



## COLUMBIA STREET FALL FEST

During the months of October and November, Columbia Street, the pedestrian friendly street lined with restaurants transformed into a free picturesque urban fall festival experience, open to the public. Columbia Street Fall Fest presented by Michigan First Credit Union offered visitors countless photo opportunities. Vibrant fall-themed décor wrapped the light poles, a canopy of leaves swayed with the festoon lights, decorated swings offered a spot to relax, and custom Instagram or family photo installations lined Columbia Street. A record number of guests experienced Columbia Street with their family and friends.

## THE DETROIT FINE ART MURAL EXHIBITION

The City of Detroit and the Downtown Detroit Partnership in partnership with global nonprofit collaborated on a collection of murals called "Be The Change". The public murals are designed to usher in the 2024 NFL draft and be a lasting gift to Detroit. Five buildings in The District Detroit were selected. The giant murals were inspired by the United Nations Sustainable Development Goals, which promote social and environmental justice and in partnership with United Nations agencies (UNESCO, UNEP, FAO and UN Women). The murals were curated and produced by Street Art for Mankind and funded by City of Detroit's Planning and Development Department, the Downtown Detroit Partnership and the City Office of Arts, Culture and Entrepreneurship.



## CO-DEVELOPER PROGRAM MEETING #1 WITH NEIGHBORHOOD ADVISORY COMMITTEE LIAISONS

The Community Benefits Agreement that was formed between Olympia Development of Michigan, Related Companies and the Neighborhood Advisory Council as part of the 10 new and restored building developments planned in The District Detroit requires the developers to issue requests for proposals (“RFPs”) for the development of multiple sites. Those in attendance included NAC members Chris Jackson, Jonathan Kinloch and Rogelio Landin, as well as Olympia Development’s Vice President of Government and Community Affairs, Rian English-Barnhill and Olym-



pia Development Director of Development, Tyler Hardy. The group discussed the scope and benefits of the RFPs, which are being designed to create opportunities for emerging developers who are considered a disadvantaged Detroit-based business, headquartered in Detroit or a Detroit resident business interested in participating in a joint venture with Olympia Development and Related.

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## DETROIT CITY COUNCIL’S SKILLED TRADES TASKFORCE JOB FAIR



The District Detroit Opportunity Center was not large enough to host Detroit City Council’s Skilled Trades Task Force outreach event designed to connect job seekers with careers in the skilled trades in The District Detroit. At the event held at Hockeytown Café, job seekers learned that there are great job training options through pre-apprentice programs, and good career opportunities through direct apprenticeships with labor unions. Addressing the audience were representatives from Michigan Regional Council of Carpenters and Millwrights and Laborers International Union, and City Councilmember, Mary Waters.

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## DETROIT AT WORK HIRING EVENT

The District Detroit Opportunity Center hosted a Detroit at Work job fair to connect job seekers with a variety of employment opportunities. Job seekers met directly with service agencies including Access for All, SER Metro and Focus: Hope. Dozens of job seekers were exposed to a wide variety of potential job opportunities exist including positions in Information Technology, construction pre-apprenticeship programs, as well as jobs with DTE among others.



## SANTA & THE COCA COLA HOLIDAY CARAVAN VISITED COLUMBIA PLAZA

The magical Coca Cola® Holiday Caravan hosted Detroiters at a free community event where guests were invited to take photos with Santa and receive a free taste of the holidays. Hundreds of guests captured their holiday card photos with Santa and enjoyed the holiday cheer. The 65-foot-long caravan is a long-standing tradition and travels across the country, creating lasting memories. Through a collaboration Little Caesars Arena, Olympia Development was able to bring this complimentary experience to Detroit.



## FANS EXPERIENCED DETROIT-BASED EGG ROLL DIVA AT LITTLE CAESARS ARENA

In partnership with Delaware North, Olympia Development welcomed Belinda Beard's EggRollDiva for a two-month popup inside Little Caesars Arena. In addition to exposure to new customers, this Detroit-based business learned invaluable stadium serving skills. The EggRollDiva's menu feature a variety of egg rolls during Detroit Red Wings and Pistons home games in November and December.

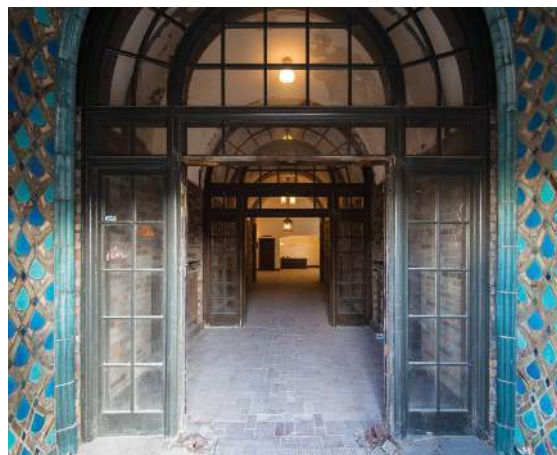
## DETROIT FAMILIES HAD A FRONT ROW SEAT AT AMERICA'S THANKSGIVING DAY PARADE

Families attending America's Thanksgiving Parade in Detroit were treated to hot chocolate, giveaways, coloring and more at The District Detroit Opportunity Center. The Opportunity Center is located at 2277 Woodward Avenue and connects people looking for a job or housing opportunities in The District Detroit and frequently hosts job fairs and a variety of training programs as well as meeting space for partners and contractors.



## THE DISTRICT DETROIT OPPORTUNITY CENTER PARTNER FEEDBACK SESSION

The District Detroit Opportunity Center hosted representatives from partnering organizations providing access to jobs, housing, training and small business resources for Detroiters. Attendees included members of the city of Detroit's Workforce Development team, Access for All, Detroit at Work, MotorCity Match, Detroit Means Business, Wayne Metro and Community Housing Network, Delaware North, and Wayne County Community College District. The various groups came together along with members of The District Detroit Neighborhood Advisory Committee to discuss how they can do more to support the community.



## HISTORY STUDY & ARTS MEETING #1 WITH NEIGHBORHOOD ADVISORY COMMITTEE

In accordance with the 2023 Community Benefits Agreement, Olympia Development of Michigan and Related Companies are to commission a Neighborhood History Study and Report to research, document, and memorialize the history of Detroiters in the Brush Park, Paradise Valley, Cass Corridor, Black Bottom and Cass Park neighborhoods. This first meeting was to discuss the focus and scope of the study and agree on subsequent steps.

## UNIVERSITY OF MICHIGAN CENTER FOR INNOVATION GROUNDBREAKING



The University of Michigan Center for Innovation (UMCI) located at 2121 Cass broke ground on December 14th. Hundreds of local community and state representatives were treated to inspiring remarks from business, community, government and education leaders from Laurie K. McCauley, Provost and Executive Vice President for Academic Affairs, Sarah Hubbard, Chair, University of Michigan Board of Regents, Mike Duggan, 75th Mayor of the City of Detroit, Santa J. Ono, President, Gretchen Whitmer, Governor of Michigan, Geoff Chatas, Executive Vice President and Chief Financial Officer, Mary Sheffield, City of Detroit Council President, Stephen M. Ross, Chairman & Founder, Related Companies, Chris Ilitch, Chief Executive Officer, Ilitch Companies and Lisa Phillips, Principal, Cass Technical High School.

## CO-DEVELOPER PROGRAM MEETING #2 WITH NEIGHBORHOOD ADVISORY COMMITTEE LIAISONS

As part of the Community Benefits Agreement that was created between Olympia Development of Michigan, Related Companies and the Neighborhood Advisory Council as part of the 10 new and restored building developments planned in The District Detroit requests for proposals (“RFPs”) were issued for the development of multiple sites. Those in attendance included NAC members Chris Jackson, Jonathan Kinloch and Rogelio Landin, as well as Olympia Development’s Vice President of Government and Community Affairs, Rian English-Barnhill and Olympia De-



velopment Director of Development, Tyler Hardy. The group discussed the scope and benefits of the RFPs, which are being designed to create opportunities for emerging developers who are considered a disadvantaged Detroit-based business, headquartered in Detroit or a Detroit resident business interested in participating in a joint venture with Olympia Development and Related.

## DETROIT-BASED COOKING WITH QUE OPENS AT LITTLE CAESARS ARENA

The Kitchen by Cooking with Que was the newest addition to Little Caesars Arena, following a successful stint at Comerica Park during the Detroit Tigers’ 2023 season. Que will be serving vegan, gluten-free and meat-based menu items during Detroit Red Wings and Detroit Pistons home games in December and January, further sharpening her stadium experience and generating more awareness for her cooking school in Midtown.



## COLUMBIA STREET WINTER WONDERLAND

Winter Wonderland presented by Michigan First Credit Union returned in December to Columbia Street. The District Detroit welcomed tens of thousands of visitors as they took in the holiday decorations. The enchanting holiday experience included themed trees paying homage to each of Detroit’s sports teams, a snow globe, a retro fire truck fit for a Hallmark movie and a giant elf hugging a 6ft tall hot chocolate cup.

## THE DISTRICT DETROIT OPPORTUNITY CENTER HOSTS INSIDEOUT DETROIT YOUTH PERFORMANCE

InsideOut's 2023 Detroit Youth Performance Troupe took the stage to celebrate a year-long coaching process at The District Detroit Opportunity Center. New and old poems were performed alongside the announcement of the group's 2023 poetry collection. The event was sponsored by Toyota. Since 1995, InsideOut has cultivated the literary and academic skills of Detroit's students through transformative creative writing programs.



## DETROIT VS EVERYBODY OPENS AT 44 W COLUMBIA STREET



The community came out to celebrate Detroit Vs Everybody as they cut the ribbon and officially opened their new flagship store at 44 W. Columbia Street in The District Detroit. Tommey Walker, creative lead and founder, and Sean Williams, CEO of Detroit Vs Everybody were surrounded by family, friends and fans of the iconic brand on this momentous day. Rian

English-Barnhill, Vice President of Government and Community Affairs for Olympia Development, opened the ceremony, and was joined at the podium by Mayor Mike Duggan, Councilmember Fred Durhal III, and Keith Bradford, President of Olympia Development and The District Detroit.