

# Grow Greater Detroit's Creative Community.

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## Goal

Define, designate, and develop a formalized creative industries cluster in the downtown Detroit area. Ensure that the "Creative District" is networked to the Greater Detroit community and is recognized nationally.

- Greater Detroit has significant creative assets in music, advertising, fashion, the visual arts and design, which are critical to the automotive sector and other industries as well.
- Creative communities can positively impact cities, promote talent retention, and create new opportunities stemming from traditional industries.

## Implementation Steps

1. Create a comprehensive, region-wide asset map and web portal of Greater Detroit's creative sector.
  - Develop a "Creative Map" of the region's assets in music, music production, film, performing and visual arts, design, fashion, architecture, entertainment marketing, advertising and media.
  - Develop a creative website portal to help market the Creative District and encourage the involvement of others as the District evolves.
2. Establish a Creative Corridor on Woodward Avenue that acts as a platform and catalyst to:
  - Attract and retain talent.
  - Stimulate creative-community output.
  - Increase the presence of creative industries in Detroit and the region.
  - Improve Detroit's image to increase tourism with a young, "urban" demographic.
  - Re-position Greater Detroit as a global center for music, design, innovation, arts and "energy."
3. Establish a Creative Business Accelerator in the Corridor that provides services to assist in the successful launch of high-potential, new business start-ups and accelerate the growth of existing creative businesses. Services may include access to business networks, capital business planning, university resources, talent, education and training, and contracting opportunities. The focus will be on creative industries such as industrial design, advertising, marketing and architecture.

**Organizational Home: Create Detroit and Detroit Renaissance**