



GLOBAL DETROIT

IMPACT REPORT, 2010-2020
+ 2019 ANNUAL REPORT

10 YEARS OF IMPACT

INCLUSIVE ECONOMIES. VIBRANT COMMUNITIES.



Friends and Supporters of Global Detroit,



Ten years ago, I stood at a podium at Automation Alley and shared the results of a first-of-its-kind research project. The “Global Detroit Study” revealed the many contributions immigrants make in Southeast Michigan as drivers of economic growth and recommended 11 initiatives that would, through immigrant inclusion, help us build a more prosperous region. Today, I am proud to say nearly all of those initiatives have not only been implemented but are flourishing: Welcoming Michigan, ProsperUS Detroit, the City of Detroit Office of Immigrant Affairs, the Global Talent Retention Initiative and others, with Global Detroit serving as a driving force to transform these ideas into new programs, organizations and policies.

Global Detroit has gone on to produce a significant body of groundbreaking **research**, and launch innovative programs in the areas of **talent retention**, **immigrant entrepreneurship**, **neighborhood revitalization**, and **building inclusive institutions**. With the support of many partners, our city, region and state are widely recognized as national leaders in building an immigrant-inclusive economy. But our work is far from finished. As we enter our second decade, Global Detroit is laser-focused on how we institutionalize inclusion in meaningful and sustainable ways.

I am immensely pleased to share this survey of Global Detroit’s first decade of impact. While we have advanced most of the ideas in our original strategy document, our work has been amplified by many partners in the public, corporate and nonprofit sectors. Collectively, we have advanced immigrant inclusion in amazing ways. I look forward to the next decade and beyond, and to building a Detroit and Southeast Michigan that is vibrant, equitable and prosperous — for all.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Tobocman". The signature is fluid and cursive.

Steve Tobocman
Executive Director

10 YEARS OF IMPACT

TIMELINE KEY



Key local, regional or statewide initiative (no direct Global Detroit involvement)



Program incubated at Global Detroit and/or Global Detroit is a key partner



Global Detroit program



"Economic Impact of Refugees in Southeast Michigan" study release

2007



John Austin and Britany Affolter-Caine publish "The Vital Center" with the Brookings Institution, highlighting the economic importance of the Great Lakes region and citing the region's high-skilled immigrant talent base

11 local, regional and national funders form the **New Economy Initiative** (NEI) to help southeast Michigan attain a position of leadership in the new global economy in order to increase prosperity for all residents and communities in the region. Austin is named inaugural director

2009-10



NEI joins with the Detroit Regional Chamber and Skillman Foundation to commission former state representative Steve Tobocman to conduct a study of the economic impact of immigrants in Southeast Michigan



Steve assembles a study advisory board and research team to conduct hundreds of hours of research, meetings, conversations and best-practice visits — including a scan of other Rust Belt initiatives — to determine the impact of immigrants on Southeast Michigan's economy and identify opportunities

2010



The "**Global Detroit Study**" is released providing extensive data on the economic impact of immigrants in Southeast Michigan and recommending 11 initiatives to achieve four overarching strategies

Global Detroit publishes the Welcome Mat guide

"There has been a void in the data available about immigrant economic development. Data collection and delivering it in an accessible format has been a forte of Global Detroit."

— BELLWETHER SURVEY INTERVIEW

GLOBAL DETROIT STUDY

The “**Global Detroit Study**” recommended 11 initiatives to achieve four overarching strategies:

- Make the region welcoming to the international community and immigrants
- Attract international investment and businesses that create jobs
- Strengthen, grow and revitalize neighborhoods in Detroit and the region’s core communities

- Attract and retain international talent, including international students, to the region

Global Detroit study interviewees included academics, business leaders, ethnic chambers, organizational labor, African American business and community leaders, hospitals, universities, economic development agencies, foreign consulates and immigration service providers.

This extensive interview and public input process formed the basis of the **Welcome Mat**, a comprehensive inventory of services and resources to help new immigrants learn about and being to feel at home in Southeast Michigan. First launched in 2010 as a printed guide, the Welcome Mat was later expanded into an online platform with the support of ACCESS and the International Institute of Metropolitan Detroit.

2011



Welcoming Michigan becomes the first Global Detroit strategy to be launched at the Michigan Immigrant Rights Center with support from Welcoming America and the Ford Foundation. Hamtramck, Sterling Heights, Chadsey-Condon (Detroit) and Van Buren County become the state’s first four Welcoming Communities

Global Talent Retention Initiative (GTRI) launches, housed at the University Research Corridor, with seven university partnerships including UM, MSU, Wayne State, UM-Dearborn, EMU, Oakland University and Lawrence Tech. This is the nation’s first international student retention program outside of a university

2012



Macomb County forms **OneMacomb** to promote multiculturalism, strengthen the economy, and identify and implement multicultural best practices



Global Detroit releases “Nearshoring Research for Detroit-Windsor.” Despite efforts to bring together regional economic development partners in southeast Michigan with those in southwest Ontario, the report itself is largely dormant until 2017, when it is revisited and plays a prominent role in Detroit Amazon H2Q Bid

2013



ProsperUS Detroit launches at Southwest Economic Solutions to strengthen Detroit neighborhoods through training and microloans to low-income immigrant and minority entrepreneurs

Online **Welcome Mat** launches as a program of ACCESS housed at the International Institute of Metropolitan Detroit

Global Detroit spearheads the first Global Great Lakes – later Welcoming Economies (WE) – convening in Detroit, attended by 125 participants and 11 immigrant inclusion initiatives across the Rust Belt.

Global Detroit secures funding from NEI for Upwardly Global, a national immigrant workforce organization, to create a series of guides explaining Michigan licensing requirements to assist skilled immigrants and refugees.



Global Detroit releases “International Talent Retention in Michigan: A Pathway to National Competitiveness”

2014



Governor Rick Snyder creates **Michigan Office of New Americans** (later renamed Office of Global Michigan under Governor Gretchen Whitmer)

Detroit becomes a **Welcoming City** and launches **Detroit City Council Immigration Task Force**

Michigan Office for New Americans and the state Department of Licensing and Regulatory Affairs partner with Upwardly Global to open its fourth office in the US in Detroit. One year later, this program would be brought fully into the State of Michigan as the **Michigan International Talent Solutions** (MITS) program



Top: Southwest Detroit students celebrate Welcoming Week

Above: East Davison Village Resource Fair

GLOBAL DETROIT STUDY INITIATIVE

ProsperUS Detroit

Recognizing the need for better entrepreneurship services for Detroit’s immigrant entrepreneurs and the vital role small businesses play in strengthening neighborhoods, Global Detroit surveyed small business support programs across the US for best practices. Ultimately, we partnered with St. Paul’s Neighborhood Development Center and Southwest Economic Solutions to launch ProsperUS, an entrepreneurial training, technical assistance, small business lending and neighborhood development initiative for Detroit residents, particularly those who are immigrants and people of color. Approximately 1200 immigrant entrepreneurs and entrepreneurs of color have completed the ProsperUS program, which has helped launch more than 300 small businesses in neighborhoods. Additionally, ProsperUS has approved over \$2 million in flexible, relationship-based loans to over 90 small businesses — 24% of its loans are made to immigrants, and about 90% are made to entrepreneurs of color.



Global Detroit co-chairs the economic integration session for the first-ever **White House National Convening on Immigrant Integration** and serves as the lead consultant for immigrant entrepreneurship for the Obama Administration’s Building Welcoming Communities Campaign

18 organizations attend the second Welcoming Economies convening in Pittsburgh. Attendees agree to form the **WE Global Network**, to be run by Welcoming America and Global Detroit



Global Detroit launches its **Opportunity Neighborhoods** program with a foundational premise that inclusive neighborhoods give all residents opportunities to thrive

Global Detroit launches **Cultural Ambassadors**, a volunteer mentorship program to help immigrant professionals build their professional networks

Global Detroit releases “Metro Detroit’s Foreign-Born Population,” a snapshot of immigration across Wayne, Oakland, Macomb and Washtenaw counties

“Global Detroit is the rare combination of a thinker and a doer. They lay out a strategy, they raise up policies and issues...but then they also develop the programs to implement against those strategies.”

— GLOBAL DETROIT BELLWETHER INTERVIEW

WE GLOBAL NETWORK

When Global Detroit launched in 2010, there were very few other immigrant inclusion initiatives like ours in the US, and none devoted specifically to economic development.

By 2013, however, several like-minded organizations had launched across the Rust Belt. These initiatives represented a departure from immigrant rights and social services programs. They were led by mainstream institutions — chambers, mayors offices, economic development agencies — and embraced immigrant economic inclusion as a strategy for regional growth and prosperity.

In recognition of this, Global Detroit organized the first-ever Welcoming Economies Convening, held in Detroit and attended by 125 participants and 11 organizations. Growing out of that convening, and a second in Pittsburgh the following year, Global Detroit helped lead the creation of the Welcoming Economies (WE) Global Network. At the same time, Welcoming America was leading the growth of local immigrant welcoming

programs. The WE Global Network is a program of Welcoming America, run in partnership with Global Detroit, and has grown into an 11-state collaborative of more than 25 peer immigrant economic development initiatives across the Rust Belt. Over the past year, Welcoming America made the Welcoming Economies program a national endeavor, continuing its relationship with Global Detroit as a technical expert.

2015



Mayor Mike Duggan announces creation of the **Detroit Mayor's Office of Immigrant Affairs**

"Banglatown" debuts, a result of more than a year of work to make this neighborhood on the border of Detroit and Hamtramck a cultural destination. Partners in the effort include Global Detroit, the Bangladeshi American Public Affairs Committee, Governor Rick Snyder, Hamtramck Mayor Karen Majewski, the Detroit and Hamtramck City Councils and Powerhouse Productions

Global Detroit partners with Welcoming America to write and release first-ever "Guide to Immigrant Economic Development"



Global Detroit begins its work as a "trusted connector" for the NEIdeas small business competition

Global Talent Retention Initiative becomes a program of Global Detroit



Top: Steve Tobocman, Global Detroit; Rachel Peric, Welcoming America; Roberto Torres, City of Detroit Office of Immigrant Affairs

Above: Salvador Enriquez, owner of Carniceria Guadalajara, 2016 NEIdeas winner

“Global Detroit made it easier for political leaders to talk about the importance of immigration.”

— GLOBAL DETROIT BELLWETHER INTERVIEW

GLOBAL DETROIT STUDY INITIATIVE City of Detroit Office of Immigrant Affairs

Global Detroit worked with Mayor Mike Duggan’s Office to establish this office to help immigrants integrate into Detroit and promote economic development within immigrant communities across the city. In its first two years, OIA wrote a refugee resettlement plan that more than doubled the number of refugees resettled in Detroit, and worked with the Detroit City Council Immigration Task Force to create a Municipal ID card and Language Access Plan.

2016



City of Detroit begins issuing Municipal ID cards

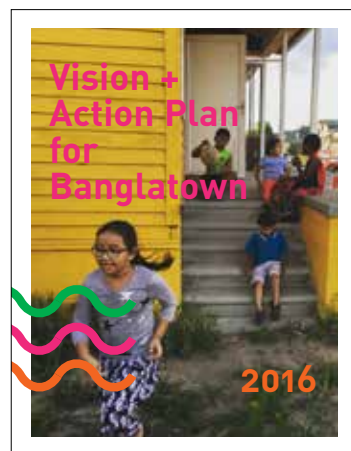


Global Detroit and Welcoming America publish “Do Immigrants Represent an Untapped Opportunity to Revitalize Neighborhoods” (Spoiler alert: Yes)



Global Detroit publishes “**Banglatown Vision + Action Plan**,” developed with input from over 350 residents, business owners, and neighborhood stakeholders

Global Detroit honored with a 2016 Renewal Award from The Atlantic and National Review



Banglatown Vision + Action Plan

OPPORTUNITY NEIGHBORHOODS

What kind of work could we develop that helps immigrant families and business owners thrive in Detroit and that helps strengthen Detroit neighborhoods, but that doesn’t replicate traditional community development programs? That is the fundamental question behind Global Detroit’s Opportunity Neighborhoods program.

Our program model center on three guiding ideals: 1) We’re going to listen to the communities we serve and draw our work from them 2) this work must be inclusive of all neighborhood residents and 3) our initiatives must have neighborhood partnership.

We spent months canvassing and engaging and listening to residents, business owners and nonprofit leaders in Southwest Detroit to learn about their priorities. Based on what we heard, our work in Southwest Detroit has focused largely on helping neighborhood residents become homeowners through rehabbing vacant housing, preventing tax foreclosure, as well as connecting

small businesses to resources. To date, we have helped facilitate the sale of more than 50 vacant homes to community members.

In 2015, we were invited by community groups into Banglatown and worked with residents and business owners there to develop a “Banglatown Vision + Action Plan.” The plan detailed the many strengths and assets of the neighborhood and detailed a community vision for its future.

Through our work in Banglatown, we were invited to partner with the East Davison Village Community Group. East Davison Village is a

largely African American neighborhood bordering Banglatown, where Yemeni and Bangladeshi families are starting to purchase homes. We’ve worked with EDVCG on their plans to form a nonprofit and transform a vacant house into a community hub. With our support, the group received its nonprofit designation in June 2020.

As our Opportunity Neighborhoods and Small Business Support work evolves, Global Detroit continues to deepen our role as a “trusted connector,” helping families and small businesses access resources and opportunities to help them put down roots and thrive.

REGIONAL CHANGE in SOUTHEAST MICHIGAN 2010 - 2020

We're home to 22 Welcoming Communities, the most in the US.

WELCOMING MICHIGAN



Both Michigan and Detroit have offices devoted to immigrant affairs

Global Talent Retention Initiative has connected more than 4,000 international students with more than 100 SE Michigan employers



Detroit was named a Top 10 welcoming city for immigrants in New American Economy's Cities Index (2018 and 2020)



Industry groups and chambers statewide have signed the Michigan Compact for Immigration



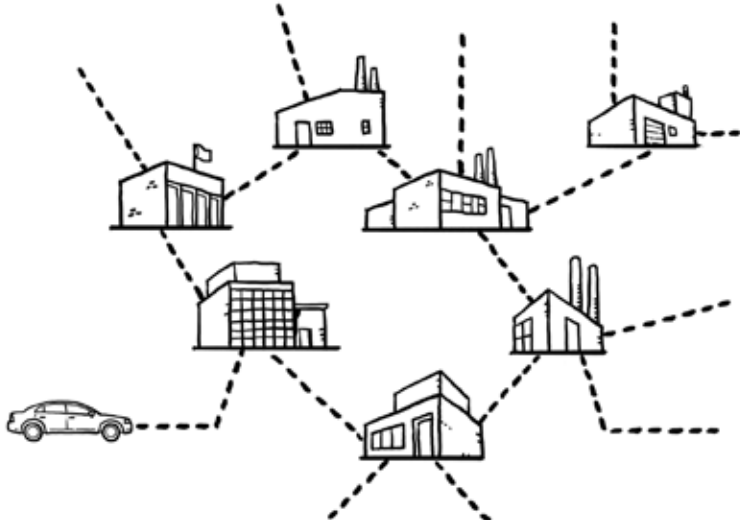
The Office of Global Michigan's Michigan International Talent Solutions has helped make our state a national leader in skilled immigrant integration programs



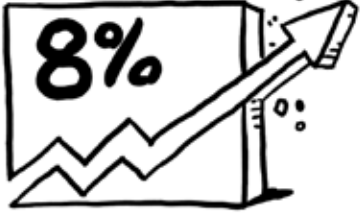
Banglatown is a name and a destination



ProsperUS has helped more than 300 small businesses open, most owned by immigrant and minority entrepreneurs



Global EIR helps international founders launch high-growth startups in SE Michigan



Between 2013-2017, Detroit's immigrant population grew 8%

2017



Global Detroit begins working with the **East Davison Village Community Group**, securing a MSHDA home repair grant and supporting efforts to form a nonprofit and create a neighborhood hub

Global Detroit launches **Champions for Growth**, signed by more than 350 business leaders pledging their support for a strong, open, inclusive and welcoming federal immigration system

Global Detroit works with the University of Michigan Ford School of Public Policy to release “The Economic Impact of Refugees in Southeast Michigan,” conservatively estimating the total annual economic impact of refugees to be between \$229.6 million and \$295.3 million in new spending, along with between 1,798 and 2,311 new jobs, in 2016 alone

Global Detroit’s nearshoring and international talent research referenced for City of Detroit’s Amazon HQ bid

“Global Detroit is certainly increasing awareness and raising visibility of the work.”

— BELLWETHER SURVEY INTERVIEW



Rezaul Karim

GLOBAL DETROIT STUDY INITIATIVE **Welcoming Michigan**

In partnership with Welcoming America and the Michigan Immigrant Rights Center, Global Detroit helped launch this initiative to make Michigan a more welcoming state to immigrants. Since 2011, 22 Michigan localities have declared themselves a Welcoming City, County or Township, making Michigan the leading state with the largest number of welcoming communities in America. These communities support locally driven efforts to create more immigrant-friendly environments. In 2020, MIRC asked Global Detroit to assume leadership of Welcoming Michigan as it refocuses its work on law and policy.

SUPPORTING SMALL BUSINESSES

When NEIdeas announced its annual small business funding competition, Rezaul Karim didn’t think the opportunity was right for him. But a member of Global Detroit’s outreach staff in Hamtramck/Banglatown, convinced the owner of Everyday Super Discounts to apply.

The result? Rezaul was an NEIdeas \$10,000 winner. He leveraged his award to secure a bank loan and purchased a building where he has tripled in size.

Between 2015-2018, Global Detroit provided more than 1,200 small businesses with information on NEIdeas and supported more than 200 applications in Southwest Detroit, Banglatown, East Davison Village and Hamtramck. Of these, 57 small businesses were finalists and 10 were

winners, bringing \$100,000 in new funding to small businesses owners and into these neighborhoods.

While NEIdeas has ended, we continue to work as a trusted connector for immigrant-owned businesses across Detroit, most recently connecting business owners to information on PPP, TechTown’s Small Business Stabilization Fund and other critical resources during the COVID-19 pandemic.

Global Detroit also works corridor-wide. We partnered with the

Bangladeshi American Public Affairs Committee (BAPAC) and others to expand the Banglatown identity and establish the neighborhood as a destination. And we have begun work with Bangladeshi, Yemeni, Polish and African American business owners in Hamtramck/Banglatown to develop a business association. While those plans were put on hold due to COVID-19, we’ve been able to leverage this burgeoning network to quickly deploy information and provide assistance throughout the pandemic.

MEDIA & SPEAKING ENGAGEMENTS

Over the past decade, Global Detroit has advanced communications strategies that helped put data-driven, fact-based messages and ideas about immigrant-inclusive economic development on local, regional, state and national agendas.

We have been quoted in more than 180 articles, published 32 op-eds and participated in more than 200 panel discussions and speaking engagements. Select national media outlets include *The Atlantic*,

The Economist, the *Washington Post* and *The Wall Street Journal*. We have given keynote addresses, led workshops or served on panels for, among others, Business Forward, CEOs for Cities, Forward Cities,

Migration Policy Institute, the Immigration Law and Policy Conference at Georgetown University Law Center and the White House Regional Convening on New Americans.

100% of key influencers interviewed noted that Global Detroit was the primary voice or one of a few voices leading on the issue of economic development through immigrant inclusion.

— 2018 AND 2019 BELLWETHER SURVEY



Top: Homeowner Sergio Martinez
Above: Global Talent Accelerator, part of the Global Talent Retention Initiative

2018



Michigan joins 36 states and Washington D.C. in offering a **Seal of Biliteracy** to recognize high school graduates who exhibit language proficiency in English and at least one additional world language

Detroit named a Top 10 welcoming city for immigrants in New American Economy's Cities Index

Wayne County officially becomes a **Welcoming County** and launches **Wayne United** to promote diversity and inclusion throughout the county



Global Detroit partners with the University of Michigan's Economic Growth Institute and a national nonprofit to create the first **Global EIR** program in Michigan



Global Detroit helps facilitate the sale of its **50th vacant home** from the Detroit Land Bank and Wayne County auction to Southwest Detroit community members since 2014

Global Detroit releases "Immigrant Housing in Detroit," demonstrating the potential of immigrants to help stabilize Detroit neighborhoods and the need to provide a clear path for immigrant homeownership

2019



Wayne County releases a Gateways for Growth study, in partnership with New American Economy, showing that immigrants contributed more than \$10.5 billion to the county's economy in 2017



PAXAFE founder Ashok Seetharam selected as the first U-M Global EIR. PAXAFE quickly secures \$650,000 of startup capital after relocating to Michigan and creates two jobs

Global Detroit works with Governor Gretchen Whitmer's Office and Office of Global Michigan to draft an immigrant inclusion strategy for Governor Whitmer's 60x30 talent initiative based on input from national experts



Global Detroit launches the **Global Talent Accelerator**, an intensive, cohort-based program preparing promising international graduates for the US job market. More than 60% of graduates over three cohorts have secured jobs

Global Detroit launches **Common Bond**, an arts-based community building and workforce project for immigrant and non-immigrant women in Banglatown, Brightmoor and Southwest Detroit



PAXAFE

"Global Detroit is a trusted thought leader. They provide a consistent, accurate and data-based narrative and framing for the ways that immigrants are good for economic development."

— 2019 BELLWETHER SURVEY FINDING

GLOBAL EIR BRINGS JOBS, INVESTMENT TO MICHIGAN

In late 2018, Ashok Seetharam and Ilya Preston founded PAXAFE in Milwaukee. The company develops hardware and software IoT solutions that enable cheaper, intelligent shipping insurance.

A native of India, Ashok was permitted to remain in the U.S. and continue developing PAXAFE for a short time following his graduation from Brown University, but he needed a new visa to stay and develop his company. Fortunately, in late 2018 Global Detroit partnered with a national nonprofit, Global EIR, to launch the program in Southeast Michigan. Global EIR places foreign-born startup founders at universities to teach and mentor. By working at

a university, Global EIRs are able to legally work in the US. This affords them the opportunity to launch their startups here and apply for a concurrent H-1B through their company. Global Detroit's first Global EIR university partner was the University of Michigan. Ashok was accepted to the U-M program, and PAXAFE moved their headquarters from Milwaukee to Ann Arbor. In late 2019, the company closed on a \$650,000 round

of pre-seed funding, bringing their total raised that year to almost \$1 million. Working out of Ann Arbor SPARK, they have begun piloting their product and hiring for new positions. In 2020, Global Detroit and Wayne State University launched a second Global EIR program in Southeast Michigan. Across both programs, we expect to have six Global EIRs in the region by the end of 2020.

2020



Detroit again named a Top 10 welcoming city for immigrants in New American Economy's Cities Index



Global Detroit helps launch the **Michigan Compact on Immigration**, calling for smart immigration policies that recognize the critical role immigrants play in helping drive Michigan's economy forward. Partners include local chambers, the Michigan Chamber of Commerce, the Small Business Association of MI and Business Leaders for MI

Global EIR expands to Wayne State

Detroit Council Member Raquel Casteneda-Lopez, the City of Detroit's Immigration Task Force and the Mayor's Office of Immigrant Affairs launch **Detroit UndocuFund**. Global Detroit is one of 5 subgranting organizations



Global Detroit transitions its work to emergency response, creating a "COVID-19 Resources for Immigrants" web portal and serving as a vital link to resources for immigrant families and business owners during the COVID-19 crisis

Global Detroit assumes leadership of **Welcoming Michigan**

GLOBAL DETROIT STUDY INITIATIVE
Global Talent Retention Initiative

GRTI builds students' job readiness skills and connects Michigan's 34,000 international students and graduates with local companies seeking top talent. Housed at Global Detroit, GTRI is a partnership with several Southeast Michigan universities, where we host workshops, networking events and meet-and-greets. GTRI's semi-annual job fairs have helped nearly 4,000 international students and graduates in the STEM fields connect with over 100 of Southeast Michigan's top employers since 2011.



Top: Common Bond
Above: Global Detroit staff

2019 ANNUAL REPORT

2019 MILESTONES

OPPORTUNITY NEIGHBORHOODS

FORECLOSURE PREVENTION

1,986 families received critical foreclosure information

632 homeowners who were delinquent achieved good tax standing

244 rental homes achieved good tax standing

UTILITY ASSISTANCE

171 residents received utility upgrades to lower their bills and increase energy efficiency

224 MWH saved

More than \$1m in energy efficiency work to an immigrant-owned small business

HOMEOWNERSHIP

Facilitated purchase of 8 homes from Detroit Land Bank and Wayne County auction

114 community members referred to housing services providers

SMALL BUSINESS SUPPORT

189 small businesses connected to resources

51 Banglatown/EDV/Hamtramck businesses engaged to begin planning business association

NEIGHBORHOOD ENGAGEMENT

436 community members engaged in Hamtramck Recreation District visioning and planning

56 women engaged in community- and skill-building through Common Bond

2,948 total residents and business owners engaged across initiatives



GLOBAL EIR

2 Global EIR companies began residencies at University of Michigan

\$915,000 raised by Global EIR companies

5 employees hired by Global EIR companies

19 additional companies received startup support

GLOBAL TALENT RETENTION INITIATIVE

654 new students registered

409 international students and graduates attended job fairs

56% of job fair attendees reported a meaningful connection with an employer

100% of job fair employers reported at least one meaningful connection with a prospective employee

7 university partners

25 on-campus networking events



GLOBAL TALENT ACCELERATOR

50 Global Talent Accelerator applicants

11 students selected for inaugural GTA cohort

6 GTA graduates have secured jobs



2019 FUNDERS

\$500,000

William Davidson Foundation

\$100,000+

DTE Energy

New Economy Initiative

Welcoming America

\$50,000+

Community Foundation for Southeast Michigan

Doris Duke Charitable Foundation

Kresge Foundation

Michigan Municipal League Foundation

\$20,000+

Bank of America

Ralph C. Wilson, Jr. Foundation

Southeast Michigan Funders Collaborative for Immigrants and Refugees at the

Community Foundation for Southeast Michigan

\$5,000+

A&H Services

Flagstar Bank

New Solutions Group

\$2,500+

Colucci Family Foundation

Community Foundation for SE Michigan Organizational Talent Initiative

DTE Energy Foundation

Fakhoury Global Immigration

Henry Ford Health System

Invest Detroit

Ohio Welcoming Initiatives Network

OpTech

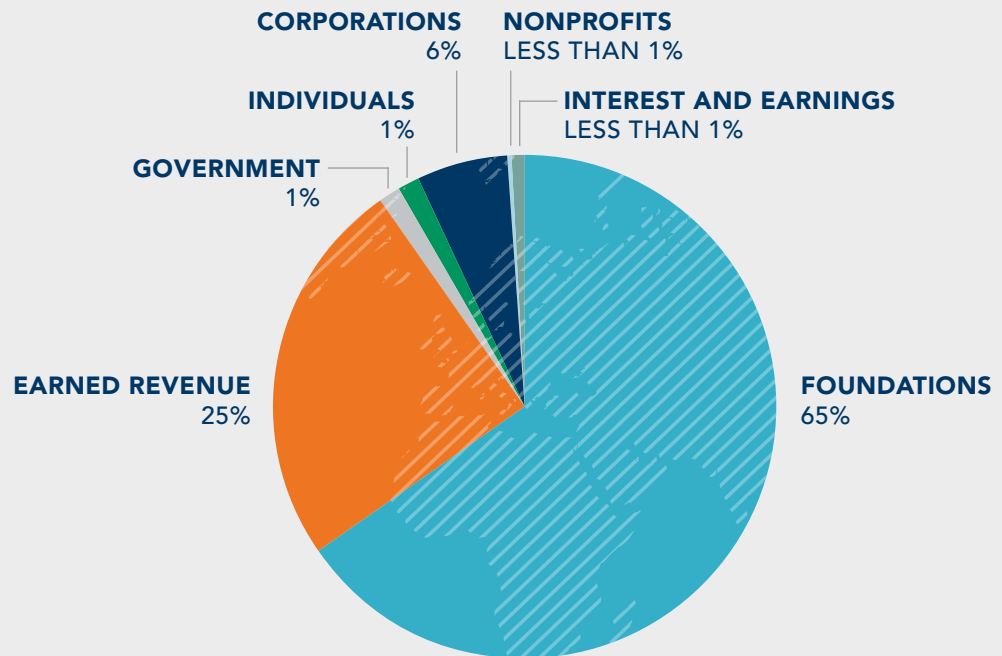
Quicken Loans

Wayne State University

\$2,499 OR LESS

Numerous corporations and individuals

2019 FINANCIALS



GLOBAL DETROIT STAFF

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Program Manager

Rezaul Chowdhury
Community Engagement Specialist

Millie Chu
Vice President of Global
Entrepreneurship and STEM Talent

Emma Davis
Community Development
Program Manager

Sloan Herrick
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Director of Corporate and
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