



Community experiences: Build on your history, invest in your future

DETROIT EXPERIENCE FACTORY



WEKNOWDETROIT



Welcome

Our Mission

DXF engages people in Detroit's stories - helping them understand our complex history and connect to people, places, and projects across the city

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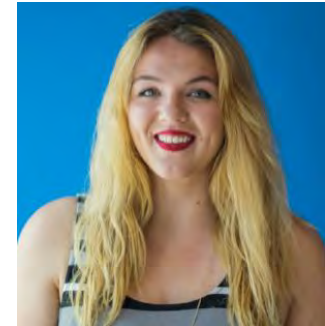
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Introductions

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- Who are you (name, title, org)?
- What are your goals in this session?



Session Plan

Topic	Timing	Objectives
The Goal	30	<ul style="list-style-type: none">• Define what you hope to achieve with your experience• Clarify who you need to reach and what you want to say to them
The Bad	20	<ul style="list-style-type: none">• Address misconceptions and open people's minds to your community
The Assets	30	<ul style="list-style-type: none">• Connect your audience to the best parts of your community• Build the future on the most valuable aspects of who you are
Launch	20	<ul style="list-style-type: none">• Plan for next steps into action



The Goal

Identifying what your purpose, message, and target audience are the first steps in creating an experience

Akron, Ohio

Client was Downtown Akron Partnership with other community orgs; goals were to attract and retain talent, help drive traffic to local businesses and increase city pride in current residents

State of Oregon

Client was the State of Oregon with cities like Portland and Bend; goals were to bridge gaps between longtime residents and newcomers, increase community attachment and shine light on the history / culture of the communities



The Bad

Reflecting on what get under your skin about what others think of your place can help guide the passion behind and help you find some 'wow facts' to shape your experience

Lansing

It's a cow town and college party scene; everything revolves around MSU; there's no diversity

Detroit

It's still dangerous to walk the streets; only downtown is nice; on the flip side - all the problems are getting solved; everyone has endless opportunities



The Assets

Building the heart of your experience around what is most valuable in your place is powerful - the strongest futures are built on and informed by the best of what we already have

Woodward Corridor

New development and historical landmarks thriving / developing / being brought back within blocks of one another; residential & retail options for visitors and locals alike; workforce, business and talent growth in the downtown-core

NW Neighborhood

Small businesses, owned by Detroiters in wake of disinvestment / necessity in their community; residential neighborhoods that remained healthy / vital during economic downturn, lead by community orgs, active residents, etc.

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Logistics

Walking

Bus

Other

Advantages

Budget-friendly, slower pace - easier on staff to conduct without wide breadth of talking points/knowledge

Larger scope to see at projects & people, more time for presentation from guides & experts

Bikes great for active groups - public transit can be educational for participants who are unfamiliar

Disadvantages

Smaller scope of projects / landmarks; at the mercy of weather; group's physical comfort

\$\$; Less-depth on particular landmarks, projects, speakers, etc.

At the mercy of weather, scheduling and equipment that isn't yours, not accessible to all

Group Size

Optimal for groups of 10-25

Better for larger groups, 20-50+

Small groups work best for bikes + other forms of transit

Additional Considerations

Is this age-friendly for my group? Is my route ADA-friendly? Does my messaging fit into a smaller route?

Do you need to cover a large area? How many projects are you hoping to visit? Who's paying for the bus?

Will public transit remain on schedule within our timeframe? Will weather affect our route?



Next Steps

Some ideas to get you started:

- Let us know how we can help
- Start somewhere not everywhere
- Think about possible funding opportunities



**DETROIT
IS BIG ENOUGH
TO MATTER IN THE WORLD
AND SMALL ENOUGH
FOR YOU TO MATTER IN IT**





Say hello!

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