



THE  
**PENOBSCOT**

645 GRISWOLD ST. DETROIT, MI

An architectural icon for lease in Downtown Detroit



**P.A. COMMERCIAL**  
Corporate & Investment Real Estate





## THE PENOBSCOT BUILDING (n).

An art deco masterpiece that has dominated Detroit's skyline for nearly 100 years and is ready for its next chapter.



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THE  
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# EXECUTIVE SUMMARY



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# BUILDING SNAPSHOT



## BEAUTIFUL SKYSCRAPER WITH A RICH HISTORY

Built in 1928, the Penobscot Building has served as an architectural icon in the Detroit skyline for nearly a century. This timeless 47-story landmark stands as a proud symbol of Detroit's past, present, and promising future.



## EXCELLENT LOCATION IN THE HEART OF DETROIT'S CBD

The Penobscot Building is in an extremely walkable area in Detroit's Financial District within the CBD which bustles with business people during the day, sports fans and tourists in the afternoon and entertainment seekers at night.



## FLEXIBLE FLOOR PLANS

Traditional or contemporary office suites are available that represent the latest materials, finishes, lighting and color palettes. Virtually any custom option may be accommodated to satisfy your exact specifications.



## SURROUNDED BY AMENITIES

From restaurants, residential buildings, recreational activities, and sporting events, The Penobscot building is close to over 186 restaurant and retail spaces and is 200 feet from Campus Martius Park, which attracts more than two million visitors per year.



## QUICK FREEWAY ACCESS + MANY PARKING OPTIONS

This property is conveniently located within minutes of M-10/the Lodge Freeway and the Detroit Windsor Tunnel, providing stress-free access for commuters. In addition, there are several parking garages within walking distance.



## GREAT LEASING OPPORTUNITY

Due to the property's unmatched access and identity in Detroit's premier location, competitive lease rate, and multitude of uses, the Penobscot is perfectly positioned for companies who want to center their business in the heart of the action.





47-STORY TOWER

The Penobscot is composed of three art deco style buildings - the original 13-story building, the 23-story Annex, and the 47-story tower.

23-STORY ANNEX

13-STORY BUILDING



## EXECUTIVE SUMMARY

# THE OPPORTUNITY

Since its inception in 1928, the world of business has revolved around Detroit's internationally recognized landmark, the Penobscot Building.

Now, this timeless 47-story landmark stands as a proud symbol of Detroit's past, present, and promising future. Strategically positioned in the very center of Detroit's revitalized business, cultural, sports and entertainment districts, The Penobscot is perfectly suited to satisfy a diverse range of corporate needs.

Above all, The Penobscot Building represents an extraordinary value for today's savvy decision makers. Decorative pavers lead pedestrians to the Building's imposing four-story entrance archway on Griswold Street. Sweeping bronze and glass revolving doors open to the impressive lobby. The Building's one-of-a-kind museum quality decorations have been carefully preserved for nearly a century,

High-speed elevators efficiently transport tenants and their visitors to the office floor of their choice. Traditional or contemporary office suites are available with first-class appointments that represent the latest materials, finishes, lighting and color palettes. Virtually any custom option may be accommodated to satisfy your exact specifications. Traditional and contemporary space is available, from small executive suites to full floors ranging from 13,000 - 30,000 square feet. **Multiple contiguous floors may be assembled to provide 685,000 square feet of space.**







## EXECUTIVE SUMMARY

# THE OPPORTUNITY

This exceptional full-service office environment offers a wide variety of on-premise retail shops, restaurants and other convenient services. Helpful merchants also provide a multitude of business support resources to meet the demands of today's business occupants.

On-site management and maintenance professionals ensure a modernized business setting. Pro-active maintenance strategies with an eye on the future keep operating systems running smoothly on a daily basis. In fact, The Penobscot Building serves as the fiber-optic hub for the entire Detroit area, assuring the fastest and most dependable telecommunications including voice, data and video transmission.

In addition, security measures at The Penobscot Building include professionally trained Building Ambassadors plus a sophisticated video monitoring system. Ample, convenient parking structures nearby provide an added benefit that enables occupants to concentrate on the business at hand.

## LEASING HIGHLIGHTS

- Prominent icon in Detroit's skyline from all directions
- Beautiful art deco design inside and out
- Up to 685,000 SF of office space available
- Top of building corporate branding opportunity
- Located at the heart of Detroit's Financial core
- Interior features historic and contemporary space
- Walking distance to hundreds of amenities,
- Easy access to M-10 the Lodge Freeway and Windsor Tunnel
- On-site management and 24/7 security

OFFERED EXCLUSIVELY BY P.A. COMMERCIAL



# THE OPPORTUNITY

TOP OF BUILDING  
CORPORATE BRANDING  
OPPORTUNITY





## EXECUTIVE SUMMARY

# PROPERTY INFORMATION

<b>ADDRESS</b>	645 Griswold St, Detroit, MI 48226
<b>SUBMARKET</b>	CBD
<b>BUILDING TYPE</b>	Office Retail on Ground Floor
<b>TOTAL BUILDING SIZE</b>	1,149,710 SF
<b>FLOORS</b>	Tower - 47 floors Annex - 23 floors Original Building - 13 floors
<b>FLOOR PLATE SIZE</b>	16,000 - 30,000 SF
<b>MAX CONTIGUOUS</b>	685,000 +/- SF
<b>LAND SIZE</b>	1.07 Acres
<b>OCCUPANCY</b>	35%
<b>ZONING</b>	DDA Detroit
<b>YEAR BUILT</b>	1928
<b>TRAFFIC COUNT</b>	11,800 VPD
<b>WALK SCORE</b>	96 (walkers paradise)
<b>TRANSIT SCORE</b>	73
<b>LEASE RATE</b>	\$22.00 p/sf + Electric

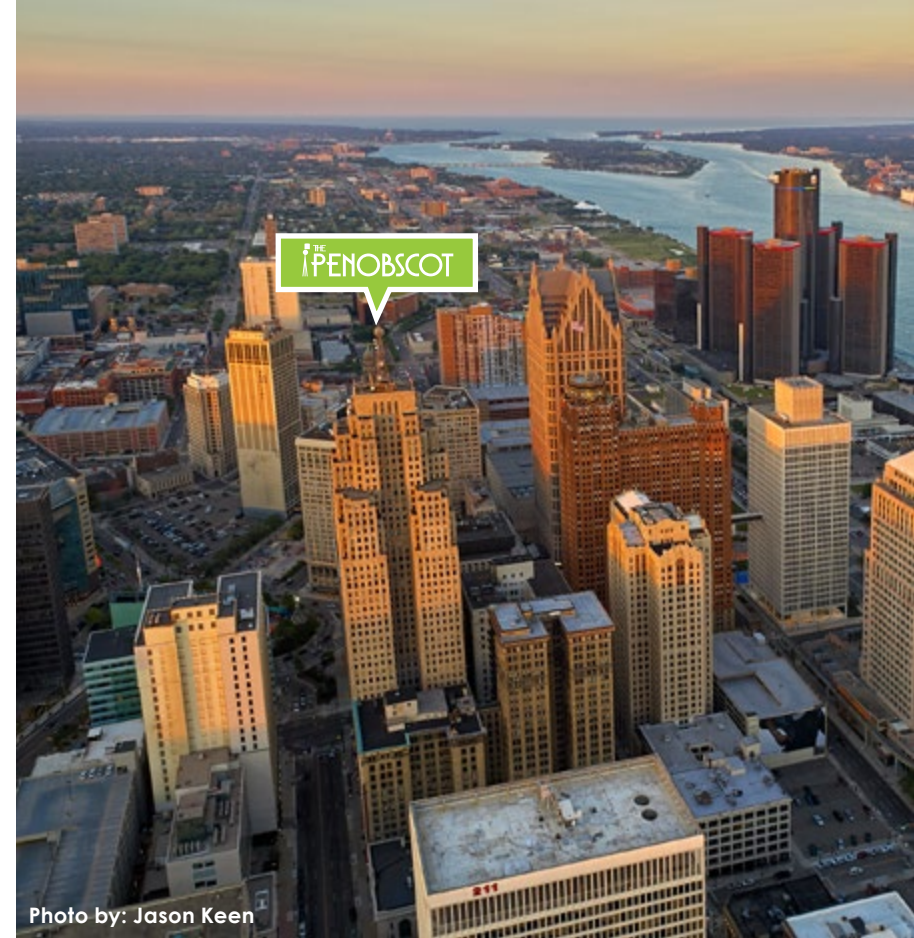


Photo by: Jason Keen

VIEW OF ALL THREE PENOBSCOT BUILDINGS FROM SHELBY ST.





# STACKING PLAN

## THE PENOBSCOT STACKING PLAN

FLOORS 45 | 1,500 +/- RSF OFFICE

FLOORS 35 - 40 | 72,000 +/- RSF CONTIGUOUS OFFICE




FLOOR 33 | 16,000 +/- RSF OFFICE

FLOORS 21 - 29 | 148,500 +/- RSF CONTIGUOUS OFFICE

FLOORS 13 - 18 | 207,500 +/- RSF CONTIGUOUS OFFICE

FLOORS 1 - 9 | 240,000 +/- RSF CONTIGUOUS OFFICE

**TOTAL AVAILABLE OFFICE: 685,000 RSF**

-  = OCCUPIED
-  = AVAILABLE OFFICE
-  = RETAIL





THE  
PENOBSCOT

# LOCATION



LOCATION

# AT THE CENTER OF IT ALL

THE PENOBSCOT

Photo by: Jason Keen

13 PENOBSCOT BUILDING  
645 GRISWOLD ST, DETROIT MI

 P.A. COMMERCIAL  
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## LOCATION

# UNMATCHED ACCESS

The Penobscot Building offers unmatched access and identity in Detroit's premier location. Yet this landmark office address is among the most cost efficient in the entire metropolitan market.

Located at the corner of Griswold Street and W Fort Street, The Penobscot Building is in an extremely walkable area in Detroit's Financial District within the CBD.

The building is surrounded by popular fine-dining restaurants including Maru Sushi, London Chop House, Shelby, Apparatus Room, and Dime Store, as well as fast casual restaurants including Potbelly, Jimmy Johns, Athens Souvlaki, and Carnival Fresh Mex. The building is also approximately 200 feet from Campus Martius Park, which attracts more than two million visitors per year due to its frequent community-focused programming.

The 47-story tower is connected to two older, smaller buildings, the 1905 Penobscot Building and the Penobscot Building Annex which comprise the Penobscot Block, allowing tenants, residents, and visitors to easily get from Fort Street to Griswold and vice versa. In addition, the building has quick access to M-10, the Lodge Freeway and the Detroit Windsor Tunnel.



CAMPUS MARTIUS PARK



MONROE STREET MIDWAY



Photo by: Jason Keen

DOWNTOWN DETROIT LOOKING SOUTH DOWN WOODWARD AVE



THE APPARATUS ROOM



TOWNHOUSE DETROIT



MARU SUSHI

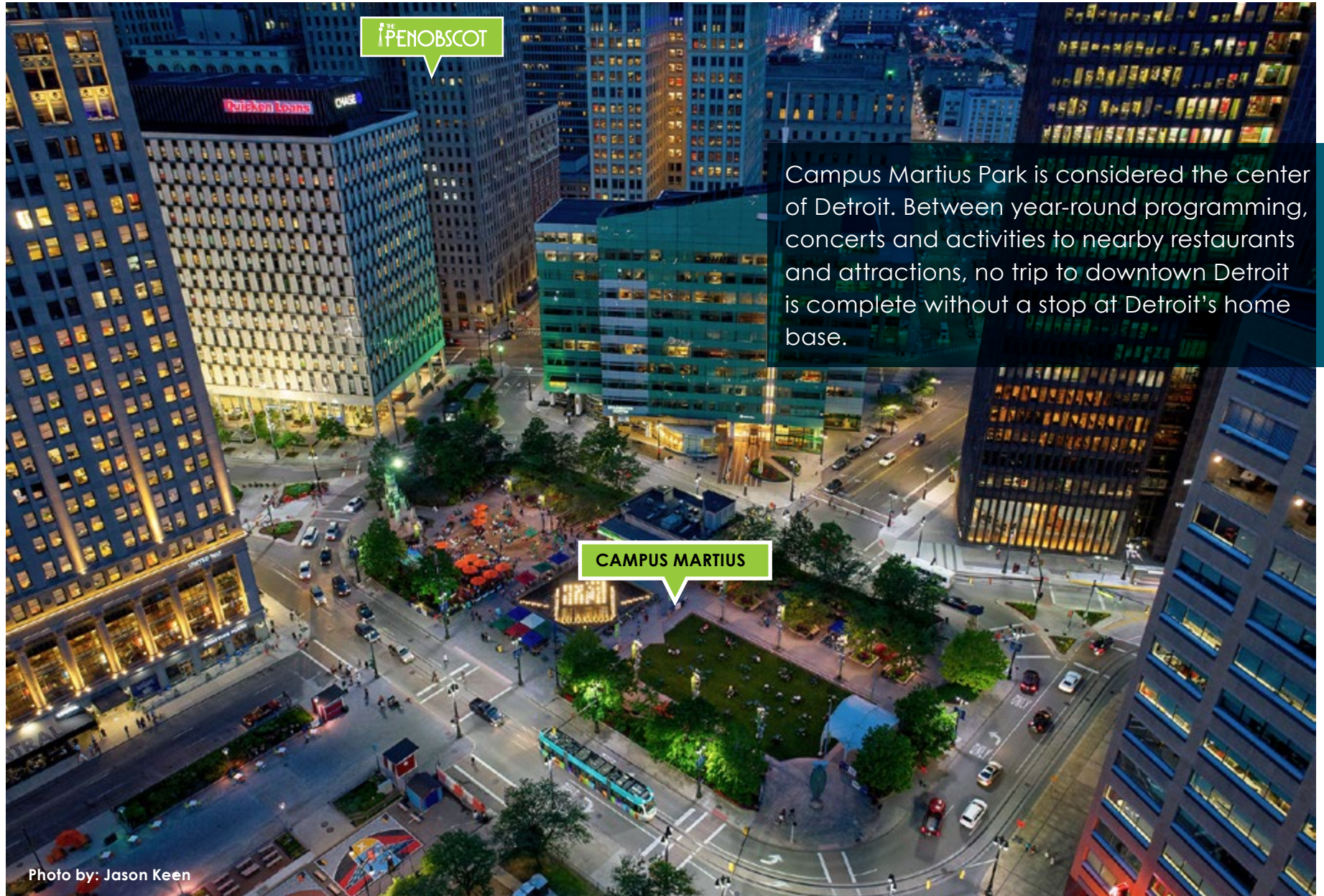


LONDON CHOP HOUSE



LOCATION

# ADJACENCY TO CAMPUS MARTIUS



Campus Martius Park is considered the center of Detroit. Between year-round programming, concerts and activities to nearby restaurants and attractions, no trip to downtown Detroit is complete without a stop at Detroit's home base.

Photo by: Jason Keen





## LOCATION

# NEARBY BUSINESSES

1. Crain Communication
2. Campbell Ewald
3. Google
4. LinkedIn
5. International Bancard
6. Walbridge
7. Microsoft
8. Meridian
9. Rocket Mortgage
10. Stock X
11. Plant Moran
12. PwC
13. Ally
14. Blue Cross Blue Shield
15. Amazon
16. KPMG
17. General Motors
18. Detroit Labs
19. DTE
20. Blue Cross Blue Shield



## LOCATION

# THINGS TO DO + PLACES TO STAY

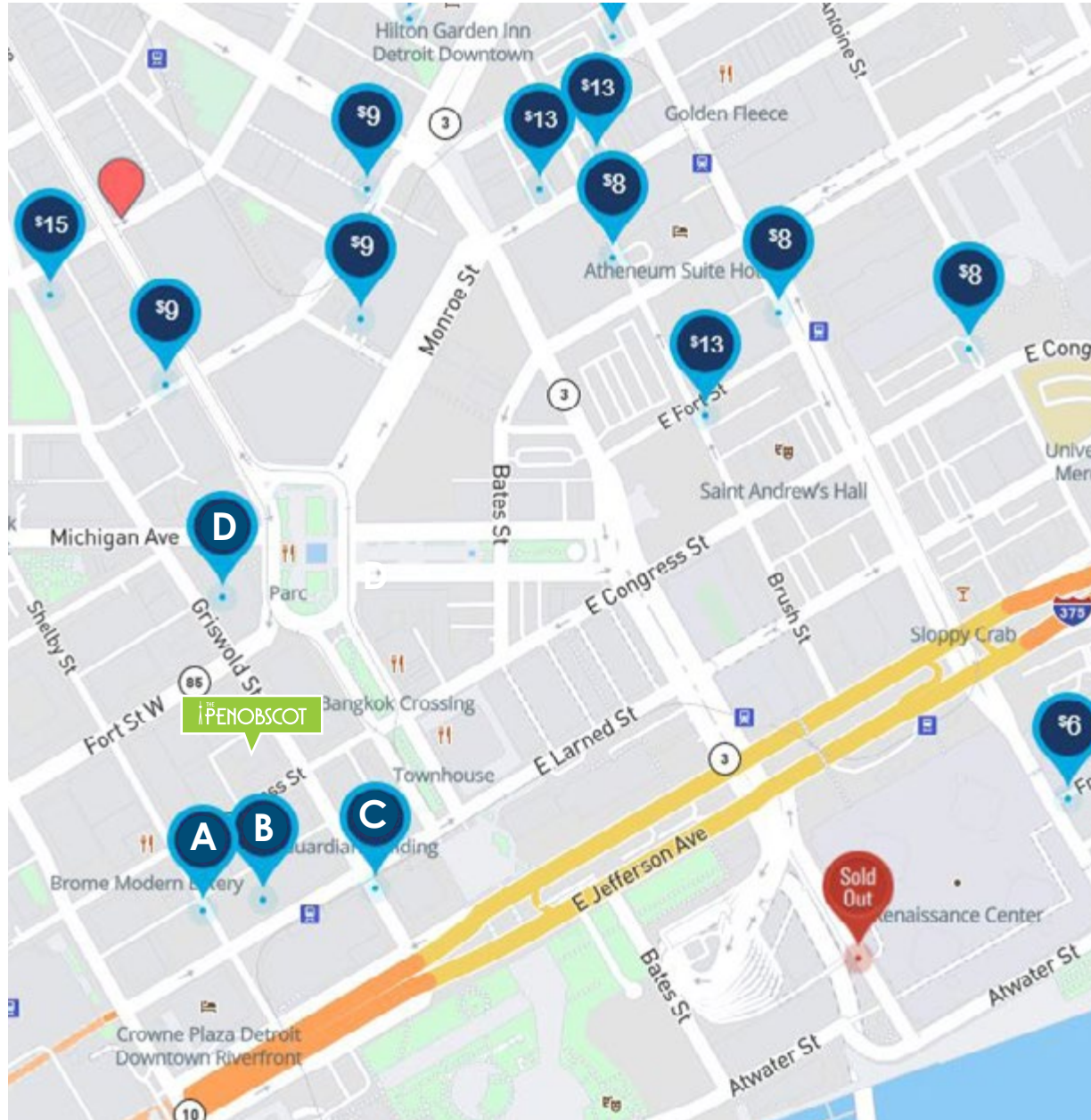
1. Little Caesars Arena
2. Comerica Park
3. Ford Field
4. Eastern Market
5. Hollywood Casino Greektown
6. Campius Martius
7. Detroit Athletic Club
8. Detroit Opera House
9. Grand Circus Park
10. Fox Theatre
11. MGM Grand Casino
12. Beacon Park
13. Huntington Place
14. Shinola Hotel
15. The Westin Book Cadillac Detroit
16. Hart Plaza
17. Detroit River Walk
18. Double Tree by Hilton Hotel
19. Detroit Marriott
20. The Siren Hotel





## LOCATION

# WHERE TO PARK



There are several parking options within walking distance to The Penobscot Building. The closest options are listed below and are located on the map:

- A** **525 Shelby St Lot**  
525 Shelby St, Detroit  
0.2 miles away | \$10 per day
- B** **Shelby & Larned St. Lot**  
154 W Larned St, Detroit  
0.2 miles away | \$10 per day
- C** **150 W Jefferson Garage**  
231 Griswold St, Detroit  
0.1 miles away | \$29 - \$39 per day
- D** **Kennedy Square Garage**  
720 Griswold St, Detroit  
276 feet away | \$29 - \$39 per day

For more parking options, please visit [parkwiz.com](http://parkwiz.com)



## LOCATION

# PUBLIC TRANSPORTATION

### QLINE DETROIT

Established in 2017, the QLine streetcar operates between downtown Detroit and Grand Boulevard along Woodward Ave serving downtown, parks, theaters, arenas, colleges, museums, and businesses

### DETROIT PEOPLE MOVER

The Detroit People Mover is an elevated rail which makes 13 stops in 16 minutes in a clockwise one-way loop around downtown Detroit. Convenient for sports fans and convention goers at TCF Center, the People Mover connects to hotels, offices, theaters, Rosa Parks Transit Center, and the sports district

### DDOT

The Detroit Department of Transportation (DDOT) provides bus service throughout Detroit and a few suburbs. It consists of ten 24-7 Core Routes, two additional 24-7 routes (8 Mile & Dexter) as well as 30 Local, Crosstown, and Express Routes

### SMART BUS

Suburban Mobility Authority for Regional Transportation (SMART) operates Fixed Route, Connector, and ADA paratransit services in Macomb, Oakland, and Wayne Counties.

### MOGO DETROIT

Detroit's bike share, MoGo has 43 stations around the greater downtown area. MoGo operates in 10 neighborhoods in the greater downtown area of Detroit, as well as Northwest Detroit, Ferndale, Oak Park, Huntington Woods, Berkley, and Royal Oak.











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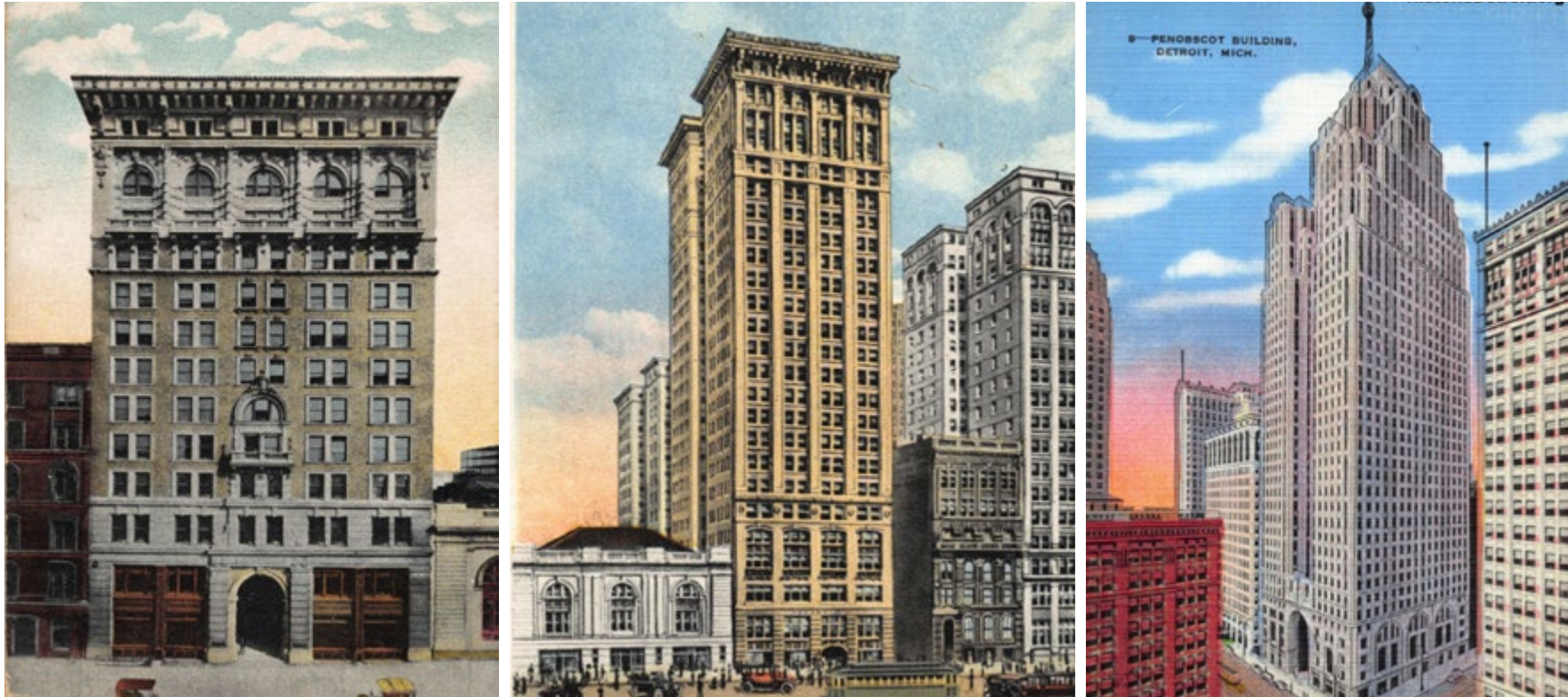
# HISTORY



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# HISTORY



This 47-story landmark situated in the heart of Detroit's downtown commercial district was designed by architect Wirt C. Rowland and was built in 1928, during Detroit's building boom. When completed standing 565 feet, it was the eighth tallest building in the world.

**What we call the Penobscot Building today, is in fact a group of three buildings of the same name.** The original 13-story building was erected in 1905 by Simon Murphy. He chose the name Penobscot in remembrance of the summers he enjoyed on the Penobscot River in Maine. After Murphy's death, his son William Murphy decided to erect a second, 23-story tower in 1916 called the New Penobscot Building due to the success of the first building. The new building included both office and retail space. With the continued business boom in Detroit, William decided to erect a third, and final 47-story tower known as the Greater Penobscot Building in 1928. This Art Deco masterpiece was dedicated in January of 1929, a month before William's death.

Source: [historicaldetroit.org](http://historicaldetroit.org)





# HISTORY

Decorative pavers lead pedestrians to the building's imposing four-story entrance archway on Griswold Street. Sweeping bronze and glass revolving doors open to the impressive lobby. The building's decorative friezes and carvings created by master sculptor Corrado Parducci have been carefully preserved. Many of these high-quality decorations, sculptured in granite, recall the Penobscot Indians for whom the structure is named. Additionally, and somewhat controversially, there are many sculpted swastikas on the building's façade which are part of the Native American motif and symbolize sun worship.

Inside the Penobscot Building sits one of Detroit's premier restaurants, the Caucus Club. Although the Caucus Club has never been a private club, until 1971 The Caucus Club, like many other downtown spots, was a dining spot available only to men. However, since 1993 the Caucus Club has been owned by a woman. The restaurant featured live entertainment most notably, Barbra Streisand who launched her career at the Caucus Club in 1961.

The Penobscot Buildings are included within the Detroit Historic Financial District, listed on the National Register of Historic Places on December 24, 2011.

*Source: [DetroitHistorical.org](http://DetroitHistorical.org)*





THE  
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**PHOTOS**



# EXTERIOR



A true icon of Detroit's skyline, Penobscot's 100-foot tower and colorful orb, which is 12 feet in diameter, can be seen 40 miles away





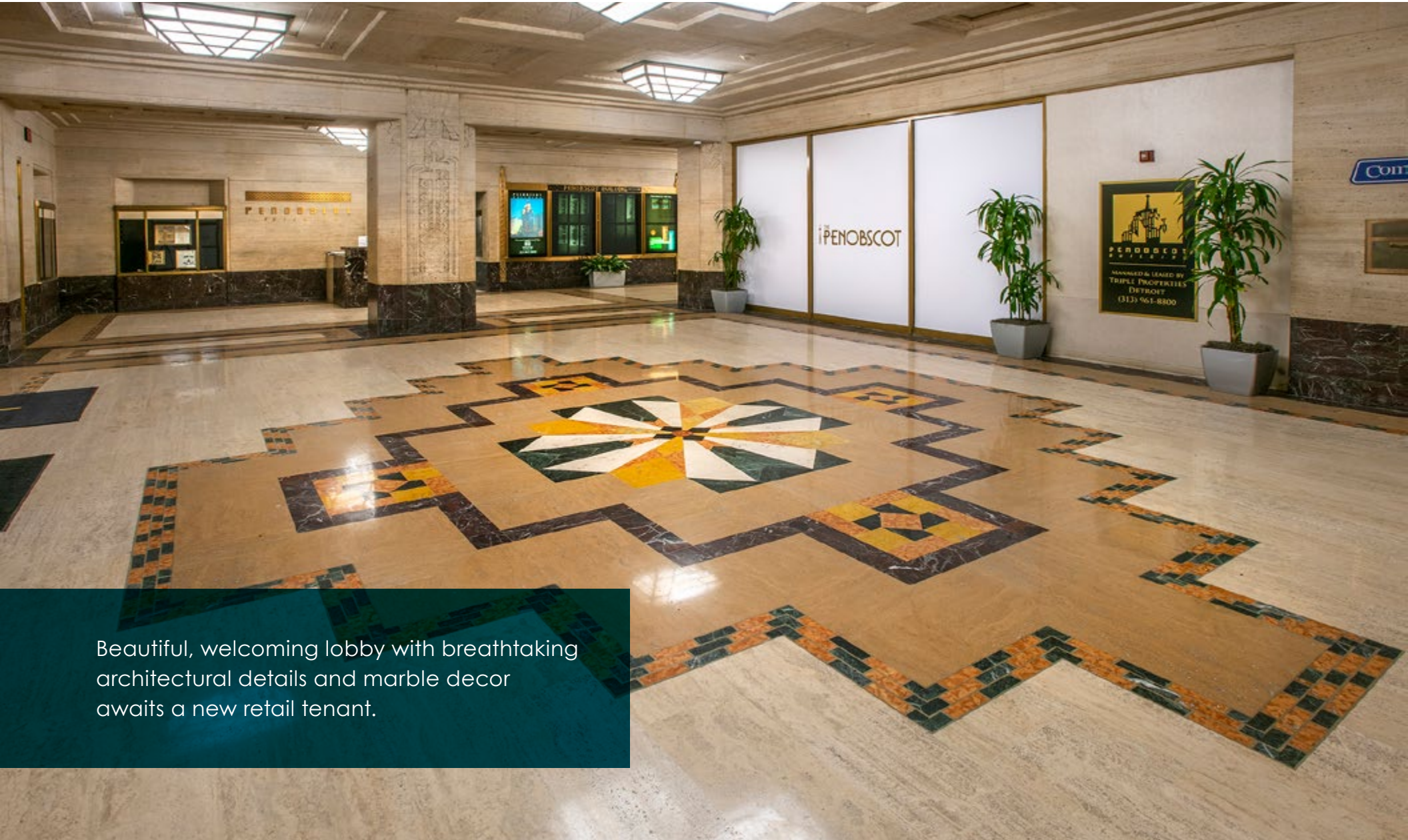
# EXTERIOR

An aerial, high-angle photograph of the Greater Penobscot building in Detroit. The building is a prominent Art Deco skyscraper with a light-colored facade, featuring vertical columns and arched windows. It stands out among other buildings in the surrounding cityscape. The image is oriented vertically, with the building's top at the bottom of the frame.

The 47-story Greater Penobscot is the third tallest building in Detroit's skyline and towers over Detroit's financial district.



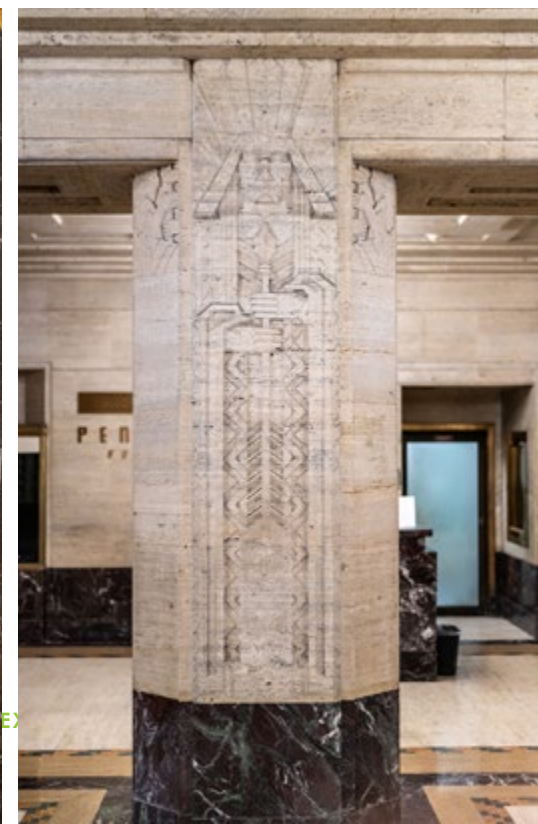
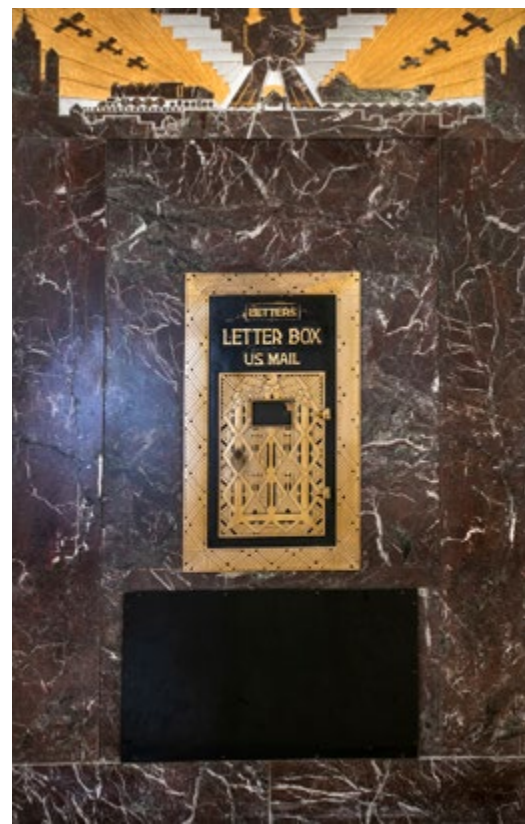
# LOBBY



Beautiful, welcoming lobby with breathtaking architectural details and marble decor awaits a new retail tenant.



LOBBY





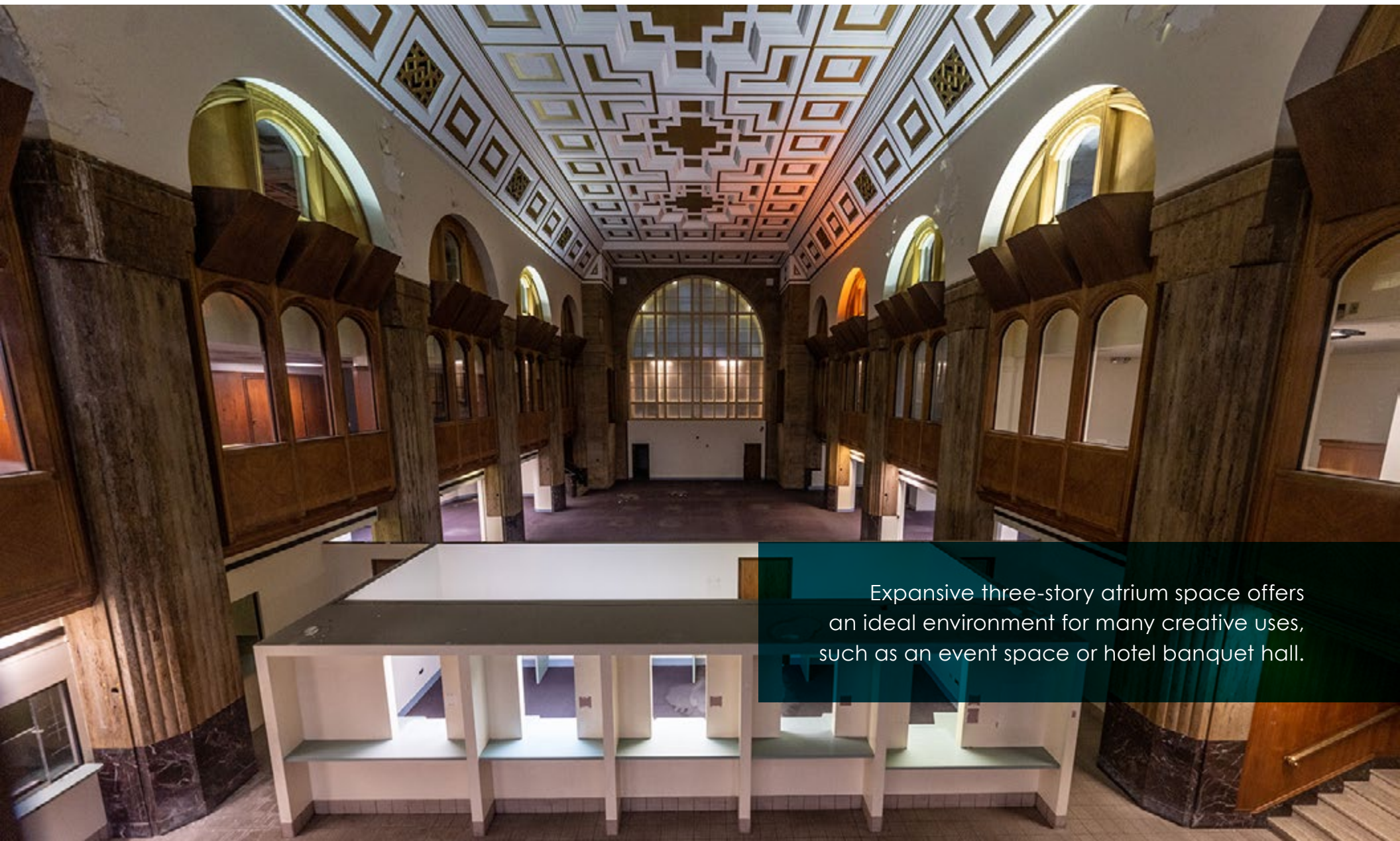
# HALLWAY W/ RETAIL TENANTS

Exceptional full-service office environment offers a wide variety of on-premise retail shops, restaurants and other convenient services





# ATRIUM



Expansive three-story atrium space offers an ideal environment for many creative uses, such as an event space or hotel banquet hall.

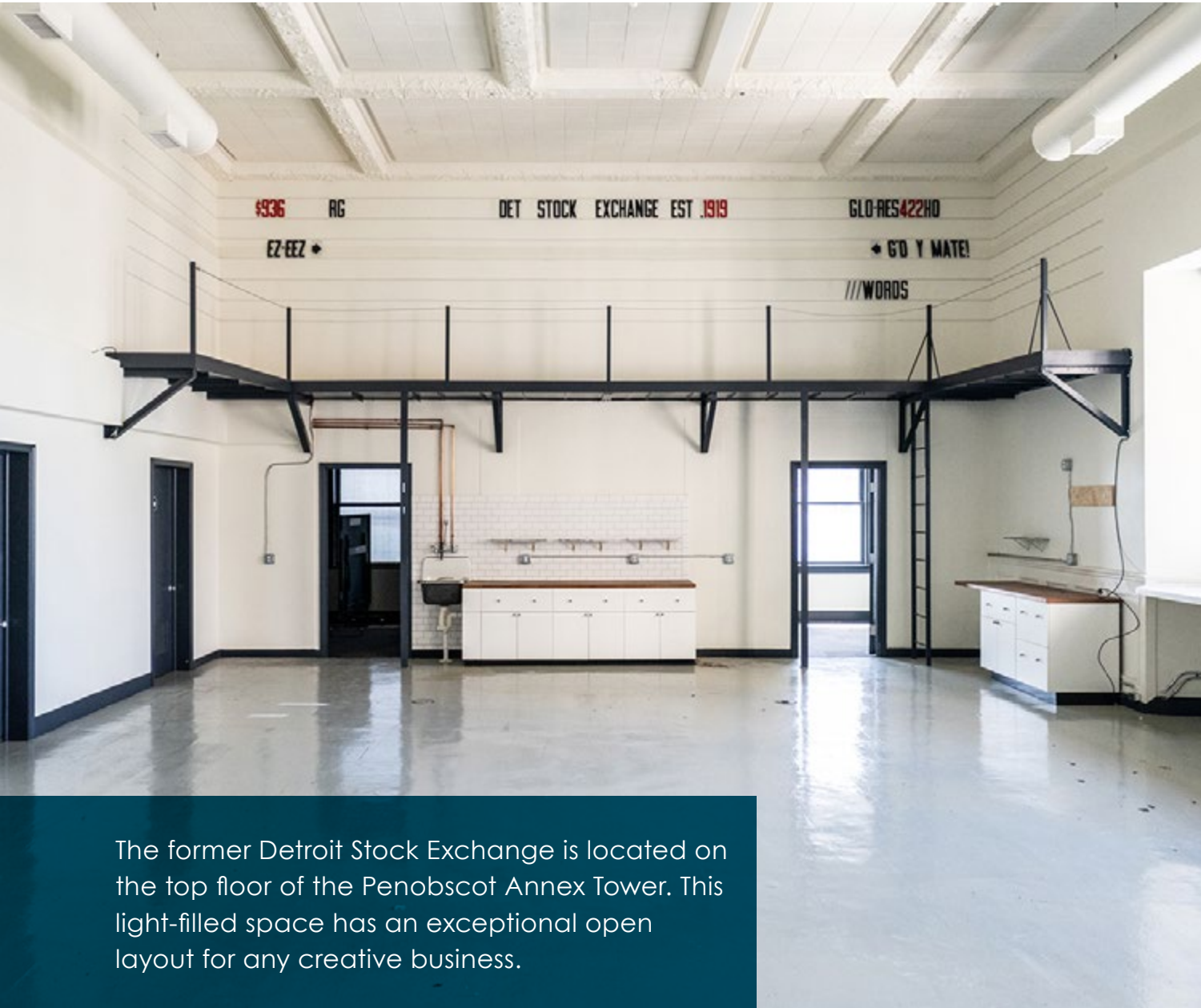


# 13<sup>TH</sup> FLOOR

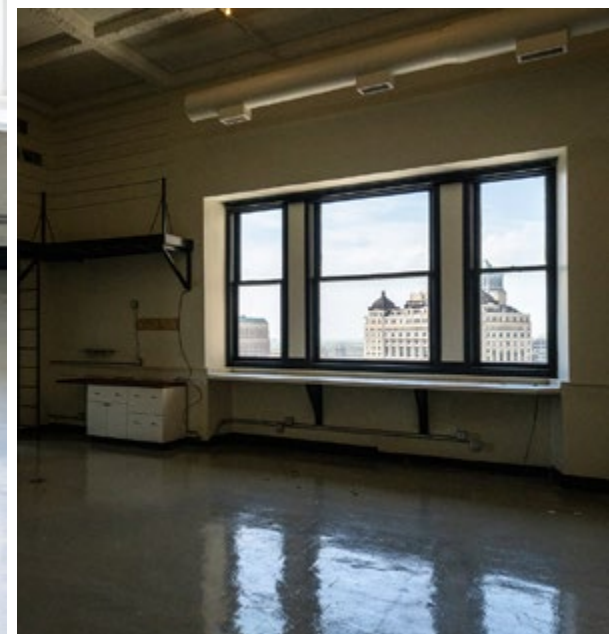
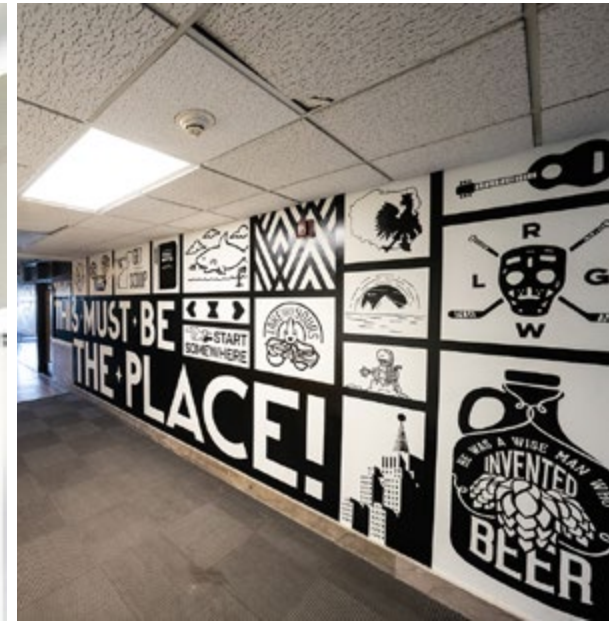




# 23<sup>RD</sup> FLOOR

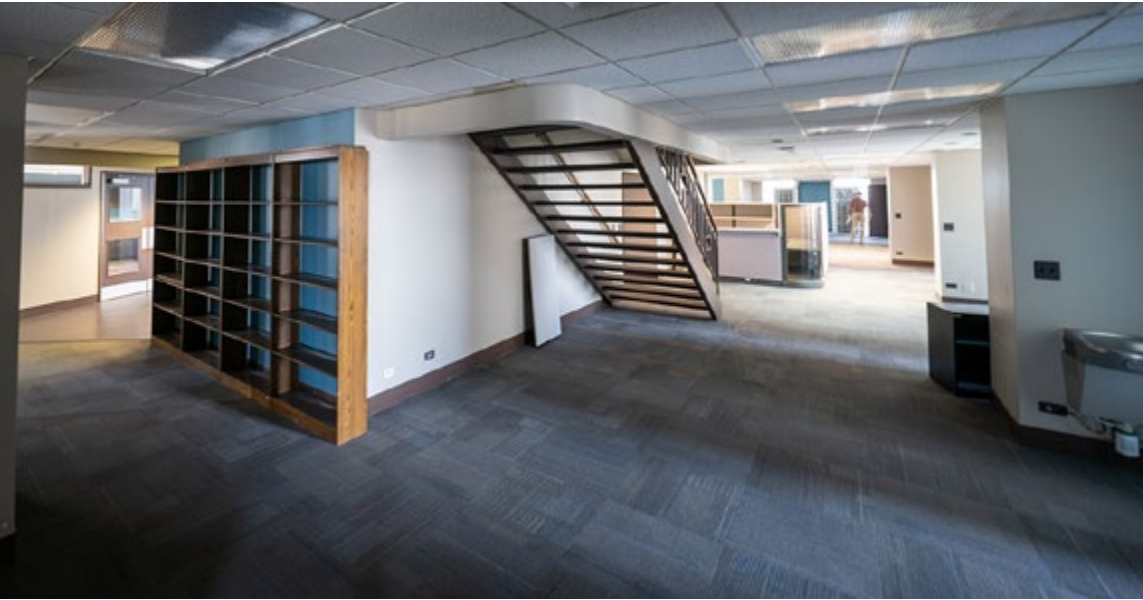


The former Detroit Stock Exchange is located on the top floor of the Penobscot Annex Tower. This light-filled space has an exceptional open layout for any creative business.





# 33<sup>RD</sup> FLOOR





# 37<sup>TH</sup> FLOOR





# RAW SPACE



Several raw spaces throughout The Penobscot present an excellent opportunity to build-out to your unique specifications and reimagine what the space could be.



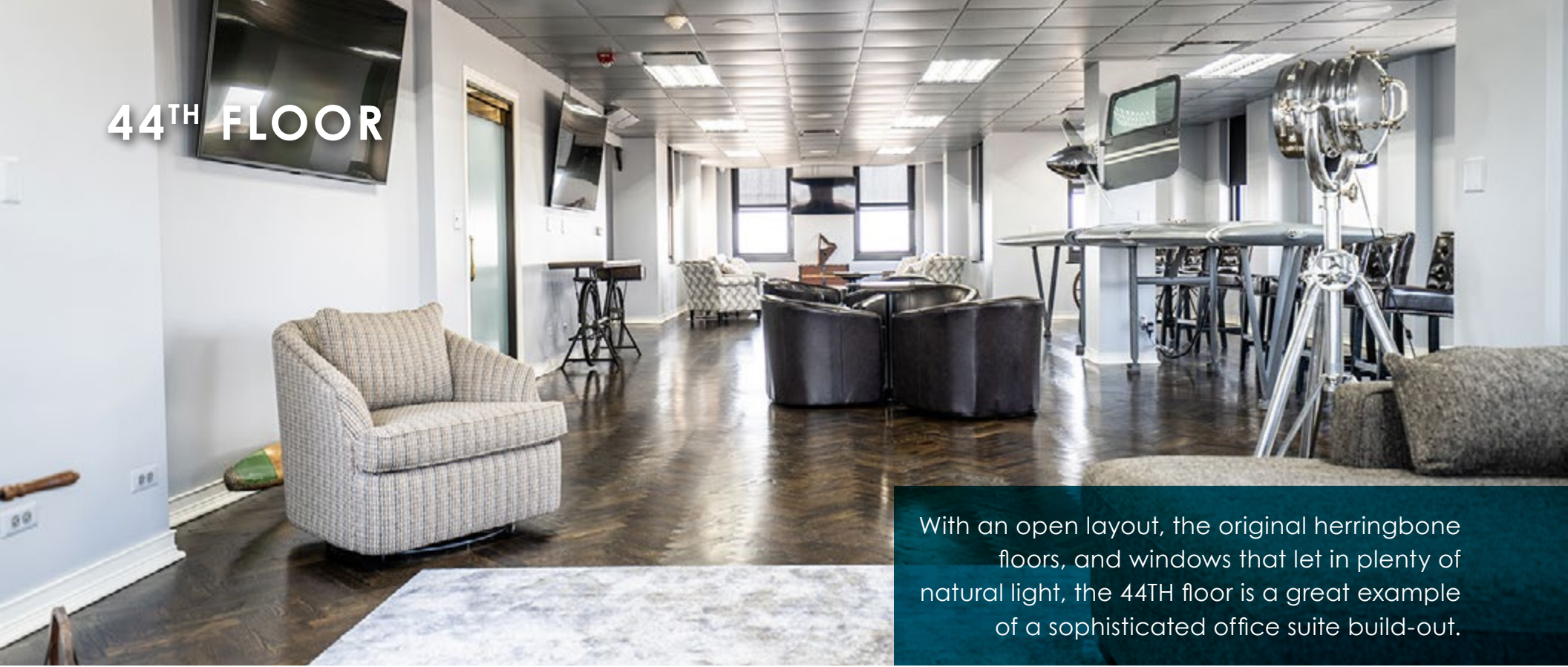


# RAW SPACE

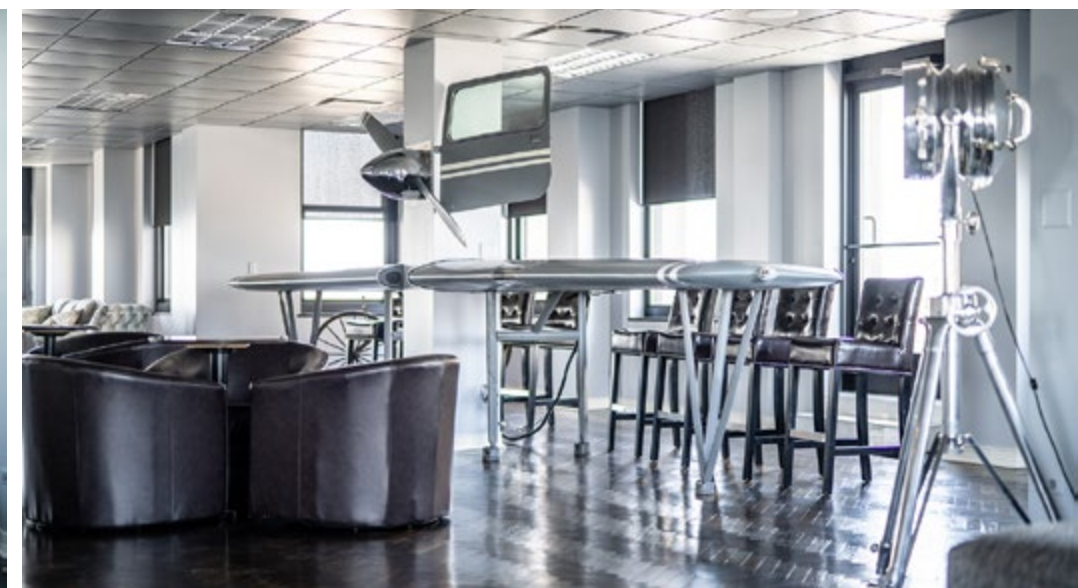




# 44<sup>TH</sup> FLOOR



With an open layout, the original herringbone floors, and windows that let in plenty of natural light, the 44TH floor is a great example of a sophisticated office suite build-out.

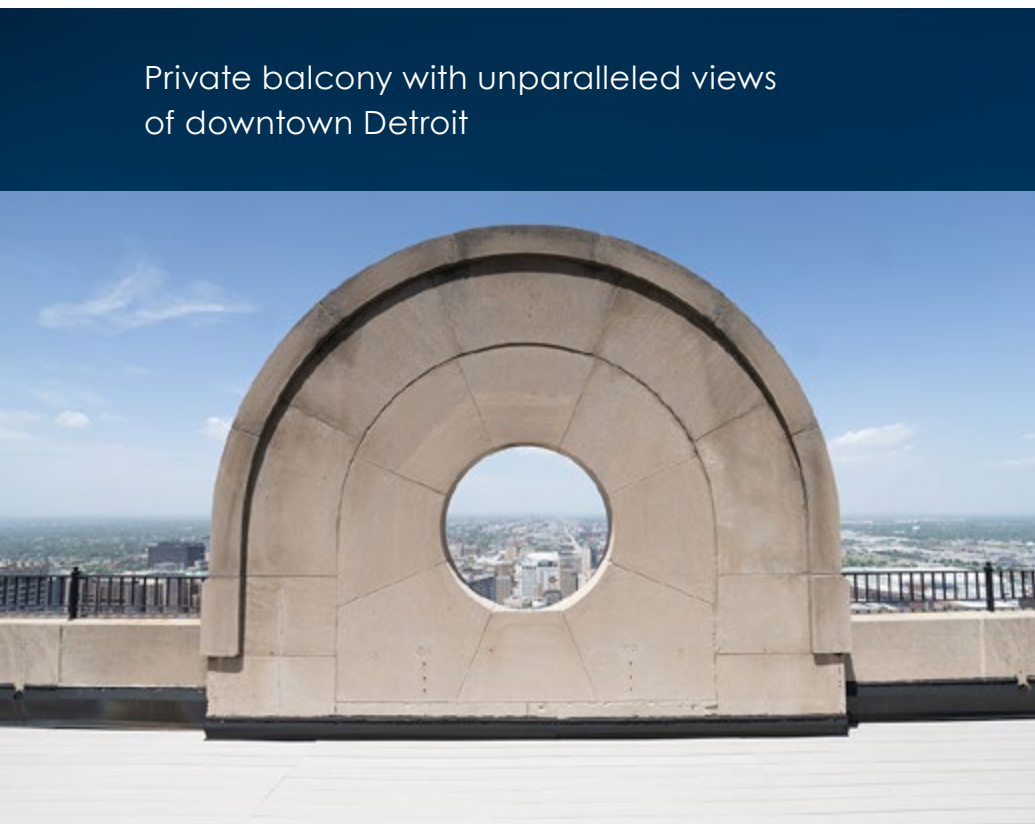




# 44<sup>TH</sup> FLOOR



Private balcony with unparalleled views of downtown Detroit





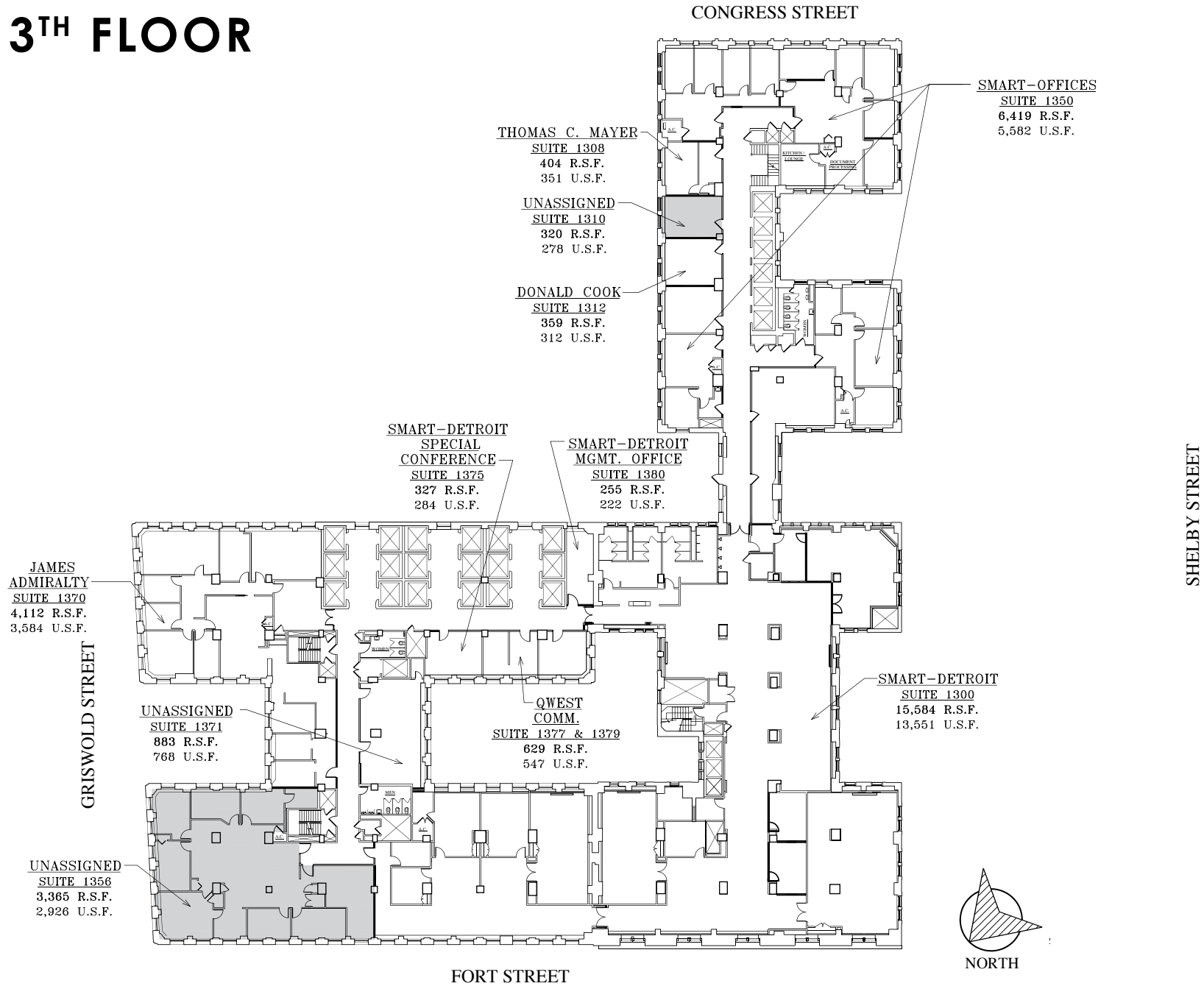


THE  
PENOBSCOT

# SAMPLE FLOOR PLANS



# 13<sup>TH</sup> FLOOR





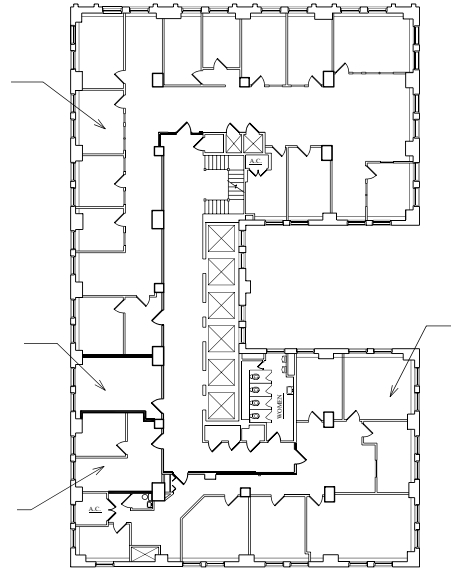
# 15<sup>TH</sup> FLOOR

**VACANT**  
SUITE 1500  
4,486 R.S.F.  
3,901 U.S.F.

**VACANT**  
SUITE 1514  
309 R.S.F.  
268 U.S.F.

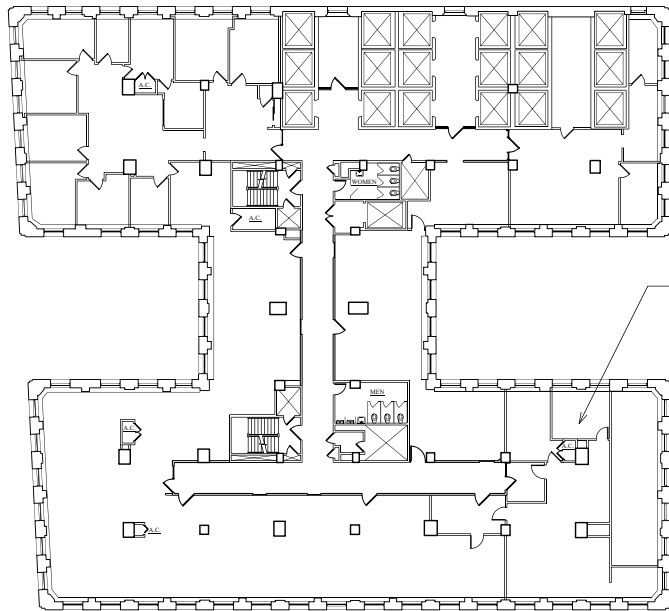
**VACANT**  
SUITE 1516  
413 R.S.F.  
359 U.S.F.

CONGRESS STREET



**VACANT**  
SUITE 1515  
2,556 R.S.F.  
2,223 U.S.F.

GRISWOLD STREET



**VACANT**  
SUITE 1550  
15,985 R.S.F.  
13,900 U.S.F.

SHELBY STREET

FORT STREET

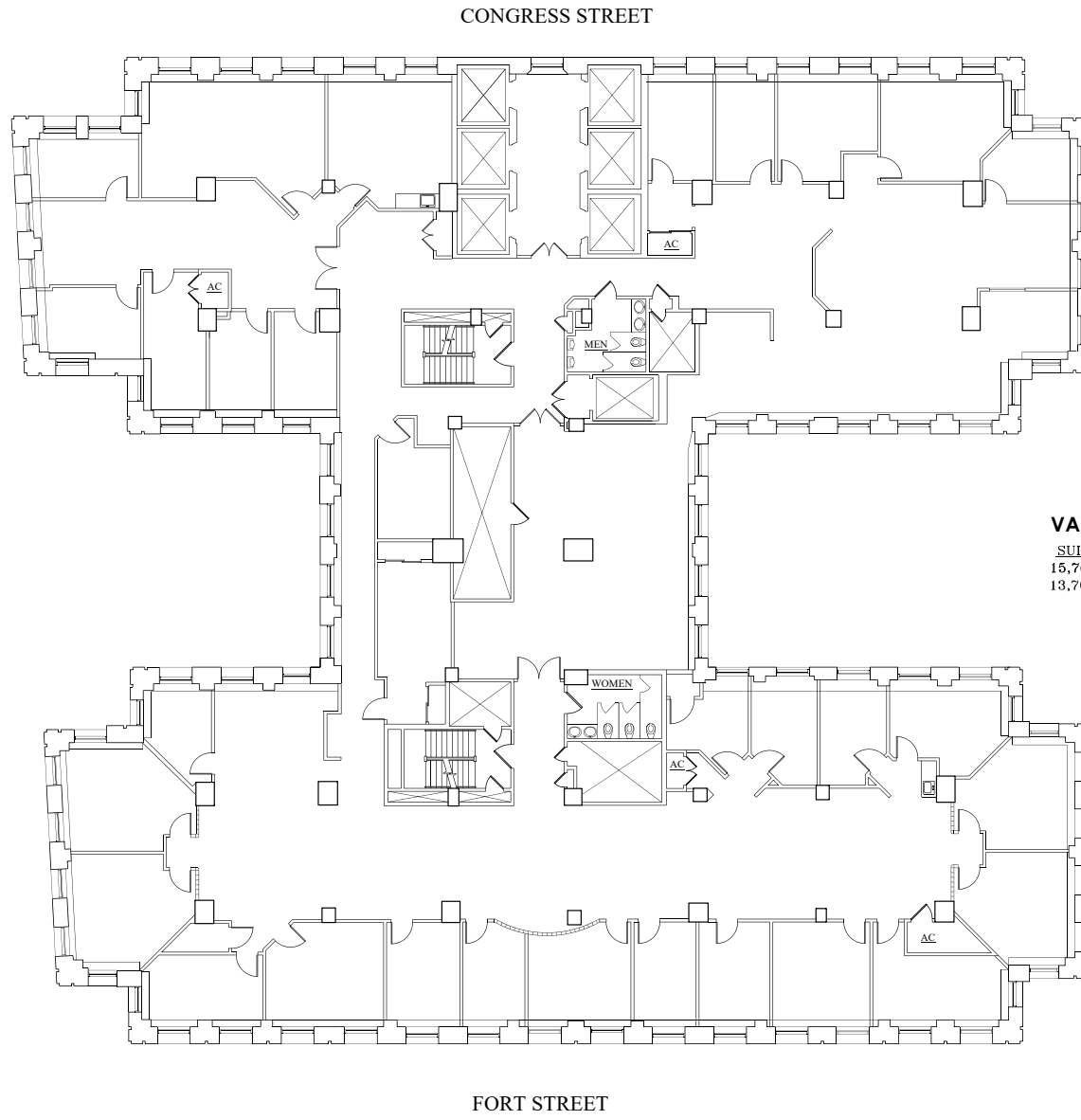








# 33<sup>RD</sup> FLOOR



**VACANT**  
SUITE 3300  
15,762 R.S.F.  
13,706 U.S.F.

SHELBY STREET



FORT STREET





THE  
PENOBSCOT

# WHY DETROIT



***“When you go to Detroit you see a town that is resilient, that’s fighting to win again, and there’s an energy to that. Just watching the city fighting to get back on its feet and watching the inner strength of a city is tremendous.”***

GEORGE CLOONEY





## WHY DETROIT?

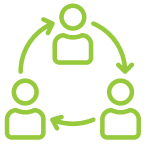
# OVERVIEW

The Detroit Region is a community where businesses thrive.

The Detroit Region consists of 11 beautiful counties along the Great Lakes shoreline, conveniently located right on the U.S.-Canada border. At the heart of the region is the City of Detroit, famously known as the Motor City and the birthplace of the automotive industry. But the region is also home to major cities like Ann Arbor, Flint, Dearborn, Novi, and Southfield.

Together, these 11 counties operate as a collaborative business network and one of the most innovative and diverse communities in the United States. The region combines its robust talent pipeline, centralized location, and low cost of living to provide an exceptional business environment.

Source: Detroit Regional Partnership



**348**  
COMMUNITIES



**5.4 M**  
PEOPLE



**2.6 M**  
WORKERS



**5.5%**  
LOWER WAGES  
THAN U.S. MEDIAN



**\$284 B**  
REAL GDP



**99.9**  
COST OF LIVING  
INDEX



### Wayne County

Over 30,000 companies do business here. Wayne offers the complete talent vertical to help you design, build, and ship just about anything

### Oakland County

The second most educated county in the entire Detroit Region with one of the US's leading high-tech workforces and a high concentration of engineering graduates

### Macomb County

Consists of 27 unique communities, including two of the state's largest cities: Warren and Sterling Heights





## WHY DETROIT?

# LEADERS GROW HERE

From automotive manufacturing to software development, the Detroit Region is changing the way the world moves. Businesses from around the globe come to our 11-county region because we offer a diverse and skilled workforce, a low cost of doing business, and an innovative research community—all from a bustling logistics hub on the U.S.-Canada border.

Our unmatched engineering capabilities make the Detroit Region a national leader in emerging industries like next-gen mobility and smart manufacturing. We are a growing tech center with cutting-edge research and educational institutions. Our culture of exceptional innovation makes us the destination of choice for leading global companies, like Amazon, LinkedIn, Microsoft, Google and countless more.

Source: Detroit Regional Partnership



## FORTUNE 500 COMPANIES IN DETROIT:



***“Detroit is a metaphor for America, for challenges and opportunities. It is a hothouse for new innovation, for ingenuity and risk taking.”***

DARREN WALKER  
FORD FOUNDATION

OFFERED EXCLUSIVELY BY P.A. COMMERCIAL



## WHY DETROIT?

# TALENTED WORKFORCE

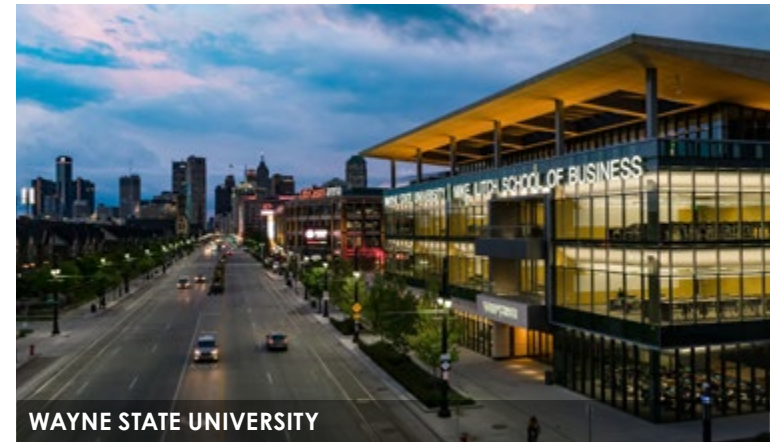
Our 11 region is home to a robust talent pipeline of world-class graduates. With 295 post-secondary institutions within a five-hour radius, the Detroit metro is near many of the United States' leading colleges and universities. Our network of community colleges also regularly partners with local companies to develop new training programs—preparing talent with the skills they need to succeed.

### TOP GROWING CAREERS IN THE DETROIT REGION

- 195%** Information Security Analysts
- 173%** Software Developers
- 117%** Financial Analysts
- 96%** Electrical Engineers
- 74%** Architects
- 51%** Mechanical Engineers

High-skill jobs have grown significantly, even doubling across several sectors since 2010. The Detroit Region's 34 colleges and universities graduate almost 70,000 students annually with more than 47.1% earning STEM degrees.

Source: Detroit Regional Chamber



WAYNE STATE UNIVERSITY



UNIVERSITY OF MICHIGAN



**2.5M**

TOTAL EMPLOYED  
WORKFORCE



**41%**

HAS AN ASSOCIATES  
DEGREE OR HIGHER



**\$26.61**

AVERAGE HOURLY  
WAGE



**14%**

MILLENNIAL  
POPULATION GROWTH



**12.6K**

JOB GROWTH



## WHY DETROIT?

# FINANCIAL & FINTECH HUB

Technology is revolutionizing every aspect of how the world spends money and moves currency. With our legacy of success in the financial services industry, companies trust that the Detroit Region has the innovative ecosystem and top tech talent they need to stay ahead of the competition.

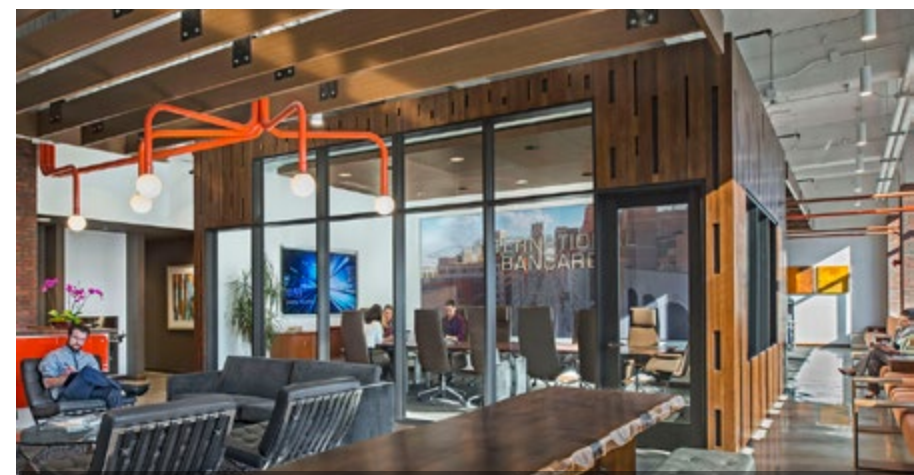
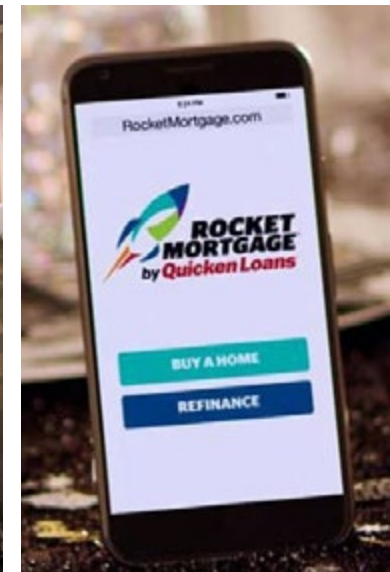
- Talent with 98,000+ financial and insurance workers. Detroit is one of the top U.S. metros for total financial talent!
- The Detroit Metro ranks #3 for tech talent quality vs. cost among top technology markets in the U.S.
- Two #1 mortgage lenders are headquartered in the Detroit Region, alongside the presence of all Big Four Accounting Firms
- Detroit is the \$4 Top FinTech Hub in the U.S.
- Detroit ranks #5 U.S. Metro for Banking Related Talent

Source: Detroit Regional Partnership

## REGIONAL FINANCIAL & FINTECH COMPANIES



FORMER BANK VAULT AT FEDERAL RESERVE BUILDING



INTERNATIONAL BANCARD OFFICES ON WOODWARD AVE

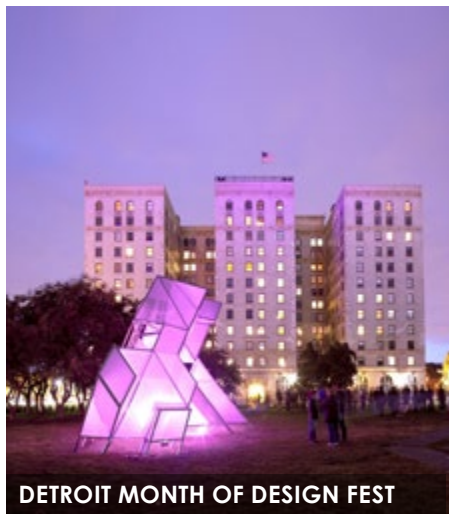




FACTORY WORKER ASSEMBLES AUTOMOTIVE PARTS ON ASSEMBLY LINE



DETROIT MONTH OF DESIGN FEST



DETROIT MONTH OF DESIGN FEST



MODELS POSE ON LIVERNOIS AVE, THE HISTORIC AVENUE OF FASHION

## WHY DETROIT?

# GLOBAL CITY OF DESIGN

Detroit has a rich legacy of design and innovation, transforming the way the world has worked, moved and lived. As an industrial powerhouse that fueled the rise of the automobile, the city has also been a hub for creatives, home to iconic designers, artists and craftsmen from the Arts and Crafts movement to American modernism and beyond. Detroit's strengths lie in:

- Talent
- Research and Innovation
- Educational Institutions
- Cultural Institutions
- Community

The Detroit Region is the fastest-growing and third largest design hub in the United States, only behind New York City and Los Angeles. On December 11, 2015, **Detroit became the first and only city in the United States to receive the UNESCO City of Design designation**, joining a network of now 31 design cities and 180 cities focused on using creativity as a driver for sustainable and equitable development around the world.

In 2018, Design Core Detroit unveiled the Detroit City of Design Action Plan which outlines a plan for developing Detroit as a global leader in the practice of inclusive design, which considers the entire spectrum of human diversity and individual experiences to create solutions with a social impact.

*Source: Design Core Detroit*

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WHY DETROIT?

# GREAT LIVING AT AFFORDABLE PRICES

When people use the term quality of life, they're really talking about a variety of factors—things like the environment, nearby amenities, and the local culture. But the first thing people think about is usually cost of living.

**The 2020 Detroit MSA cost of living of 102.7 is lower than similar metros. Chicago (123.9), Minneapolis (105.7), and Pittsburg (104.0)**

That's one of the great things about the Detroit Region. Our cost of living is significantly lower than other major metros, so you get all the big-city amenities without the big-city cost.

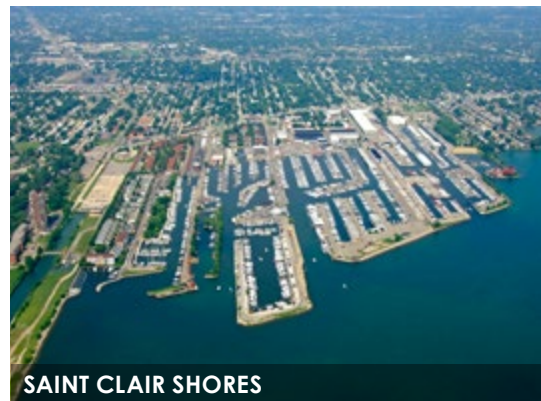
Source: Detroit Regional Partnership



MIDTOWN, DETROIT



EAST ENGLISH VILLAGE, DETROIT



SAINT CLAIR SHORES



**POPULAR RESIDENTIAL DISTRICTS IN DETROIT:**

- Midtown
- East English Village
- North End
- Corktown-Woodbridge
- New Center
- Jefferson Corridor

**POPULAR RESIDENTIAL AREAS 10-15 MILES OUTSIDE THE CITY:**

- Royal Oak
- Ferndale
- Grosse Pointe Communities
- St Clair Shores
- Dearborn
- Hamtramck



VILLAGE OF GROSSE POINTE





MOVEMENT ELECTRONIC MUSIC FESTIVAL



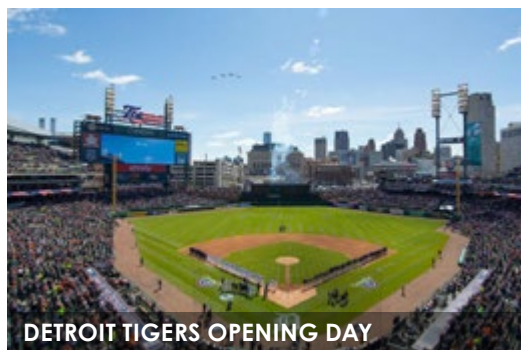
WINTER POP-UP MARKETS



CAMPUS MARTIUS TREE LIGHTING CEREMONY



ST. PATRICK'S DAY PARADE



DETROIT TIGERS OPENING DAY



NORTH AMERICAN INTERNATIONAL AUTO SHOW AT HUNTINGTON PLACE

## WHY DETROIT?

# DOWNTOWN EVENTS AND ACTIVATION

Detroit bustles with business people during the day, sports fans and tourists in the afternoon and entertainment seekers at night. The CBD currently relies on significant elements of sports and entertainment, business hubs, programmed parks and architectural gems to create a sense of vibrancy.

Each year, there are approximately **8.5 million visitors to downtown Detroit** who flock to 650 annual events including concerts, conferences, festivals, and more. Some of the most popular re-occurring events each year include:

- March** Detroit St. Patrick's Day Parade
- April** Detroit Tigers Opening Day
- May** Movement: Detroit's Electronic Music Festival
- June** Detroit Grand Prix
- July** Detroit Fireworks
- August** Woodward Dream Cruise
- September** Detroit Jazz Festival  
Detroit Lions Opening Day  
Dally in The Alley  
Detroit Month of Design  
North American International Auto Show
- November** Thanksgiving Day Parade
- December** Noel Night  
Campus Martius Tree Lighting Ceremony

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## WHY DETROIT?

# INCLUSION + DIVERSITY

Out of 2.6 million minority-owned businesses in the U.S., more than 44,000 of them are located or headquartered in Michigan.

Almost 33,000 are in Detroit.

Thirty-two percent of the region's residents are people of color, including a diverse mix of racial and ethnic groups. Blacks represent nearly a quarter of the region's population. Latinos and a diverse group of Arab Americans each represent about 4 percent of the population, while Asians comprise about 3 percent, with Asian Indians representing the largest subgroup, followed by Chinese/Taiwanese and Filipino.

Michigan is home to one of the largest Arab American populations in the United States – The Arab American Institute (AAI) estimates that 80 percent of approximately 500,000 Arab American Michiganders live in Macomb, Oakland, and Wayne counties

Source: PolicyLink



THE LIP BAR, DETROIT - BLACK OWNED



KUZZO'S RESTAURANT - BLACK OWNED

DETROIT VS EVERYBODY DESIGNER + FOUNDER, TOMMEY WALKER



PUBLIC LUMBER + MILLWORK  
CHALDEAN OWNED



MAMA COO'S BOUTIQUE  
LATINA OWNED







RUTH ELLIS CENTER WILL PROVIDE HOUSING AND HEALTH SERVICES TO LGBTQ YOUTH



ANNUAL MOTOR CITY PRIDE PARADE



COMING OUT WALL AT AFFIRMATIONS IN FERNDALE

## WHY DETROIT?

# LGBTQ FRIENDLY

Detroit is a welcoming city, where opportunity is available for everyone.

Detroit has joined 46 other cities nationwide in receiving perfect scores in the Municipal Equality Index, an annual ranking of treatment and support for lesbian, gay, bisexual and transgender people by the Human Rights Campaign. The ranking is based on whether the cities have non-discrimination laws protecting the LGBTQ community; whether the city is a gay-friendly place to work; whether each city's police department is respectful; and whether each city is pro-equality despite being in a state that doesn't have broad LGBTQ protections. Some of the most LGBTQ-friendly cities are:

### FERNDALE

Located just north of Detroit, Ferndale is well-known as the most LGBTQ-friendly neighborhood in metro Detroit, with many LGBTQ organizations, businesses and residents.

### MIDTOWN

Midtown is the cultural, artistic and intellectual center of downtown Detroit and is filled with many LGBTQ-founded businesses.

### CORKTOWN

Corktown attracts a younger, more adventurous population including a vibrant LGBTQ community. The revitalized park and residential area near the old Tigers Stadium site hosts many new restaurants and bars.

Source: [visitdetroit.com](http://visitdetroit.com)

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# OPPORTUNITIES + INCENTIVES

Michigan has several resources in place to help ease the financial strain for businesses looking to grow or relocate to the state.

## **MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC)**

MEDC helps Michigan businesses connect to new resources, meet new partners and access the capital they need. Over the past 10 years, the MEDC has deployed more than \$180 million to lending institutions across the state, which have in turn been able to assist more than 250 small businesses by providing:

- Access to Capital Provers
- Startup and Entrepreneurial Support
- Buyer and Supplier Matchmaking
- Mobility and Electrification Services
- Export and International Trade Program
- Community Development

Source: [michiganbusiness.org](http://michiganbusiness.org)

## **THE DETROIT ECONOMIC GROWTH CORPORATION (DEGC)**

If your business is looking to expand in the city or make Detroit your home, DEGC is the first step on your path to success. From 2017 - 2019, they have assisted with generating 23,361 new jobs, secured \$7.25B in new investment, and have helped open 163 businesses.

DEGC's mission is to design and implement innovative solutions that attract investment, create jobs and advanced Detroit's economy for all residents

Source: [degc.org](http://degc.org)

## **TAX INCENTIVES**

Through a variety of programs and resources, Michigan offers personalized assistance for businesses starting, relocating or expanding operations in the state. In addition, Michigan ranks among the top 10 states for major new and expanded facilities due to a fair and efficient 6% corporate income tax and \$500 million in annual business savings through the elimination of industrial personal property tax.

## **TALENT INCENTIVES**

**The Jobs Ready Michigan program** was created by the Michigan Strategic Fund to meet the talent needs of companies that are expanding or relocating to Michigan. The program is designed to be flexible and responsive to the specific talent needs of companies and to address the costs associated with recruiting and training individuals for occupations that are high-wage, high-skill, or high-demand.

Source: [michiganbusiness.org](http://michiganbusiness.org)

**The Going PRO Talent Fund** makes awards to employers to assist in training, developing and retaining current and newly hired employees. Training funded by the Talent Fund must be short-term and fill a demonstrated talent need experienced by the employer. Training must lead to a credential for a skill that is transferable and recognized by industry.

Source: [michigan.gov/leo](http://michigan.gov/leo)



# CONTACT US

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