive Services.** Although the EDC's Consultant will be given the majority of the EDC's business outlined in this Scope of Services, this agreement does not preclude the EDC from retaining other Consultants from time to time as the EDC, in its sole discretion, decides. This appointment is non-exclusive and further, the successful Consultant agrees to work with and coordinate efforts with (if requested by the EDC) any other Consultant advisor retained by the EDC.