

An aerial photograph of the Michigan Central building, a large, multi-story structure with a prominent central tower and a series of arched windows. The building is surrounded by lush green trees and a parking lot. In the foreground, there are residential houses with dark roofs and some trees with autumn-colored leaves. The sky is clear and blue.

**Economic Impact Report
Released July 2026**

MICHIGAN CENTRAL

Data and impact report prepared by BJH Advisors in collaboration with Deloitte Consulting LLP



“Detroit has always been a city of makers and dreamers, of people who build things that change how the world moves. That spirit never left. It simply needed room to work again.”

For too long, Detroit was talked about in the past tense. The conventional wisdom held that the future of innovation belonged somewhere else, and that the industry born here had little left to contribute. That view never matched the city I know.

Detroit has always been a city of makers and dreamers, of people who build things that change how the world moves. That spirit never left. It simply needed room to work again.

When we began the restoration of Michigan Central Station in 2018 and set out to build a 30-acre innovation district around it, our ambition was straightforward: to create a place where startups, global companies, universities, government partners, nonprofits, and Detroit residents could solve hard problems together.

Restoring Detroit’s once-abandoned train station and the surrounding district has been a privilege. But what moves me most is what is happening inside it — and who is now part of it.

This inaugural Economic Impact Report matters because it moves the conversation from promise to performance. It offers evidence, not aspiration.

Today, more than 240 companies from more than 60 industries call Michigan Central home. More than 40% relocated from outside Michigan, bringing new talent and investment with them. Since 2023, more than 3,000 young people and adults have taken part in Michigan Central’s talent and workforce programs, connecting Detroiters directly to emerging industries.

In 2025 alone, Michigan Central’s operations supported nearly \$3 billion in total statewide economic impact and approximately 5,820 jobs across Michigan, including 1,420 direct jobs on our campus.

None of this was accomplished alone. It reflects the work of our partners in city and state government, our universities, our neighbors in Corktown and across Detroit, and the entrepreneurs who chose to bet on this place. Their confidence has been the essential ingredient.

We are early in this work. The task ahead is to ensure that Detroit remains a place where ideas are tested, where talent meets opportunity, and where growth reaches the people who live here. That requires patience, humility, and a willingness to keep collaborating across the usual boundaries. It is how this region has always done its most important work.

So, consider this an invitation. Michigan Central is where inventors, engineers, students, and community leaders are shaping what comes next. There is a place here for you.

Bill Ford
Executive Chair, Ford Motor Company



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EXECUTIVE SUMMARY



Michigan Central is a 30-acre proving ground where Detroit’s culture and industrial know-how meet world-class innovation infrastructure. It’s a purpose-built place to help entrepreneurs — from Detroit and around the world — move from sketch to scale, at speed.

Where Big Ideas Get Built

Michigan Central is a collaborative innovation district where people build ideas that move the world forward.

The district brings together an unmatched ecosystem of capital, research and development infrastructure, innovation services, cross-sector partnerships, and programming — connecting everyone from Detroit youth to global corporations.

The result is something greater than a campus, incubator, or shared workspace. It’s a 30-acre proving ground and innovation community — the only place where Detroit’s industrial know-how and culture converge to help entrepreneurs from Detroit and around the world move from sketch to scale, at speed.

Unlike conventional real estate-led development, Michigan Central brings together startups, global corporations, research institutions, workforce development programs, and community organizations, enabling continuous collaboration, faster commercialization of new technologies, and expanded access to career pathways. This integrated model produces a high economic multiplier, where each job, investment, and innovation generates outsized ripple effects across the regional economy.

The results to date demonstrate both immediate and sustained impact. Since the redevelopment

of The Factory in 2018, construction and capital investment in the district are estimated to have supported 9,031 jobs and generated more than \$1.6 billion in economic output (Deloitte, IMPLAN). Today, ongoing operations support a growing base of high-quality employment, with average wages exceeding regional benchmarks and strong multiplier effects across professional services, manufacturing, logistics, and other key sectors. Michigan Central has already supported more than 240 companies and built a robust innovation pipeline that connects talent to real economic opportunity.

Beyond the innovation district itself, Michigan Central helps catalyze broader transformation across Corktown and Southwest Detroit. The reopening of Michigan Central Station (The Station) has helped shift market perception, spurred more than 70 new investment projects across residential, commercial, and infrastructure sectors, and strengthened neighborhood vitality through increased foot traffic, business activity, and community programming. Arts programming at the district engaged more than 80 artists, designers, and technologists in paid creative work across the campus in 2024 and 2025, adding a layer of creative sector employment to the district’s broader economic contribution. Public and private investments are reinforcing this momentum and positioning the district as a model for inclusive and interconnected economic growth and mobility.

IMPACT *AT-A-GLANCE*

Through 2028

\$1.6B
redevelopment impact

Total economic impact from redevelopment and construction estimated to be 9,031 jobs and \$1.6 billion from 2018 through 2028.

In 2025

1,420
jobs at Michigan Central

By 2028, the total number of jobs at Michigan Central is expected to surpass **2,500**. Each job at Michigan Central supports an additional **3.1 jobs** throughout the state of Michigan.

By 2028

\$3.2B
annually

Operational impact is expected to exceed \$3.2 billion annually.

50+
renovation and new construction projects

Since the launch of Michigan Central’s redevelopment plan in 2018, over 50 renovation and new construction projects have been completed in the surrounding community, six are currently under construction, and 14 have been proposed, including entertainment, hospitality, industrial, infrastructure, and residential investments.

Cumulatively to Date

240
companies working across Michigan Central

Today, there are more than 240 companies working across the Michigan Central ecosystem, pursuing innovative impact across more than 60 industries and driving growth across Detroit and beyond.

\$5.2B
total economic impact to date

Cumulatively to date, Michigan Central’s day-to-day operations have generated \$5.2 billion in total economic impact.

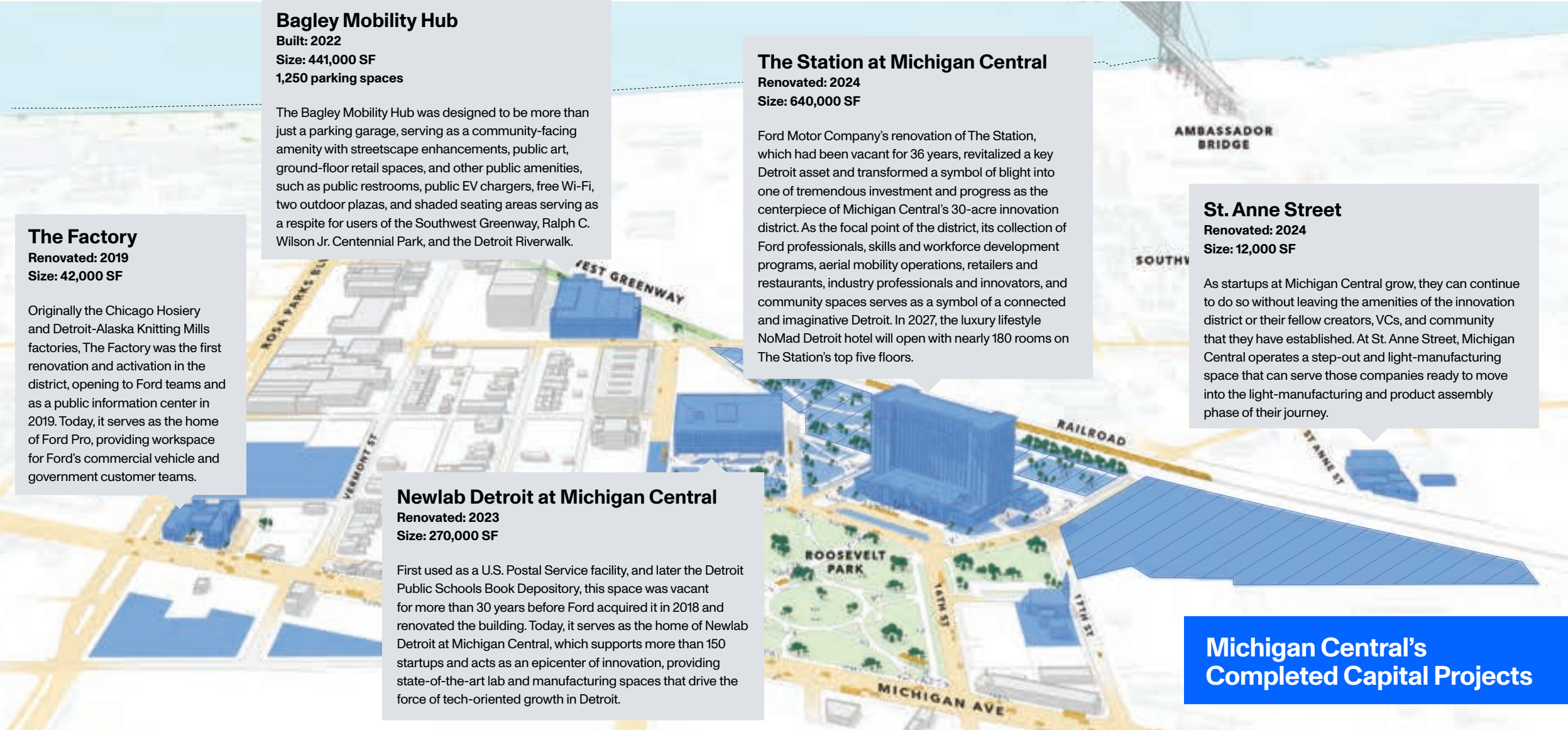
This report evaluates Michigan Central’s impact across three dimensions:

Redevelopment impacts: reflecting construction-related jobs and economic activity

Ongoing operational impacts: capturing ongoing employment and economic output generated by innovation district operations

Placemaking and community impacts: documenting neighborhood transformation, investment trends, and community outcomes

Together, these findings demonstrate that Michigan Central is not simply a place where economic activity occurs but a valuable contributor to the acceleration of Detroit’s economy. The strength of its ecosystem, and the multiplier effects it generates, position Michigan Central to continue spurring economic opportunity, investment, and inclusive growth in the years ahead for Detroit and Michigan.



Michigan Central's Completed Capital Projects

Future Development

Over the next decade, Michigan Central has several major projects in the pipeline, along with multiple strategies to encourage further build-out of the district. These future projects are also anticipated to generate additional redevelopment impacts.

Multimodal Transit Hub: In October 2025, Michigan Central, Michigan Department of Transportation, and the City of Detroit signed a memorandum of understanding to begin preliminary assessments for a new multimodal transportation hub located on a parcel just southwest of The Station.

Supported by an initial commitment of \$40

million in federal and state funding, the facility will be designed to bring robust transportation infrastructure and enhanced multimodal connectivity options to the city.

In collaboration with regional governments and transit service providers, the hub will:

Serve as a new gateway, expanding access to the city and state with a direct connection between the Detroit-Ann Arbor Innovation Corridor and Detroit Metro Airport.

Support economic opportunities by strengthening the region's interconnected innovation ecosystem with a proposed

extension of a Chicago-Detroit Amtrak Wolverine train to Windsor and Toronto.

Position Detroit as a leader in the region's transit future, cementing Michigan as a destination for ongoing talent attraction and outside investment.

Public green space: In 2023, the Detroit Riverfront Conservancy established the Southwest Greenway, partially funded by Ford Motor Company. Running from the Bagley Mobility Hub to Jefferson Avenue, the project transformed a former railway corridor into a vital link, connecting Corktown,

Mexicantown, and communities throughout Southwest Detroit directly to the riverfront.

Michigan Central plans to turn The Station's former train platforms, on the south side of the building, into public green space. It will serve as another entry point for The Station's visitors and reconnect neighborhoods that have been cut off by industrial infrastructure for over a century.

Through 2033, the total multiplier effect is expected to be 1.8 – meaning that every dollar invested in capital projects is expected to generate an additional \$0.80 in the local Detroit economy.

REPORT OVERVIEW

In 2018, Ford Motor Company made a commitment to restore the long-vacant Michigan Central Station — and with it, a promise to the city of Detroit that The Station would become more than a revitalized landmark. Ford imagined the redeveloped Michigan Central Station as the center of a dynamic ecosystem that would convene groups from across many aspects of Detroit, creating an activated network of professionals and trailblazers that would reinvigorate the community and further Detroit’s position as a national leader in innovation. That vision is now a reality. Michigan Central’s 30-acre district has become a nationally recognized innovation ecosystem where startups, corporations, investors, universities, community organizations, and residents come together to shape the future of mobility, technology, and inclusive economic growth.

What makes Michigan Central so effective is the unique combination of:

- Shared infrastructure and facilities** that enable startups, companies, and organizations to develop products and operate with reduced capital outlay. Premium workspaces, 18,000 square feet of industrial labs, manufacturing space, miles of testing zones, and inspiring event venues.
- Resources and access** that help members scale and reinvent how they innovate. Pathways to investment, regulatory assistance, strategic introductions, technical expertise, networking events, and the region’s industrial knowledge and talent.
- Connections and partnerships** that unlock better, faster progress that cannot be achieved in silos. Companies with diverse goals and ambitions collaborate on pilots, build new businesses, and solve global problems.
- Professional, economic, and cultural opportunities.** Workforce development initiatives, innovation programming, art and cultural activations, and community events.

"We will build Michigan Central on the idea that innovation is driven by the intersection of ideas and perspectives, and through my own belief that a company should not exist unless it is making people's lives better."
— Bill Ford, Executive Chair of Ford Motor Company, 2018

What do we mean by economic impact?

The companies and individuals at Michigan Central create impact in the local and state economy through jobs and economic output. In this report, these are defined as:

- Jobs:** annual full-time equivalent positions
- Economic output:** the flow of money across product revenue, wages, and capital investment

The data draws on quantitative IMPLAN economic modeling and qualitative research. The quantitative IMPLAN data capture revenue generated from product and service sales and scaling across markets, wages earned, and capital raised from outside investment. The qualitative data capture information from stakeholder interviews, business surveys, and community research to uncover how the district has unlocked investment and driven sales for local businesses, created career pathways and long-term economic opportunities, and positively shifted neighborhood perception.

The data account for direct, indirect, and induced impacts. Direct effects refer to the immediate jobs, wages, and impacts generated by companies at Michigan Central, while indirect impacts refer to additional business-to-business spending, and induced impacts refer to extra household spending.

This report breaks the data down across three categories:

- District redevelopment impacts** from 2018-2025 and projected for 2026-2028
- Ongoing operational impacts** from 2023-2025 and projected for 2026-2028
- Placemaking and community impacts** from 2018-present, including proposed impacts and investments



METHODOLOGY

This report was developed using a combination of qualitative and quantitative methods.

This report was released in July 2026 and utilizes data through 2025. Michigan Central engaged BJH Advisors to conduct a study of Michigan Central’s economic impact on the local economy in which it operates. This report was developed using a combination of qualitative and quantitative methods and accepted some inputs from Michigan Central. Impacts of construction and redevelopment at Michigan Central were calculated in a June 2026 report conducted by Deloitte and were republished in this report for consistency.

To determine the impacts of ongoing employment following the opening of the innovation district, the Michigan Central team estimated annual employment numbers across each component of the campus. These employment estimates were combined with tenant information and membership rolls to determine the quantity and nature of ongoing employment. These assumptions were incorporated into economic impact calculations using IMPLAN, an input-output modeling platform that traces historic consumer and business-to-business interactions across economic sectors to determine the multiplier effects associated with economic activity for a given industry (or group of industries) and geography.

Economic impacts were calculated for both the Detroit Metropolitan Statistical Area (MSA) and the state of Michigan. Impacts in each geography are mutually exclusive, and therefore the total impacts in the state of Michigan are equal to the sum of the impacts in the Detroit MSA and the impacts in the state. Any expenditures or employment modeled to occur prior to 2026 were inflation-adjusted to 2026 dollars, and any expenditures or employment modeled to occur after 2026 were discounted to 2026 dollars.

Economic impacts are described in terms of direct, indirect, and induced effects.

Direct effects are the set of expenditures and employment associated with the redevelopment and operations of Michigan Central. In this model, direct effects are recorded in the Detroit MSA, where Michigan Central is located.

Indirect effects are the business-to-business purchases in the supply chain taking place in the region that stem from the initial capital investment and ongoing operations. As a relevant industry spends money in the region with suppliers, this spending is shown through indirect effects, which take place both in the Detroit MSA as well as more broadly across the state of Michigan.

Induced effects are the additional value generated when direct and indirect employees spend their personal income on general goods, otherwise known as the “household spending effect.” Induced effects take place both in the Detroit MSA and across the state.

Finally, this study is supplemented by insights gained through news articles, interviews, publicly available data, such as the United States Census, the City of Detroit Building Permits Dashboard, and Zillow, and additional data aggregated by Michigan Central.

Interviews were conducted in spring 2026 with Michigan Central staff, representatives of various tenants at Michigan Central, and members of the broader Corktown and Southwest Detroit business communities.



PLATFORM FOR *INNOVATION*

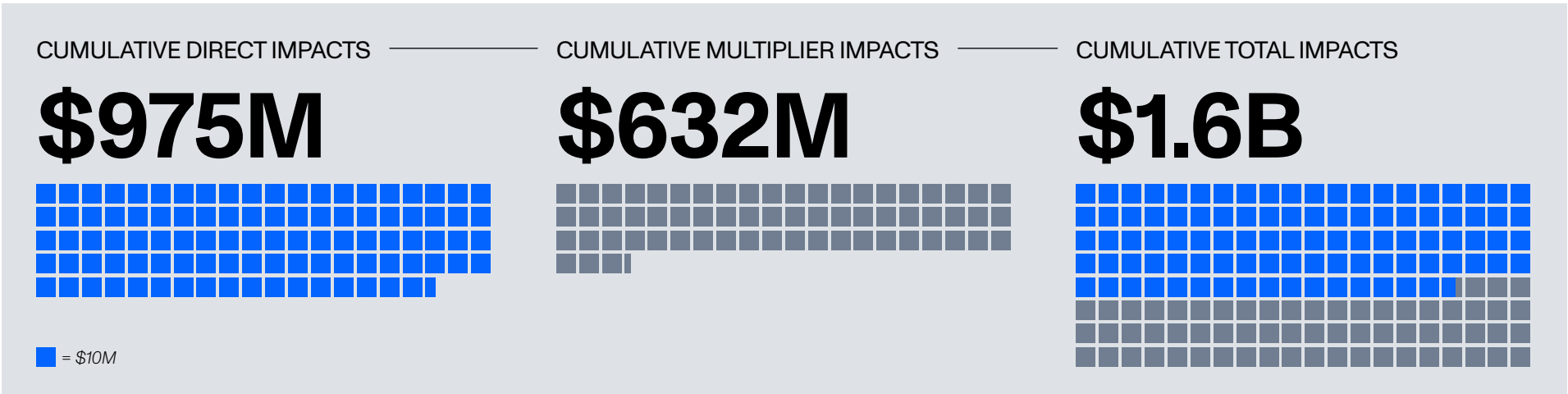
Michigan Central is a place-based innovation district built on a simple premise: The best ideas move faster when the right people, resources, and infrastructure share the same goals.

Today, that premise is taking form. Through major capital projects, Michigan Central is reactivating iconic spaces and building the foundation for what comes next. The district's true momentum comes from its innovation infrastructure. Together, these innovation systems and capital investments are creating economic impact.

In less than a decade, Michigan Central has completed five major capital projects: The Station, Bagley Mobility Hub, Newlab Detroit at Michigan Central, the St. Anne Street facility, and The Factory. Their economic impacts are modeled in Figure 1, and future planned capital projects and expenditures are described.

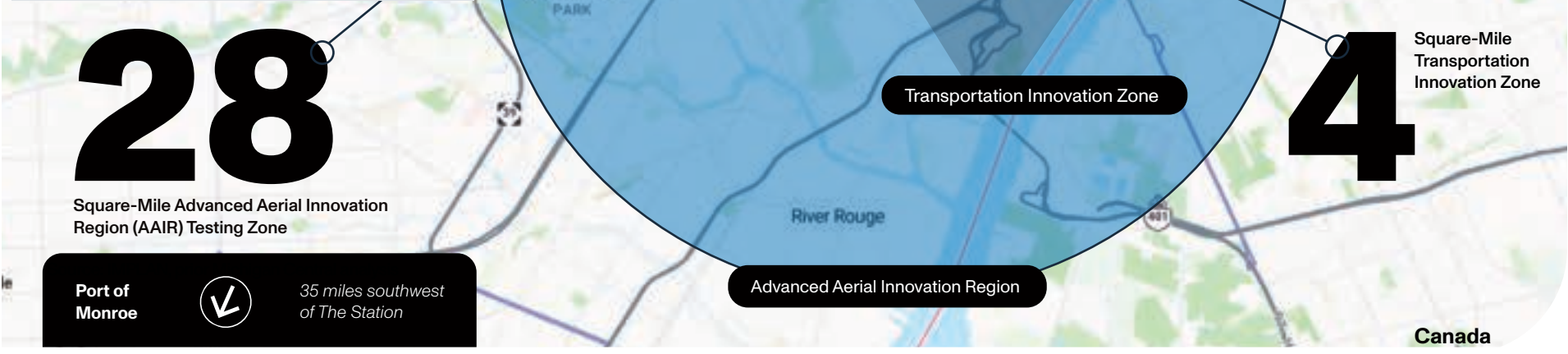
This capital investment has generated jobs, earnings, and output in the local economy. **From 2018 to 2028, redevelopment impacts generated, or are expected to create, 9,031 jobs, or 900 jobs per year (full-time employee equivalent worker years).**¹

When dollars are invested in local construction projects, there are downstream effects that spur additional economic output or multiplier effects. Michigan Central's capital investment of nearly \$975 million is expected to generate \$1.6 billion in economic impact.



↑ Figure 1. Michigan Central capital spending impact summary, 2018-2028

The ecosystem was envisioned as a place where creators can bring their ideas to life from start to finish. With 25 state-of-the-art infrastructure assets — including workshops, test beds, prototyping facilities, and flexible manufacturing space — the district is designed to help innovators pilot and get to market faster and more easily. These assets include the Advanced Aerial Innovation Region (AAIR) testing zone spanning 28 square miles to take drone technology Beyond Visual Line of Sight (BVLOS), the four-square-mile Transportation Innovation Zone in partnership with the City of Detroit, which streamlines the permitting process and allows for testing in a real-world urban environment, and the Michigan Central–Newlab–Port of Monroe partnership for marine and multimodal testing.



INNOVATION *IMPACTS*

At the heart of Michigan Central's success is its innovation community — an intentional mix of corporate innovators; tech startups spanning transportation, aerial mobility, advanced manufacturing, supply chain, and sustainability; venture capital firms; groups building community and innovation, such as Femology and Black Tech Saturdays; and a talent-development program that equips Detroit residents with skills they need to land the in-demand jobs being created at Michigan Central and across the Detroit region at large.

By facilitating collaboration across its 30-acre district, Michigan Central offers an unparalleled ecosystem that unites Detroit's industrial expertise and culture to help entrepreneurs — from Detroit and around the world — quickly move from concept to scale. This contributes to the innovation district's enduring impact on Corktown and Southwest Detroit, as well as the broader resurgence of the city of Detroit's industrial presence.

Ongoing operational impacts of the innovation district are estimated based on the ongoing and projected activities associated with current and future Michigan Central operations. These components include employees working in organizations located throughout the Michigan Central district, including in startups at Newlab Detroit; retail and food and beverage establishments across the district; and office and future hotel uses.

Together, these uses provide the basis for estimating the long-term employment, earnings, and economic output generated by ongoing district operations from 2023 to 2025.² Michigan Central began measuring its economic impact in 2023, the year the district launched.

From 2023 to 2025, Michigan Central innovation impacts generated 11,600 jobs and \$5.2 billion of economic output. In Figure 2, we break down the year 2025 more specifically.

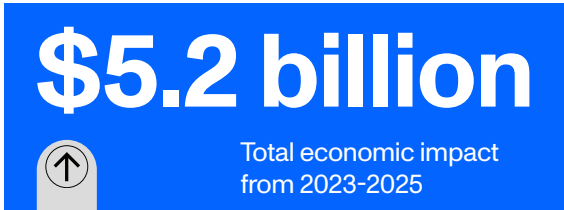
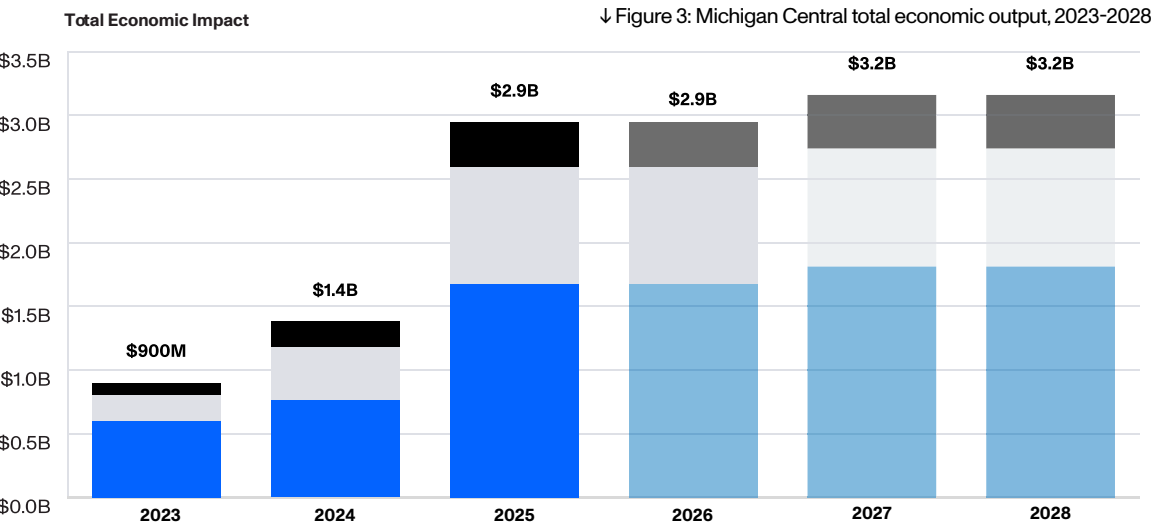
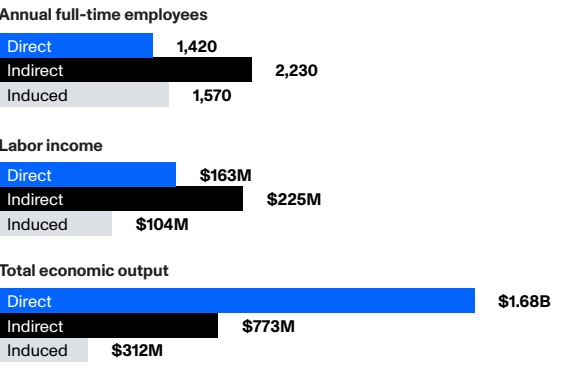


Figure 2 represents the total ongoing operational impacts for the Detroit Metropolitan Statistical Area (MSA) in 2025. In total, operations at Michigan Central contributed over \$2.95 billion in economic impact in 2025. This includes approximately \$1.68 billion in direct impacts, \$914 million in indirect impacts, and \$356 million in induced impacts. Employers at Michigan Central generated approximately 1,420 direct jobs and 4,400 indirect and induced jobs in 2025.³

↓ Figure 2: Michigan Central economic impact summary, 2025



↓ Figure 3: Michigan Central total economic output, 2023-2028

In 2025, companies at the Michigan Central innovation district employed 1,420 people. About 45% of those employed at Michigan Central work in professional services occupations, and an additional 51% are employed by startups located on the campus (see Figure 4 to the right for a detailed breakdown of employment on the Michigan Central campus).

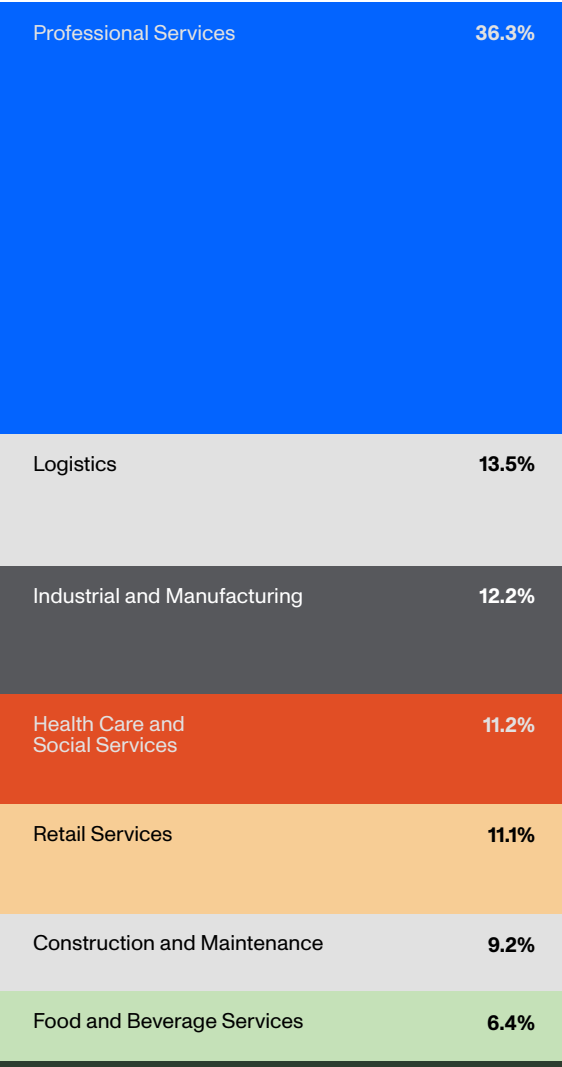
Annual wages and salaries for positions at Michigan Central averaged over \$100,000 a year in 2025. Moreover, jobs located at and generated by Michigan Central produce approximately \$508,000 in total economic output per job, nearly four times the economic output produced per job in the Detroit MSA at large.⁴ This high level of output per job is driven by a substantial number of jobs in industries that are highly concentrated in the Detroit MSA, such as automobile development and manufacturing and electric power generation and transmission, which have low levels of leakage outside the MSA's economy.

Of the over 4,000 indirect and induced jobs generated by ongoing operations at Michigan Central in 2025, more than one-third work in the professional services industry. Another 26% work in either logistics or industrial and manufacturing occupations, and an additional 11% work in health care and social service positions.⁵



↑ Figure 4: Michigan Central direct employment, 2025

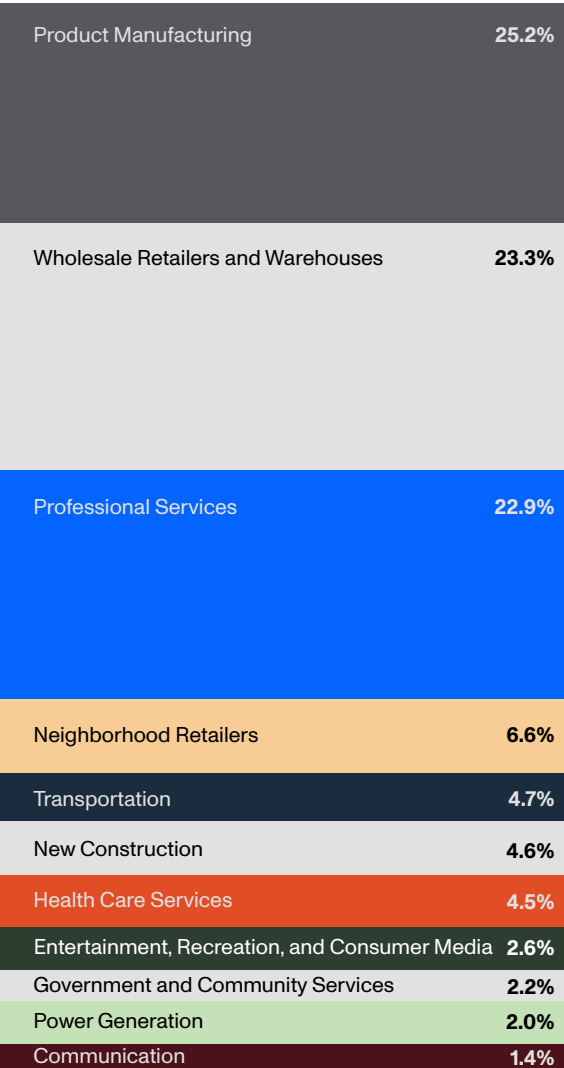
↓ Figure 5: Indirect and induced occupations generated by Michigan Central, 2025



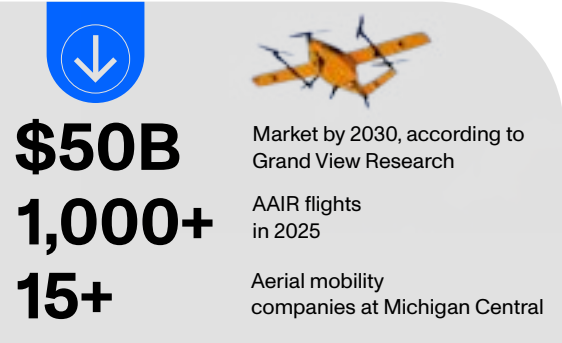
Employment at the district is expected to grow in the coming years. Michigan Central tenants focused on entrepreneurship and innovation, such as Newlab Detroit and the Boys & Girls Club Entertainment Innovation Incubator, are projected to expand their membership, driving even more employment across the district. Notably, the impacts quantified in this report reflect only existing Michigan Central companies. They do not account for the many recently completed, planned, and under-construction projects taking shape in the surrounding impact area. The following details the placemaking impact Michigan Central has had on the surrounding neighborhood, the city, and the state.

Across Michigan, indirect and induced impacts generated by Michigan Central in 2025 total more than \$1.2 billion. These dollars include both business-to-business spending (indirect impacts), as well as money exchanged between employees at both Michigan Central and its indirect businesses, such as increased spending at neighborhood retailers when employees leave on lunch breaks, increased spending by companies collaborating with startups as new products are developed, and increased spending on transportation of both people and goods. Figure 6 shows the share of indirect and induced impact dollars across spending categories. Approximately 25% of those dollars are spent on product manufacturing, with an additional 23% spent on each of two categories: wholesale retailing and professional services.

↓ Figure 6: Indirect and induced output generated by Michigan Central, 2025



Advancing Aerial Mobility



Michigan Central is helping establish Detroit as a new epicenter of the U.S. aerial mobility industry, providing critical infrastructure for companies to develop, test, and scale new products. This includes the Advanced Aerial Innovation Region (AAIR), a first-of-its-kind test bed in an urban environment created in partnership with the Michigan Department of Transportation (MDOT), an Aerial Operations Center, a launchpad, a Scaled Launch Facility, and Beyond Visual Line of Sight systems that enable flights beyond where the operator can physically see. Airspace Link — a key Michigan Central partner and Newlab member — has helped equip the infrastructure with the digital mapping and B4UFLY safety and information systems needed for drone testing and commercialization.

Building a Talent Pipeline

Michigan Central partners with diverse organizations to deliver skills and workforce development initiatives that create pathways to careers in critical industries, such as advanced aerial mobility (CODE 313), tech and coding (DAPCEP), and clean energy/climate tech (The Lab Drawer). For PreK-12 youth, Michigan Central has partnered with over 20 organizations to deliver courses and programming, and has a dedicated youth floor inside The Station that includes the 15,000-square-foot Michigan Central Club of the Boys & Girls Clubs of Greater Detroit.

Unlocking Startup and Industry Partnership

Michigan Central's integration of Fortune 500 industry leaders, 150 deep-tech startups, and proximity to Michigan's deep industrial and manufacturing base helps improve and accelerate commercialization. In 2025, startup Sharrow Engineering and Ford Motor Company were connected through the Michigan Central Network, leading to a partnership where Sharrow has been able to scale production of its patented Sharrow Propeller using an advanced 3D sand-casting technique from Ford's Advanced Industrial Technology & Platforms (ATP) team. The partnership has **reduced Sharrow's production time from 130 days to less than two weeks**, while opening new business avenues for Ford. Beyond finding partnerships and building technologies, companies at Michigan Central and Newlab Detroit are helping expand Detroit's manufacturing footprint. In 2025, Sharrow opened an additional 60,000-square-foot manufacturing facility in metro Detroit, and startup Grounded expanded into a 13,000-square-foot space at Michigan Central's St. Anne step-out facility.

Post-secondary engagement connects university students and recent graduates directly with Michigan Central's startup community. Through co-located university partners, including Wayne State University, Grand Valley State University, and the University of Michigan Center for Innovation, over 130 students have participated from 25 schools across eight universities. **More than 600 adults** have participated as of September 2025 through programs in electric-vehicle maintenance, drone piloting, advanced manufacturing, and robotics — with completion rates reaching 90% to 100% across key offerings.





■ Convening Innovation Platforms

Michigan Central brings multiple innovation platforms into the ecosystem. Venture platform Newlab has helped bring over 150 startups to the district and is focused on helping venture-backable startups access the capital and resources needed to scale. Black Tech Saturdays (BTS) is one of Michigan Central's Community Builders, with a mission to empower tech communities nationwide to drive economic growth, close the wealth gap, and diversify the tech industry. At Michigan Central, BTS has built a loyal following, with their programs attracting up to 800 people per event.

Femology is another key community builder. Female founders receive less than 2% of venture capital funding ⁶ in the U.S. Femology was built to change that. Based at Michigan Central and funded in part through the Michigan Strategic Fund, Femology is an acceleration platform offering female entrepreneurs the resources, community, and hands-on support needed to move from ideation to scale.

Forty-seven female founders participated in the first six months of its flagship Female Founders School — a yearlong program with tailored start and scale pathways.

↓ Femology Success

4.5x

Increase in funding raised, growing from \$184,000 to over \$837,000

56%

of founders commercialized new products to paying customers

65

Full-time jobs supported, with 19% of founders creating new positions

130

Women applied for the most recent cohort

Other current Community Builders include: Conquer Accelerator, a joint venture between the Michigan State University Research Foundation and Henry Ford Health in conjunction with Red Cedar Venture that works with two cohorts of five startups per year.

Gener8tor Accelerator, a nationally recognized initiative that hosts programs across the country. The iteration at Michigan Central, which is run by the Michigan Founders Fund, supports two cohorts of eight to 10 startups per year with programming, networking, and introductions to venture capital firms.



■ Michigan Central Network

In 2025, Michigan Central launched its membership program, opening the doors of its 30-acre hub to a growing network of builders and doers. More than 2,000 people and 240 companies work across the network to accelerate their missions. New members in 2025 included global power leader Cummins Inc., with a focus on clean technology workforce training, and human services nonprofit Samaritas to collaborate at the intersection of social service and tech. The network also includes Founding Partners Ford, Newlab, Google, and Henry Ford Health, along with Michigan Central's Community Builders, academic partners, as well as youth and adult talent development organizations.

Membership meets organizations where they are — from flexible workspaces and private offices to larger partnerships around programming, technology pilots, and workforce development. Members gain proximity to the network, 24/7 access to state-of-the-art workspace, wellness amenities, and ecosystem programming. This momentum expanded in early 2026 with the opening of The Michigan Central Mezz, a 17,000-square-foot collaboration space inside The Station. The Mezz is designed to convene members across industries and reinforce Michigan

■ Newlab Detroit at Michigan Central:

Central's role as the place where the right people, resources, and infrastructure come together to move ideas from sketch to scale.

In 2023, the former Detroit Public Schools Book Depository reopened as Newlab Detroit at Michigan Central. The building is now home to Newlab Detroit and unites entrepreneurs, engineers, and enterprise partners to test, pilot, and scale critical technologies. The building includes workspace and purpose-built lab space to support the growth of tech- and innovation-focused businesses in Detroit, commercializing mobility technologies in real-world environments.

Launched with 25 startups initially, Newlab Detroit at Michigan Central has grown to more than 150 startups. Supported by the visionary platform of Newlab, the building is part of the engine of innovation at Michigan Central and a hub of convenings for the broader ecosystem's Community Builders, corporate and academic partners, artists, and the community.



Michigan Central Assets

- 1 Michigan Central
- 2 Newlab Detroit at Michigan Central
- 3 Bagley Mobility Hub
- 4 St. Anne Street
- 5 The Factory

Residential

- 6 Melie Apartments
11 units, renovated 2025
- 7 Vinewood Apartments
27 units, built 2022
- 8 La Jolla Gardens
53 units, built 2024
- 9 The Harwell
19 units, renovated 2025
- 10 Whitdel Apartments
28 units, renovated 2025
- 11 Broderick Manor
49 units, renovated 2025
- 12 The Harrington
18 units, built 2025
- 13 3600 Vernor Highway
4 units, renovated 2024
- 14 The Cole
23 units, renovated 2024
- 15 Martin Garden Apartments
12 units, renovated 2025
- 16 Wilshire Condominiums
20 affordable units, renovated 2022
- 17 3363-3365 Michigan Avenue
20 units, proposed
- 18 1228 25th Street
2 units, built 2020
- 19 The Savannah Condominiums
20 affordable units, renovated 2022
- 20 AlumniFi Field Affordable Housing
76 units, proposed
- 21 Steelhaus Detroit
4 units, built 2022
- 22 North Corktown Apartments
49 units, under construction
- 23 The Preserve on Ash Phase 1
69 units, built 2025
- 24 The Preserve on Ash Phase 2
160 units, proposed
- 25 The Brooke on Bagley
78 units, built 2024
- 26 2150 Bagley Street
14 units, proposed
- 27 2027 Vermont Street Townhouses
6 units, built 2023
- 28 2623 Cochrane Street
6 units, built 2023

- 29 The Bridge Phases I, II & III
121 units, proposed
- 30 1833 Cherry Street
83 units, proposed
- 31 Left Field Apartments Phases 1 & 2
60 units, built 2025
- 32 1728 Michigan Avenue
60 units, proposed
- 33 The Eleventh
14 units, built 2021
- 34 The Towns
34 units, built 2020
- 35 The Corner
4 units, built 2019
- 36 Perennial Corktown
195 units, built 2025
- 37 Red Arrow Lofts
28 units, built 2025
- 38 1627-1645 Leverette Street
7 units, renovated 2021
- 39 The Coachman
22 units, built 2022
- 40 1530 Bagley Street
10 units, under construction
- 41 Clement Kern Gardens
150 units, under construction
- 42 The Checker Building
52 units, renovated 2020

- 43 2120 Trumbull Street
5 units, built 2019
- 44 2100 Trumbull Street
5 units, built 2019
- 45 Elton Park
45 units, built 2019
- 46 Crawford
40 units, built 2020
- 47 1350 Michigan Avenue
104 units, under construction
- 48 The Bagley 10
10 units, built 2022
- 49 The Assembly
32 units, built 2019

Civic and Public

- 50 Southwest Detroit Immigrant and Refugee Center
- 51 Bagley Pedestrian Bridge
41,000 SF of plaza space, completed 2010
- 52 Michigan Avenue Improvements
- 53 Roosevelt Park
Redeveloped 2023
- 54 EV Charging Road
- 55 Kintsugi Village School and Community Center

- 56 Detroit Design Build Green Hub
Renovated 2025
- 57 16th Street Connector
Built 2024
- 58 Southwest Greenway
- 59 The Corner Ballpark
Redeveloped 2018
- 60 Ralph C. Wilson, Jr. Centennial Park
- 61 Gordie Howe International Bridge
3 miles away, completed 2026

Industrial

- 62 3000 Vinewood Street
- 63 Webber Wellness Compound
Proposed
- 64 2599 22nd Street Food Processing Facility
171,000 SF, proposed
- 65 2220 24th Street
- 66 2300 17th Street
Renovated 2023
- 67 1798 Wabash Street
- 68 Mexican Industries
65,000 SF, recently renovated
- 69 1534 Trumbull Street
Renovated 2019

- 70 1501 W Lafayette Boulevard

Hospitality & Entertainment

- 71 AlumniFi Field
15,000 seats, proposed
- 72 NoMad Detroit
- 73 The Godfrey Hotel (Hilton)
- 74 Cambria Hotel Downtown Detroit

Retail

- 75 3546 Vernor Highway
- 76 The Grand Porter
Renovated 2025
- 77 City Winery
Proposed
- 78 1444 Michigan Avenue
- 79 Haraz Coffee & Parking Garage
Built 2025

Commercial

- 80 2801 Vernor Highway
- 81 Ballpoint Offices Coworking
5,000 SF, built 2025
- 82 Kaul Glove Building Coworking
20,175 SF

SPURRING *DEVELOPMENT*

Beyond direct job creation and campus activity, the reopening of The Station has generated spillover economic activity, shifting market perception and positioning Corktown and Southwest Detroit as a national destination for innovation, mobility, and inclusive economic growth. Community members and stakeholders describe that Ford Motor Company’s commitment made Corktown “real” to those who were not previously inclined to believe in its long-term potential.

This shift in perception has unlocked private investment, strengthened advocacy for infrastructure improvements, and positioned the district to support its next phases of growth while retaining small businesses and neighborhood character. As a result, Corktown and Southwest Detroit are experiencing layered public and private investment across infrastructure, residential, entertainment, hospitality, and industrial sectors. The impact of this transformation can be understood across three dimensions: physical development, community integration, and catalytic local enterprise.

Neighborhood development trends

Both private and public capital have followed the momentum created by Michigan Central. This is detailed in the following subsections covering Entertainment & Hospitality, Infrastructure, Industrial, and Residential investments. The impact area, the 48216 ZIP code, approximates the borders of Martin Luther King Jr. Boulevard to the north, Junction Avenue to the west, the Lodge Freeway to the east, and the Detroit River to the south.

Entertainment and hospitality investments:

70. AlumniFi Field: Detroit City FC’s planned 15,000-seat stadium, expected to open in 2028, represents a nearly \$200 million privately financed investment. The project includes a 421-space

parking structure, 76 residential units that include affordable housing, and additional mixed-use development. The stadium alone is projected to generate approximately \$25 million annually in economic impact (WXYZ Detroit, November 2025).

72. Godfrey Hotel: Oxford Capital Group and Hunter Pasteur opened the seven-story, 227-room Godfrey Hotel Detroit in 2023. The boutique hotel includes a restaurant and rooftop bar, expanding Corktown’s hospitality capacity to serve visitors, business travelers, and activity in the Michigan Central district.

76. City Winery: The acquisition of an 18,500-square-foot building and six adjacent parcels south of Michigan Central for approximately \$2.34 million signals the continued expansion of this key entertainment corridor. City Winery is expected to open in 2027. Renderings featuring views of Michigan Central further reinforce the role that the district plays in the community. Local bars and restaurants are committed to making the area a leading entertainment and culinary destination in Detroit.

Infrastructure investments

Michigan Central’s impact is reinforced by significant public infrastructure investment designed to improve connectivity, mobility, and long-term district functionality.

Multimodal Transit Hub: Plans are advancing for a new multimodal transit hub southwest of The Station, supported by an initial \$40 million in federal and state funding. Featuring a passenger rail and intercity bus station, the project is designed to bring robust transportation infrastructure and enhanced multimodal connectivity options to the city. The hub will serve as a new gateway, expanding access to the city and state with a direct connection between the Detroit-Ann Arbor Innovation Corridor and Detroit Metro Airport. It will also strengthen the region’s innovation ecosystem with a proposed extension of a Chicago-Detroit Amtrak route to Windsor and Toronto.

51. Michigan Avenue reconstruction: Michigan Avenue is to undergo a \$70 million streetscape reconstruction from 2026 to 2027.

The project includes protected bike lanes, widened sidewalks, enhanced crossings, electric-vehicle charging infrastructure, improved lighting, and reuse of the street’s historic brick detailing in decorative elements. These upgrades will improve safety, accessibility, and walkability along one of Detroit’s most important corridors, creating a more inviting environment for residents, employees, and visitors.

57. Joe Louis Greenway: The Joe Louis Greenway, a 27.5-mile, \$300-million public investment in a citywide trail and open-space network, runs adjacent and will connect directly to Michigan Central’s campus. This critical connection to the riverfront will enhance multimodal connectivity, neighborhood access, and the overall appeal of the innovation district.

Industrial expansion: Michigan Central’s advocacy for the unlocking and remediation of brownfield sites is creating opportunities for smaller-scale industrial and flex buildings (10,000 to 20,000 square feet) that can serve as “step-out” space for companies graduating from the shop space in Newlab Detroit at Michigan Central or requiring light production, prototyping, or logistics space. Sites such as those along St. Anne Street illustrate the necessary next phases to grow and keep businesses in Detroit by supporting advanced manufacturing, mobility testing, and small-scale industrial users.

Residential investments

Housing growth in Corktown and Southwest Detroit reflects a dual-track strategy: market-rate infill and significant expansion of affordable housing.

Affordable and mixed-income development: Corktown has seen substantial investment in new and renovated housing, largely spurred by a \$30 million U.S. Department of Housing and Urban Development (HUD) Choice Neighborhoods grant but also supported by other public and private investments and funding programs.

Key projects include:

19. AlumniFi Field Affordable Housing: 76 units, all affordable at 40%-80% AMI, proposed to be constructed adjacent to the proposed AlumniFi Field development.

22-23. Preserve on Ash: 69 units, including 48 deeply affordable units at 30%-60% area median income (AMI), with additional phases adding approximately 100 more units, supported by an additional \$22 million in state funding.

24. Brooke on Bagley: 78 units, including 16 affordable units priced at 80% AMI and located adjacent to Michigan Central.

31. 1728 Michigan Avenue: A proposed nine-story mixed-use building will add 60 residential units, with approximately 20% offered at workforce rents (40%-80% AMI).

35. Perennial Corktown: 195 units, located across from Corner Ballpark and anchoring the eastern portion of Corktown.

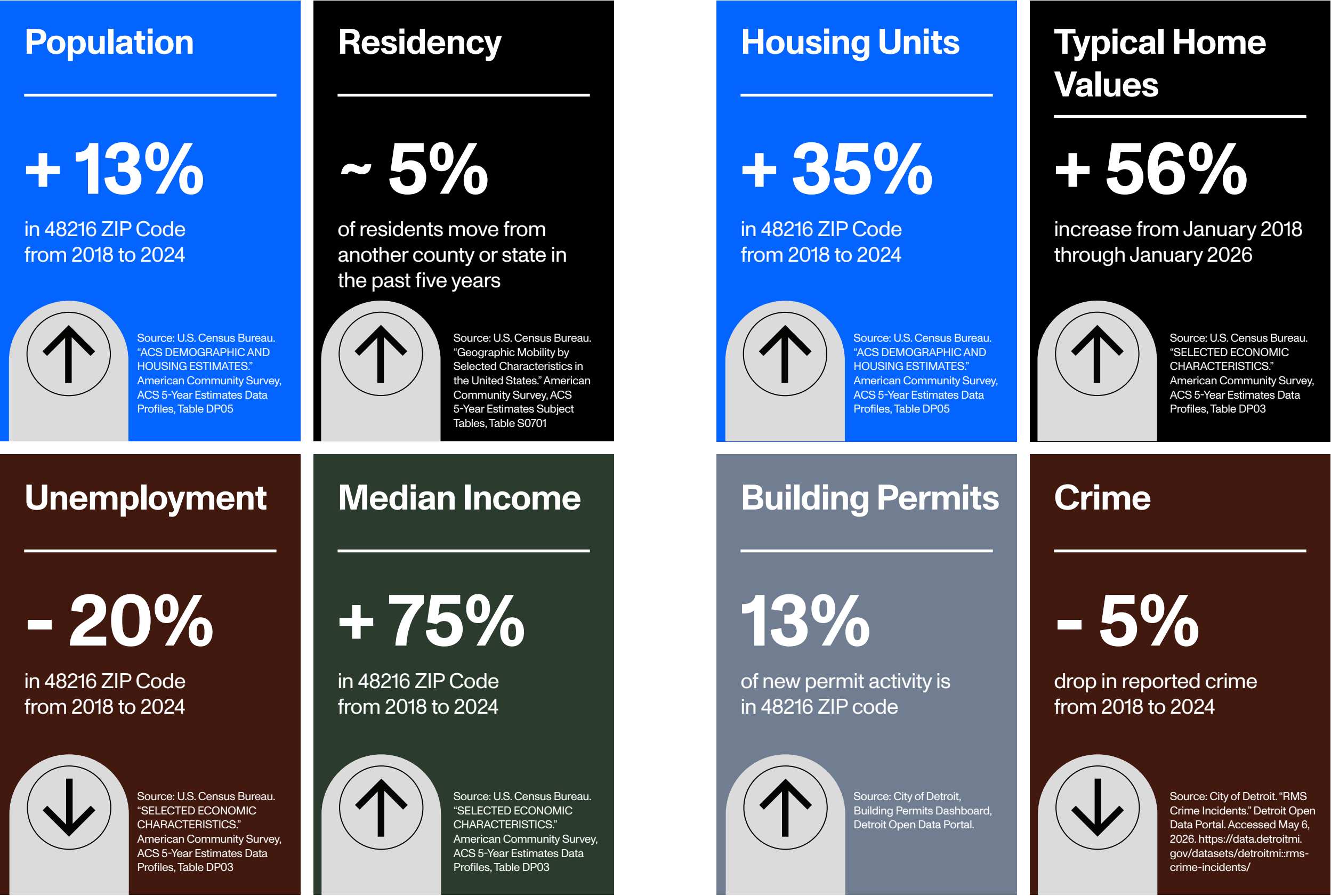
40. Clement Kern Gardens redevelopment: Replacement of 87 aging public housing units with a mixed-income community, including right-to-return protections for existing residents, giving those living at Clement Kern the first right to return.

Infill single-family homes and townhomes continue to appear throughout the neighborhood.

New multifamily construction is increasing density along Michigan Avenue, including The Corner at Michigan and Trumbull avenues.

Collectively, these initiatives aim to create or preserve nearly 600 affordable housing units across Corktown and North Corktown. Though market-rate multifamily absorption has faced challenges, mixed-income developments (especially those at or below 40%-80% AMI) are demonstrating strong demand.

↓ Figure 7: Change in impact area



PLACEMAKING AND COMMUNITY IMPACTS

Community Engagement

Michigan Central embodies community partnership through the active elevation of the voices and ideas in the neighborhoods surrounding the district. The organization's community engagement strategy is built on transparent communication and strategic collaboration, accelerating meaningful innovation. This approach ensures that the technological and economic progress generated here translates into measurable, equitable advantages for Detroit residents, local businesses, and industry pioneers. Michigan Central's community engagement team has created and deployed programming to support open dialogue on topics including: public green space planning, district redevelopment and programming, drone technology, career development, and more. Several hundred residents join us each year for regular community meetings. Our commitment to transparency is also demonstrated by the adoption of the Digital Trust for Places & Routines open-source communication standard for all startup pilots in the district.

Public Programming

Michigan Central also engages the community through public programming activities, designed to elevate the district as a civic destination for the Detroit metro area and a global destination for tourists and innovators alike. Throughout the year, Michigan Central hosts a variety of events and programs intended to convene people of all ages and backgrounds around shared enthusiasm for history, culture, and innovation. Michigan Central also hosts Winter at The Station, a holiday event including festive decor, food and beverage pop-ups from neighborhood businesses such as Momento Gelato, retail pop-ups with local businesses and artisans, live music, and interactive innovation activities. In 2025, the event brought 83,000 visitors to The Station across six weeks of activation.⁸

Michigan Central also partners with organizations such as Ford Philanthropy to provide community-oriented events. In October 2025, Halloween at The Station offered local food vendors, children's science demonstrations, and a free trunk-or-treat event that provided candy and holiday spirit to over 4,000 Detroit families. Arts programming

across exhibitions, performances, and installations contributed to the district's overall visitor activity in 2024 and 2025, extending economic engagement into evenings and weekends beyond standard office and campus hours. Additional community programming includes guided history tours led by Detroit History Tours and live music during Fridays at The Station. Over the course of 2025, work, events, and ordinary tourism brought over 250,000 visitors to the Michigan Central district.

These visitors are critical agents in the small-business climate, both at Michigan Central and throughout the surrounding neighborhood. Local business owners have pointed to The Station's opening as a major driver of overall business growth, as well as spikes in local activity during events on the campus. Michigan Central is committed to supporting local small businesses and offers a two-pronged approach:

Active representation on local boards and associations, including the Corktown Business Association, ensuring alignment between Michigan Central and neighborhood priorities.

Targeted capital investments to develop and strengthen the representation of small businesses at and around Michigan Central and provide marketing and visibility support, helping neighborhood businesses benefit from increased foot traffic and campus activity.

As Michigan Central continues to activate its buildings and campus spaces, it aims to expand this engagement strategy by intentionally aligning building-level operational needs with neighborhood business capacity.



This includes identifying opportunities to broaden procurement participation for local firms that provide:

- Catering and food service
- Event support and hospitality services
- Facilities and maintenance services

To better understand how this approach translates into tangible outcomes, the following case studies profile local organizations and businesses that have directly experienced the community's transformation.

“We love having Michigan Central as our neighbor. I am so appreciative of the way they honor the history of the building and the community, and support the local businesses around them. Brooklyn Street Local has provided catering services for several events at Michigan Central, it is always a treat to be in such a beautiful space. Our customers frequently tell us how impressed they are by it, and I am proud to send people there to visit.”

- Deveri Gifford, Brooklyn Street Local



PLACEMAKING AND COMMUNITY IMPACTS

Business Impact Case Studies

To capture these outcomes, 40 small businesses within the impact area were contacted and eight respondents were interviewed. In parallel, conversations with the Corktown Business Association (CBA) provided a neighborhood-level perspective on trends, gaps, and opportunities in Corktown’s evolving commercial ecosystem. Together, these insights offer firsthand and community-informed views of how businesses are experiencing increased visibility, customer traffic, and new opportunities tied to Michigan Central’s activation.

Corktown Business Association:

The Corktown Business Association has tracked Michigan Central’s impact on local businesses, noting how construction activity, sourcing by tenants like Newlab Detroit, and increased foot traffic boosted neighborhood restaurants and retailers. Residential growth and new employees in North Corktown have further strengthened the customer base, while new businesses have opened to meet rising demand. By guiding openings toward community-identified gaps — like ice cream shops and coffee — and investing in marketing and placemaking, CBA has helped amplify Corktown’s visibility and cultural identity.

“Michigan Central is helping write the next chapter of Corktown,” said Bob Roberts, president of the CBA and owner of McShane’s restaurant. **“It’s blending innovation with our neighborhood’s history while bringing the Corktown business community together in new ways — creating a future that feels inclusive, vibrant, and full of possibility.”**

Momento Gelato & Coffee:

Momento Gelato & Coffee opened in Corktown in 2017, choosing to locate in Corktown for favorable leasing, patio space, and evening activity. Since the opening of Michigan Central, Momento experienced a measurable boost during Ford’s June 2025 activations and has expanded operations to include a mobile cart inside The Station, providing additional visibility and seasonal revenue.

Since operating the mobile cart in Michigan Central in the fall of 2025, Momento has added increased staff hours and anticipates adding two more employees to accommodate the 2026 summer season.

“Ford Motor Company and Michigan Central folks have done impressive outreach to the Corktown community and provided access to residents and businesses. Michigan Central has really worked with the neighborhood,” said Tom Isaia of Momento.

Alpino:

Alpino, established in 2023, is a destination restaurant and meeting venue located just beyond the main thoroughfares, attracting both suburban and corporate clientele. While the direct impact of Michigan Central activations is challenging to measure, as Alpino opened prior to The Station, there has been a notable correlation between those events and increased customer activity. Since June 2025, the restaurant has observed growth in the size of group reservations. Alpino has seen a nearly 30% year-over-year sales increase; ongoing growth of 5%–10%; and an increase in large-group dining (seven or more guests).





Neighbor x Folk:

Located in The Station, Neighbor x Folk is the retail marketplace extension of Folk, an award-winning, all-day café and wine shop operating in Corktown since 2018. Neighbor x Folk centers Detroit and Michigan makers through a highly curated retail program, alongside community-driven events and workshops.

Folk’s partnership with Michigan Central has enabled an expansion of its ecosystem, supporting increased purchasing from local and regional producers, deeper retail representation, and more robust programming. Neighbor x Folk serves as both a retail platform and a small-business incubator, creating consistent opportunities for hundreds of makers, with a spotlight on locally sourced items from Detroit, Michigan, and minority-owned businesses.

Across Folk and Neighbor x Folk, the team supports café, retail, events, catering, and wholesale operations, employing seven full-time and eight part-time staff. The businesses support and represent hundreds of artisan makers, with dozens of provisions and products in active rotation at any given time. Since opening, dozens of activations have been delivered across programming, retail, and community engagement channels, including Neighbor x Folk’s engagement of over 30 partners through community-based, workshop-style events within the first 10 weeks of being established within Michigan Central, laying a strong foundation for ongoing collaboration.

“Michigan Central has brought significant visibility to Corktown ... and with it, shifted perceptions of what’s possible within the neighborhood through beautification and activation efforts,” said Rohani Foulkes of Folk.

Honey Bee Market:

Operating in Corktown for 70 years, Honey Bee Market is a family-owned business with a long-standing presence in Corktown, witnessing neighborhood transformation and infrastructure improvements like bike lanes and pedestrian bridge enhancements.

Since Michigan Central’s opening, Honey Bee reports a younger, more diverse customer base, a growing number of regulars and consistently

observes a direct correlation between Michigan Central events and customer traffic and sales.

Since Michigan Central’s opening, staff hours have been adjusted for peak periods like lunch and increased daily activity. Honey Bee Market has also seen a positive revenue trend over time that is linked directly to Michigan Central’s activations and development.

“Michigan Central is making a big impact in Detroit,” said Alexis Sofaro Oglesby, daughter of Honey Bee’s owners. ***“Since Ford has moved in, many more companies have made investments in this area. It’s making the surrounding small businesses feel good about being in the neighborhood.”***

Michigan Economic Development Corporation

While businesses report meaningful benefits from Michigan Central, including increased visibility, new customers, and event-driven spikes in sales, there are still opportunities to strengthen its impact to be more consistent year-round as several businesses noted slower periods outside of major activations, as well as challenges navigating operational requirements.

Overall, Michigan Central is driving both immediate, event-based economic boosts and longer-term neighborhood growth, with the strongest impacts seen among businesses directly integrated into the innovation district or aligned with its programming.

“Michigan has always built things that matter. Michigan Central is proof that’s still true, with \$5.2 billion of economic impact, a reimagined innovation anchor in Detroit, and a clear signal that Michigan is a place where companies can build, grow, and stay. I’m proud to celebrate this progress and the momentum it’s creating across the state.” - Ben Marchionna, Michigan Economic Development Corporation

LOOKING AHEAD

Michigan Central has established a strong foundation as a national model for innovation-driven economic development, demonstrating how coordinated investment in infrastructure, talent, and innovation can generate outsized economic and community impact. The results to date, measured through job creation, business growth, capital investment, and neighborhood transformation, reflect the strength of this integrated ecosystem and its ability to produce sustained economic momentum, adding to the city’s industrial and cultural resurgence. The economic outcomes documented in this report reflect both Ford Motor Company’s private capital commitment and meaningful public sector investment across federal, state, and local programs, a financing structure consistent with comparable innovation district developments nationally.

Looking ahead, the next phase of Michigan Central’s evolution will be defined by several major projects and strategic priorities that have the potential to further amplify its impact. Planned investments, including the opening of a NoMad hotel within The Station, development of the multimodal transit hub, continued expansion of innovation and workforce programming, and ongoing activation of public spaces and parks, will strengthen the district’s role as both a regional destination and a global center for mobility innovation. These projects will increase visitor activity, improve connectivity, and create new opportunities for businesses and residents alike.

To fully realize this potential, continued coordination across public, private, philanthropic, and community stakeholders will be essential. Sustaining momentum will require:

- **Deepening the innovation pipeline**, ensuring that startups and emerging technologies have increased access to industry partners and continue to generate outcomes that translate into job creation and economic output.
- **Expanding workforce and talent pathways**, particularly for Detroit residents, to support inclusive access to high-quality, good-paying jobs.



■ **Strengthening small-business integration**, enabling local businesses to benefit more consistently from campus activity and procurement opportunities.

■ **Maintaining investment in infrastructure and placemaking**, reinforcing the district’s accessibility, livability, and long-term competitiveness.

At the same time, Michigan Central is well-positioned to further clarify and communicate

how its ecosystem functions as a cohesive whole — connecting startups, corporations, universities, and community partners into a unified engine for growth. Continued emphasis on this integrated model will be critical to reinforcing Michigan Central’s role as a replicable framework for other cities.

For stakeholders, policymakers, and partners, the implications are clear: Michigan Central represents an opportunity not only to support Detroit’s continued economic growth but also

“These results affirm what we’ve believed from the start: when you intentionally connect place, people, industry, and innovation, economic growth follows. But this is the foundation, not the destination. Our next chapter is about ensuring more companies build here, more entrepreneurs scale here, more Detroiters access opportunity here, and more communities share in the growth we create together. Michigan Central was designed to be more than an innovation district, it’s an engine for inclusive economic growth. And the world will increasingly recognize what we see every day: this is where Detroit’s future is being built.”

- Carolina Pluszczynski,
Acting Chief Executive Officer
Michigan Central

to advance a new paradigm for how cities drive innovation, attract investment, and create inclusive economic growth.

As the district continues to evolve, its success will be measured not only by the scale of investment or number of jobs created but also by its ability to sustain this ecosystem over time, ensuring that innovation translates into long-term economic opportunity for Detroit and beyond.

Footnotes:

1 - Economic impacts for construction projects occurring in 2026 and 2027 are based on the anticipated construction budget in those years. Impacts for 2025 and earlier are based on actual construction expenditures.

2 - These figures are calculated based on direct employee estimates for tenants at the Factory, Newlab Detroit at Michigan Central, St. Anne's, the Bagley Mobility Hub, and The Station. Employee estimates for each tenant are based on direct employee counts, membership registries, estimates per square foot, and direct estimates from tenants.

3 - Direct impacts refer to the immediate jobs, wages, and impacts generated by companies at Michigan Central, while indirect impacts refer to additional business-to-business spending, and induced impacts refer to extra household spending.

4 - Economic impact for 2026, 2027, and 2028 is based on estimated job numbers and growth factors, and shown here as projections. Actual impact may vary based on employment at Michigan Central and general market factors.

5 - IMPLAN, Detroit MSA, 2025.

6 - <https://news.crunchbase.com/venture/female-founders-access-capital-dohadwala-excelestar/>

7 - This map represents residential, civic, industrial, hospitality and entertainment, retail, and commercial developments (including both new construction and renovations) in the Corktown and Southwest Detroit neighborhoods. With the exception of civic investments, all developments shown here have been completed since the announcement of the Michigan Central redevelopment in 2018. Though many of the civic developments have also been conducted since then, a few were completed prior to The Station's redevelopment announcement but represent a notable synergy between public and private investments in the long-standing viability of the neighborhoods.

8 - Winter at The Station visitorship was measured by a combination of door count and ticket sales.

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