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The Business of Being Nonprofit



Originally Published: February 22, 2011 12:35 PM Modified: February 22, 2011 1:34 PM

Data Driven Detroit seeks ongoing funding to keep telling Detroit's numerical story

In the few years that Data Driven Detroit has been in existence, its work has objectively presented the region's standing in any number of areas, from the percentages of our population with a degree to the percentage of occupied housing that's owned, not rented--surprisingly, 71 percent, in case you were wondering.

Local demographer (aka "Detroit Data Guru") Kurt Metzger launched the center in 2008 with \$1.8 million in grants from the Troy-based Kresge Foundation and the Detroit-based Skillman Foundation.

But D3's seed funding is just about gone.

The Troy-based Kresge Foundation recently made a grant of just under \$50,000 to City Connect Detroit, as fiduciary, for Data Driven Detroit to help it transition out of its incubation period, as Metzger calls it.

The grant will fund a business plan and the development of funding proposals so that D3 can transition to an independent nonprofit and continue to provide the data the public needs to inform its decision making.

One D, a recently disbanded collaboration of local civic groups working on regional revitalization, handed over responsibility for its regional "scorecard" to D3.

The scorecard shows how Southeastern Michigan stacks up against other metros in 100 or more economic, education and quality of life indicators.

For example, [the new 2010 scorecard](#) ranked Metro Detroit fourth out of 327 metros for export value, first in the rate of utility patents per 10,000 residents among Midwestern states and 13th among all states and fourth of 54 reporting regions in home ownership vs. renters as a percentage of occupied housing.

D3 also had a hand in helping Detroit apply for and secure \$22 million in investments and loans from the New York-based national collaboration of banks and foundations, Living Cities.

The numbers that Metzger and his team work with all day every day are also helping to tell Detroit's real, rather than perceived, story in articles [like this one](#) in Delta's February, in-flight magazine.