

Brightmoor

AREA FRAMEWORK PLAN

Economic Development Focus Group

Welcome!

Welcome + Introductions

Thank you for attending this meeting!

Our **MC** today:
Dave Walker

Our **speakers** today:

- **Medvis Jackson, DEGC**
- **Yolanda Massey, Hooked on Books**
- **Alexandra Miller, AMC - Brightmoor Framework Plan Team**

Today's Agenda

(6 - 7:30 pm)

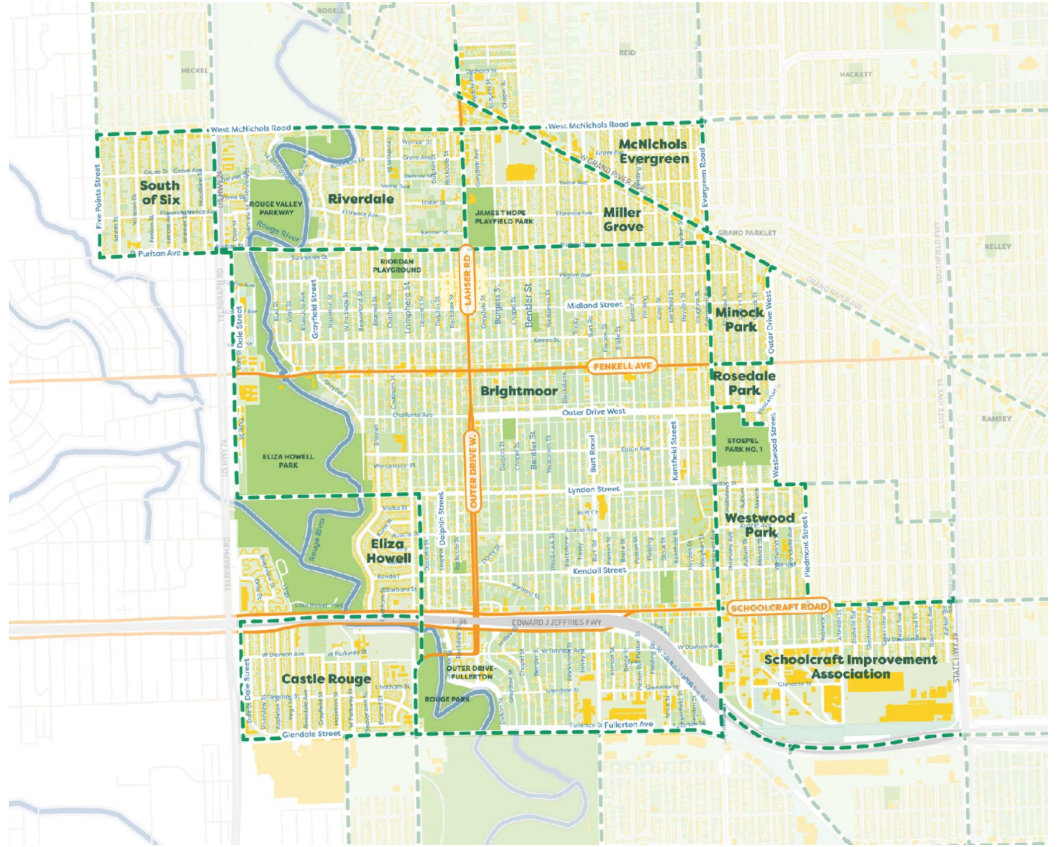
- **Welcome** + Introduction: *10 minutes*
- **Presentation:** *15 minutes*
 - Project schedule recap
 - Review **what residents have shared** about economic development to date
 - Discuss the state of **Brightmoor's economy and jobs** today
- **Discussion of potential economic development opportunities :** *1 hour*
- **Wrap up + Next Steps:** *5 minutes*

“Parking lot” for other ideas outside of today's focus on economic development will be recorded.

Brightmoor Area Framework Plan Overview

An overview of the Brightmoor Area Framework Plan is available online.

The website includes a project timeline and summaries of all previous community meetings.



Icebreaker - Warm Up

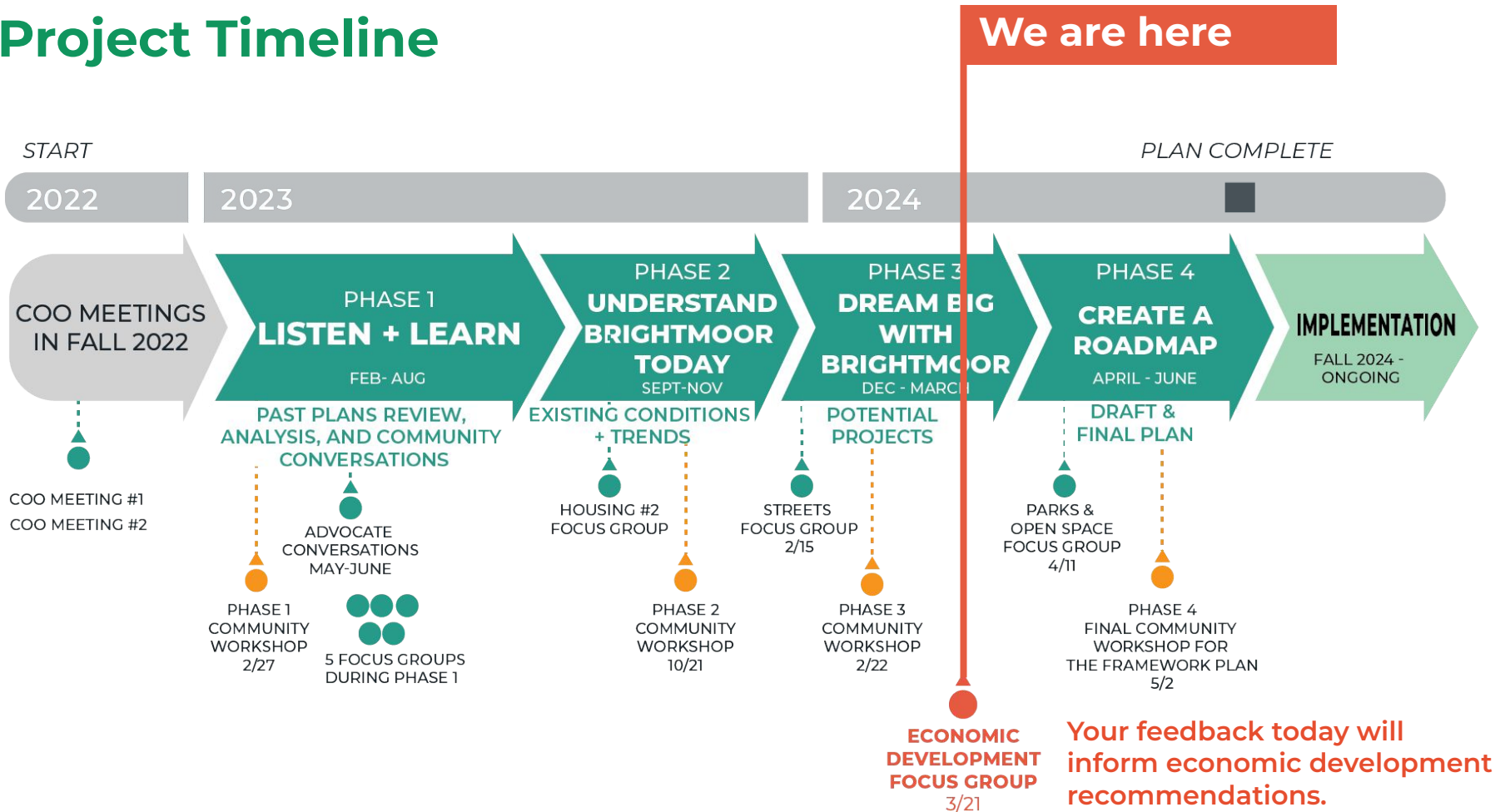


What is your favorite thing to do for fun in Brightmoor?

For example:

- A. Visit a local business (which?)
- B. Visit a park or community center (which?)
- C. Attend a religious service
- D. Visit friends or family
- E. Enjoy time outdoors
- F. Other

Project Timeline





What have
Brightmoor residents
shared so far?

Phase 3 Workshop Recap

Thank you for participating in the Phase 3 open workshop in February! Attendees joined to review feedback to date and prioritize potential projects.

The Top 5 projects receiving the most “high priority votes” included:

- **Dumping Reduction**
- **Safer Streets Initiative**
- Supporting new **development along Fenkell**
- **Basic needs and health partnerships**
- **Assistance for homeowners, renters, and unhoused community members**



Phase 3 Workshop - Add your input

Missed the Phase 3 workshop?

Here are links where you can access the materials and share your top priorities.

The survey form will be open until March 29.

Paper copies are also available and can be returned to Crowell by 3/29.

Online Survey Form



[www.tinyurl.com/
BrightmoorPh3Workshop](http://www.tinyurl.com/BrightmoorPh3Workshop)

Download PDF of Meeting Materials



[www.detroitmi.gov/
document/brightmoor-
phase-3-workshop-boards](http://www.detroitmi.gov/document/brightmoor-phase-3-workshop-boards)

What residents have shared about economic development

Brightmoor community members have given feedback about economic development throughout the planning process, including at the **Kickoff, Online Survey, and Phase 2 Public Workshop.**

Comments centered around a desire to **support new development on Fenkell**, provide **educational opportunities** for a variety of ages, and **assist local businesses to grow.**

“Businesses in the area need support and access to local advertising.”

LOCAL BUSINESS

“Strengthen the arts and practical “know how” in education.”

“Engage youth in the reimagining of education.”

EDUCATION

“Repurpose vacant buildings for clinics, restaurants, and community centers.”

“Need all sizes of home, small as well as large.”

“Address housing diversity and accessibility.”

DEVELOPMENT

What residents have shared about economic development

At community workshops and prior focus groups, attendees highlighted ideas including **activating vacant storefronts**, incorporating the **arts**, and creating **employment opportunities and entrepreneurship**.

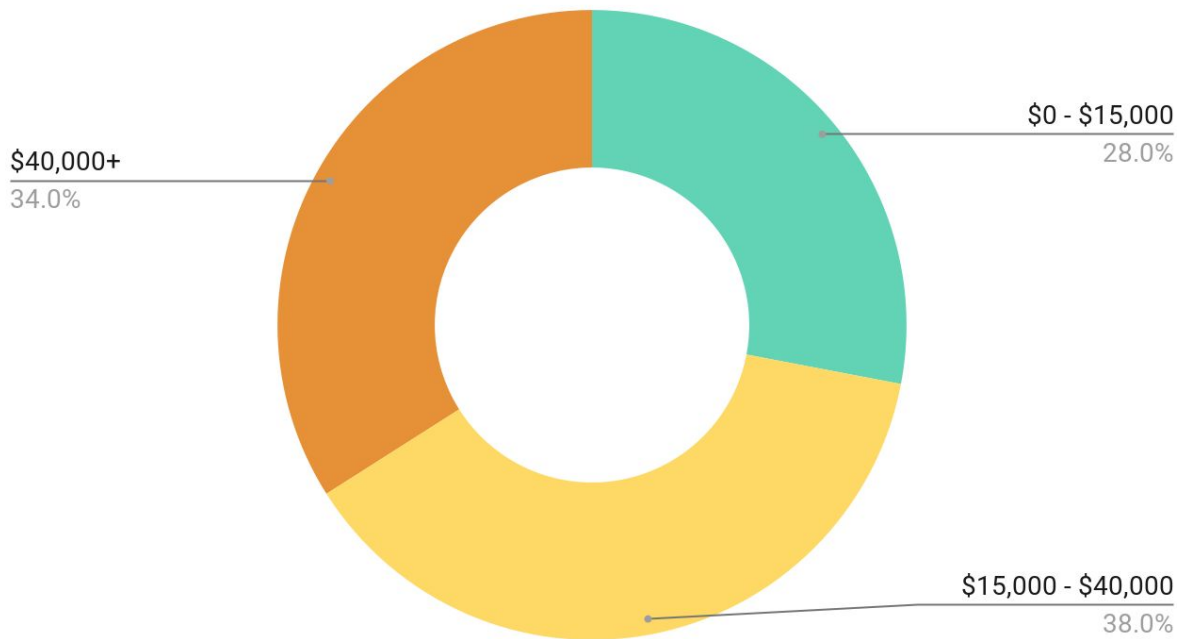


What is the experience of
workers in Brightmoor today?

Income Levels of Brightmoor Workers

Two-thirds (66%) of Brightmoor workers with full-time or part-time jobs earn \$40,000 or less per year.

Creating opportunities for career development and higher-paying jobs in the area may be an important goal. We've heard interest in college access and trades education.

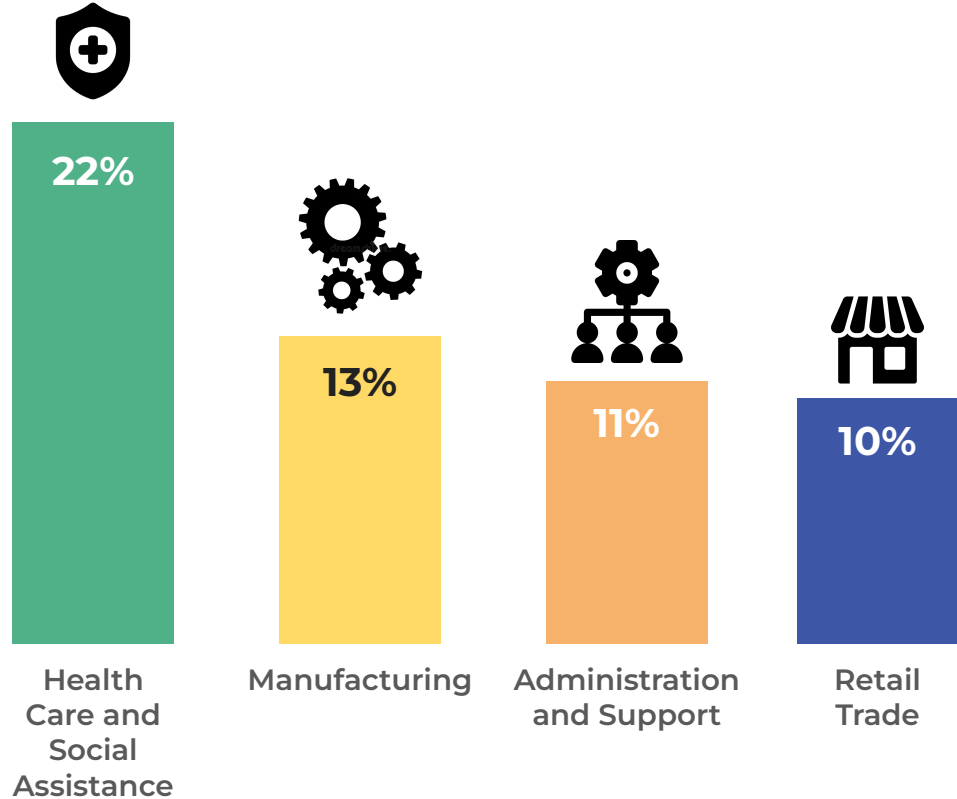


Occupations

The top industries for Brightmoor workers are:

- Health Care and Social Assistance
- Manufacturing
- Administration and Support
- Retail Trade

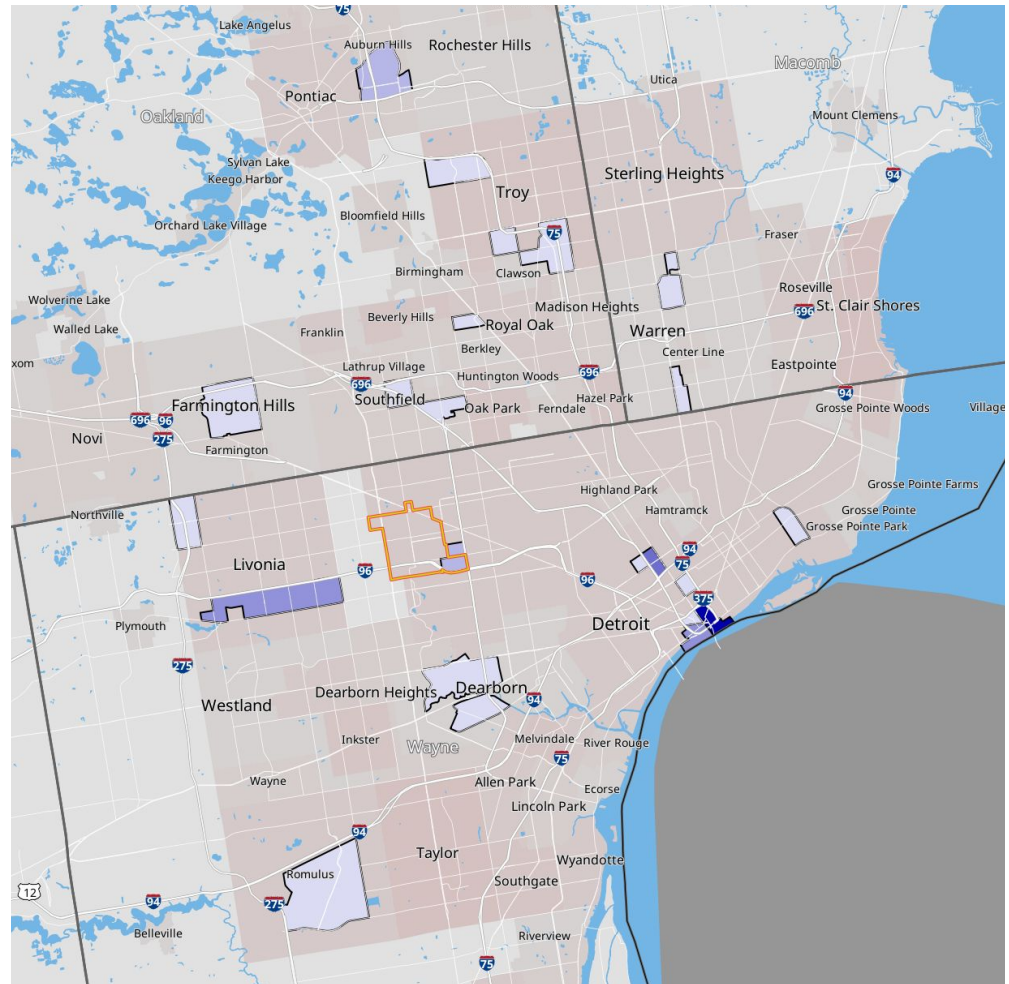
Connecting residents with career development and certification resources to help climb the ladder at their workplaces may help Brightmoor residents increase their incomes.



Accessibility of Jobs

The map shows the top 25 zip codes where Brightmoor residents travel for work.

Downtown and midtown are some of the most popular destinations, but residents are traveling long distances to other jobs as well.



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics Program, OnTheMap

What are **opportunities** for economic development in Brightmoor?

Key Topics

- **Detroit Economic Growth Corporation: Motor City Match Program**
 - Assisting small businesses to grow along commercial corridors
- **Re-zoning Along Fenkell**
 - Review and discuss zoning options
- **Beautification on Fenkell**
 - Discuss how beautification can best help existing and new businesses

Motor City Match Program

Motor City Match Program Overview Winter 2024

HATCH
ITADAKU

THE FARMER'S HAND
PREPARED FOOD & CATERING

THE FARMER'S HAND
PREPARED FOOD & CATERING

PREPARED FOOD & CATERING

MOTOR CITY MATCH: WHO WE ARE



Motor City Match is a program under the Detroit Economic Growth Corporation funded in partnership with the City of Detroit and the Department of the Treasury's ARPA program. The Motor City Match program is designed to assist Detroit entrepreneurs at all stages of their business development - from idea to open.



THE
KRESGE
FOUNDATION



KF KNIGHT FOUNDATION



 FORD
FOUNDATION

Bank of America 

JPMORGAN
CHASE & Co.




FIFTH THIRD BANK

MOTOR CITY MATCH: OVERALL IMPACT



153 OPEN BUSINESSES

\$7.9M
technical assistance

\$15.7M
grants awarded

\$87.4M
additional investment

MOTOR CITY MATCH: WHEN/HOW DO I APPLY



- Round 27 applications open March 1st, 2024
- **Round 27 applications close April 1st, 2024**
- Go to motorcitymatch.com for program info
- Go to apply.motorcitymatch.com/submit for applications – you will be required to create an account

Application Process:

- Quarterly Applications
- 90-day application cycle
- 30-days open application
- Finalists notified within 30 days of application close

MOTOR CITY MATCH: WHO CAN APPLY?



- For-profit businesses only
- New businesses without a location owned by Detroit residents
- New businesses with a location in the city of Detroit
- Existing businesses with a location in the city of Detroit
- All awardees must be either a resident, or have a location in the city of Detroit

The following business types are ineligible:

- Businesses that sell cannabis or products containing cannabis
- Franchises, non-profit businesses, residential development, or real estate investment businesses
- Business seeking funding for new construction of a structure or building
- Businesses that do not have a location in the city of Detroit and are not owned by a Detroit resident

MOTOR CITY MATCH: HOW IT WORKS



2 Types of Awards:

1. Technical Assistance Awards

- No funding exchanged between MCM and the awardee
- MCM pays qualified providers for technical assistance and business services
- Awardee has access to workshops and 1-on-1 consultation with MCM staff
- **Plan, Develop, Design Tracks**

2. Financial Assistance Awards - \$1.25M per round

- Gap funding in the form of grants
- MCM reimburses for qualified expenses
- Awardee must secure additional necessary funding before grants are disbursed
- **Cash and Restore Tracks**
- **GRANT AWARDS ARE NOT ISSUED IN A LUMP SUM PAYMENT** – grants are disbursed on a reimbursement basis for qualified expenses

MOTOR CITY MATCH: HOW IT WORKS



	Type of Award	New or Existing Business	Location Required	Residency Requirement
Plan	Technical Assistance – \$1,500 in services	Either	No	Yes, must be a resident or have a location
Develop	Technical Assistance – \$3,500 in services	Existing – made a sale in last 6 months	No	Yes, must be a resident or have a location
Design	Technical Assistance – up to \$25,000 in services	New, or an additional location to an existing business	Yes, currently vacant, business cannot be open	No, must have a location in Detroit secured
Cash	Financial Assistance – grants average \$50,000	New, or an additional location to an existing business	Yes, currently vacant, business cannot be open	No, must have a location in Detroit secured
Restore	Financial Assistance – grants average \$25,000	Existing, open 1 year or more in current location	Yes, business must be open in space for 1 year or more	No, must have a location in Detroit secured

Access to Capital: MCM FUNDER LIST



Lending Organization	Product Name	Loan Size	Product Type	Contact Name	Email Address
Kiva Detroit	Crowdfunded No Interest Loans	\$1,000 - \$15,000	Term Loan	Onni Stone	kiva@buildinstitute.org
Ascendus Capital	Microloans	\$1,000 - \$25,000	Term Loan	Camery Abram	cabram@ascendus.org
Ascendus Capital	Line of Credit	\$5,000 - \$10,000	Line of Credit	Camery Abram	cabram@ascendus.org
Black Leaders Detroit	No Interest Loans*	Up to \$25,000	Term Loan	Dwan Dandridge	dwan@blackleadersdetroit.org
Michigan Women's Forward	Microloan Program	\$2,500 - \$50,000	Term Loan	Tanesia Greer	tgreer@miwf.org
Detroit Development Fund	BizLoan Micro Fund	\$5,000-\$50,000	LOC/Term Loan	Erin Grant	egrant@detroitdevelopmentfund.com
CEED Lending	SBA Microloan	\$5,000 - \$50,000	Term Loan	Belinda Turner-DuBois	bdubois@miceed.org
ProsperUs	ProsperUs Microloan	Up to \$50,000	Term Loan	Matthew Bihun	mbihun@prosperusdetroit.org
Ascendus Capital	Small Business Loans	\$25,000 - \$50,000	Term Loan	Camery Abram	cabram@ascendus.org
Opportunity Resource Fund	Small Business Loans	\$10,000 - \$350,000	Term Loan / LOC	Carlton Shelton	cshelton@oppfund.org
CEED Lending	LIFT Loan	Up to \$75,000	Term Loan	Belinda Turner-DuBois	bdubois@miceed.org
Momentum	Activate	Up to \$100,000	Term Loan	TBD	TBD
Fair Food Fund	Catalytic Capital	\$5,000 - \$250,000	Term / Bridge / LOC	Aaron Jackson	ajackson@fairfoodnetwork.org
Momentum	Small Business Loans	\$20,000 - \$250,000	Term Loan	TBD	TBD
Detroit Development Fund	Entrepreneur of Color Fund	\$50,000 - \$250,000	LOC/Term Loan	John Schoeniger	jschoeniger@detroitdevelopmentfund.com
Detroit Development Fund	Contractor Lines of Credit	\$50,000 -\$250,000	LOC	Angelia Sharp	asharp@detroitdevelopmentfund.com
Detroit Development Fund	Late Stage Pre-Development Loans	\$50,000 -\$250,000	LOC/Term Loan	Nimaj Driscoll	ndriscoll@detroitdevelopmentfund.com
Detroit Development Fund	Pre-Construction Loans	\$50,000-\$250,000	LOC	Angelia Sharp	asharp@detroitdevelopmentfund.com
DEGC	Recovery Assistance Loan Fund*	\$50,000 - \$500,000	Term Loan	Lexi Shaw	ashaw@degc.org
Invest Detroit	Small Business Support Loan	\$50,000 - \$500,000	Term Loan	Derek Edwards	derek.edwards@investdetroit.com
Community Reinvestment Fund	SBA 7(a) Loans*	\$150,000 - \$4,000,000	Term Loan	Erin Chase	erin.chase@crfusa.com
Opportunity Resource Fund	Real Estate Development Loans	Up to 4,000,000	Term, Construction, Mini Perm	Carlton Shelton	cshelton@oppfund.org
Michigan Good Food Fund	Michigan Good Food Fund Loan	\$2,500 to \$6,000,000	Term Loan	Aaron Jackson	ajackson@farifoodnetwork.org

*No Technical Assistance Provided

LOC = Line Of Credit

MOTOR CITY MATCH: CONTACT INFORMATION

Plan Award

Kyle Cascarelli, kcasacarelli@degc.org

Develop Award

Medvis Jackson, mjackson@degc.org

Design Award

Myrna Segura, msegura@degc.org

Buildings

Sidni Smith, sasmith@degc.org

Cash Award

mcmcash@degc.org

Ashley Dreyer, adreyer@degc.org

Ajane Jackson, ajackson@degc.org

Restore Track

Madison Schillig, mschillig@degc.org

Rebecca Windecker, rwindecker@degc.org

Technical Assistance

mcmta@degc.org

LaTosha Franklin, lfranklin@degc.org

Program Director

Drew Lucco, alucco@degc.org

General Information

Email us at: motorcitymatch@gmail.com

Call us at: 844-DET-4MCM (844-338-4626)

Motor City Match
500 Griswold St. Suite 2200
Detroit, MI 48226

Motor City Match Program



QUESTION #1:

What questions do you have about the Motor City Match Program?

QUESTION #2:

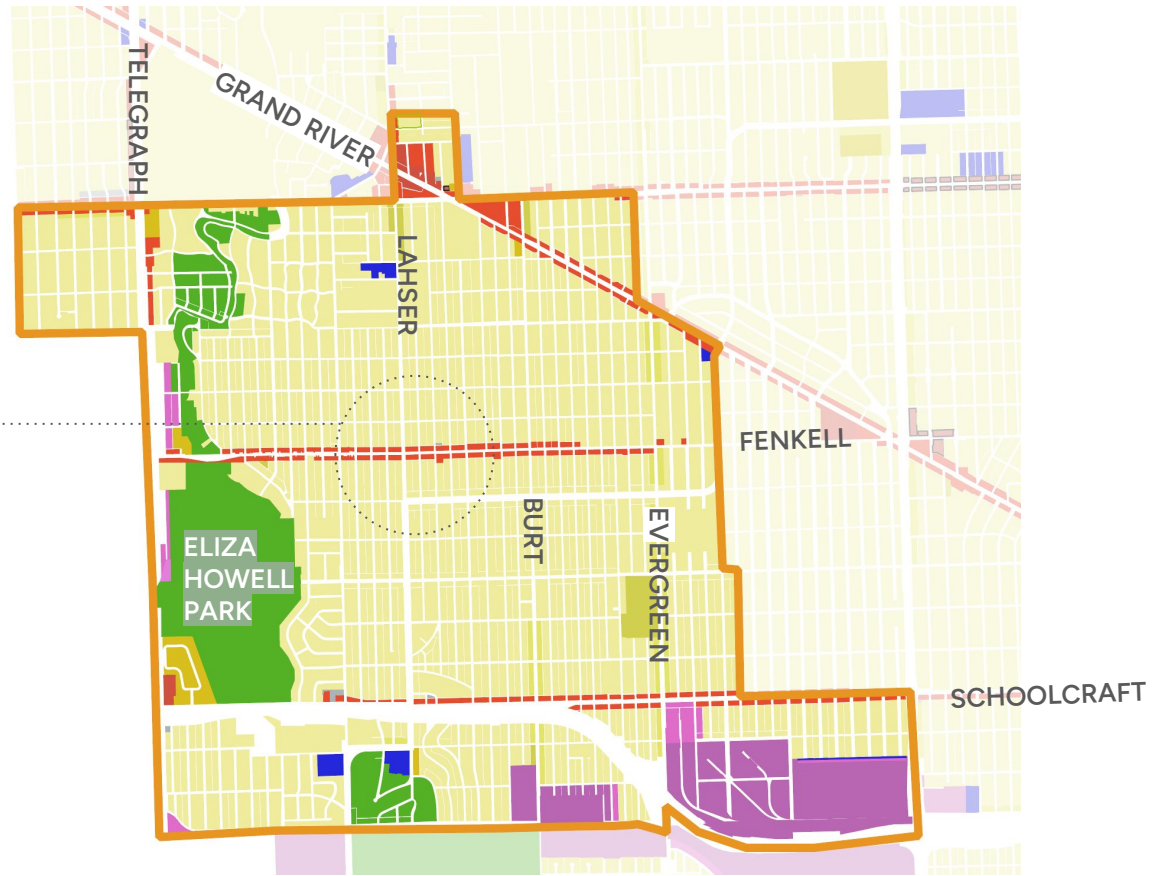
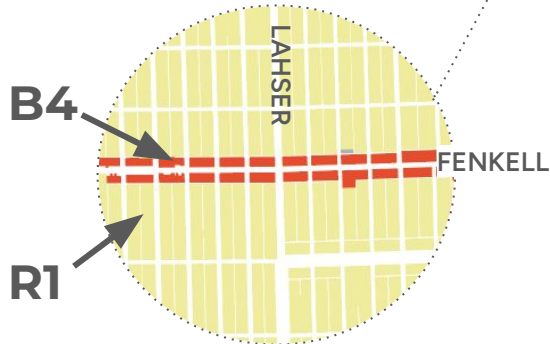
Are there other types of small business resources that you would like to hear more about, in this meeting or a future meeting?

Re-Zoning Along Fenkell

Existing Zoning

Fenkell's existing zoning is B4, or "General Business District."

It is surrounded mostly by R1 - "Single-Family Residential."



COMMERCIAL

- B3
- B4

RESIDENTIAL

- R1
- R2
- R3
- R5

INDUSTRIAL

- M2
- M4

OTHER

- P1 - Parking
- PD - Planned Dev.
- PR - Parks & Recreation

Potential Re-Zoning Options

IDEA:

Re-zone Fenkell from Dacosta St. to Pierson St. to help facilitate new development.

WHY?

B4 zoning requires a lot of parking, which can be difficult with existing lot sizes.

It also doesn't allow for "mixed-use" development, which could have stores on the ground floor and apartments above.



COMMERCIAL	RESIDENTIAL	INDUSTRIAL	OTHER
B3	R1	M2	P1 - Parking
B4	R2	M4	PD - Planned Dev.
	R3		PR - Parks & Recreation
	R5		

Fenkell Re-Zoning Options



Re-zoning Fenkell between Dacosta and Pierson Streets could benefit existing businesses as well as support new businesses. (Existing businesses could remain under any new zoning type or overlay.)

B4 - GENERAL BUSINESS DISTRICT (EXISTING ZONING)



PROS:

- Allows most types of retail, which offers flexibility for businesses.

POTENTIAL NEEDS:

- Parking requirements are hard to meet.
- Buildings can be set back and have large parking lots in front.
- Mixed-use development is not a by-right use.

TRADITIONAL MAIN STREET OVERLAY



PROS:

- Allows mixed-use development by right.
- Encourages attractive and walking-friendly design with new building along the sidewalk.
- Reduces parking requirements.

POTENTIAL NEEDS:

- Allow appropriate security features for buildings.
- “Light” version reduces more expensive requirements.

B4 - GENERAL BUSINESS DISTRICT (EXISTING ZONING)



PROS:

- Allows most types of retail, which offers flexibility for businesses.

POTENTIAL NEEDS:

- Parking requirements are hard to meet.
- Buildings can be set back and have large parking lots in front.
- Mixed-use development is not a by-right use.

B1 - RESTRICTED BUSINESS DISTRICT

B2 - LOCAL BUSINESS AND RESIDENTIAL DISTRICT



PROS:

- B1 and B2 allow fewer types of businesses, which may limit auto body and similar uses.
- Parking requirements are reduced.

POTENTIAL NEEDS:

- Fewer types of retail/services are allowed by right, which may limit business opportunities (e.g. no pet shops under B1; no trade schools or funeral homes under B1 or B2).
- Building setbacks of 20' are still required and setbacks / front parking lots can be larger.
- Mixed-use development is not a by-right use.

Re-Zoning on Fenkell



QUESTION #3:

Based on what you've heard, do you have any preference between the following zoning options - which do you think would help with economic development along Fenkell?

- A. Keep the current B4 zoning
- B. Apply a Traditional Main Street Overlay
- C. Re-zone to B1 or B2
- D. Other

Beautification on Fenkell

Beautification on Fenkell



QUESTION #4:

What types of beautification strategies do you think would be most effective on Fenkell? (Other suggestions are welcome!)



Code Enforcement /
Citing Vacant Owners



Demolishing
Non-Historic Vacant
Buildings



Public Art and Murals



Storefront Planters
and Landscaping

Topic 2: Economic Systems and Resources

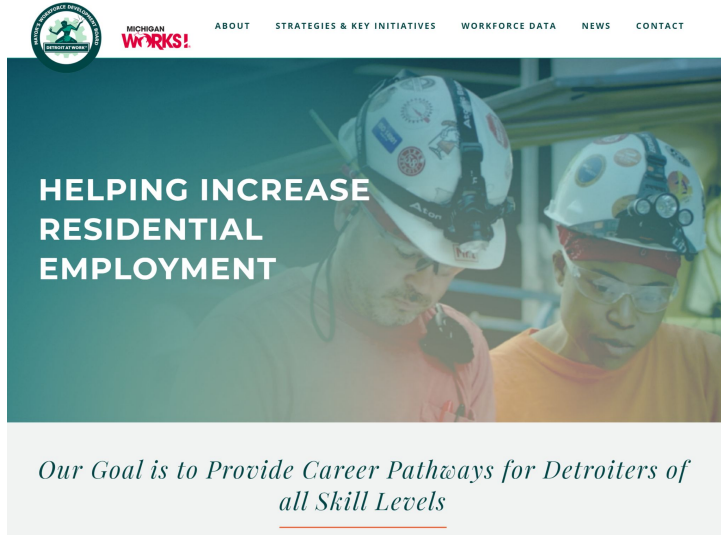
- **Job Training and Workforce Development**

- Discuss types of opportunities that residents would like to explore

- **Alternative Ownership: Co-Ops and CLTs**

- Review and discuss alternative ownership models

Job Training and Workforce Development



Construction and Skilled Trades

Manufacturing and Mobility

IT & Professional Services

Healthcare

Job training resources are available through the City of Detroit - Detroit at Work program and its many partners.

Job Training and Workforce Development



QUESTION #5:

What types of job training programs or educational assistance do you feel are needed in Brightmoor?

- A. Training to help people move up in their current career
- B. Trades education
- C. Affordable college courses
- D. IT & technology
- E. Other

QUESTION #6:

How could we best help Brightmoor residents access job training programs that are available today?

- A. Promote the programs that are available
- B. Partner with local groups (who?)
- C. Increase relevant training options
- D. Consider transportation
- E. Consider child care options
- F. Other

Co-ops, CLTs, and Alternative Economic Models

COOPERATIVES (CO-OPS)

Objective: Create a membership-based business model that can provide retail or services that the private market may not supply on its own.

Example: Detroit People's Food Co-op; Detroit Black Community Food Sovereignty Network (DBCFSN).



COMMUNITY LAND TRUSTS (CLTs)

Objective: Enable community ownership and control of land to create long-term affordability for housing, and sometimes for businesses as well.

Example: Indus Detroit Artist Residency, Dream Community Land Trust



Co-ops and CLTs



QUESTION #7:

Would you be interested in hearing more about co-ops or community land trusts, and how they might work in Brightmoor?

- A. Yes
- B. No
- C. I'm not sure - I have more questions

Wrap up + Next Steps

Next Steps + Upcoming Meetings

Your feedback today will inform the framework plan's draft recommendations for economic development.

Please share any additional suggestions for economic development with Dave Walker (walkerdav@detroitmi.gov)

Today's slide deck, meeting recording, "parking lot" notes, and feedback will be uploaded to the project website by 4/4.

Join us for our upcoming Focus Groups and Community Workshops in person!

- For more information, visit: www.detroitmi.gov/brightmoor

THE CITY OF DETROIT INVITES YOU TO ATTEND THE
UPCOMING BRIGHTMOOR FRAMEWORK MEETINGS

--- TOPIC-BASED FOCUS GROUP ---

FEB 15
6-7:30p
STREETS FOCUS GROUP (Virtual)
Zoom Link: bit.ly/brightmoorstreets - Meeting ID: 288 261 5951
Join us online to discuss street safety, comfort, and maintenance concerns for Brightmoor and share ideas for the future.

MAR 21
6-7:30p
ECONOMIC DEVELOPMENT FOCUS GROUP
at Crowell Rec Center - 16630 Lahser Rd
Join us to share your ideas and feedback on business support and development in Brightmoor and along corridors like Fenkell Ave.

APR 11
6-7:30p
PARKS & OPEN SPACE FOCUS GROUP
at Crowell Rec Center - 16630 Lahser Rd
Join us in person to discuss what you would like to see for the future of Brightmoor's parks and open spaces.

--- COMMUNITY WORKSHOPS ---

FEB 22
6-8:00p
FEBRUARY COMMUNITY WORKSHOP
at Crowell Rec Center - 16630 Lahser Rd
Join us for our Phase 3 community workshop, an open house event similar to Workshop #2, from 6 to 8 pm. We'll review previous engagement feedback and welcome input from community members on the vision, goals, and strategies for the plan.

MAY 02
6-8:00p
FINAL COMMUNITY WORKSHOP
at Crowell Rec Center - 16630 Lahser Rd
Join our final community workshop this spring to review community-driven framework recommendations, and give your thoughts on what you'd like to see happen first.

For more information, visit: www.detroitmi.gov/brightmoor

With advance notice of seven calendar days, the City of Detroit will provide interpreter services at public meetings, including language translation and signage for the hearing impaired. Please contact the Planning and Development Department at (313) 224-1339 to schedule these services.

Share Your Input

Today's
meeting online
survey form



[www.tinyurl.com/
BrightmoorEconDev](http://www.tinyurl.com/BrightmoorEconDev)

Open through
4/19

Phase 3
Workshop
Survey



[www.tinyurl.com/
BrightmoorPh3Workshop](http://www.tinyurl.com/BrightmoorPh3Workshop)

Open through 3/29

Streets Focus
Group Survey



[https://tinyurl.com/
BrightmoorStreets](https://tinyurl.com/BrightmoorStreets)

Open through 3/29

Student
Mobility Survey



[www.tinyurl.com/
BrightmoorStudents](http://www.tinyurl.com/BrightmoorStudents)

Open through 4/15

Thank You