

DETROIT  PBS.

We're coming home.

DETROIT'S PUBLIC MEDIA CAMPUS





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Detroit's Public Media Campus will bring people closer to our work than ever before.

In partnership with our diverse community, we will...

Delight Audiences with Engaging Programs: In a divided world, Detroit PBS brings people together to enjoy artistic expression, learn things they never expected, and better understand their fellow Americans.

Ensure Every Child is Ready for School and Life:

Building on PBS' innovative children's programming, Detroit PBS partners with families and educators to enrich young lives from birth through career readiness.

Bridge the Digital Divide: The digital divide affects all generations – both rural and urban communities – as well as a wide variety of industries and sectors. Broadcast television remains an essential free option in homes that can't afford a monthly cable bill. Nationally, 72% of PBS KIDS educational programs are viewed over-the-air.

Be a Hub for Journalism: With thoughtful content produced in collaboration with other media partners, Detroit PBS will work closely with community partners to tell their stories and invite everyone to engage in meaningful dialogue around important local topics.

Tell Detroit's Story to the World: Detroit PBS brings voice to people and perspectives that are often overlooked. Beginning with authentic conversations, we share a 360-degree view of the people who make up Detroit.

A spectacular arts and culture scene needs to reach new audiences.

Families of young children need free access to trusted education resources they can rely on.

Community members need news they can trust to help them make informed decisions.

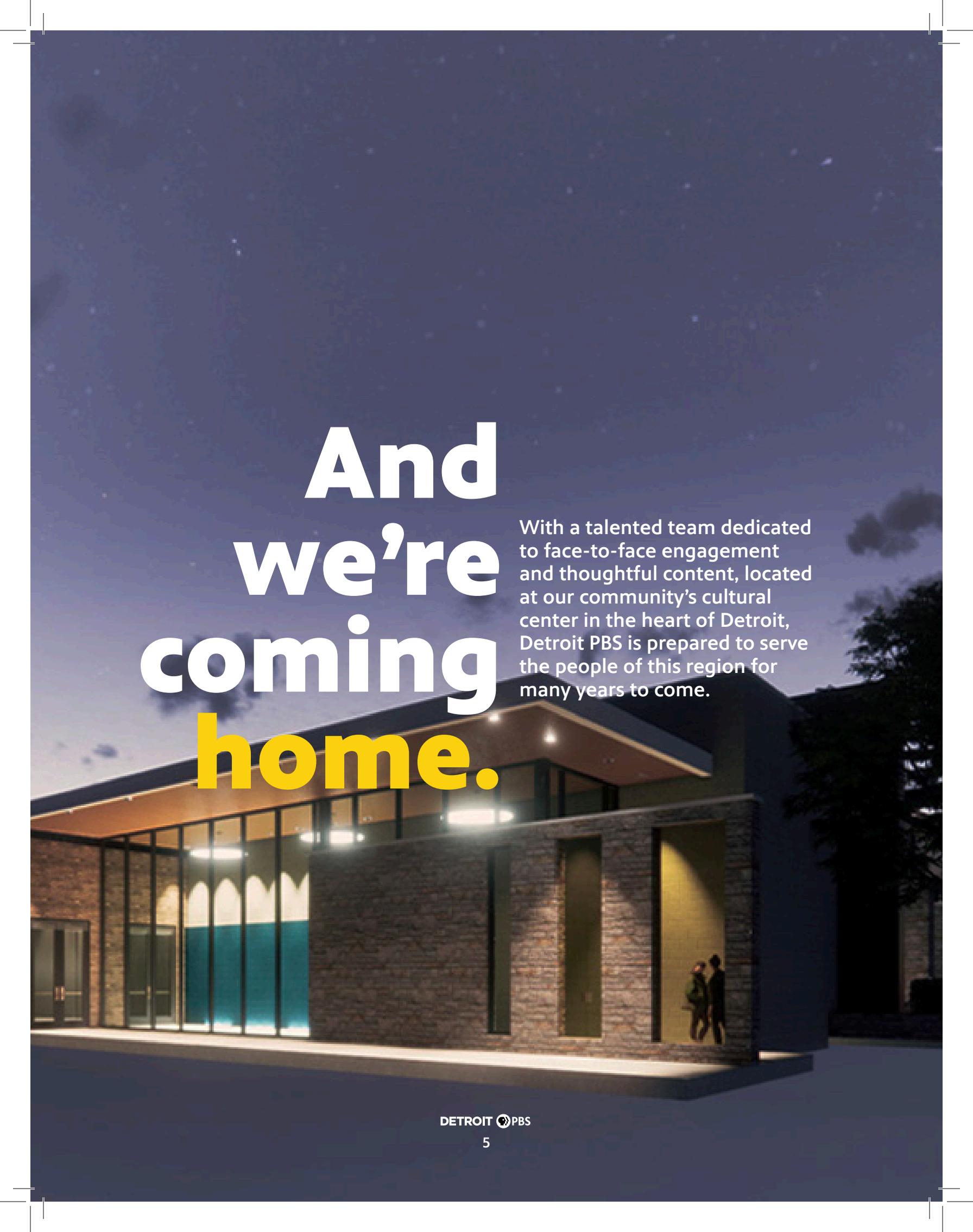
Job seekers need to be connected to major investments in workforce training.

The world needs to know about the incredible things happening in Detroit.

Detroit needs a **community-based media partner.**

Since 1955, Detroit PBS has been dedicated to serving the four million people who call the Detroit area home with programs that educate, entertain, engage, and inspire.

We were built for this.



And we're coming home.

With a talented team dedicated to face-to-face engagement and thoughtful content, located at our community's cultural center in the heart of Detroit, Detroit PBS is prepared to serve the people of this region for many years to come.



WHAT WE STAND FOR:

Detroit PBS makes a significant impact through our five key pillars.

Together, these pillars contribute to a more informed, engaged, and culturally enriched community.

Education: Detroit PBS' Education Initiative builds confidence and competence in students and parents, instilling hope and encouragement for the future of Michigan's children. We cover a wide array of topics and supports the whole community in preparing children for success, no matter where they are in the learning process.

Arts & Culture: Detroit PBS' Arts & Culture Initiative leverages the power of public media to provide every citizen - regardless of age, geographic location, financial means, physical ability or any other potential barrier - access to the arts; increased artistic literacy; and a greater appreciation of art in all of its forms.

Journalism & Public Affairs: Detroit PBS' Journalism & Public Affairs Initiative advances diversity, equity and inclusion and improves quality of life in Greater Detroit by sharing real stories of real citizens and stimulating conversations that create awareness, promote discourse, engage, inform, and generate greater empathy and understanding within individuals, communities and the broader region.

Energy & Environment: As a premiere source of news and information, Detroit PBS Energy & Environment Initiative boosts environmental content across the city, region, and beyond with robust multi-platform coverage, including original and partner content. This includes digital engagement, educational materials, monthly broadcast shows, and a continuously expanding library of news and information.

Health: Detroit PBS' Health Initiative offers both national and local programming featuring expert medical professionals discussing the most relevant issues and solutions that matter to viewers.



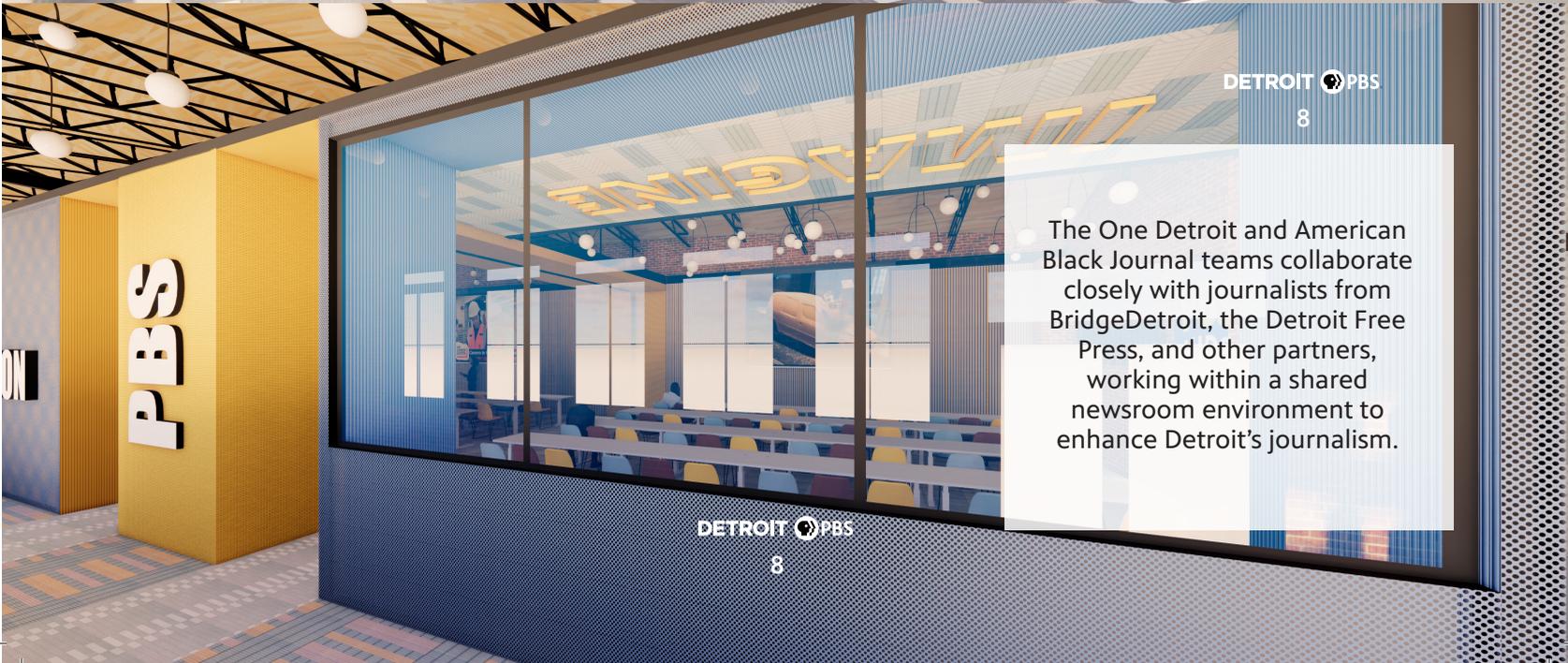
Families participate in our engaging education workshops, while their children explore and learn in the adjacent room. With a dynamic calendar featuring over 140 events annually, our team reaches out to over 10,000 attendees each year, fostering meaningful connections and enriching experiences for all.

A week



RECORDING

Satori Shakoor hosts a captivating live musical performance set in an open-air courtyard, inviting audiences to immerse themselves in the experience. The show is expertly filmed for broadcast on 'Detroit Performs,' ensuring that its magic reaches an even wider audience beyond the live event.



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The One Detroit and American Black Journal teams collaborate closely with journalists from BridgeDetroit, the Detroit Free Press, and other partners, working within a shared newsroom environment to enhance Detroit's journalism.

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ON AIR

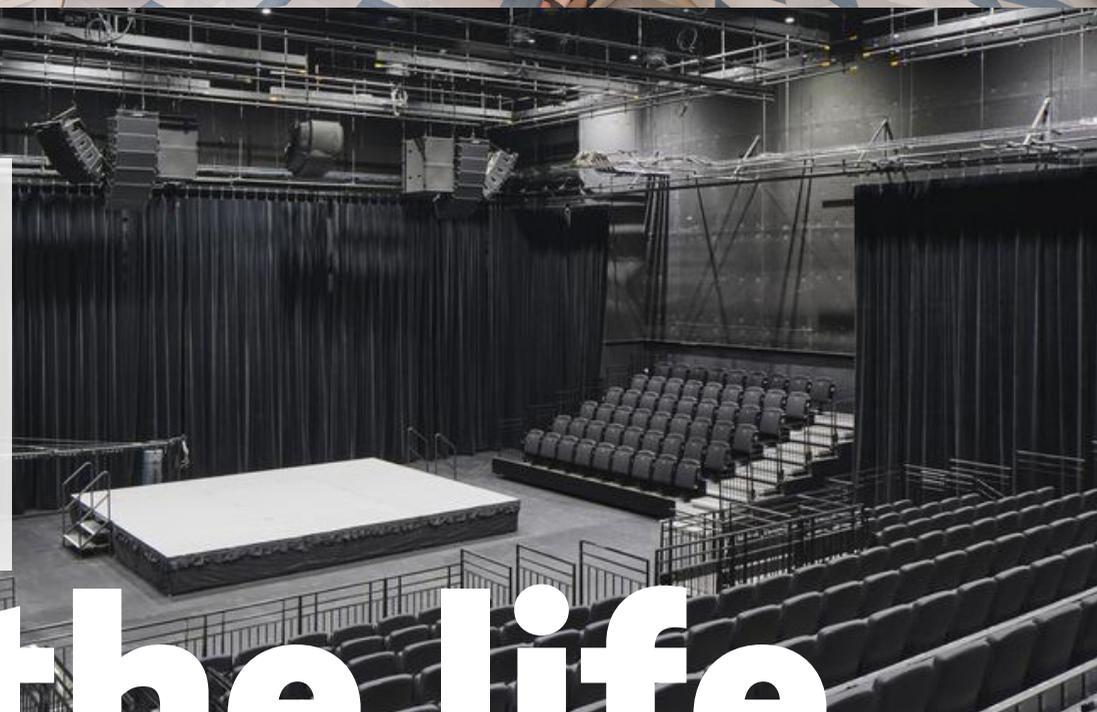
On Dr. Dave Wagner's show, Detroit Symphony Orchestra musicians, or visiting artists, deliver intimate performances at the onsite WRCJ studio, accompanied by insightful interviews promoting their upcoming shows.



The mental health group Kevin's Song films panel discussions in the studio, which also doubles as a venue for diverse community productions. These events utilize the campus' two large stages, three breakout rooms, and streaming capabilities, extending their reach to our community.

in the life

In the heart of the Detroit PBS campus at the Welcome Center, the Black Church in Detroit Advisory Group curates a screening event for a poignant new film. Following the screening, guests come together for a reception outside the studio, fostering meaningful connections and discussions.





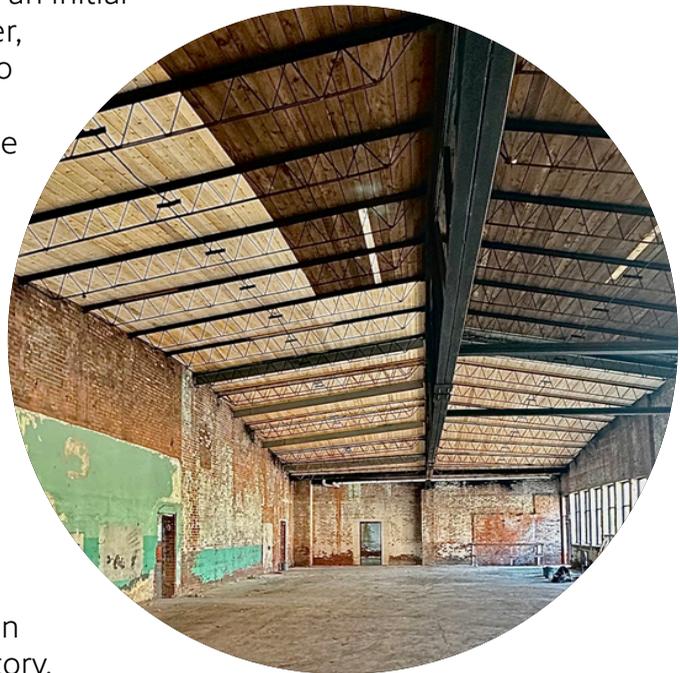
OUR NEW HOME

234 Piquette is a transformative commercial redevelopment project dedicated to preserving and reimagining a historic industrial building.

Detroit PBS purchased the property after an initial five million dollar investment by the seller, resulting in an iconic structure that is also prepared for modern use. Rich in the industrial heritage of Detroit, 234 Piquette is an anchor in the revival of Milwaukee Junction.

By consolidating the WRCJ radio station, our Detroit-based newsroom, and Detroit PBS headquarters into this singular central campus, we streamline operations, reduce our physical footprint, and enhance efficiency.

This new space will not only engage our community but also play a vital role in preserving Detroit's storied industrial history.





Detroit PBS will renovate the larger building on the site, which covers 44,000 square feet. The large site, which covers half of a city block, will accommodate more than 110 parking spaces.



A new addition will house WRCJ studios and add a welcoming entryway off Piquette Avenue.

▲ 25 MINUTES TO
Birmingham

Northend

I-75

WOODWARD AVE.

New Center

Milwaukee Junction

I-94

Techtown



234 PIQUETTE

M3

30 MINUTES TO
Mount Clemens

18 MINUTES TO
Grosse Pointe

Midtown

M10

I-96

23 MINUTES TO
Livonia

Jefferson Corridor

Downtown Detroit

I-75

Riverfront

Corktown

I-75

10 MINUTES TO
Canada



OUR NEW NEIGHBORHOOD

The neighborhood of Milwaukee Junction is nestled in an emerging area adjacent to Techtown, Midtown, and New Center, it's a thriving location for businesses and community.



Vibrant Residential Developments

New residential developments in the neighborhood include several condominiums, Southwest Solutions veterans housing, and the new 161-unit Piquette Flats apartments across the street.

Outdoor Events, Greenery, and Sustainability

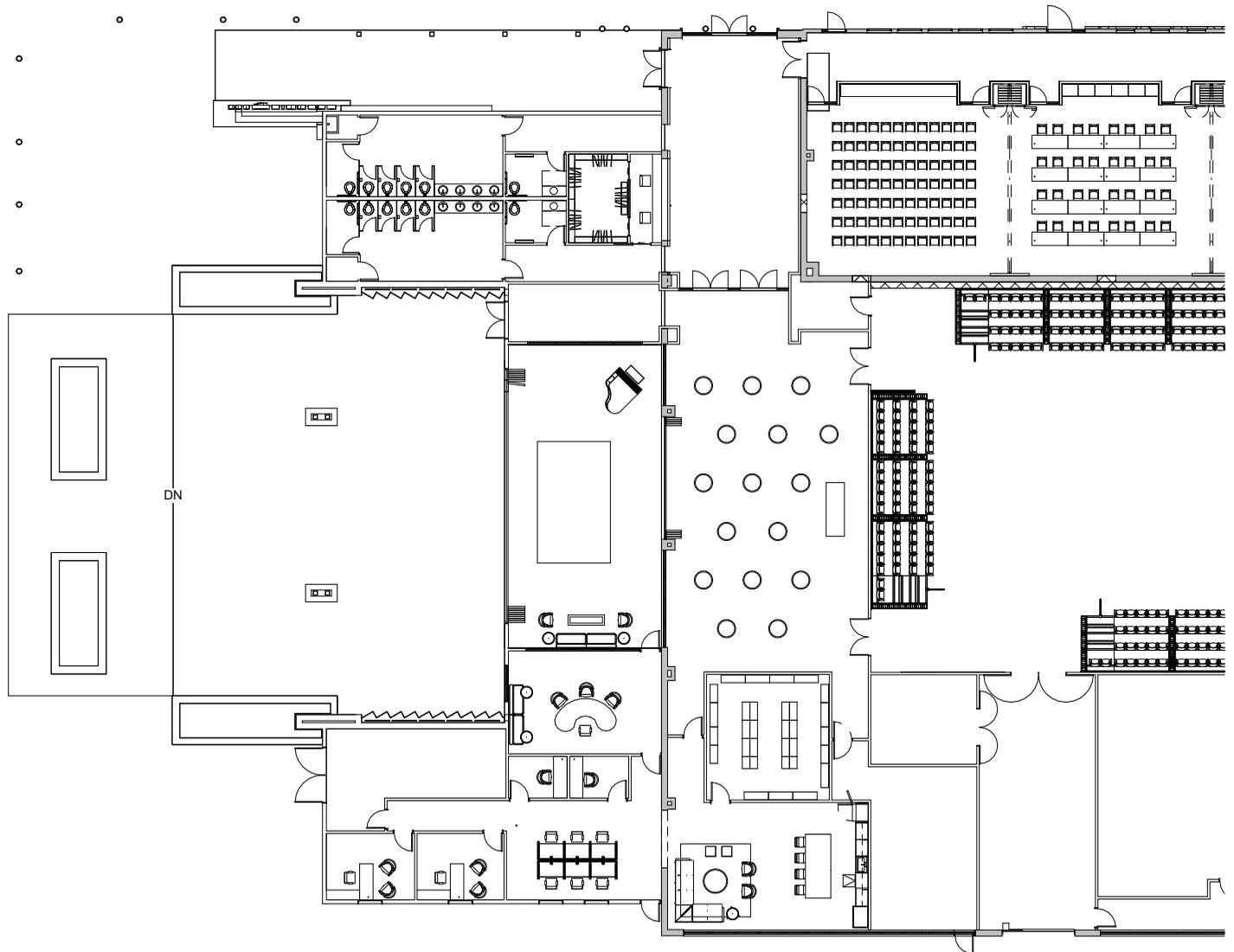
Our campus will outdoor concerts and family activities, along with new tree cover and improved stormwater management. This will enhance the neighborhood's beauty and sustainability, amplifying its vibrant community spirit.

Nexus of Neighborhood

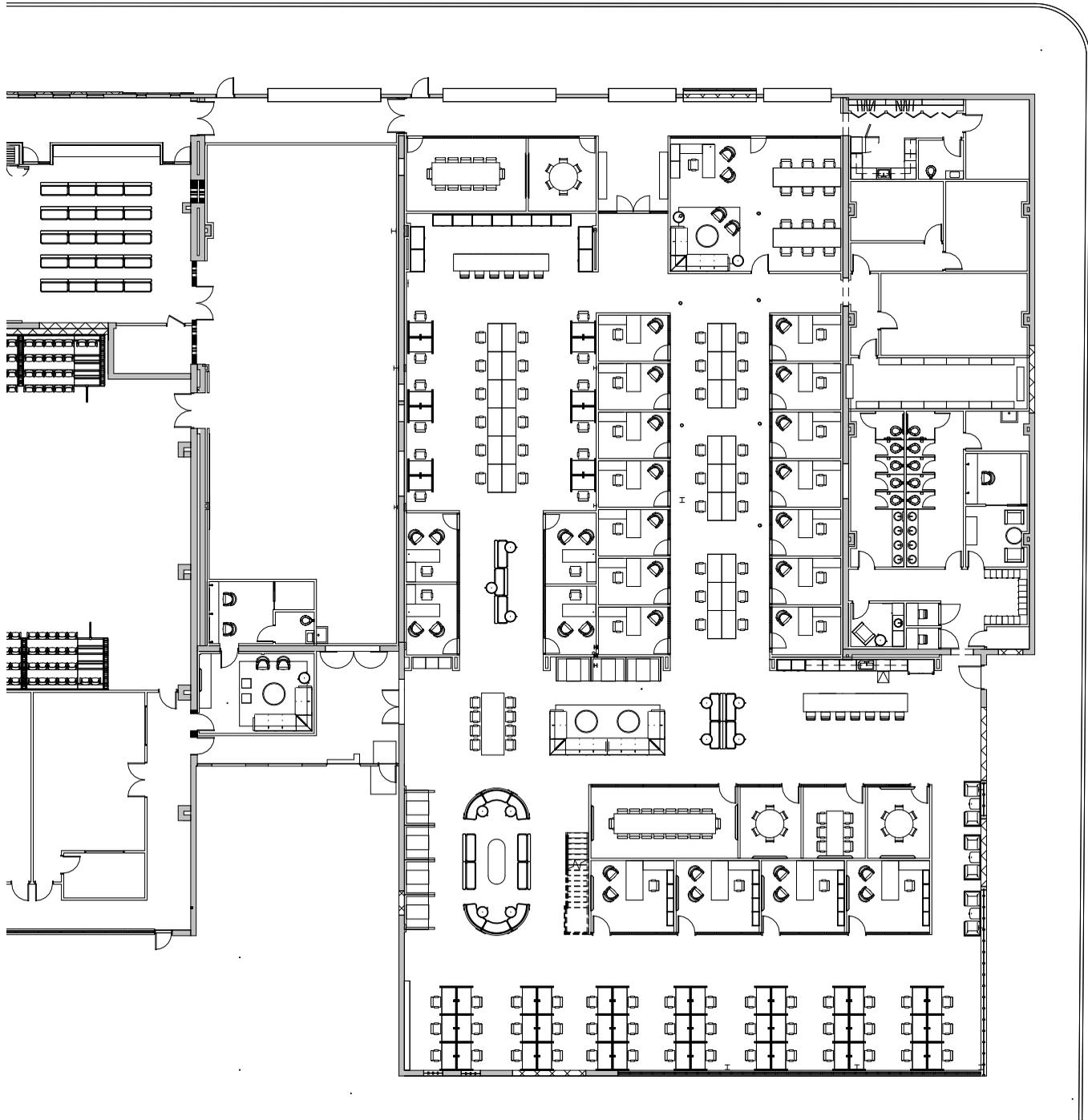
Key partners located nearby include Black Family Development, Detroit Future City, Wayne State University, several schools, and arts organizations. The area boasts unique shops, dining, and the world's only Techno Museum.

PROPOSED FLOOR PLAN

234 Piquette



Plan subject to change.

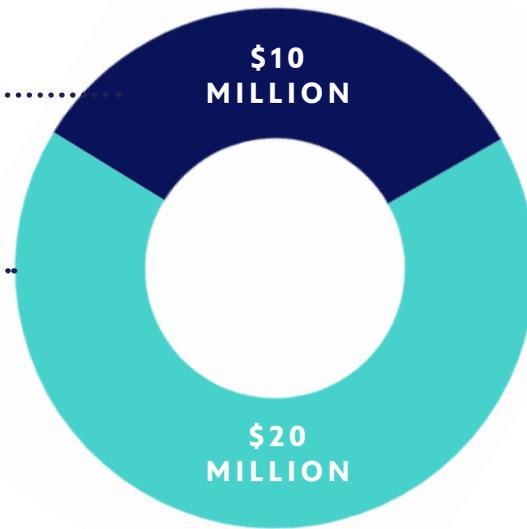


The project has a fundraising goal of \$30 million to be accomplished within 36 months.

FUNDRAISING:

SECURED PROCEEDS
\$10 million from sale of Riley Broadcast Center

ANTICIPATED FUNDING
\$15 million from Private and Philanthropic Sources
\$5 million from Local, State, and Federal Sources



BUDGET:

The budget mentioned includes a contingency of \$2.5 million.

| | |
|---|---------------------|
| Land and Real Estate Acquisition | \$9,372,000 |
| Architectural and Engineering Design | \$603,000 |
| General Conditions, Inspection, Design | \$300,000 |
| Construction Hard Costs | \$13,025,000 |
| Developer Fees and Project Management | \$300,000 |
| Furniture, Fixtures, Technology | \$4,300,000 |
| Total Acquisition & Renovation | \$27,900,000 |
| Debt and Equity Costs | \$2,100,000 |
| Total Project Cost | \$30,000,000 |

TIMELINE:



A heartfelt thanks to George and Delores Riley.

Their generous support of the Riley Broadcast Center laid the foundation for our organization. The recent sale of the building propelled us significantly closer to our thirty million dollar fundraising goal for the new campus. We express our deepest gratitude for their support.



HamiltonAnderson



OUR TEAM:

Thanks to our team of partners for their contributions to our campus vision.

Matt Bielawa, Fifth Third Bank
Scott Brinkman, Butzel Long
Richard Broder, Broder Sachse
Kenneth Clarkson, Taft Law
Dan Duggan, Bernard Financial Group
Joyce Jenereaux, Board Member
Hannan Lis, Emeritus Board
Pam McClain, City of Detroit Mayor's Office
Tim Nicholson, Emeritus Board
Manny Torgow, Sterling Group
Alexis Wiley, Former Chief of Staff to Major Duggan

OUR BOARD OF TRUSTEES:

Thank you for your unwavering commitment to our organization's mission.

OFFICERS

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Business Leaders for Michigan

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Vice President, ITC Holdings
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Maram Financial Services

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Alliance of Michigan

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Midwest Regional Director,
FoodCorps, Inc

Mark Bernstein, Partner,
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Hiren Bhatt, Program Manager,
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Jaylen Bradley, Policy and
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Private Practice Psychoanalysis
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Mark S. Lee, Founder, The Lee
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Pamela McClain, Executive
Liaison for Community
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City of Detroit Deputy Mayor's
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Daniel Miner, Director of
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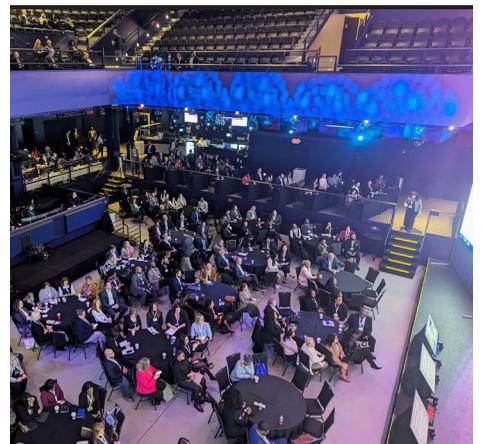
John J. Walsh, President and
Chief Executive Officer,
Michigan Manufactures
Association

Michael Watson, Chief
Revenue Officer, EVP
SOBRsafe

Alexis Wiley, Principal,
Moment Strategies Public
Relations



Imagine the possibilities.



For more information, please contact:
Jenna Moritz, Director Philanthropic Giving
Detroit PBS and 90.9 WRCJ
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Watch an overview of our plans for the new
Detroit PBS campus in Detroit's Milwaukee
Junction neighborhood.



www.detroitpbs.org