THE POWER OF SMALL
SMALL SCALE THEORY OF CHANGE

HOW IT HAPPENS

Remarkable Person = Catalytic Project

Project Inspires Others To Engage / Re-Frame the Potential of a PLACE

- Share innovative ideas & compelling stories
- Foster learning & exchange
- Promote connection & collaboration

Tipping Point / Influx of NEW

- Distribute digital content
- Spread stories & ideas
- Showcase emerging trends & talent
- Continue exchange online + in next city
Small Scale Change in Action

Detroit
- Avenue of Fashion
- West Village
University Commons adds new retailer, hosts holiday celebration

TUESDAY, DECEMBER 12, 2006

There is one more place to shop for fashion on The Avenue of Fashion. Simply Casual has opened on Livernois at Outer Drive, and owner Rufus Bartel will be one of the many area business owners busy decorating his windows for the University Commons Organization’s Holiday Windows Decoration Competition.

Inspired by the Macy’s New York City window displays, Livernois businesses will decorate their windows around the theme of “Home for the Holidays.” Neighborhood residents can vote for their favorite windows from Dec. 9-16, with the winner to be announced at UCO’s holiday celebration on Dec. 16. “We want to get some activity up and down Livernois, so that people can see what we have to offer,” explains UCO’s Kim Tandy.

Events planned for the Dec. 16 event include:
- Horse-drawn carriage rides;
- Specials and discounts at stores;
Many know Livernois Avenue as the street that harbors hundreds of businesses. But for those old enough to remember, think back to when part of its northern corridor was one of the most popular shopping districts in Detroit.

Between 7 and 8 Mile roads, the commercial district became the Avenue of Fashion and today

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April Anderson starts her day at 2 a.m. when she heads to a commercial kitchen where she bakes for the next four hours. Next she transports the baked goods to the storefront of Good Cakes and Bakes, which opens at 8 a.m., and she is normally there until the shop closes at 9 p.m.
Development News

Pop-up turns permanent on Avenue of Fashion

MILEY GALBRAITH | TUESDAY, FEBRUARY 18, 2014

In another Detroit retail success story, the artisan boutique Love Travels Imports has made the transition from pop-up to permanent. Owner and founder Yvette Jenkins has taken her business from the once- to twice-a-week appearance at Eastern Market's Artisan Village to an established online presence to participating in the Revolve Detroit pop-up program along the Avenue of Fashion. Love Travels Imports is now a permanent fixture there.

Love Travels Imports draws its name from Yvette’s passions, love, traveling, and artisanal crafts. Her products range from homewares to jewelry and come from artisans as far as South Africa and as near as Mount Clemens. She focuses on Fair Trade products and sees her shop as an extension of that philosophy, saying that it’s about helping artisan entrepreneurs get their wares out and into the marketplace in a fair and sustainable manner. She sees Love Travels Imports as her opportunity to directly and positively impact other communities, both locally and abroad.

The Revolve Detroit program placed Love Travels Imports in a Livernois storefront last September. Yvette has since paired up with fellow Revolve Detroit participant and former pop-up neighbor Art in Motion, sharing a space at 19452 Livernois Ave. It’s a fitting partnership, one that pairs complementary businesses. When the two were neighbors, Yvette would send her customers over to check
Bravo Graphix now open on the Avenue of Fashion
Oct 15, 2013 ... Bravo Graphix has a brand-new state-of-the-art studio on the Avenue of Fashion. The full-service multicultural advertising, creative marketing, ...
www.modeldmedia.com/devnews/bravographixavenueoffashion.aspx

REVOLVE Detroit's Art + Retail on the Ave winners announced
Aug 20, 2013 ... 20, when the Avenue of Fashion hosts the Detroit Design Festival, and will include four new permanent retailers, eight pop-up retail concepts, ...
www.modeldmedia.com/devnews/artplusretailontheave.aspx

Good Cakes and Bakes set to open on Ave of Fashion
Sep 17, 2013 ... April Anderson is opening a bakery on the Avenue of Fashion later this week, fulfilling the entrepreneurial ambitions of the resident of The ...
www.modeldmedia.com/.../goodcakesandbakesdetroit091713.aspx

Detroit Design Center sculpts new signage for Avenue of
Dec 17, 2013 ... The Detroit Design Center has created outdoor sculptures that now appear in Brighton (six sculptures, three of which are permanent, Midtown ...

Entrepreneur spotlight: Rufus Bartell of Avenue of Fashion's
Apr 7, 2009 ... Rufus Bartell has brought a distinct sense of style to Detroit's historic Avenue of Fashion with his store, Simply Casual, on Livernois.
www.modeldmedia.com/timnews/rufusbarteldetroit18609.aspx

ShoeHouseBoulevard brings shoes, bags, accessories to
Oct 28, 2008 ... ShoeHouseBoulevard, a fashion-oriented boutique, has
D:hive grows BUILD program as demand for classes spikes

TUESDAY, OCTOBER 02, 2012

D:hive’s BUILD program for aspiring entrepreneurs is experiencing a spike in demand, prompting the nonprofit to add a third class and look at adding another class in Hamtramck.

The BUILD program hosts a weekly class for two months that gives aspiring entrepreneurs and project leaders the tools to build a business or get a community project off the ground. The first class started early this year, graduating the likes of Hatch Detroit finalists Tashmoo Beigarten and Detroit Vegan Soul. The BUILD program is now running two classes and is adding a third class this fall. It is on track to graduate 100 business ideas by the end of the year.

"We fill up every class. Sold out," says April Boyle, director of recruitment for D:hive. "We have 12-14 spots (per class) and we have 60 people waiting."

Those classes are occupied by people pursuing a broad range of lifestyle business ideas. Some of the entrepreneurial aspirations include an allergy free bakery, audio tour program, a clothing designer and manufacture, Food
DEGC looks for pop-up retail proposals for The Villages

TUESDAY, AUGUST 21, 2012

Conventional wisdom in Detroit dictates that The Villages is one of the ripest areas for retail success in the Motor City. A small group of local stakeholders has come up with a plan to help make that happen through a pop-up retail pilot program.

The Villages is a conglomeration of high-end neighborhoods (Indian, Islandview and West Village) on Detroit's East Side near Belle Isle. The new program seeks proposals to create retail and restaurant/bar businesses along Agnes Street between Van Dyke and Parker streets in West Village.

"The Villages are very dense neighborhoods," says Brian Hurtienne, executive director of The Villages Community Development Corp. "We are just lacking a commercial component to make it a very vibrant neighborhood, like bars, coffee shops, ice cream parlors. It's those sorts of things that raise the quality of life."
Restaurant, bar, coffee shop and tea room set to open in West Village.

TUESDAY, OCTOBER 30, 2012

Four new businesses are coming to The Villages neighborhood in Detroit next year.

The new businesses include a restaurant, a restaurant/bar, a bakery/coffee shop and a tea room. They follow the successful pop-up retailers that have graced West Village over the last month and will be located in the vacant retail spaces on Agnes St. between Park and Van Dyke streets.

"It will greatly enrich our quality of life here," says Brian Hurttienne, executive director of the The Villages Community Development Corp. "(These businesses) say 'neighborhood.' It reinforces a stable neighborhood in Detroit and is a progressive part of Detroit."

The four new businesses include:

- **Craft Work**, a restaurant and bar that features a simple menu for a casual dining and drinking. It is owned by Michael Geiger and Hubert Yaro. Geiger currently serves as a culinary arts instructor at the Art Institute of Michigan. Yaro is a partner at Ronin Sushi in downtown Royal Oak and Commonwealth in downtown Birmingham.
- **Detroit Vegan Soul**, a 100-percent vegan soul food cafe that offers a delicious, plant-based meal for the city's fast food (even meat) fanatics.

Related Company
The Villages Community Development Corp.
Development News

REVOLVE retail program launches out of West Village with Tashmoo

TUESDAY, OCTOBER 16, 2012

The Detroit Economic Growth Corporation launched its new retail business program, Detroit REVOLVE, out of West Village last weekend, leveraging the year's first Tashmoo Biergarten weekend as a backdrop.

Detroit REVOLVE allows the DEGC to partner with neighborhood stakeholders to create pop-retail shops with an eye for establishing permanent stores there in the not-too-distant future.

"Our goal is to help transform vacant storefronts into vibrant spaces," says Michael Forsyth, business development manager for the DEGC. "We want to do that with temporary businesses and art. We want to turn them into full-time businesses."

Detroit REVOLVE works with community leaders, building owners, entrepreneurs, and artists to fill the vacant commercial spaces. In West Village, the program created two spaces for pop-up retailers. Coffee and Donuts (a cafe) and PRAMU (a store that sells Detroit-centric clothing) are the first temporary
Detroit Vegan Soul celebrates grand opening in West Village this Saturday

NICOLE RUPERSBURG | TUESDAY, SEPTEMBER 24, 2013

2012 Hatch Detroit finalists Detroit Vegan Soul will celebrate a grand opening in its new space in West Village at 8029 Agnes St. this Saturday, Sept. 28.

After starting out with a vegan meal delivery and catering service, Kirtsen Ussery and Erika Boyd realized that there is a real demand for homemade vegan comfort food in Detroit. Both vegan themselves, they started veganizing their family recipes and found that people really loved it.

"We were inspired by other vegan soul food restaurants, particularly in Chicago," says Ussery. "We saw that there weren't enough vegan options in Detroit. We wanted to do something that appealed to both vegans and vegetarians but also people who aren't."

Their niche is vegan soul food – comfort food for a plant-based lifestyle. Vegan Soul is the only 100 percent plant-based restaurant in the city of Detroit. "The meal delivery allowed us to see how people would respond to that," Ussery says. "It's one thing to have a couple of dishes on your menu but another for it to be the whole menu. We got a great response and saw Detroiters are ready for this."

After decades of being on every "fattest cities" and "unhealthiest cities" list, Detroiters are making proactive decisions to lead healthier lifestyles. We see this in the rise of vegan restaurants and its acceptance in the community, but also in the rise of sustainable living and social justice issues. Detroit Vegan Soul is part of this movement towards a greener and healthier Detroit.
It's happening this time. It really is. After being forced to push back opening date after opening date, the Red Hook is finally set to open in West Village.
REVOLVE retail program launches out of West Village with Tashmoo

Hatch Detroit's finalists have designs for stores across Motor City

Tashmoo Beirgarten returns to West Village next month

DEGC looks for pop-up retail proposals for The Villages

Tashmoo Biergarten kicks off year with spring fling in West Village
West Village gains a record store, community hub with Paramita Sound

MJ GALBRAITH | FRIDAY, OCTOBER 31, 2014

Andrey Douthard curates the hip hop, jazz, and indie pop/rock records at Paramita Sound. He also owns the shop, which just celebrated its grand opening Saturday, Oct. 25. His collaborators -- he doesn't call them employees, but collaborators -- curate other genres. Anna Atanassova selects the...
A new grocer to open in West Village

MU GALBRAITH | TUESDAY, MARCH 25, 2014

A neighborhood market will be opening up in West Village soon with a projected opening date of April 3. David Kirby has partnered with his girlfriend, Caitlin James, to open Parker Street Market. James is also co-owner of local juice makers Drought.

The market will focus on supplying local and organic products to the surrounding neighborhood. Kirby has put out a call to all local food producers as he searches for the right mix of products to line the shelves. Local food makers are encouraged to contact Kirby for consideration.

Kirby sees Parker Street Market as a stepping stone for local food entrepreneurs, that place in between selling at farmers’ markets and selling at large-scale supermarkets. With co-owner James being experienced in the local food economy through her work with Drought, the pair have an already established network in Detroit's food scene.

For Kirby, it was being around James and her family that gave him the entrepreneur bug. "If you surround yourself by entrepreneurs, it gets in your blood as well," he says.
In years past, we have provided you with guides to help you celebrate Paczki Day. This year, we decided to get our hands dirty and actually make paczki with 2014 Hatch contest winners, Sister Pie. Fresh off of a 24 hour #dancebreakathon, the ladies of Sister Pie have been gearing up for Paczki Day all week. We thought it would be fun to join Lisa Lipinski, grocer/bakery and Aziz Ramadan,
Small Scale Change in Action

Your Community
What To Do In Your Community

- Understand This Dynamic and **Make Talent a Strategic Priority.** (Build a Coalition of Support)
- **Identify and Engage Catalytic Talent.** Let them know their work matters. Spread The Word! (Talent Narrative)
- **Identify The Next Wave of Talent.** How can you support? (Training programs, Small Grants etc.)
- **Intentionally Develop Collisions.** (The Power of The Network.)
- Benchmark and measure.
- Identify and **implement policies.**