

DETROIT

EXPERIENCE FACTORY

ECONOMIC IMPACT REPORT
2016

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Executive Summary

Detroit Experience Factory

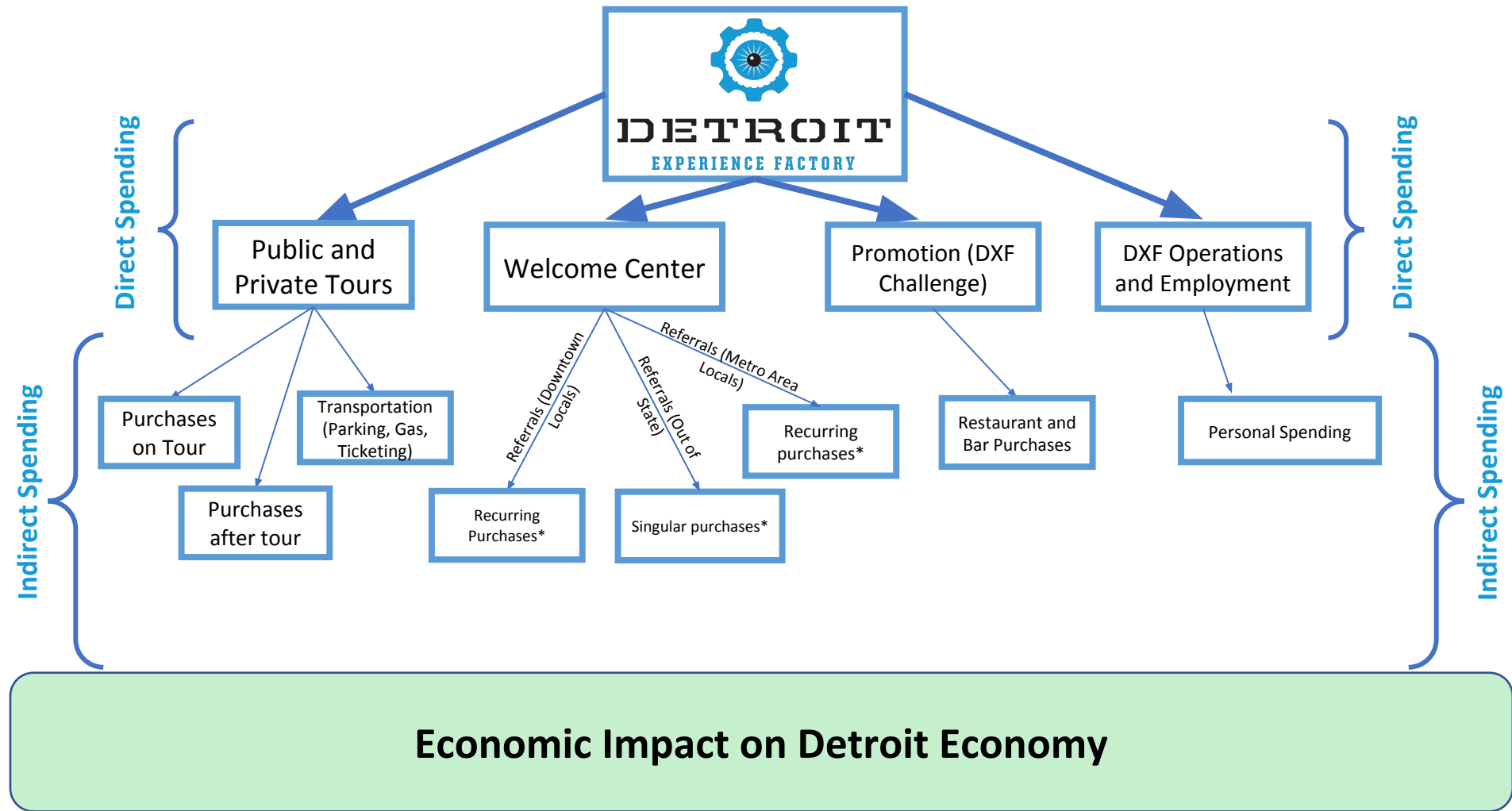
The Detroit Experience Factory is an independent program of the Downtown Detroit Partnership that uses interactive experiences and innovative resources to help newcomers and locals alike get more connected to the people, places and projects in Detroit. It operates Detroit's community based Welcome Center and has taken over 90,000 people on experiential tours of Detroit since 2006.

Purpose of Report

Detroit Experience Factory has been committed to sharing the authentic stories of Detroit and its community for over 10 years. Conducting an economic impact report adds a new dimension to DXF's mission of storytelling by showing the quantitative and monetary impact on Detroit's economy that comes along with the tours and Welcome Center. This new perspective helps substantiate the benefits provides to community and business partners, which could attract an untapped audience to join or support DXF.

2016 Economic Findings

| Category | Impact |
|----------------------|-----------------------|
| Public/Private Tour | \$1,613,755.60 |
| Welcome Center | \$817,000.00 |
| DXF Challenge | \$16,000.00 |
| Operational Spending | \$787,508.80 |
| Total | \$3,234,264.40 |

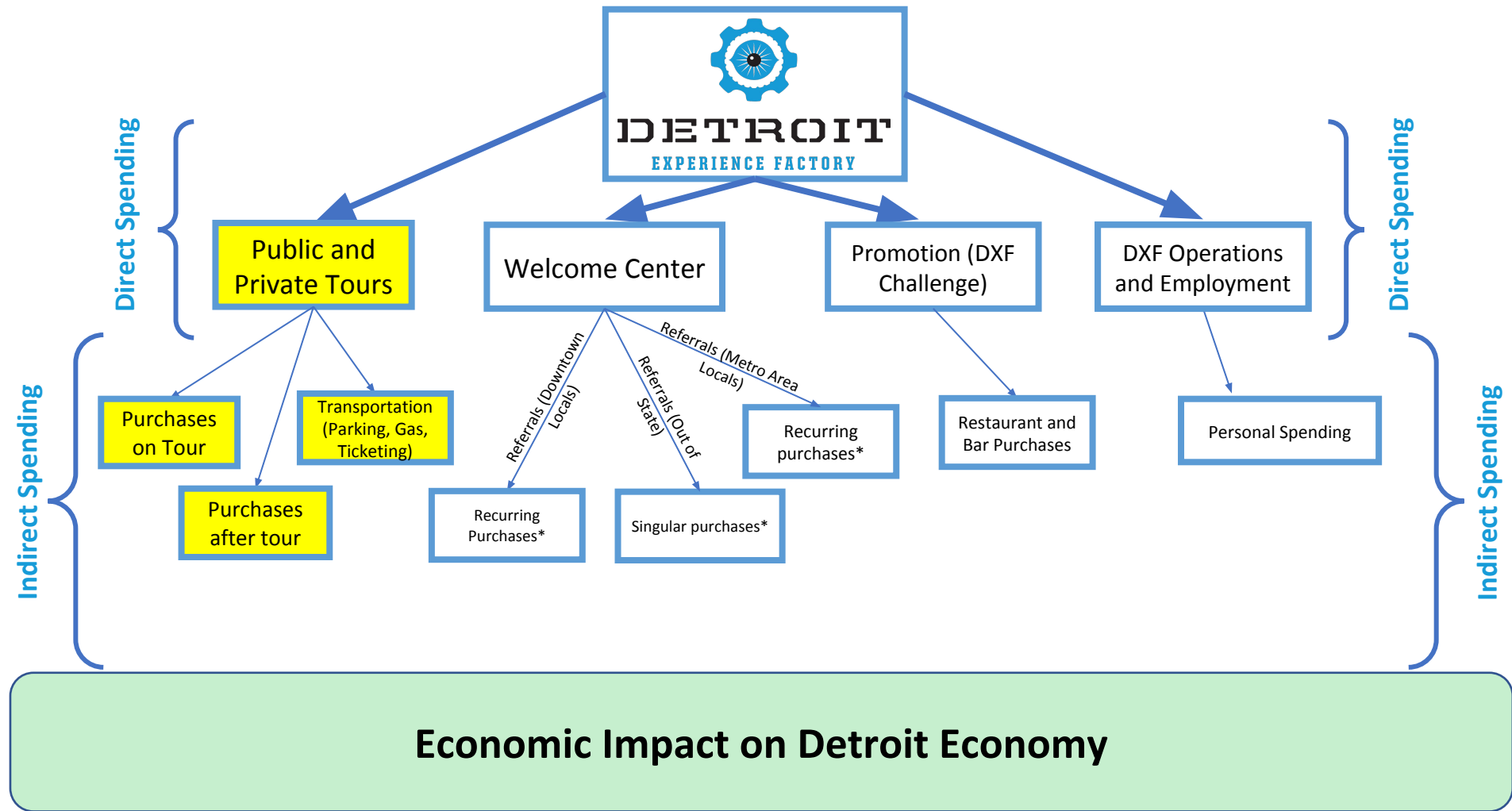


* restaurants, bars, tourist attractions, retail, etc.

Methodology

In order to quantify the economic impact of Detroit Experience Factory's services on the local Detroit economy, we looked at DXF's direct spending and then calculated the subsequent indirect spending to represent how these direct expenditures flow through the economy. We broke down DXF's services into four major categories: **Tours, Welcome Center**, general business promotion, such as the annual **DXF Challenge**, and DXF's **operational expenses**, including the salaries provides to its full-time employees as well as part-time ambassadors and tour guides.

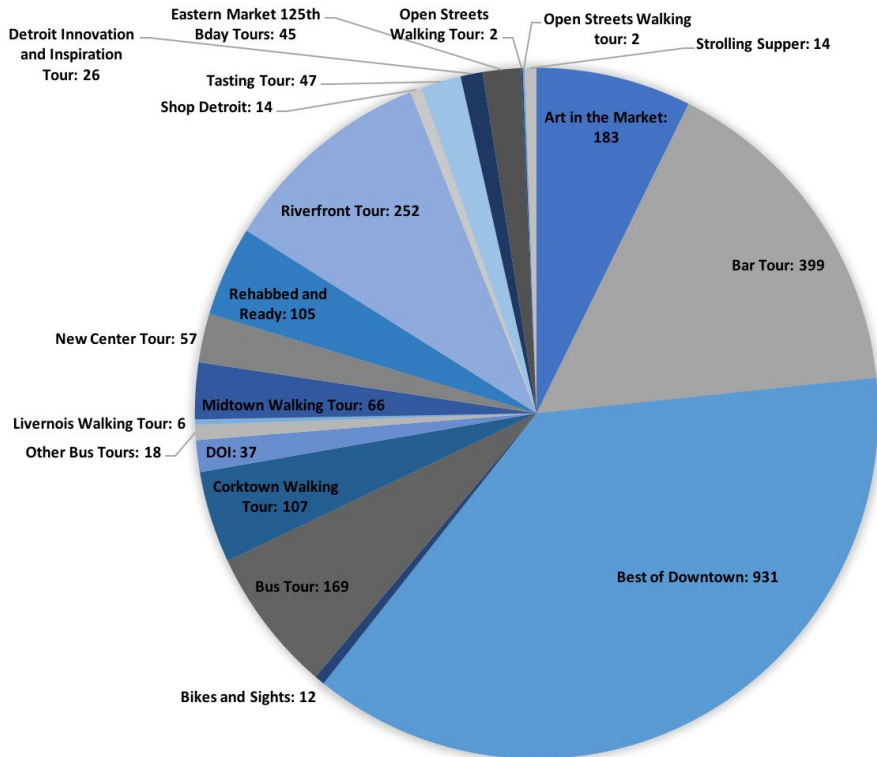
We derived a basic spending multiplier as specified by the Bureau of Economic Analysis's Regional Input-Output Modelling system (BEA RIMS II) to calculate the magnitude of indirect spending. In accordance with other economic impact studies done in the area recently (*Sowerby COBO Expansion Report, Likely Economic Impact of Super Bowl XL*) , we used a spending multiplier of 1.9 and apply a **capture rate of .7**, meaning that 70% of visitor spending accrues back to the Detroit area as final demand (Crompton, 2006). This yields a practical **multiplier of 1.6**, which gives a modest yet accurate estimation.



* restaurants, bars, tourist attractions, retail, etc.

Public Tours

Types of Public Tours in 2016 by Number of Attendees



Detroit Experience Factory gave **242 public tours** to **3,442 people** in the year 2016.

Most public tours are free of charge and allow anyone to learn about different aspects of Detroit and experience it in a variety of unique ways.

DXF Direct Spending on Public Tours in 2016

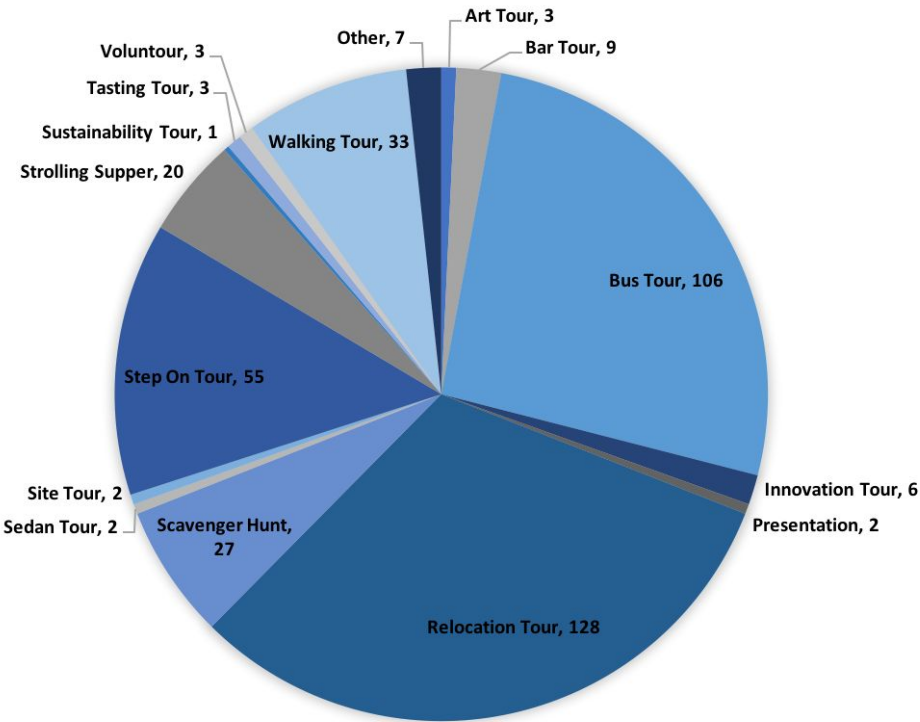
| Type | Direct Spending | Multiplier | Final Impact |
|----------------------|--------------------|------------|--------------------|
| Tour Guide Cost | \$8,151.00 | 1.6 | \$13,041.60 |
| Transportation Costs | \$1,864.00 | 1.6 | \$2,982.40 |
| Other Costs | \$1,218.59 | 1.6 | \$1,949.74 |
| Total | \$11,233.59 | | \$17,973.74 |

\$17,973.74

In order to run the public tours, DXF directly brings money into the local economy by hiring and **paying tour guides and tour shepherds**, who then spend the money in the economy with a multiplier effect of 1.6. Many tours also require **paying for transportation**, which leads to the transportation company re-spending with a multiplier of 1.6 as well. Other costs including **food and other miscellaneous expenses** are also re-spent in the same way and as these expenditures flow through the economy and are transacted, the value of a dollar multiplies by about 1.6 in the Detroit economy, generating a more significant impact than direct spending alone.

Private Tours

Breakdown of Types of Private Tours Given in 2016



Private tours are the majority of Detroit Experience Factory's annual tours and services. In 2016, DXF gave **391 private tours** to **14,000 people**.

Private tours are completely customizable and clients work directly with a Detroit Experience Factory experience coordinator to develop a unique tour catering to exactly what they and their group want and need.

DXF Direct Spending on Private Tours in 2016

| Type | Direct Spending | Multiplier | Final Impact |
|----------------------|--------------------|------------|---------------------|
| Tour Guide Cost | \$14,757.50 | 1.6 | \$23,612.00 |
| Transportation Costs | \$47,770.90 | 1.6 | \$76,433.44 |
| Other Costs | \$16,505.70 | 1.6 | \$26,409.12 |
| Total | \$79,034.10 | | \$126,454.56 |

\$126,454.56

Running private tours require the same types of expenses as public tours, but on a larger scale. DXF directly brings money into the local economy by hiring and **paying tour guides and tour shepherds**, who then spend the money in the economy with a multiplier effect of 1.6. Many tours also require **paying for transportation**, which leads to the transportation company re-spending with a multiplier of 1.6 as well. Other costs including **food and other miscellaneous expenses** are also respent in the same way and as these expenditures flow through the economy and are transacted, the value of a dollar multiplies by about 1.6 in the Detroit economy, generating a more significant impact than direct spending alone.

Indirect Spending: On- and Post- Tour Spending

Beyond the direct expenditures that come from running tours, money is also pumped into the Detroit economy indirectly through the exposure tours provide to businesses and subsequent on-tour and post-tour spending that comes from a DXF experience.

Most of our tours incorporate local businesses in some way, whether the tour is directly centered around spending, like a bar tour or small BIZ tour, the tour starts at or passes through businesses, which is the case for many of our neighborhood tours, or if it is mentioned along the way. Tours have an economic impact shown through measurable spikes in revenue on tour days and people returning to businesses they learned about through their tour.



On-Tour Spending

While most public and private tours are fairly dynamic and do not include a lot of free time for shopping, there are some tours in particular that promote purchasing while on their tour.

| (Spending-Friendly) Tour Type | Number of Participants | Estimated Spending on Tour Per Person | Percentage of Participants Spending | Total Spending on Tours | Notes |
|---|---------------------------|--|--|----------------------------|---|
| Art in the Market | 183 | \$10.00 | 33.00% | \$603.90 | Lower than other eastern market tour because the tour is later in the day; ends after the market has closed |
| Bar Tour | 635 | \$20.00 | 90.00% | \$11,430.00 | Drinks not included in ticket price |
| Corktown Walking Tour | 107 | \$10.00 | 33.00% | \$353.10 | |
| Livernois Walking Tour | 6 | \$10.00 | 33.00% | \$19.80 | |
| Midtown Walking Tour | 66 | \$10.00 | 33.00% | \$217.80 | |
| New Center Tour | 57 | \$10.00 | 33.00% | \$188.10 | |
| Shop Detroit | 14 | \$15.00 | 80.00% | \$168.00 | "Encourages people to shop locally" |
| Detroit Innovation and Inspiration Tour | 26 | \$7.00 | 70.00% | \$127.40 | Featuring Good Cakes and Bakes, Paramita Sound |
| Eastern Market 125th Bday Tours | 45 | \$10.00 | 70.00% | \$315.00 | Takes place during Eastern Market's main Saturday Market |
| Scavenger Hunt | 626 | \$7 | 10% | \$438.20 | |
| Total | 1765 | | | \$13,861.30 | |

Note: While Tasting Tours and Strolling Suppers are centered around on-tour food purchases, the food is included in the ticket price and is purchased by DXF, making it a direct expenditure rather than an indirect one.

Good
Cakes
and
Bakes



20-26%
increase in daily
sales when DXF
brings in a tour
group

11-14% of tour
attendees revisit
Good Cakes and
Bakes after their
tour

Good Cakes and Bakes is a bakery started by April Anderson in 2013 after she graduated from pastry school and the class at the BUILD institute. It has been included as a very **popular stop on DXF tours for the past two and a half years**. Good Cakes and Bakes is visited by a number of different tours including custom private tours and the Beyond Downtown: Livernois Walking Tour, which brings a group in at least once a month but frequently is **visited weekly or multiple times a week**.

April reports **sales increases of up to 26%** when a DXF tour comes in and also reports that up to **14% of the DXF visitors come back to the bakery** and mention that they had been on a DXF tour. As long as two years after their DXF tour, people return telling her that they “took an uber to get a cupcake” specifically from Good Cakes and Bakes.

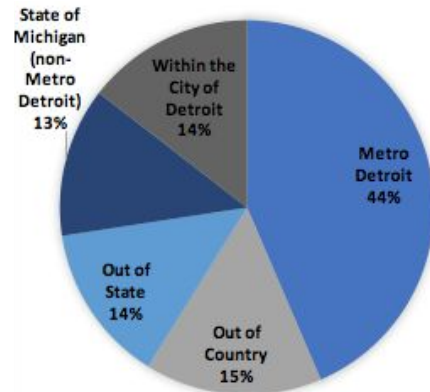
Bringing in revenue April’s endeavour supports the Detroit community in a number of ways. April recalls her own father wondering why she was opening her bakery in Detroit and even offered to buy her a space in Novi or Royal Oak. However, in addition to selling organic baked goods, a main purpose of the business is to serve as a **safe, open community space**. April **encourages locals to hold business meetings** in her store with free wifi whether they purchase something or not. She also houses a UPS Access Point so that the neighborhood can safely and reliably receive and send packages.

Post-Tour Spending

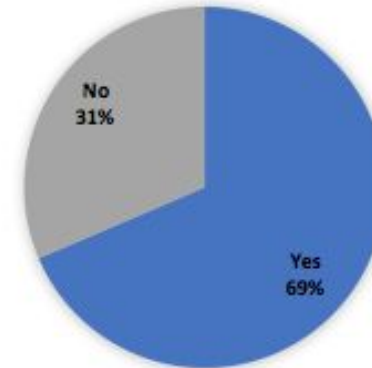
While most tours talk about and visit businesses, these tours are not designed to include a lot of shopping time. The majority of those served by DXF are locals, either from the city of Detroit or Metro Detroit, so DXF tours are a great way of introducing new places that people can come back to. In order to gauge if people are returning to businesses from their tour and, if so, which businesses and how much they are spending, we surveyed people who took a public tour in the timeframe of the previous 1 to 3 months (March 2017- May 2017).

We found that out of people who live in the city of Detroit/ Metro Detroit area as well as people who are not from the area, but have returned to Detroit, about **70% revisit** a location introduced to them on their tour.

2016 Tour Attendee Demographics*



Have you revisited any locations introduced to you on the tour?*



*Data from DXF Public Tour Survey

** Data from Economic Impact Survey; exact survey questions and responses are included in the appendix

Post-Tour Spending

Post-Tour Economic Impact = returning DXF tour attendees * spending per visit

Since those surveyed were recent tour attendees (past 1 to 3 months), we assume that their reported total spending amount includes about 1 visit to each of the locations listed. Most common locations listed were DIA, Eastern Market, Campus Martius (and paired restaurant and bar, Parc), Avalon Bakery, and a variety of restaurants. Looking at reported total spending amounts and regional research, we estimated that most people spend about **\$30 at each location** they revisit. On average, people listed **3 - 4 businesses that they have revisited** since their tour.

15% of those who revisited were not from within the city or Metro Detroit, although they have revisited these locations, it is less likely that they will repeat these visits outside of the surveyed timespan. Ignoring outliers in the data, we assume that **non-locals will spend \$100** a year on locations introduced by DXF.

However, **85%** of those who revisited were local to Detroit and are likely to revisit the restaurants again. The survey captured a timespan of 3 months, so it would be fair to assume that a local attendee would revisit these locations at least one more time in a year. For **locals**, we are estimating annual spending of **\$200**.

Empirical Data

Top 30 Reported locations (From Economic Impact Survey as of July 19, 2017)

| | Guardian Building | Eastern Market | DIA Riverwalk | Campus Martius | Downtown shops on Woodward | Coffee shop near Campus Martius | Detroit Historical Society | Avalon Bakery | Trunk bar | Parc | LiveCycle Delight | Detroit Body Garage | Cutters Bar and Grill | Bird Bee | Dabl's African Museum | Chicken Bead and waffle place | Mama Coe's Boutique | Bobcat Bonnie's | Red Hook | DTown Farms | SY- thai to go | Craftwork | Vicente's | Freshii | Library Street Collective | Go Smoothies |
|----------------------------------|----------------------|-------------------|------------------|-------------------|----------------------------------|---------------------------------------|----------------------------------|------------------|--------------|------|----------------------|---------------------------|--------------------------|----------|-----------------------------|--|------------------------|--------------------|-------------|----------------|----------------------|-----------|-----------|---------|---------------------------------|-----------------|
| Count of Reported Revisits | 5 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

List the locations you revisited to the best of your memory:

“We've **repeated the tour two years in a row** with students on our Alternative Spring Break service trip, so we've visited all the same locations from tour to tour. We've also **eaten in Greektown each year for lunch following the tour** and have **parked in the Z lot**. We were referred to the Detroit Experience Factory by the Hostel Detroit, which is where we lodge on the trip each year. While on the trip, we also go to the **Majestic Theater** for bowling, **DIA, Detroit Historical Society, La Gloria's Bakery, Heidelberg Project, Dabl's African Bead Museum**, and the **Motown Museum . . .**”

Estimate your total spending at these locations (\$):

“**Parking in Z lot = \$40; Pegasus = \$160-\$180**”

List the locations you revisited to the best of your memory:

“Many...**vertical, [House of Pure Vin], dia, eastern market**”

Estimate your total spending at these locations (\$):

“**30-50 each visit. Easily over a \$1000 a year.**”

List the locations you revisited to the best of your memory:

“**Guardian bldg. Lafayette Coney, [Grand] Trunk Bar, Townsend, many places**”

Estimate your total spending at these locations (\$):

“**\$1,000**”

Post-Tour Spending

Post-Tour Economic Impact = returning DXF tour attendees * spending per visit

To calculate the total number of people who return to locations introduced to them by DXF, we took 70% of the 3,442 public tour attendees in 2016 and 70% of the attendees of private tour types that specifically highlight businesses and commercial districts.

| Private Tour Type | Bar Tour | Bus Tour | Innovation Tour | Relocation Tour | Scavenger Hunt | Step On Tour | Strolling Supper | Sustainability Tour | Tasting Tour | Total |
|-------------------|----------|----------|-----------------|-----------------|----------------|--------------|------------------|---------------------|--------------|-------|
| 2016 Attendees | 236 | 4470 | 189 | 172 | 626 | 1453 | 523 | 50 | 65 | 7784 |

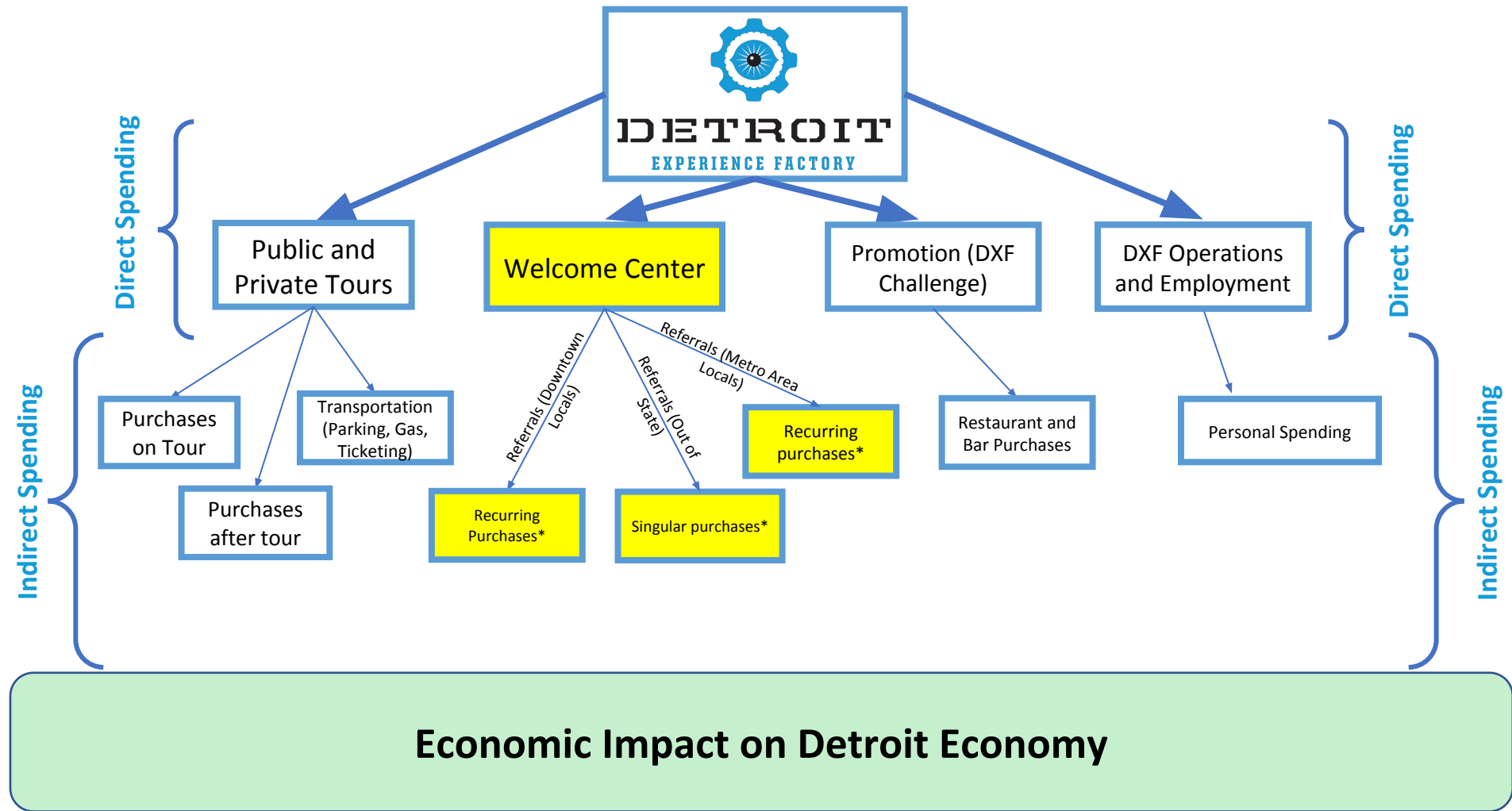
$$.7 * (3,442 + 7784) = 7,859 \text{ returning spenders}$$

$$\text{Post-Tour Economic Impact: } \$1,453,915 = ([15\% \text{ non-local} * 7,859] * \$100) + ([85\% \text{ local} * 7,859] * \$200)$$

Tours: Total Impact

| Service Type | Economic Impact |
|--|-----------------------|
| Direct Spending: Public | \$17,973.74 |
| Direct Spending: Private | \$126,454.56 |
| Indirect Spending: On-Tour Purchases | \$13,861.30 |
| Indirect Spending: Tour Guide Gratuity | \$1,551.00 |
| Indirect Spending: Post-Tour Purchases | \$1,453,915.00 |
| Total | \$1,613,755.60 |

Economic Impact of Public and
Private Tours in 2016:
\$1,613,755.60



* restaurants, bars, tourist attractions, retail, etc.

Welcome Center

Description

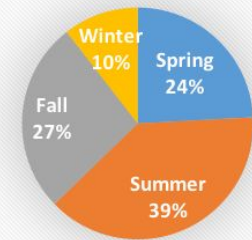
The Welcome Center is a primary component of the Detroit Experience Factory experience. Locals and newcomers can use this physical location to gain information about events, projects, and places in Detroit. It is operated by trained ambassadors who have extensive knowledge about Detroit, Cobo Center, and the Motor Trend. The Welcome Center has an assortment of informative maps, checklists, and self-guided tours. Since 2006, the center has assisted over 90,000 visitors and local community members either in person, by cell phone, or after a tour.

Visitors

In 2016, the Welcome Center assisted 9,300 people. 6,500 visitors were assisted at the center while 2,800 visitors were helped via telephone. The figure on the left showcases a percentage breakdown by season of visitors to the Welcome Center.



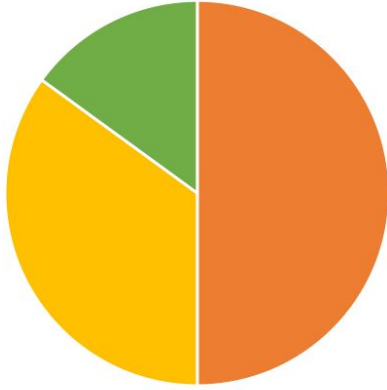
Visitor Breakdown



■ Spring ■ Summer ■ Fall ■ Winter

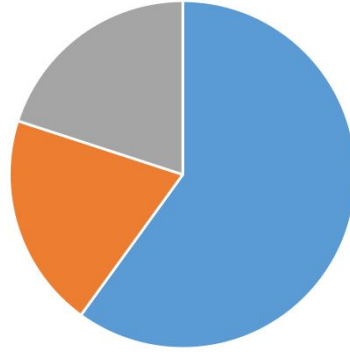
Seasonal Breakdown

Spring



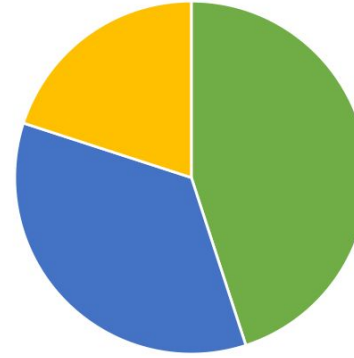
| People | % |
|-----------------------------------|----|
| Outside of Michigan | 50 |
| Outside of Detroit | 35 |
| Metro Detroit/ City of Detroit | 15 |

Summer



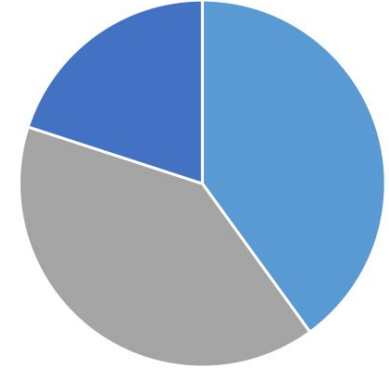
| People | % |
|-----------------------------------|----|
| Outside of Michigan | 60 |
| Outside of Detroit | 20 |
| Metro Detroit/ City of Detroit | 20 |

Fall



| People | % |
|-----------------------------------|----|
| Outside of Michigan | 45 |
| Outside of Detroit | 35 |
| Metro Detroit/ City of Detroit | 20 |

Winter



| People | % |
|-----------------------------------|----|
| Outside of Michigan | 40 |
| Outside of Detroit | 40 |
| Metro Detroit/ City of Detroit | 20 |

The Visitors were broken down into categories of similar spending patterns: visitors who reside out of the state, outside of Detroit, or within the Metro/City of Detroit. Different seasons attract different spenders; however, the amount they spend are constant. We used the DXF Visitor Spreadsheet to determine the percentage breakdown and then corroborated this data with the *1998 Michigan Welcome Center Survey*.

Spending Patterns

| Visitors | Transportation | Dining | Amusement | Other | Total |
|--------------------------|----------------|--------|-----------|-------|-------|
| Out of Michigan | 12.83 | 39.99 | 27.25 | 10.00 | 90.07 |
| Outside of/Metro Detroit | 2.50 | 39.99 | 27.25 | 10.00 | 79.74 |
| City of Detroit | 2.50 | 15.00 | 10.00 | | 27.50 |

Transportation

Each visitor's transportation costs are determined by the most common methods visitors in that category travels. The most common transportation methods are:

| Type | Price |
|--------------|-------|
| Uber | 15 |
| People mover | 1.5 |
| Bus price | 1.5 |
| Car Rental | 22 |
| Car Ride | 3.5 |

Dining

On average, a person spends 15 dollars per meal. Most visitors receive suggestions on places to eat for lunch and dinner. Breakfast is not considered in the calculations because a small margin of visitors use the center's resources before 11am and most lodging covers complimentary breakfast

Amusement

Most visitors attend 2 high-profiled locations. Most local use the Downtown Events guide consisting of events averaging out to \$10.

| Type | Price |
|-------------|-------|
| DIA | 10 |
| Game Ticket | 28.88 |
| Motown | 12.5 |
| Charles Art | 6 |
| Ford Museum | 18 |
| DHM | 9 |
| Belle Isle | 11 |
| Average | 13.63 |

Other

Out-of-state visitors spend extra money on other items that they would have not originally during their stay. Extras include clothing, souvenir, and entertainment.

Economic Impact Calculations

Walk-In

| Season | Visitors | Percentage | Transportation | Dining | Amusement | Other | Total | Overall |
|-----------|----------------------------------|------------|----------------|--------|-----------|-------|-------|-----------|
| Summer | Out of Michigan | 60% | 12.83 | 39.99 | 27.25 | 10.00 | 90.07 | 129707.66 |
| | Outside of/Metro Detroit | 20% | 2.50 | 39.99 | 27.25 | 10.00 | 79.74 | 38275.89 |
| | City of Detroit | 20% | 2.50 | 15.00 | 10.00 | | 27.50 | 13200.00 |
| Fall | Out of Michigan | 45% | 12.83 | 39.99 | 27.25 | 10.00 | 90.07 | 67285.85 |
| | Outside of Detroit/Metro Detroit | 35% | 2.50 | 39.99 | 27.25 | 10.00 | 79.74 | 46329.77 |
| | City of Detroit | 20% | 2.50 | 15.00 | 10.00 | | 27.50 | 9130.00 |
| Winter | Out of Michigan | 40% | 12.83 | 39.99 | 27.25 | 10.00 | 80.07 | 20915.53 |
| | Outside of Detroit/Metro Detroit | 40% | 2.50 | 39.99 | 27.25 | 10.00 | 79.74 | 20828.46 |
| | City of Detroit | 20% | 2.50 | 15.00 | 10.00 | | 27.50 | 3591.50 |
| Spring | Out of Michigan | 50% | 12.83 | 39.99 | 27.25 | 10.00 | 90.07 | 67556.07 |
| | Outside of Detroit/Metro Detroit | 35% | 2.50 | 39.99 | 27.25 | 10.00 | 79.74 | 41864.25 |
| | City of Detroit | 15% | 2.50 | 15.00 | 10.00 | | 27.50 | 6187.50 |
| Total Sum | | | | | | | | 464872.47 |

Call-In

| Type of Caller | Percentages | Visitors | Percentages2 | Dining | Other | Amusement | Total | Overall |
|-------------------|-------------|----------------------------------|--------------|--------|-------|-----------|-------|-----------|
| Welcome Center | 50% | Out of Michigan | 60% | 39.99 | 10.00 | 27.25 | 77.24 | 107713.17 |
| | | Outside of Detroit/Metro Detroit | 20% | 39.99 | 10.00 | 27.25 | 77.24 | 107713.17 |
| | | City of Detroit | 20% | 15.00 | | 10.00 | 25.00 | 34862.50 |
| Specific Location | 20% | Out of Michigan | 20% | 39.99 | 10.00 | 27.25 | 77.24 | 43085.27 |
| | | Outside of Detroit/Metro Detroit | 20% | 39.99 | 10.00 | 27.25 | 77.24 | 43085.27 |
| | | City of Detroit | 60% | 15.00 | | 10.00 | 25.00 | 13945.00 |
| Total | | | | | | | | 350404.38 |

*70% of calls are visitors and locals looking for specific location on or general information about the city. 30% of calls are either business, private, or personal calls directed to DXF workers.

Calculation Description

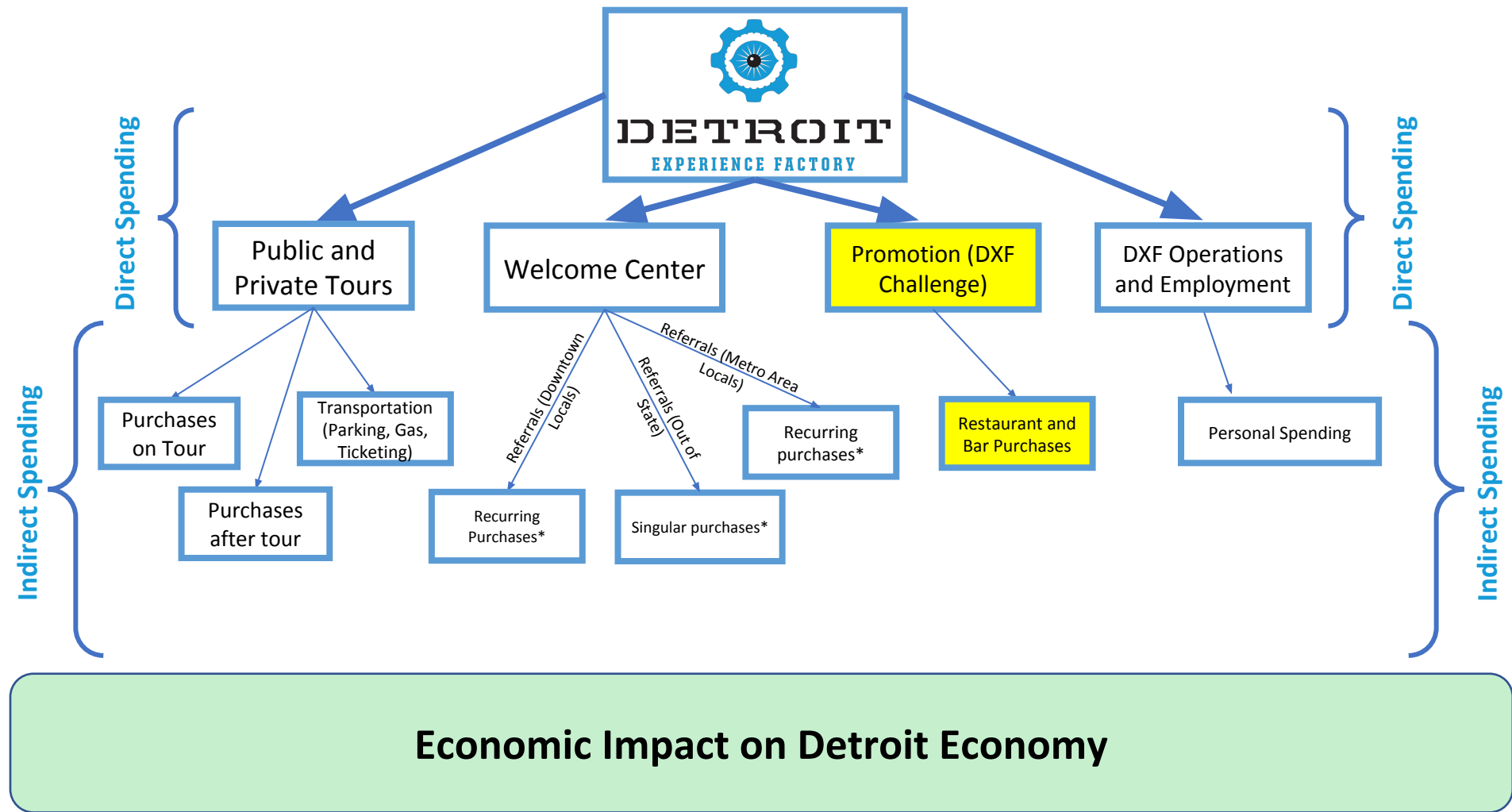
Tours

| Tour Group | Tour Percentage | Visitors | Visitors Percentage | Dining | Other | Amusement | Total | Overall |
|------------|-----------------|----------------------------------|---------------------|--------|-------|-----------|-------|---------|
| Public | 10% | Out of Michigan | 60% | 39.99 | 10.00 | 27.25 | 77.24 | 1394.98 |
| | | Outside of Detroit/Metro Detroit | 20% | 39.99 | 10.00 | 27.25 | 77.24 | 464.99 |
| | | City of Detroit | 20% | 15.00 | | 10.00 | 25.00 | 150.50 |
| Total Sum | | | | | | | | 2010.47 |

*10% of the 2625 people in 2016 went on public tours stopped by the Center. 2% of the 14,000 people went on private tours did the same to ask questions and pick-up brochures. (Determined using empirical evidence)

The Overall Economic Impact of the Welcome Center is approximately **817,000 dollars**. The value was determined by adding up the Total Sums of the Walk-In, Call-In, and Tour projections. Both the Walk-In and Call-In values were determined from the data tracked by the Front Desk ambassadors. The percentage breakdowns were determined by both data collected from and interviews with the front desk ambassadors.

This evaluation is an **underestimate** of the actual impact of the Welcome Center. Calculations were determined by direct and indirect spending, but not induced. Expenses such as lodging, parking, and ancillary activities were not taken into account because the time-frame of the Welcome Center's impact is on a **day-by-day basis**. The limited scope allows for more consistent assumptions and projections, but hinders from understanding long-term expenses and the Welcome Center's overall impact.

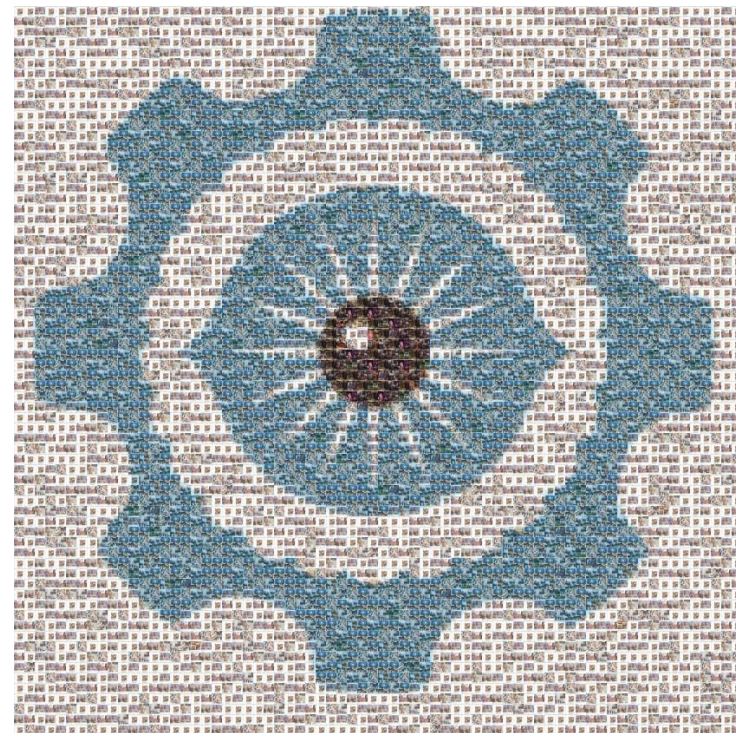


* restaurants, bars, tourist attractions, retail, etc.

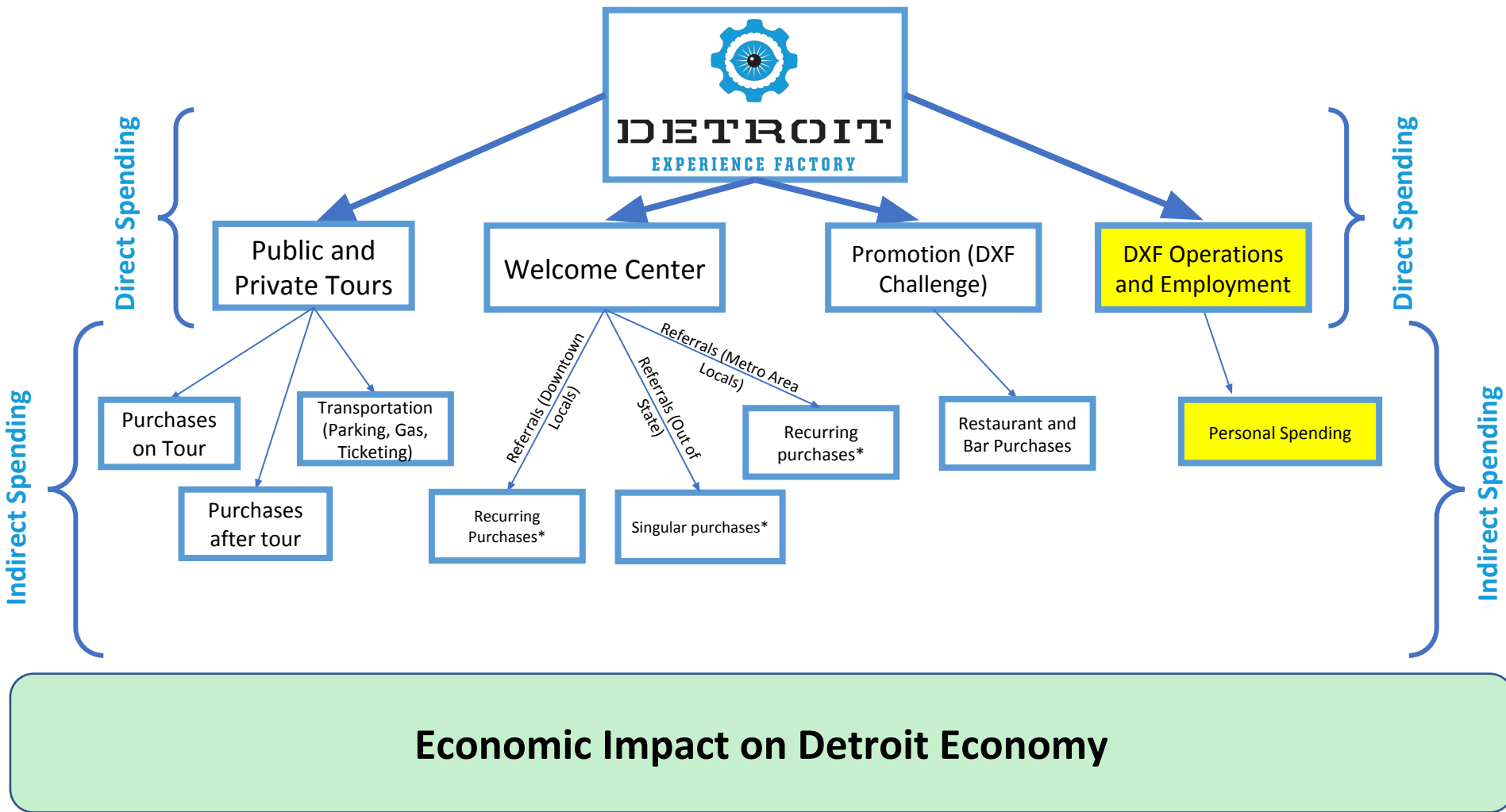
#DXFChallenge

DXF holds an annual summer competition encouraging locals and newcomers to attend a list of **622 bars, restaurants, and cafes** during the summer. After dining, the competitors post pictures on Instagram to be entered to compete for a prize. In 2016, the DXF Challenge was highly successful! There were **1,060 entries** from participants who attended one of the locations. Looking at restaurant prices, number of people in each picture, and type of meal purchased, we came to the conclusion that an average person spent **15 dollars**. Therefore, we determined the overall immediate economic impact of the challenge is **16,000 dollars**.

The image on the right is a mosaic of the contestants pictures forming the Detroit Experience Factory's logo.



| Number of Submissions | Estimated Purchasing per Submission | Total Indirect Spending |
|-----------------------|-------------------------------------|-------------------------|
| 1060 | \$15 | \$16,000 |



* restaurants, bars, tourist attractions, retail, etc.

Operational Direct Spending

In order to run Detroit Experience Factory as an organization, there are other expenses involved, such as salaries, which also have an impact on the local Detroit economy.

| Expenses | Direct Spending | Multiplier | Final Impact |
|--------------------------------------|---------------------|------------|---------------------|
| Personel | \$312,313.00 | 1.6 | \$499,700.80 |
| Occupancy | \$35,000.00 | 1.6 | \$56,000.00 |
| Administration | \$37,600.00 | 1.6 | \$60,160.00 |
| Travel, Conferences, Meetings & Dues | \$14,200.00 | 1.6 | \$22,720.00 |
| IT/ Computers | \$6,580.00 | 1.6 | \$10,528.00 |
| Welcome Center* | \$20,000.00 | 1.6 | \$32,000.00 |
| Ambassador Program | \$25,000.00 | 1.6 | \$40,000.00 |
| Marketing | \$41,500.00 | 1.6 | \$66,400.00 |
| Total | \$492,193.00 | | \$787,508.80 |

\$787,508.80

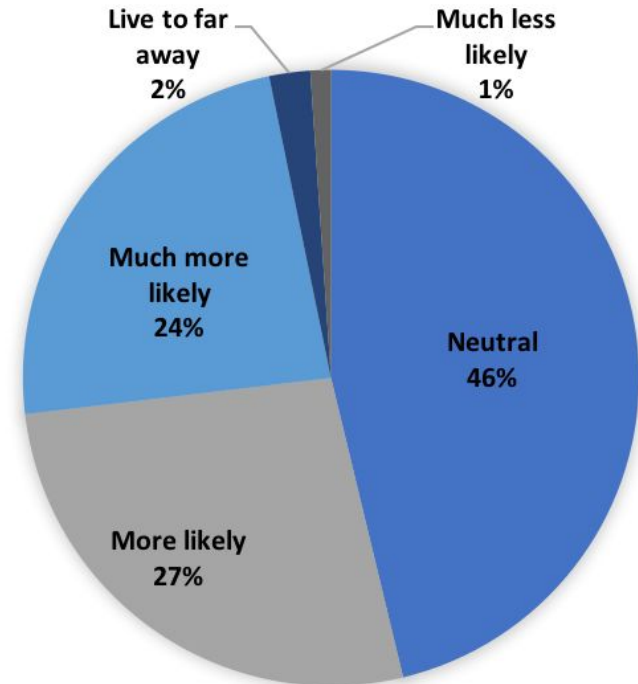
*Refers to materials and costs separate from Welcome Center indirect spending

Effect on Job Perception in Detroit

In 2016, 3,442 locals and newcomers went on a public tour. Following their tour, 51% of the 125 respondents to the post-tour feedback survey said they were either much more or more likely to take a job in Detroit due to our tour.

Since this data is hypothetical, this information can not be directly translated into a measurable number of jobs brought into the Detroit economy. One of the key purposes of Detroit Experience Factory is to shape a trustworthy narrative regarding the opportunities of and current climate in Detroit. One of the biggest obstacles Detroit has been facing in its economic recovery is the hesitation of people to work and live in the city. The fact that more than 50% of respondents are now more likely to work in Detroit due to one of our tours, speaks to the value and effectiveness of Detroit Experience Factory services on the local economy.

Are public tour attendees more likely to take a job in Detroit after their tour?



Assumptions

Assumptions used in calculations are based on regional research, DXF empirical observations, DXF survey data, and industry trends.

Tour Calculations

1. Economic Impact Survey respondent data sample is accurate and reflective of the larger population who have taken a DXF tour
2. Spending patterns are consistent across seasons
3. Spending patterns are the same for local Detroit and Metro-Detroit visitors

Welcome Center Calculations

1. Spending patterns are consistent across seasons
2. Spending patterns of Out-of-state and Out-of-Detroit visitors are similar aside from transportation costs, as determined by empirical and survey data.
3. Walk-ins, call-ins, or after tours visits have the same spending patterns
4. Spending patterns are the same for local Detroit and Metro-Detroit visitors

Appendix I: Economic Impact Survey Questions

- I. What is your age?
- II. Where do you currently reside?
 - A. *Within the city of Detroit, Metro Detroit*
 1. Have you revisited any locations introduced to you on the tour?
 2. List the locations you revisited to the best of your memory
 3. Estimate your total spending at these locations (\$)
 - B. *Outside of Detroit (State of Michigan), Outside of State*
 1. Have you visited Detroit since your last visit?
 - a) Yes
 - (1) Have you revisited any locations introduced to you on the tour?
 - (2) List the locations you revisited to the best of your memory
 - (3) Estimate your total spending at these locations (\$)
 - b) No
- III. Email (must be provided to entered into lottery for 2 free tickets to the Art in the Market tour)

Appendix II: Economic Impact Survey Responses

As of July 19, 2017

| What is your age? | Where do you currently reside? | Have you visited Detroit since your last visit? | Would you come back to the city in the future? | Have you revisited any locations introduced to you on the tour? | List the locations you revisited to the best of your memory | Estimate your total spending at these locations (\$) |
|-------------------|---|---|--|---|---|--|
| 31-45 | Within the city of Detroit or Metro Detroit | | | Yes | Go Smoothies, DTown Farms, Cutters Bar and Grill | 100 |
| 18-30 | Metro Detroit | | | Yes | GRAND CIRCUS PARK, CAMPUS MARTIUS | 2 HOURS |
| 61+ | Metro Detroit | | | No | | |
| 46-60 | Metro Detroit | | | No | | |
| 46-60 | Metro Detroit | | | No | | |
| 18-30 | Metro Detroit | | | Yes | LiveCycleDelight, Indian Village, Guardian Building, Riverwalk | 25 |
| 18-30 | Metro Detroit | | | Yes | Red Hook, Detroit Body Garage, Mama Co's Boutique, Bobcat Bonnie's, Craftwork, Villages Biergarten | \$130 |
| 18-30 | Metro Detroit | | | Yes | Coffee shop downtown, shops within Guardian building, popcorn shop in Bricktown | \$75 |
| 31-45 | Metro Detroit | | | No | | |
| 18-30 | Outside of Detroit (State of Michigan) | No | Yes | | | |
| 46-60 | Within the city of Detroit | | | Yes | Eastern Market, DIA, Sugar Hill, Downtown, | \$5,000 |
| 61+ | Outside of State | Yes | | No | | |
| 46-60 | Within the city of Detroit | | | No | | |
| 46-60 | Outside of State | No | Yes | | | |
| 18-30 | Metro Detroit | | | Yes | Boardwalk | N/A |
| 46-60 | Metro Detroit | | | No | | |
| 31-45 | Within the city of Detroit | | | Yes | Campus Martius | 100 |
| 31-45 | Outside of State | No | Yes | | | |
| 46-60 | Metro Detroit | | | Yes | Guardian bldg, Lafayette Coney, Trunk bar, Townsend, many places | \$1,000 |
| 46-60 | Metro Detroit | | | Yes | Library Street Collective, Avalon Cafe, Detroit History Museum, Parc | \$50 |
| 31-45 | Outside of State | No | Yes | | | |
| | | | | | We've repeated the tour two years in a row with students on our Alternative Spring Break service trip, so we've visited all the same locations from tour to tour. We've also eaten in Greektown each year for lunch following the tour and have parked in the Z lot. We were referred to the Detroit Experience Factory by the Hostel Detroit, which is where we lodge on the trip each year... | Parking in Z lot = \$40; Pegasus = \$160-\$180 |
| 31-45 | Outside of State | Yes | | Yes | Riverfront, Lafayette Park, | |
| 46-60 | Outside of State | Yes | | Yes | | 0 |
| 46-60 | Outside of Detroit (State of Michigan) | No | Yes | | | |
| 31-45 | Outside of Detroit (State of Michigan) | Yes | | No | | |
| 18-30 | Metro Detroit | | | Yes | Bird and Bee, Vicente's, SY-thai to go, freshii | 30 |
| 18-30 | Outside of State | No | Yes | | | |
| 46-60 | Metro Detroit | | | Yes | Guardian Building | 30 min |
| | Outside of Detroit (State of Michigan) | Yes | | Yes | Cupcake place on livernois and chicken and waffle place | \$40 |
| 31-45 | Outside of Detroit (State of Michigan) | Yes | | Yes | Downtown | \$50 |
| 18-30 | Metro Detroit | | | Yes | | 30-50 each visit. Easily over a \$1000 a year. |
| 61+ | Metro Detroit | | | Yes | Many...vertical, vin, dia, eastern market | |
| 31-45 | Outside of State | Yes | | No | | |
| 61+ | Metro Detroit | | | Yes | Eastern Market | \$75 |
| 46-60 | Metro Detroit | | | No | | |
| 31-45 | Within the city of Detroit | | | Yes | guardian building, hart plaza, bars in the alley, shops on woodward | 300 |
| 46-60 | Metro Detroit | | | Yes | Eastern Market | 109 |
| 61+ | Within the city of Detroit | | | Yes | Riverwalk, Campus Martius | \$50 |
| 46-60 | Metro Detroit | | | Yes | Hard rock cafe | 75 |
| | Outside of Detroit (State of Michigan) | Yes | | Yes | Coffee shop near Campus Martius | \$5.00 |
| 31-45 | Within the city of Detroit | | | Yes | Avalon Bakery (downtown - via downtown small business tour) | \$30.00 |
| 31-45 | Outside of State | No | Yes | | | |
| 31-45 | Outside of State | No | Yes | | | |
| 46-60 | Outside of State | No | Yes | | | |
| 31-45 | Outside of State | No | Yes | | | |
| 46-60 | Metro Detroit | | | Yes | restaurant from wine tour | \$80 |
| 46-60 | Metro Detroit | | | No | | |
| 61+ | Metro Detroit | | | No | | |

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- Ficano, Robert A., and David Sowerby. *Cobo Expansion Report*. Office of the Wayne County Executive. 2008.
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