

IMPACT REPORT 2022



ALLIANCE

FITZGERALD
BAGLEY
UNIVERSITY DISTRICT
MARTIN PARK

The crossroads of culture, commerce and community.



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, façade 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.

“EVEN THOUGH the McNichols streetscape has just been completed, we are already seeing new investment underway and more projects on the horizon that will make this corridor a vibrant part of this community. This is what happens when City government partners with residents, businesses and other institutions, like Live6 Alliance, to develop investment strategies that benefit everyone.”

— Mayor Mike Duggan



Dr. Geneva Williams
Executive Director
Live6 Alliance



Dr. Antoine Garibaldi
Founding Board Chairman
Live6 Alliance

*"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.

McNichols is reborn.

McNichols Streetscape Livernois to Wyoming

The City's Strategic Neighborhood Fund's selection of Live6 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.



Wyoming

8 Mile

Livernois Streetscape

Margareta 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.

"From new streetlights to vacant lot transformations to beautiful public spaces, change is occurring. And we feel renewed hope."

— Stephanie Harbin,
San Juan Block Club

Neighborhood HomeBase

In 2018, 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.



7 Mile

Livernois

UNIVERSITY DISTRICT

Detroit Neighborhood Arts

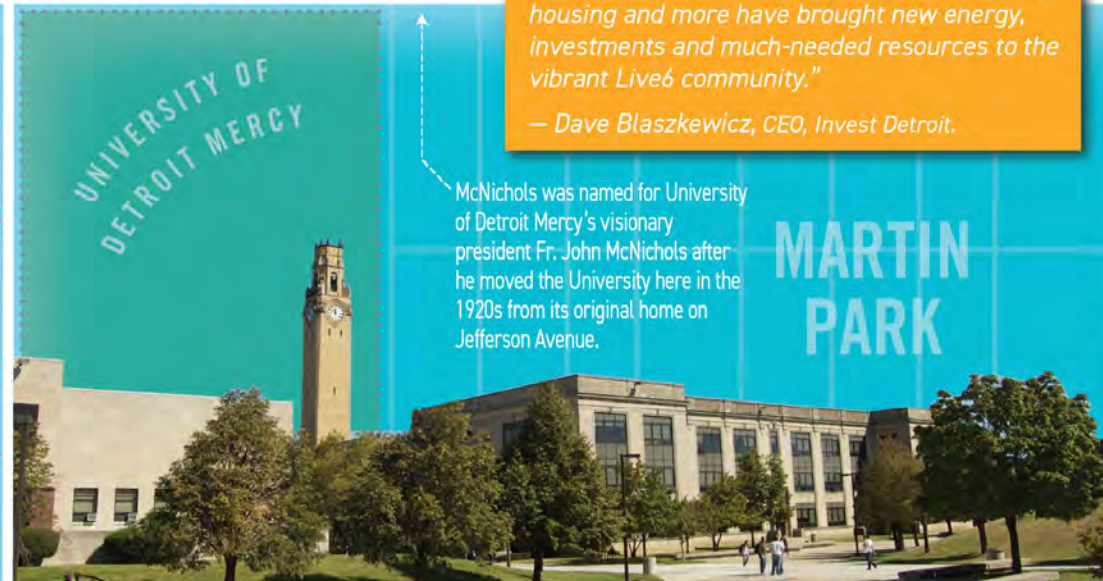
Live6 revitalizes vacant urban spaces through murals, public arts and other forms of beautification. Working with artists through a community-driven process, Live6 and Detroit Neighborhood Arts completed several large scale murals, and more are in progress.

McNichols/6 Mile

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

— Dave Blaszkewicz, CEO, Invest Detroit.

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.



MARYGROVE

FITZGERALD

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 reimaged the neighborhood.

MARTIN PARK

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



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.

Reimagining connective infrastructure can be a symbol and the reality of a healthy, vibrant community. The new West McNichols is a prime example. (Street banners to promote community events and organizations are planned.)

Website Metrics
Live6Detroit.org

5,800 VISITS
over the past year
(10% increase)

4,400 UNIQUE VISITORS
over the past year

13,000 PAGE VIEWS
over the past year
(13% increase)

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.



Beauty, expected and unexpected, abounds in our Live6 neighborhood.

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 key word search via mobile device to **844-833-1334**.

REIMAGINING THE CIVIC COMMONS

Our partnership with RCC, 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.

Façade 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 is HomeBase
for four communities surrounding the
Livernois-6 Mile/West McNichols corridors.

Together, we create opportunities for residents,
businesses and investors — to convene, engage
and enrich each other's lives and move our
neighborhoods forward.

Fitzgerald • Bagley • University District • Martin Park

Together We Thrive

**LIVE BIG.
LIVE PROUD.
LIVE6.**

Live6 Alliance
7426 W. McNichols
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