



DETROIT OUT LOUD

Presented by

ROCKET
Community Fund



DETROIT OUT LOUD

IMPACT STUDY 2020

The mission of the Rocket Community Fund's Community Sponsorships team is to support inclusive events and programming that attract diverse audiences, spark new connections between people, place and culture, and contribute to the economic growth of Detroit. One great example of how this mission comes to life is Detroit Out Loud, a unique summer festival that we launched in 2019 to highlight the art, music, culture and communities of Detroit.

In its inaugural year, the family-friendly festival was held over one day in Rouge Park and featured musical performances, dancing, crafts, food and more. Hundreds of people came out from across the city to celebrate this one-of-a-kind event.

As a result of the COVID-19 pandemic, however, we had to reimagine Detroit Out Loud as a two-day hybrid virtual event featuring cooking lessons, musical performances, poetry, art workshops, live dance and unique opportunities for outdoor play.

The reconceptualized Detroit Out Loud succeeded in not only bringing more people together, but also in supporting numerous local businesses and artists during a critical time.

73%

of Americans say the arts are a
"positive experience in a troubled world."

87%

of Americans believe "the arts & culture
are important to quality of life."

Source: Americans for the Arts' 2016 survey of 3,020 adults by Ipsos Public Affairs

"...COVID-19 had shut down a lot of activities but we took Detroit Out Loud virtual this year, so [audiences had] the chance to check out all this amazing talent, and I was honored to be a part of it. Even people outside of Detroit – people all around the world could participate; to draw with us, dance with us, sing with us... all the essential things to keep us thriving in 2020."

Phil "Fresh" Simpson, Detroit Artist

Detroit Out Loud Impact

Detroit Out Loud Lineup

In order to ensure that the hybrid event was as engaging as possible, we created a lineup featuring a wide variety of artists and talent. We understood that the event needed to be both entertaining and interactive to a diverse audience, which is why our sets featured everything from live musical performances to cooking lessons, art workshops and virtual tours. The event also incorporated GO Time, a daily segment to encourage outdoor play. Additionally, to close out the first day we offered a free socially distanced in person opportunity for families with "a Night at the Ford and Wyoming Drive-in." The lineup, movie and outdoor experiences were all created to combat "virtual fatigue."

DETROIT OUT LOUD LINEUP

SATURDAY, AUGUST 22ND

DJ STACEY HOTWAXX HALE - 3:00PM

BALLET FOLKLORICO DE DETROIT - 3:25PM

BAKING LESSON WITH

GOOD CAKES AND BAKES - 3:50PM

BLACK BOTTOM AND PARADISE VALLEY TOUR WITH

JAMON JORDAN AND

JOEL FLUENT GREENE - 4:05PM

MOTOWN TRIBUTE

**DETROIT ACADEMY OF ARTS
AND SCIENCES CHOIR** - 4:30PM

JESSICA CARE MOORE - 4:40PM

LINE DANCING LESSON WITH

MR. AND MRS. SMOOTH - 4:50PM

DJ ERNO • CHARITY • RAYE WILLIAMS
5:40PM 6:05PM 6:20PM

**NIGHT AT THE
FORD-WYOMING DRIVE-IN**

AND MORE!

*TIMES SUBJECT TO CHANGE

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DETROIT OUT LOUD LINEUP

SUNDAY, AUGUST 23RD

THE BUSHMAN - 3:00PM

"SHOP TALK" WITH

SOCIAL CLUB GROOMING CO. - 3:30PM

GARDENING WITH

MALIK YAKINI - 4:00PM

COOKING LESSON WITH

MIKE'S KABOB GRILLE - 4:15PM

HOUSE MUSIC SPOTLIGHT

INNER CITY - 4:40PM

KING THOMAS MOORE - 4:45PM

DJ KILLA SQUID - 4:50PM

PAINTING WITH

PHIL "FRESH" SIMPSON - 5:10PM

JIT LESSON & CYPHER FEAT.

**SHEEFY MCFLY, KING DIDDO AND
KEEP JIT ALIVE DANCERS** - 6:00PM

JOEL FLUENT GREENE - 6:30PM

DWELE - 6:35PM

AND MORE!

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Detroit Out Loud Impact

"We were excited to participate in Detroit Out Loud because we knew that during these times, there was no way we would be able to get together. So when we had an opportunity to entertain Detroit and take everyone's minds off the pandemic and bring some joy, we knew we had to do it."

Mr. and Mrs. Smooth, ballroom instructors

Social Media Presence

Promotion for Detroit Out Loud ran from July 13th (pre-event) through September 20th (post event) in order to boost both registrations prior to the event and encourage viewership once the event had ended. The full two-day event is still available to watch in its entirety, and individual sets can also be viewed on the website. Paid and organic social campaigns helped drive awareness to Detroit Out Loud, but perhaps more importantly, these efforts were successful in cross-promoting the talent, vendors and businesses involved long after the event had ended. We also welcomed WDIV as the official media partner for Detroit Out Loud, broadening our marketing to include television advertising and other promotional support.

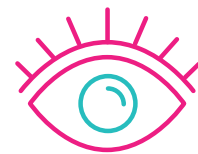
Engagement and Viewership



81% improvement over engagement on social from 2019



12,804 link clicks on social media



264,916 video views on social media



36,500 minutes watched



5,100 viewers over the weekend



1,900 cars at the drive-in



Detroit Out Loud Impact

Get Ready to Play During GO TIME!

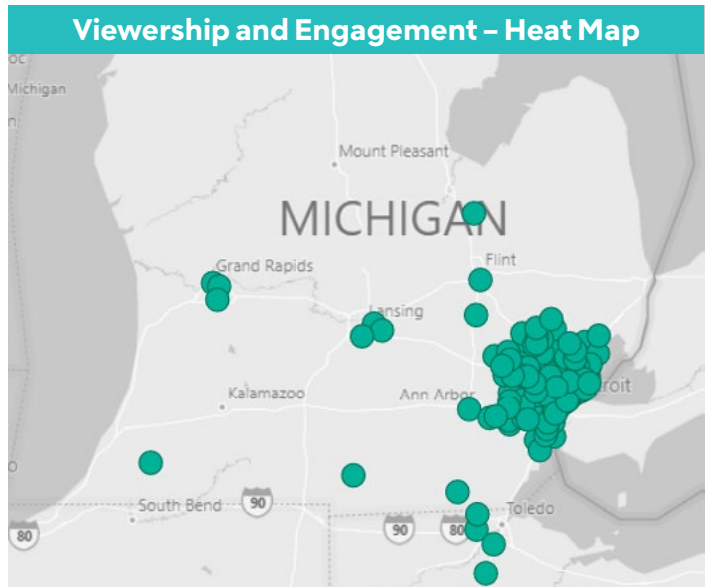
To encourage audiences to participate in the GO Time outdoor play experiences spaced throughout the event, GO Time Kits were sent to the first 313 Detroit residents who had pre-registered for Detroit Out Loud. These interactive “goody bags” were filled with fun activities for outdoor play, including sidewalk chalk, jump ropes and more.



Event Registrants and Viewership, by Location

One benefit of making the event virtual was expanding the audience of potential viewers. While most registrations were from Detroit and Metro Detroit as intended, we also saw meaningful engagement from Ohio, Illinois, and even some international audiences.

With a great lineup locked in, we worked to promote the event with an integrated media plan that heavily relied on grassroots marketing and compelling creative that captured the spirit and excitement of Detroit Out Loud.



Detroit Out Loud Impact

"Watching Detroit Out Loud really added in that Detroit Love, and gave me warmth in my heart...I really enjoyed that part of the outdoor experience. I really enjoyed it as a parent because we were safe, we were in the comfort of our homes and the production was amazing. I was able to see my favorite artists up close and personal and it was just like I was there in person. I really look forward to experiencing it again soon!"

Monique Woods, mother and Detroit resident

Economic Impact

This year's hybrid event provided much-needed support and publicity to local talent and small businesses around the city, which is in line with our goal of creating a positive economic impact through our programming. Detroit Out Loud [took a village to put together](#) and we're proud to have partnered with many small businesses, artists, vendors, community partners and nonprofit organizations to bring the event to life. Additionally, a significant portion of the organizations we hired to support Detroit Out Loud were Black- or women-owned businesses.



Contracted 23 local artists and performance groups



Supported 20 local businesses and vendors

- Small business: **10**
- Detroit businesses: **8**
- Black-owned businesses: **6**



Hired 5 Detroit-based production companies

- **38** production, A/V and design staff (this includes Solution Architects, M Studio Design, Passion Management)



3 participating nonprofit organizations received honorariums:

- Ballet Folklorico de Detroit
- Detroit Academy of Arts and Sciences
- People's Community Food Network



4 small businesses participated and received honorariums:

- Good Cakes and Bakes
- Social Club Grooming
- Black Scroll Tour
- Mike's Kabob Grille (Bedrock Tenant)

Detroit Out Loud Impact

"Our city has contributed so much to the world and it's important that we continue to share our story. During this pandemic, it's more important than ever to give people something to look forward to."

Sommer Woods, owner of event management company Solution Architects

Featuring Detroit Demo Day Winners

Detroit Out Loud also served to "tie threads" with the Rocket Community Fund's Entrepreneurship team by featuring three past winners of Rocket Mortgage Detroit Demo Day, an annual pitch competition that invests more than \$1 million into Detroit-based, early stage companies with an ambition to scale. Detroit Demo Day is one part of a larger strategy of the Rocket Community Fund to elevate Detroit as a destination for small businesses and high-growth startups by deploying capital and supportive resources. Through Detroit Out Loud, these entrepreneurs gained a platform to promote their products, build their brands, and make a positive impact on the city of Detroit.

1. Good Cakes and Bakes
2. Social Club Grooming
3. Louisiana Creole Gumbo



Cross-Promotion Through "Detroit Love" Messages

In addition to integrating local Detroit talent and small businesses, Detroit Out Loud also offered six nonprofit organizations a unique opportunity to share a message of "Detroit Love" and promote their organizations.

1. Detroit Experience Factory
2. Motown Music Accelerator
3. Zuri Reads Initiative
4. El Club
5. 1xRun
6. Detroit Riverfront Conservancy

"Not only [does] this event highlight all the positive things about Detroit to the world, we're showcasing how rich and vibrant our community really is. That's cause for celebration!"

Melinda "MeMe" Anderson, architect and owner of Studio M Detroit

Detroit Out Loud Impact

Making a Positive Impact on Detroit – And Beyond

Detroit Out Loud was conceived as a community-driven celebration of all things Detroit that was free and open to all. Reimagining the event to address public safety concerns during the pandemic enabled us to do so much more: This year's Detroit Out Loud not only brought people together, it provided a critical boost to Detroit entrepreneurs, businesses, and talent.

Thanks to the digital nature of the event, it also exposed the culture and community of Detroit to audiences both near and far. The economic benefits of Detroit Out Loud will help counter some of the devastating impact that COVID-19 has had on many industries, including entertainment production.

Detroit Out Loud is a prime example of how the Community Sponsorships team lives its mission to contribute to the economic growth of Detroit by supporting inclusive programming that attracts diverse audiences and sparks new connections between people, place and culture. It is also an incredible example of how resourceful, resilient and creative we can be when we work together to make a positive impact in our community.

The mission of the Rocket Community Fund is to support inclusive, thriving and resilient communities by making data-driven investments in housing, employment, and public life.