

The Shop and Cass Collective Impact Report

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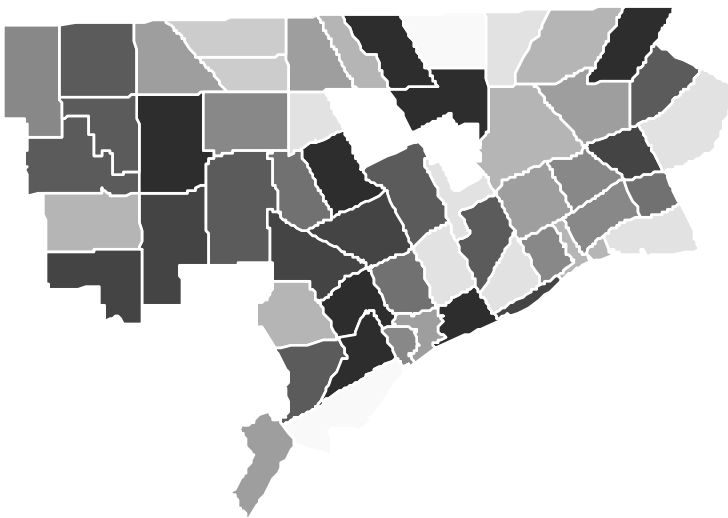
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Background



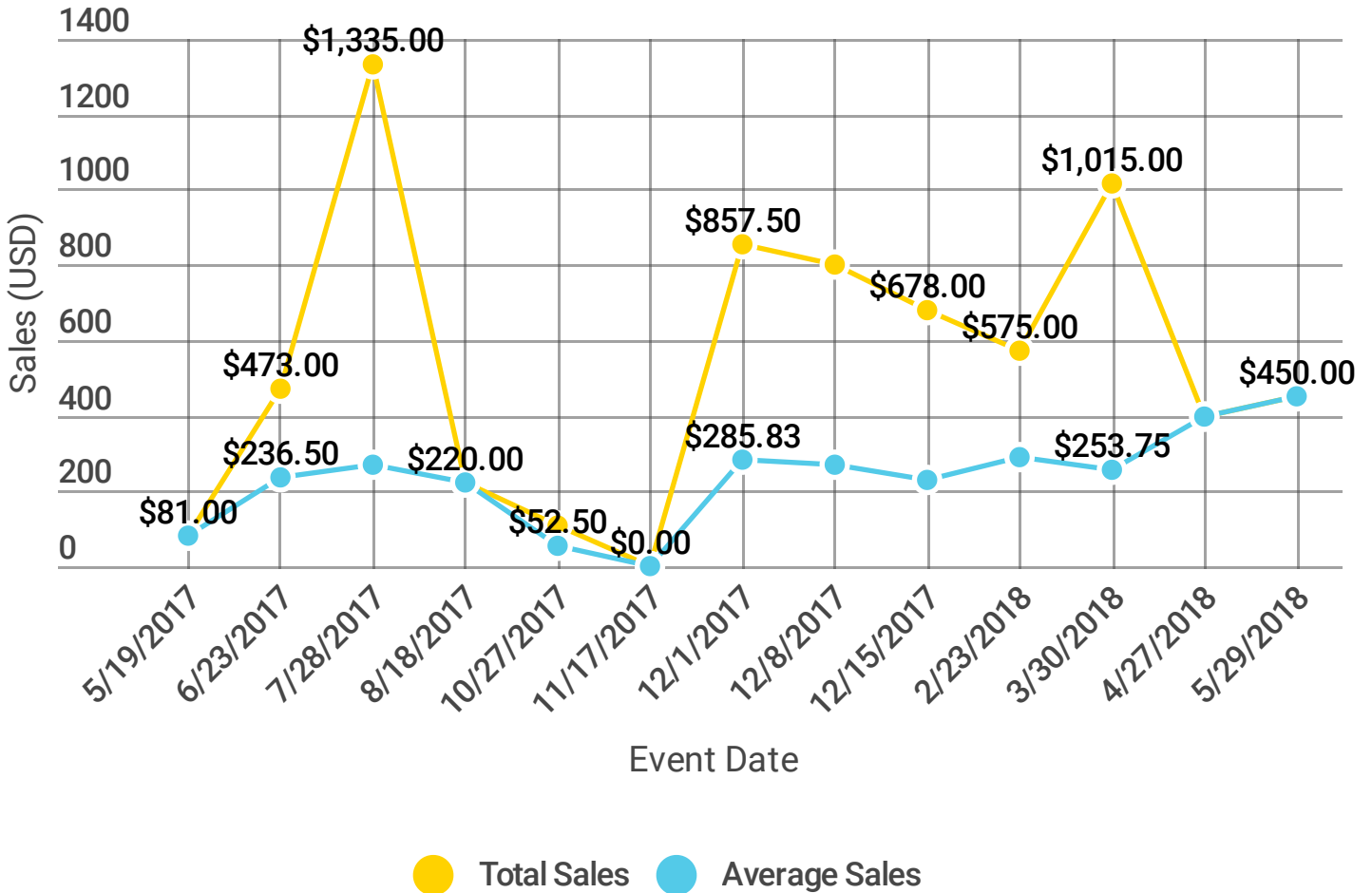
The SHOP and Cass Collective are two sales opportunities hosted by TechTown. The Shop is a monthly retail pop-up held in TechTown's community space where small businesses sell their goods and promote their services. Cass Collective is a shared retail space that is the result of a collaboration between TechTown and Midtown Detroit Inc. Cass Collective hosts an ever-changing selection of Detroit-based pop-up retailers as well as an art gallery with rotating exhibits from local artists.



The SHOP



A Revenue



Download data



\$9,617.60

Total sales



\$201.25

Average Sales for a Vendor



Feedback



Would you participate again?



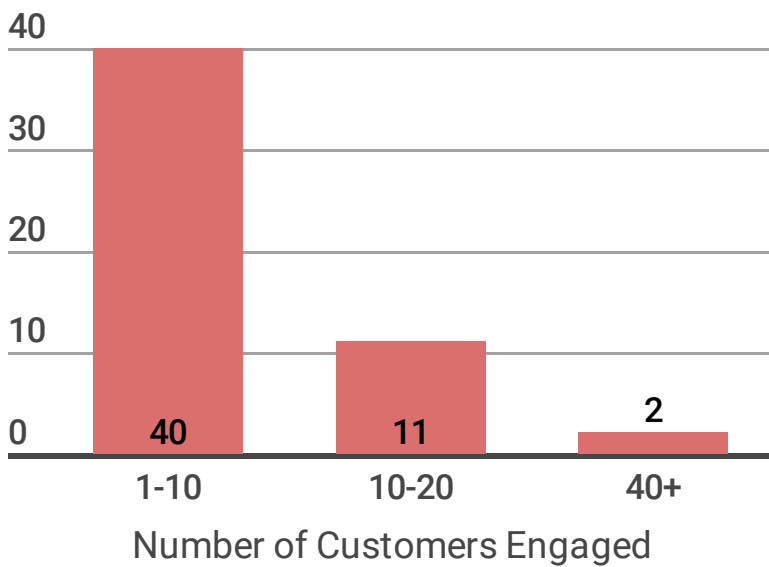
Download data

Did you meet new customers?



Download data

How many customers did you interact with?



Download data

4.53/5

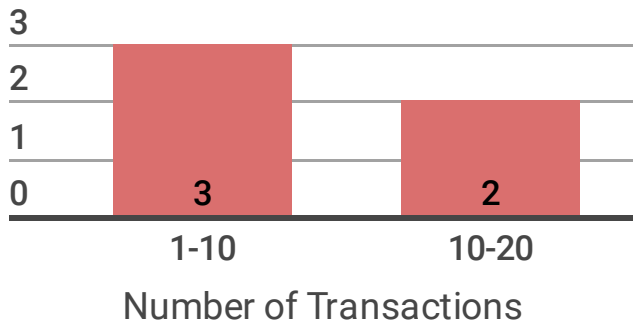
Average Participant Rating when Asked how Satisfied they were with the SHOP



A Day-to-Day Feedback

9 Businesses Hosted

How many transactions do you have a week?



[Download data](#)

Are you seeing repeat customers?

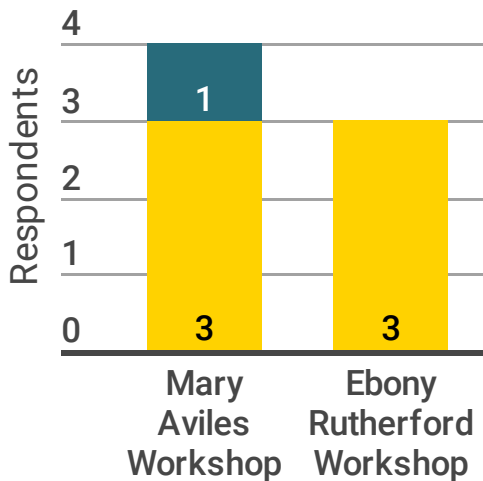


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5/5 Survey respondents reported seeing repeat customers

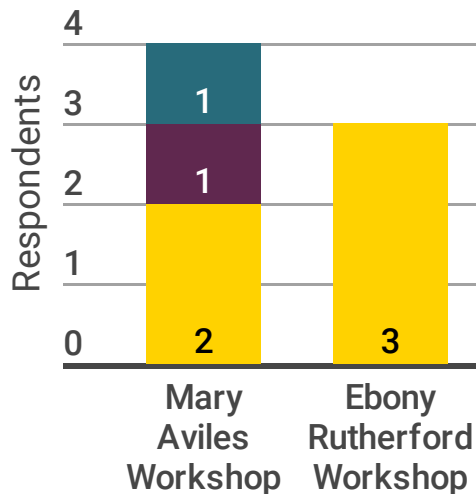
B Workshop Feedback

How satisfied you were with this event?



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How relevant and helpful do you think it was for your business?



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Did you learn something new?



[Download data](#)

4/4 survey respondents who attended the Mary Aviles Workshop and 3/3 survey respondents who attended the Ebony Rutherford workshop reported learning something new

Rating Scale: ● 5 ● 4 ● 3 ● 2 ● 1