

FOR IMMEDIATE RELEASE

**Second Edition of “7.2 SQ MI” Report Provides New Data
Snapshot of Greater Downtown Detroit**

Report serves as a tool for investment and measurement in city’s core

March 23, 2015 (Detroit) – A partnership of the Hudson-Webber Foundation, Downtown Detroit Partnership, Midtown Detroit, Inc., Detroit Economic Growth Corporation and Invest Detroit released today an updated “7.2 SQ MI” report that tells the continued data story of Greater Downtown Detroit. First released in early 2013, the report provides a new snapshot capturing the information currently available on residing, working, employing, visiting, living, playing and investing in Greater Downtown.

“With the second edition of the 7.2 SQ MI report, we can begin to identify what progress has been made in making Greater Downtown Detroit more attractive to residents and businesses,” said Dave Egner, president of Hudson-Webber Foundation. “The inaugural report gave us the first benchmark of centralized and agreed-upon data for this important section of the City. We are happy that this second edition will continue to fill a critical gap in data and understanding of the opportunities and challenges that lie ahead.”

The partners, along with data consultant Data Driven Detroit, collaborated to research, share and combine key data across all parties. The report covers a 7.2 square mile collection of neighborhoods: Downtown, Midtown, Woodbridge, Eastern Market, Lafayette Park, Rivertown and Corktown. It also provides additional data to contextualize Greater Downtown Detroit within the rest of the city and across the region and country.

“We believe a strong core is critical to the success of Detroit and our region,” said Eric Larson, CEO of Downtown Detroit Partnership. “Having this data assists us in shaping new programming and fine tuning our initiatives supporting a resilient city and downtown.”

“With all the excitement of new restaurant openings and new housing developments in Midtown, we can see progress being made in parts of the neighborhood, but the data story shows there is still much work to be done,” said Sue Mosey, president of Midtown Detroit, Inc.

“DEGC is excited to have been a partner in producing the 7.2 report,” said Rodrick Miller, president & CEO, Detroit Economic Growth Corporation. “For Detroit’s resurgence as a global economic leader to continue, investors and stakeholders need quality data to facilitate informed decision making. 7.2 provides valuable insight and highlights the significant investments and vitality bolstering downtown, while underscoring the need for further improvements.”

“Centralized and reliable data is critical to develop and implement economic growth strategies that will continue to move the needle in the creation of density and jobs in Detroit,” said Dave Blaszkiewicz, president & CEO of Invest Detroit.

An updated copy of the 7.2 SQ MI report can be downloaded by visiting detroitsevenpointtwo.com. The website continues to serve as a hub for the report and additional materials. The report will be regularly updated for select data points and comprehensively re-released in another 2-3 years.

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