When we cut the ribbon to celebrate the completion of the West McNichols streetscape in October 2021, Detroit Mayor Mike Duggan cited the invaluable input and insight local residents had brought to the project.

**Community Input**
A year and a half earlier, Live6 Alliance had gathered neighborhood residents, businesses, block clubs and other stakeholders together with City officials at Neighborhood HomeBase. There, the community debated and discussed bike lanes, traffic lanes, bus stops, facade improvements, street life, streetlights, business development, restaurants, walkability ... and more.

Having spent much of our careers involved in community development, we've learned the most successful projects happen organically, when many stakeholders are not only invited to participate — but are heard.

**Community Impact**
The impact of residents, grass roots groups, business owners, developers, investors, sponsors and donors have built the blossoming Livernois/West McNichols neighborhood we know today. They personify our Live6 Alliance mantra: *Together we thrive.*

The purpose of this report is to document the results of their passion and vision—as well as the tireless efforts of our professional staff and volunteers—for resurrecting this storied area in one of our nation’s most vital cities.

We are proud to be a conduit to maximize the effect, the opportunity and the outcomes. Your dream is our dream. Together we thrive.
"Thank you, Live6! Giving us the furniture and planters allowed us to think bigger about what we could do."

— April Anderson, Owner, Good Cakes and Bakes

“Livernois Outdoors”
Avenue of Fashion

When Covid hit, Live6 came through. In concert with Rocket Community Fund and Hudson Webber Foundation, Live6 provided new outdoor furniture, planters, greenery and more so Livernois eateries and restaurants could serve outdoors—sustaining businesses and a vibrant neighborhood. Live6 also delivered “safe reopening” kits for businesses, games & books to children and seniors, and more.

Livernois Streetscape
Margaretta to 8 Mile
New lighting, broad sidewalks and bustling streetlife have restored Detroit’s legendary Avenue of Fashion. “Most important,” Mayor Duggan said, “the final design was selected by neighbors in an extensive community engagement process.”

Livernois’ glory restored.

Neighborhood HomeBase
In 2019, Live6 Alliance opened the doors to a new era in community engagement—Neighborhood HomeBase— at 7426 West McNichols, a public-private partnership between Kresge Foundation and University of Detroit Mercy’s Detroit Collaborative Design Center. A neighborhood hub where grassroots groups convene and host celebrations to bring us together, HomeBase has been the catalyst for the private development boom along West McNichols.

Detroit Neighborhood Arts
Live6 revitalizes vacant urban spaces through murals, public arts and other forms of beautification. Working with artists through a community-driven process, Live6 and Detroit Neighborhood Arts completed several large scale murals, and more are in progress.

McNichols was named for University of Detroit Mercy’s visionary president Fr. John McNichols after he moved the University here in the 1920s from its original home on Jefferson Avenue.

“Improved parks, new small businesses, quality housing and more have brought new energy, investments and much-needed resources to the vibrant Live6 community.”

— Dave Blaszkiewicz, CEO, Invest Detroit.

McNichols is reborn.

McNichols Streetscape
Livernois to Wyoming

The City’s Strategic Neighborhood Fund’s selection of Livernois as a target neighborhood has provided the foundation for exponential growth along West McNichols and Livernois’ reborn Avenue of Fashion. New streetlights, sidewalks, bus stops, bike lanes, vacant lot improvements and more have helped create safe, walkable “Mainstreet” destinations.

Live6 Business Incubator
Coming 2022

Under construction next door to HomeBase, Live6 will provide entrepreneurs and artisans affordable rental spaces and services to help them launch and grow new businesses in the corridor. Stay tuned, this is going to be big.

HOME BASE

UNIVERSITY DISTRICT

McNichols/6 Mile

Home(Base) for the Holidays
Shop local! For the 2021 Holidays, community artists, craftsmen, entrepreneurs and creatives set up inside HomeBase as Live6 debuted an exciting “pop-up” holiday shopping experience.

Spectacular Ella Fitzgerald Park and Fitzgerald Greenway, completed in 2018, have completely reimagined the neighborhood.
Our Partners

Live6 Alliance has engaged many philanthropic and investment partners, resulting in millions of dollars of improvements, geared to revitalizing one of Detroit’s most historic and storied communities and enhancing public life for everyone.

OUR PARTNERS INCLUDE...

AARP
Ballmer Group
City of Detroit
Community Foundation for Southeast Michigan
Connect 313
Culture Source
Detroit Collaborative Design Center (DCDC)
Detroit Employment Solutions Corporation (DESC)
Downtown Detroit Partnership
Eastern Market
Elia Fitzgerald Foundation
Hudson-Webber Foundation
Huntington Bank
Invest Detroit
JP Morgan Chase
Knight Foundation
Margenova
Conservancy
Michigan Women Forward
MoGo
National Endowment for the Arts (NEA)
Neighborhood Groups and Small Businesses in Bagley, Fitzgerald, University District and Martin Park
New Economy Initiative (NEI)
One Degree
Philadelphia Mural Arts
ProsperUs
Reimagining the Civic Commons
Rocket Community Fund/SE Michigan
Strategic Community Partners
Tech Town
The Kresge Foundation
U3 Advisors
United Way of SE Michigan
University of Detroit Mercy
Wayne State University AmeriCorps Urban Safety Program

IMPACT FACTS:

- Over 100 New restaurants & businesses opened within Live6 footprint since 2015
- HomeBase has welcomed over 2,000 Guests
- Convened 70+ Events & Programs (town halls, block clubs, and neighborhood & web-based Virtual Community meetings)
- Live6 hosts Virtual Community Meetings every three months
- 1degree.org/live6 community resources website has had nearly 10,000 Hits in 10 months, helping hundreds of area residents find the help they need
- Live6Detroit.org website hosts hundreds of unique visitors every week, keeping the community engaged and informed
- 10 Tons of Trash off our streets in 2021 thanks to Downtown Detroit Partnership

The Live 6 Six:

Our MISSION is to make a DIFFERENCE.

1. Small Business
   Proud partner of motorcityre-store.com, MotorCityMatch.com, detroitbizgrid.com and so many more.

2. Safety
   Coordinating neighborhood citizen patrols and alley cleanups, working closely with DPD 12th Precinct and UDM and Marygrove public safety officers.

3. Engagement
   Enabling area Block Clubs, convening Town Halls, hosting virtual meetings during Covid and much more — to ensure residents & stakeholders have a voice.

4. Placemaking
   From Fitzgerald Park to neighborhood murals to the new West McNichols, we celebrate culture and people who define our community.

5. Residential Stabilization
   Revitalizing and connecting public spaces, parks, plazas, trails, anchor institutions and more.

6. Real Estate Development
   The current commercial boom on West McNichols has been spurred by fervent supporters such as Invest Detroit and several other stakeholders.
Since its founding in 2015, Live6 Alliance has led and supported more than 100 major community initiatives, making a positive impact on those who live, work, play and learn in the four neighborhoods that define our community. Here are a few highlights.

Public Safety
Critical to the Live6 mission is establishing a cleaner, safer, more just community. Live6 has funded efforts to enhance civilian neighborhood patrols, vacant lot and alley clean-ups and safe new lighting in public areas. Our commitments have created closer alliances with strategic partners, including the Detroit Police Department’s 12th Precinct, University of Detroit Mercy and Marygrove security. Our goal is to ensure an area that is green, clean, safe and secure.

Community Resources
A Wayne State University survey of Live6 residents revealed major barriers to finding critical information. So Live6 brought the One Degree digital platform to our community. The impact has been enormous, putting 1,600 Detroit-based community resources and services at one’s fingertips—from housing and childcare to job opportunities, job training, mental health care and more. And One Degree is available for free—on phones, pads, laptops and desktop computers—at 1degree.org/live6 or text call keyword search via mobile device to 844-833-1334.

Reimagining the Civic Commons
Our partnership with ROC, a nationwide initiative advancing ambitious social, economic and environmental goals through revitalized and connected public spaces and resident-led neighborhood hubs, has had many successes. Our first major project together—Fitzgerald Park & Greenway—changed the face of the neighborhood, transforming vacancy into opportunity through enhanced public spaces, resident advocacy and smart stewardship models.

Business Incentives
Market on the Ave & Market2Mainstreet—Opportunities for entrepreneurs without brick and mortar locations to introduce and promote products and services to the Live6 community.

Live6 Anchor Business grants—In partnership with New Economy Initiative, Live6 awarded $25,000 grants to four anchor businesses: Baker’s Keyboard Lounge, The Metro Detroit Barber College, Art in Motion and Mike’s Market.

Facade Improvement Grants—This Live6 initiative provides grant money to improve aesthetics, design, colors and “curb appeal” along our commercial corridors. Thank you, Kresge and Hudson Webber foundations.

New Strategies for the Future—Live6 (and The Kresge Foundation) work closely with U3 Associates to research and develop action plans for new business strategies, new ideas and initiatives for 2022 and beyond.

Live6 Alliance
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