

# EMPLOYMENT DISTRICT MARKETING

## OVERVIEW

The Detroit Economic Growth Corporation (DEGC) seeks to create marketing materials for the industrial and business employment districts in the City of Detroit. Leveraging the Detroit Future City Strategic Framework, the marketing materials aim to attract and retain companies interested in Detroit's unique employment district assets. These assets include the proximity to an existing global logistics network, the legacy and history of excellence in industrial manufacturing, concentrations of burgeoning small-scale entrepreneurial firms, relatively low cost thresholds, access to a diverse talent-base, and the potential for tens of millions of dollars in investment in the short-term future.

The information contained within the employment district marketing materials includes: relevant information about the area, demographics, growth opportunities, infrastructure assets, recent commercial development, major area retailers, retail development opportunities, recent DEGC projects, community development organizations, nodes to note, and city council district information.

## IMPLEMENTATION STRATEGIES & ACTIONS

- A** SUPPORT FOUR KEY ECONOMIC PILLARS
- A1** Align cluster strategies with the Detroit Strategic Framework.
- B** USE A PLACE-BASED STRATEGY FOR GROWTH
- B1** Align public, private, and philanthropic investments in employment districts.

## OBJECTIVES

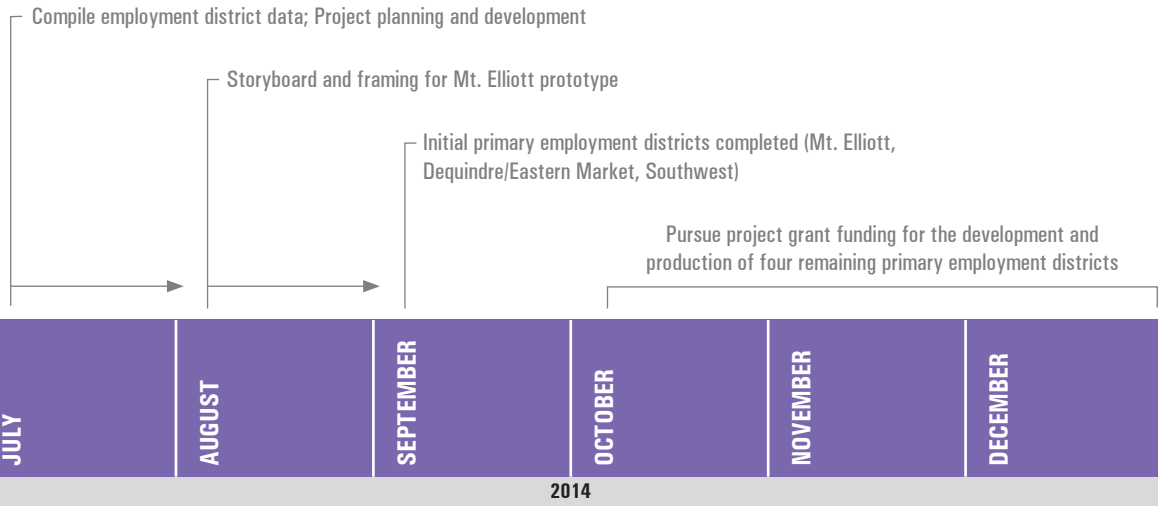
- Develop high quality marketing profiles for each of the primary employment districts to attract and retain companies interested in expanding or locating their business in Detroit.
- Provide a quick, high quality and high level regional overview and pertinent data points to market the unique assets of each employment district to potential businesses, investors, and philanthropic community.
- Promote and highlight district specific business attraction/retention success stories for each the primary employment districts through case-study approach.
- Make the Economic Growth chapter of DFC more accessible by developing marketing profiles for each primary employee district.

## RESOURCES

- Detroit Economic Growth Corporation Staff
- Detroit Future City Implementation Office
- Hamilton Anderson Associates Staff
- Mort Crimm Communications Incorporated Staff

## EVALUATION METRICS

- Draft, print, and release marketing materials (ensure initial three districts are prepared in advance of Crain's Homecoming)
- Numbers of potential investors reached through distribution in media outlets (e.g. Crain's Homecoming)
- Directly attributable attraction and retention of businesses to Detroit's primary employment districts



## INITIATIVE VITALS

**CONTRIBUTING ORGANIZATIONS:**  
 Detroit Economic Growth Corporation,  
 Detroit Future City

**DFC INITIATIVE TYPE:** Partner

**DFC REPRESENTATIVES:** Carrie Da Via, Melissa Hollingsworth, Edward Lynch, Kyle Polk

**INITIATIVE SCALE:** Primary Employment Districts

**RELEVANT PLANNING ELEMENT:**  
 Economic Growth

## DFC APPROACH

The Detroit Future City Implementation Office works directly with the DEGC to procure the necessary information and data for producing comprehensive and accurate marketing materials related to Employment Districts designated in the Strategic Framework. DEGC manages the project with DFC contributing technical assistance on the layout, design and content of the marketing materials, as well as strategic advice during planning and implementation.

