





CASE STUDIES

CHANDLER PARK ACADEMY (CPA)

(SCHOOL DISTRICT)

During a time of major change in the education landscape; and shifts in local demographics, public perception and parent apathy, the Chandler Public Academy (CPA) School District experienced major enrollment decreases for more than three school years.

The recent exodus of students suggest there is growing number of existing and new families (and teachers) who didn't necessarily see CPA as an environment or experience that can be a vehicle for change and improve their lives.

In response, 2050 Partners, Inc. developed and executed a multi-faceted marketing plan to stabilize student retention and enrollment in effort to position CPA as the district of choice within its geographic footprint (48225) and beyond.

Core Focus Areas included:

- Strategic Planning
- Rebrand & Narrative Refresh
- Public Relations
- Events
- Website Redesign

As a result, the student retention stabilized and enrollment increased by nearly 100 students during the initial campaign (April-October).



NATIONAL HOCKEY LEAGUE (NHL)

Served as strategic social impact advisor for the National Hockey League (NHL) to ensure socially-focused NHL and local team investments, resources and programs provide greater access, inclusivity and positive impact on communities by driving deep, authentic and sustainable integration of hockey into the sports ecosystem and culture of urban markets.

Signature Projects

- Detroit Red Wings** Youth Hockey Initiative: lead engagement, co-designed and supported the launch of a two-year pilot to engage more than 20,000 children in Detroit through non-traditional and traditional forms of hockey.
- Greater Toronto Hockey League (GTHL)**: provided organizational strategy, program design and thought-leadership in support of its “The Transition Game” summit and town hall. The GTHL is the the largest minor hockey league in the world. However, it faces many challenges as demographics shift and competition from other sports grow. 2050 Partners, Inc. helped GTHL leadership and stakeholders re-imagine the future of hockey through a lens of diversity, inclusion and audience-centered branding.



STRATEGIC COMMUNITY PARTNERS

(FUNDED BY DETROIT CHILDREN FUND & THE SKILLMAN FOUNDATION)

Detroit's Business Community Steps Up

Corporate partners have committed to Detroit's youth through incentives that they will offer through the Teach 313 initiative. Currently, Quicken Loans and General Motors have committed to participating in the initiative.

General Motors will offer two incentives:

- The GM Educator Discount, open to all current educators, administrators, faculty and support staff who work at any public or private school, university or college. This discount can be



Local educators, community members, and business leaders unveil the Teach 313 campaign during a press conference on August 30, 2018.



TEACH 313 CAMPAIGN

Teach 313 is a national initiative launched by the Skillman Foundation and Detroit Children's Fund to support recruitment, professional development, and quality of life for Detroit teachers. The vision is to make Detroit the best city in America for teachers. <http://www.teach313.org/>

2050 Partners, Inc. principal, Tatiana Grant led the launch/announcement efforts of the initiative.

Core Focus Areas Included:

- Public Relations
- Communications
- Event Management

Media coverage: Crain's Detroit Business, Chalkbeat, Michigan Chronicle, D Business, Detroit Free Press, Detroit News, WDIV, WXYZ, and WJBK.

MSP RECRUITING MESSAGING PRIORITIES

The Michigan State Police need immediate access to a qualified pool of people of color and women, that are motivated by the idea of making a difference and helping people. Messaging needs to help overcome a perceived and "real" history of police bias against minorities, and communicate that they can be part of the change within MSP.

WORK SHOULD COMMUNICATE:

- Leadership vision, priorities and accountability
- Call to action to help reshape the future of law enforcement
- Emphasize the altruistic part of the job
- Emphasize the career paths possible with or after MSP
- Emphasize the communication and personal skills required, rather than focus on physical strength or endurance
- Share inspirational stories of positive experiences and relationships with MSP



ORIGINAL RACK CARD



A RACK CARD FOR MARCUS



MICHIGAN STATE POLICE (MSP)

In an effort to buck the national trend of declining police recruits (most severe with women and minorities) and increase the diversity of its ranks, the Michigan State Police, is working to turn police recruiting and community relationships on its head.

MSP has set a two bold goals in its strategic plan regarding trooper recruitment and application pools in effort to mirror the state's population:

- Increase the # of racially diverse applicants from approx. 21 % to 25%
- Increase # of female applicants from only 14% to 20% .

Core Focus Areas Include:

- Ensuring that recruitment, community engagement and public relations efforts are culturally competent, inclusive and reflective of the community it serves
- Developing audience-centered messaging
- Redesign of marketing collaterals and creative asset library
- Identify and engage new community partnerships and recruitment events



DETROIT 67 PROJECT

Looking Back to MOVE FORWARD



[2018 IMLS National Medal Winner](#) - nation's highest honor given to museums and libraries for community service.

[2019 Best in Heritage Conference "Projects of Influence"](#) second place out of 42 award-winning global projects (5 continents) across the museum / heritage sector.

Led the Detroit Historical Society's award-winning and groundbreaking [Detroit 67: Looking Back to MOVE FORWARD](#) project. In commemoration of the 50th anniversary of the 1967 Detroit Uprising, this multi-year project was designed to serve as a model – Engage, Reflect, Act – for bringing diverse voices and communities together around the effects of a historic crisis to find their roles in the present and inspire the future.

- Million-dollar "Detroit 67 Perspectives" Exhibition
- Over 500 written and oral histories.
- Award-winning companion book "Detroit 1967: Origins, Impacts, Legacies"
- More than 100 nonprofit, government, foundation and corporate partners
- Over \$4 million raised in two-years
- Over 1 billion gross impressions in 3 years
- Swept national major museum industry awards
- 2019 Best in Heritage Global Conference Finalist

WOMEN'S (MARCH) CONVENTION



Our team worked directly with the one of the Women's March Co-founders as exclusive liaison between the local host committee in Detroit and the national organizing committee. Prior to the convention, our team led weekly local host committee meetings, and pitched and secured media placement in an array of outlets (USA Today, The Huffington Post, and all Michigan-based media outlets).

Core Focus Areas Included:

- Community Engagement
- Michigan PR
- Event Management
- Volunteer Management

Our team lead the Michigan PR and event management of the Sojourner Truth "Ain't I a Woman" luncheon, honoring U.S Representative Maxine Waters. The weekend of events included over 100 workshops, a heart-felt, memorable speech given by Rep. Waters and an array of advocates and motivational speakers. The workshops were led by both nationally and locally influencers with topics ranging from entrepreneurship to helping the community rise above the current challenges of poverty. The three-day event was an unforgettable, politically "woke" event that gained an abundance of media coverage.

The combined efforts of the our team with and their national leadership resulted in a sold out event of over 5,000 attendees and international coverage.

CRAIN'S DETROIT HOMECOMING



Detroit Homecoming IV – 2017



Mary Wilson
The Supremes



Dwyane Wade
NBA Champion & MSU Spartan



Stephen Ross
Real Estate Developer & Philanthropist

Detroit has a wealth of big-name talent who grew up or attended school in the city, and then left to become successful in fields of choice across the world. As the city was coming out of bankruptcy, Homecoming was created to bring these “expats” back and get them to re-engage, reconnect and reinvest in their hometown.

Through a local host committee of leading Detroit executives (Gilbert, Iltich, Penske, Barra, Bing, Duggan, Snyder), university alumni and foundations, hundreds of “expats” have embarked in a three-day immersion in Detroit and now boasts over \$300M in investment projects, as a result. The event also allows the expats to reconnect and find a cause that interests them.

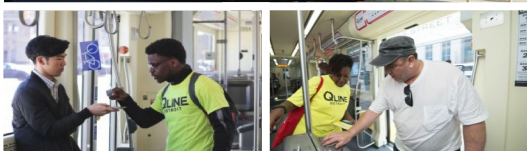
After the event, Crain's Detroit Business stays engaged with the expats to measure action and follow-through with key Detroit contacts. This high profile event draws expats, media and sponsors from across the globe. Detroit Homecoming was recently honored in Marseilles, France with a Place Marketing international award.

Core Areas of Focus Were:

- Sponsor communications and fulfillment – including program ads, speaker and organization abstracts, credentialing and tickets management/distribution, gift bags items management, and more.

DTE ENERGY & M1 RAIL

- Manage and provide staffing services of brand ambassadors for the the **QLine Detroit & DTE Energy** for the closing of the Edison Boat Club/Conners Creek Energy Plant.
- To date, the ambassador team has served over 1.2 M riders, averaging more than 3,280 riders daily.





Warrior 150 Challenge

- In commemorating 150 years of academic and research excellence in Detroit, Wayne State University (WSU) launched a university-wide initiative as a testament to its unwavering social responsibility and commitment to the community during a year of **sesquicentennial celebration**.
- This effort engages and activates all of WSU's stakeholder groups, including students, faculty, administration and staff, alumni, the Board of Governors and supporters, in meaningful community service across the metro area. **The goal – 150,000 volunteer community service hours in 2018.**
- Twenty-Fifty developed the concept and is charged with designing and managing creative, impactful and inclusive service experiences for a small army of dedicated volunteers that extend deep into Detroit neighborhoods and across the metro area.

DETROIT LIONS

VEHICLES FOR CHANGE

- Twenty-Fifty partnered with the Detroit Lions “Living for the City” philanthropic initiative to help Baltimore-based non-profit Vehicles for Change Inc. (VFC) expand its geographic footprint. The program empowers families with financial challenges to achieve economic and personal independence through car ownership and technical training.
- The program empowers families with financial challenges to achieve economic and personal independence through car ownership and technical training. I was recruited by the Lions to serve as the lead agent and public interface for the VFC car ownership program and social enterprise launch in Detroit.
- My scope of work as interim executive director included: strategic partnerships, local advisory board formation, fund development and start-up business planning. The program successfully launched with a funding pipeline of approximately \$500,000 – in a neighborhood with the highest concentration of the city’s youth.



Invite You To Join Us For A

Open House

Of The Full Circle Automobile Service Center



Saturday, September 16
Vehicles For Change - Detroit
14486 Gratiot Ave. (over North of 7 Mile Road)
Detroit, Michigan 48205
10:00 A.M. - 3:00 P.M.

FREE Food, Refreshments, Raffles, and Kids Bounce House
Vehicles for Change, Inc. - Detroit empowers families with financial challenges to achieve economic and personal independence through car ownership, technical skills training and vehicle servicing.
Tax Deductible Vehicle Donations Needed - Call 855-820-7990 and Mention "M4786K"
www.vehiclesforchange.org



MASH DETROIT



- MASH Detroit is a neighborhood incubator and community bridge that helps people from all walks of life collaborate, build businesses and re-imagine shared physical spaces.
- It's important to note, MASH is not simply a place. It is a series of concepts, connections and organic social collisions that bring diverse people, ideas and experiences together. The prototype was tested and affirmed through a series of curated non-profit programs, pop-ups, meetings and events in a 6,000 square-foot street level storefront on lower east side of Detroit at its historically controversial border with Grosse Pointe.
- During an 18-month period, this effort mobilized a community engagement, small business and learning network that attracted over 25 non-profit partners, 250 entrepreneurs and thousands of residents and visitors to an area that lacked foot traffic and visibility.