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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Timing</th>
<th>Objectives</th>
</tr>
</thead>
</table>
| Defining the Purpose | 30     | ● 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   | ● Address misconceptions and open people’s minds to your community                                                                 |
| Uncovering the Stories | 30   | ● Identify stories big and small  
                                    ● Build the future on the most valuable aspects of who you are |
| Launch               | 20     | ● 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?
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?
# Logistics

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Walking</th>
<th>Bus</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advantages</td>
<td>Budget-friendly, slower pace - easier on staff to conduct without wide breadth of talking points/knowledge</td>
<td>Larger scope to see at projects &amp; people, more time for presentation from guides &amp; experts</td>
<td>Bikes great for active groups - public transit can be educational for participants who are unfamiliar</td>
</tr>
<tr>
<td>Disadvantages</td>
<td>Smaller scope of projects / landmarks; at the mercy of weather; group’s physical comfort</td>
<td>$$; Less-depth on particular landmarks, projects, speakers, etc.</td>
<td>At the mercy of weather, scheduling and equipment that isn’t yours, not accessible to all</td>
</tr>
<tr>
<td>Group Size</td>
<td>Optimal for groups of 10-25</td>
<td>Better for larger groups, 20-50+</td>
<td>Small groups work best for bikes + other forms of transit</td>
</tr>
<tr>
<td>Additional Considerations</td>
<td>Is this age-friendly for my group? Is my route ADA-friendly? Does my messaging fit into a smaller route?</td>
<td>Do you need to cover a large area? How many projects are you hoping to visit? Who’s paying for the bus?</td>
<td>Will public transit remain on schedule within our timeframe? Will weather affect our route?</td>
</tr>
</tbody>
</table>
Next Steps

Some ideas to get you started:
- Let us know how we can help
- Start somewhere not everywhere
- Think about possible funding opportunities
DETOUR
IS BIG ENOUGH TO MATTER IN THE WORLD AND SMALL ENOUGH FOR YOU TO MATTER IN IT
Say hello!

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