Garment District Meeting Agenda
January 28, 2015

- Introductions:
  - Matt Walters – Mayor's Office
  - Brian Holdwick and Mark Denson – Detroit Economic Growth Corporation
  - Stephanie Fries – Michigan Economic Development Corporation
  - Dan Brophy – Michigan Small Business Development Center
  - Kathleen Wendler – Southwest Detroit Business Association

- DG3's role in the Garment District
  - DG3 is leading the project and we're very happy to be in that role.
  - We want you to think of us as the voice of the district to oversee the project, help find room for everyone, and as you have questions, we can help find the right people to answer those questions for you.
  - Feel free to send any questions or concerns our way so we can help or we can send your questions to the proper person to get you answers.

- Define immediate district and expanded district
  - A combination of public and private holdings.
  - The immediate district: Newark St. on the north, I-75 on the east, Porter St. on the south and 16th St. on the West.
  - The broader district: bordered by Michigan Ave. on the north, Rosa Parks on the east, on the west is Livernois and on the south is Fort St.
  - Broad enough district so as things grow, resources are available.
  - Located between Southwest Detroit and Corktown.
  - Immediate area has a walkable component to it with restaurants and viable functional neighborhoods that make for a live/work space.
  - Coincides neatly with Detroit Future City framework and plans for the area.
  - Large immigrant community, who are ready to work and have a history of entrepreneurship. The area has the highest entrepreneurship rates in the city, which is great fuel for the district.
  - Great spot to locate, especially if you like to eat.

- Parking options
  - A ton of parking available – great for business owners/retailers.

    - At 21st St. and Bagley is the Michigan Welcome Center and behind it is a 200-250-space parking lot readily available for anyone in the district.
    - Free parking on Bagley Street.

- Parcel inventory
    - 555 Gallery
    - The Mercado Building on northeast corner of 21st and Bagley (studio and retail space available)
    - Michigan Welcome Center (retail space available).
    - Various city-owned parcels around there.
    - Trying to pull titles and see how much leverage the city has to make buildings available.
    - Southwest Detroit is an area that has the greatest concentration of artists in the city.
    - Primarily because of low property values and lease rates.
    - Very easy to get into cool lease space that is turnkey.
    - A lot of new buildings with turnkey space but also open land for new builds.
    - Welcome center has 18,000 ft. of available space that is ideal for designer studios.
    - The fact that we will have a manufacturing component as part of the district will really help push the district. Designers will be able to have people physically go to the manufacturer and see what's going on with their lines.
    - The pool of sewers from the Industrial Sewing Certificate Program will allow Detroit to be an attractive for other manufacturers and designers who will need that and it will encourage people to come here.
    - This is an ecosystem we have to build. We have to create on environment of opportunity. The change will happen but it will be gradual – we're not going to see the jumps, we'll see the steps, so everyone involved will have to be patient to see the change in the area.

- Zoning
    - The focus of the district has been zoned and it's business and manufacturing-friendly.
    - Wouldn't need to rezone the area.

- Plans for development partner
    - We'll have to work with a development partner, figure out the real-estate as far as what's available, how much it will cost, what's for sale, what's for lease.

- A lot of options but the toughest obstacle in the plan is to get the development partner working with us to figure out real estate.
- If we partner with a nonprofit development corporation, they can go after city and privately owned buildings.
- Best part about nonprofit development corporation is that they have the community in mind to create the density that make cities thrive.

- Rough timeline
  - Pushing this forward as aggressively as possible.
  - Need about four months to understand the space available and then a couple months after to start placing businesses.
  - There are spaces available that can be moved into right away, so if you are interested in getting into the district sooner rather than later, contact us so we can let you know what is available.

- Q&A
  - Q: Tell us about what the existing infrastructure is like.
    A: The area has places to sit, lights on the streets, big single family homes and multi-family homes, an iconic church, a great park with a community-run program, Café Con Leche, very cool, very walk able, bike lanes, store-front availability. A wonderful place to be because of the community is very involved.
  - Q: Any existing clothing retail?
  - A: There is a recent study for a real estate project that showed a huge demand for household and clothing goods in the area. Population is young and fashionable. They are going out to Eureka Rd. and the malls to shops. No existing clothing companies on 21st and Bagley.
  - Q: Existing businesses that might not have a garment focus, will they be able to stay there?
    A: NY's Garment District isn't just designer studios and retail – you need all of the different things that make up a community including a coffee shop, shipping, dry cleaning, bank, etc. It's a matter of the business attraction representative finding different types of businesses to bring in to the district. There are a few streets nearby with a number of nationally known brands, which is a good signifier as we bring in people to support the district.
  - Q: What are the leasing rates per square foot?
    A: Big range, $3 to $14 per square foot depending on if it's move-in ready or needs work. Compared to Midtown and Downtown it's much less expensive.
  - Q: What are DG3's plans in the district?
    A: The facility we are going to set up will be part for profit and part

nonprofit. The cut and sew facility is for profit which will allow us to house all of DG3 within the facility (offices, space for monthly workshops that focus on business topics, designer incubator that will house 12 designers with access to a mailing address, high-end software, industrial machines, cutting table, mentors and retail space).