



Community experiences: Build on your history, invest in your future

DETROIT EXPERIENCE FACTORY



WEKNOWDETROIT



Welcome

Our Mission

DXF engages people in Detroit's stories - helping them understand our complex history and connect to people, places, and projects across the city



Jeanette Pierce
Founder & City
Institute Director



Chloe Seymour
Chief Programs
Director



DETROIT EXPERIENCE FACTORY



WEKNOWDETROIT



Introductions

What We Do

The Detroit Experience Factory connects locals and visitors to Detroit's people, places and projects through experiential storytelling. We have taken over 120,000 people on experiential tours of Detroit since launching in 2006.



- Who are you (name, title, org)?
- What are your goals in this session?



Session Plan

Topic	Timing	Objectives
Defining the Purpose	30	<ul style="list-style-type: none">• Define what you hope to achieve with your experience• Clarify who you need to reach and what you want to say to them
Challenging Assumptions	20	<ul style="list-style-type: none">• Address misconceptions and open people's minds to your community
Uncovering the Stories	30	<ul style="list-style-type: none">• Identify stories big and small• Build the future on the most valuable aspects of who you are
Launch	20	<ul style="list-style-type: none">• Plan for next steps into action



Defining the Purpose

Identifying your goal, message, and target audience are the first steps in creating an experience.

What is the purpose of creating an experience? Who is your target audience? What is your primary message?



Challenging Assumptions

Reflecting on what gets under your skin about what others think of your place can help guide the content of the experience.

What are some assumptions people make about your city that drive you crazy?

DETROIT EXPERIENCE FACTORY



WEKNOWDETROIT



Uncovering the Stories

Building the heart of your experience around what is most valuable in your place is powerful - the strongest futures are built on and informed by what we already have.

What are some of your city's interesting stories?

DETROIT EXPERIENCE FACTORY



WEKNOWDETROIT



Logistics

Walking

Bus

Other

Advantages

Budget-friendly, slower pace - easier on staff to conduct without wide breadth of talking points/knowledge

Larger scope to see at projects & people, more time for presentation from guides & experts

Bikes great for active groups - public transit can be educational for participants who are unfamiliar

Disadvantages

Smaller scope of projects / landmarks; at the mercy of weather; group's physical comfort

\$\$; Less-depth on particular landmarks, projects, speakers, etc.

At the mercy of weather, scheduling and equipment that isn't yours, not accessible to all

Group Size

Optimal for groups of 10-25

Better for larger groups, 20-50+

Small groups work best for bikes + other forms of transit

Additional Considerations

Is this age-friendly for my group? Is my route ADA-friendly? Does my messaging fit into a smaller route?

Do you need to cover a large area? How many projects are you hoping to visit? Who's paying for the bus?

Will public transit remain on schedule within our timeframe? Will weather affect our route?



Next Steps

Some ideas to get you started:

- Let us know how we can help
- Start somewhere not everywhere
- Think about possible funding opportunities



**DETROIT
IS BIG ENOUGH
TO MATTER IN THE WORLD
AND SMALL ENOUGH
FOR YOU TO MATTER IN IT**





Say hello!

440 Burroughs St. #129

Detroit, Michigan 48202 • **Phone:** (313) 962.4590

www.detroitexperiencefactory.org • **Email:** hello@detroitexperiencefactory.org

f Facebook: facebook.com/weknowdetroit

t Twitter: @weknowdetroit • **Instagram:** @weknowdetroit