

DETROIT REINVESTMENT INDEX 2022

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The Detroit Reinvestment Index (DRI) is a survey that tracks national business leader perceptions of Detroit and its recovery since its historic bankruptcy in 2013. The 2022 DRI includes a special focus on the needs of Metro Detroit Entrepreneurs and the role that local infrastructure and amenities play in business' ability to thrive in Detroit. Small business is important to Detroit's equitable economic recovery, and with the renewed focus on infrastructure at the federal level, this edition of the DRI can provide valuable insights on the priorities of businesses.

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A MEASURE OF DETROIT'S COMEBACK

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<https://detroitfuturecity.com/resources/research/>

KEY INSIGHTS

1



Views of Detroit continue to be positive, despite COVID.

- **National Business Leaders** and **Metro Detroit Entrepreneurs** continue to have increasingly favorable views of Detroit and its investment potential, but a 4 percentage-point gap exists between National Business Leaders and Metro Detroit Entrepreneurs in their view of Detroit as an excellent or good business investment.
- Among **National Business Leaders**, younger business owners are more likely to have a favorable view of Detroit as an investment opportunity and the city's future investment potential compared to their older counterparts.
- **Metro Detroit Entrepreneurs** appreciate Detroit's economic incentives and regional diversity — key necessities for running a small business.

2



Quality infrastructure is key when National Business Leaders are looking for a city to invest in.

- National Business Leaders prioritize high-quality infrastructure and amenities for the location of their businesses and operations.
- They describe Detroit as a city that provides the infrastructure they need with increasing quality; however, when compared with other cities in the U.S., Detroit's infrastructure still has room for improvement.

3



Metro Detroit Entrepreneurs face a complex set of challenges to running a business.

- The cost of running and operating a business are high priority for Metro Detroit Entrepreneurs. They seek locations where they can afford to run a business at a lower cost and that provide economic opportunity for people of all racial/ethnic backgrounds.
- They believe Detroit has limited resources to support small businesses and lacks an adequately trained workforce, customers with spending power, and access to mentorship and training opportunities.

4



Metro Detroit Entrepreneurs need additional support to grow their businesses.

- Metro Detroit Entrepreneurs look to solutions that will help them start and grow their businesses, such as more tax incentives, access to mentorship and training opportunities, incentives for small businesses to operate sustainably and help preserve the environment, and better networking with partners and customers.
- They believe Detroit provides a lower-cost business environment by providing economic incentives and a low cost of living, but it falls short in terms of infrastructure.