MICHIGAN STRATEGIC FUND

MEMORANDUM

Date: February 27, 2026

To: Sen. Sarah Anthony, Chair, Senate Appropriations Committee

Sen. Jon Bumstead, Minority Vice Chair, Senate Appropriations Committee

Sen. Mary Cavanagh, Chair, Senate Appropriations Subcommittee on Labor and Economic Opportunity/MEDC

Sen. Mark Huizenga, Minority Vice Chair, Senate Appropriations Subcommittee on Labor and Economic Opportunity/MEDC

Rep. Ann Bollin, Chair, House Appropriations Committee

Rep. Nancy Jenkins-Arno, Chair, House Appropriations Subcommittee on Labor and Economic Opportunity

Rep. Jasper Martus, Minority Vice Chair, House Appropriations Subcommittee on Labor and Economic Opportunity

From: Quentin L. Messer, Jr., President, Michigan Strategic Fund

Subject: **FY 2025 Michigan Film and Digital Media Office Annual Report – Public Act 22 of 2025, Section 515**

Section 515(1) of Public Act 22 of 2025, the FY 2026 Omnibus Budget, requires the Michigan Strategic Fund to provide an annual report on film incentives and tax credits at the same time as the report required under Section 455(12) of Public Act 36 of 2007, the Michigan Business Tax Act (MCL 208.1455), is submitted. Pursuant to this requirement, attached is the FY 2025 Michigan Film and Digital Media Office Annual Report.

Additionally, a report on the activities of the Michigan Film and Digital Media Office (MFDMO) is also provided pursuant to Section 515(5) and includes an update on the MFDMO's efforts to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives, including a partnership with D-Hack 2024.

If you have any questions, please contact our Office of Legislative Affairs at medcgovrelations@michigan.org. You may also reach me directly at messerq@michigan.org.

Attachment

cc: Members, Senate and House Appropriations Committees
Members, Senate and House Appropriations Subcommittees on Labor and Economic Opportunity
Directors, Senate and House Fiscal Agencies
Senate and House Policy Offices
Director, State Budget Office

MEMORANDUM

Date: February 27, 2026

To: The Honorable Gretchen Whitmer, Governor of Michigan

From: Selam Ghirmai, Director, Michigan Film and Digital Media Office

Subject: **FY 2025 Michigan Film and Digital Media Office Annual Report –
                Public Act 36 of 2007, Section 455(12) (MCL 208.1455)**

Section 455(12) of Public Act 36 of 2007, the Michigan Business Tax Act (MCL 208.1455), requires the Michigan Film and Digital Media Office (MFDMO) to submit an annual report on film incentives and tax credits for the previous year. Pursuant to this requirement, please find attached the FY 2025 Michigan Film and Digital Media Office Annual Report.

Additionally, Section 515 of Public Act 22 of 2025, the FY 2026 Omnibus Budget, requires the MFDMO to report on additional activities of the office. That information is provided in the annual report as a courtesy to you. Also included is an update on the MFDMO's efforts to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives, including a partnership with D-HACK 2024.

If you have any questions, please contact the Michigan Economic Development Corporations' Office of Legislative Affairs at medcgovrelations@michigan.org.

Attachment

cc: Quentin L. Messer Jr., President, Michigan Strategic Fund
       Sen. Mary Cavanagh, Chair, Senate Finance, Insurance, and Consumer
       Protection Committee
       Sen. Mark Huizenga, Minority Vice Chair, Senate Finance, Insurance, and
       Consumer Protection Committee
       Rep. Mark Tisdel, Chair, House Finance Committee
       Rep. Jason Hoskins, Minority Vice Chair, House Finance Committee
       Kathryn Summers, Director, Senate Fiscal Agency
       Mary Ann Cleary, Director, House Fiscal Agency

Michigan Film Incentives
FY 2025: October 1, 2024 – September 30, 2025

Tax Credit Program:

As of December 21, 2011, the Film and Digital Media Production Assistance Program has been operating within the scope of Section 29 of Public Act 270 of 1984, the Michigan Strategic Fund (MSF) Act (MCL 125.2029a), and no longer approves new film tax credit applications under Section 455 of Public Act 36 of 2007, the Michigan Business Tax Act (MCL 208.1455). However, previously approved projects may be issued a post-production tax credit certificate after the project is complete. In FY 2025, there were no post-production certificates for the tax credit issued.

As of September 30, 2025, a total of $292,416,203.19 in film tax credits has been paid out by the state, with $27,326,404.57 in potential film tax credits that remain eligible to be claimed under the tax credit program.

Cash Rebate Program:

During FY 2025, there were no Certificate of Completion requests approved and paid out by the state under the film incentive (direct cash rebate) program. These incentives are cash assistance under appropriated funding. Under Section 29 of the MSF Act, all projects approved in 2012 and thereafter are reported in the online Michigan Film and Digital Media Office (MFDMO) Dashboard, which can be found at:
www.michiganbusiness.org/industries/mfdmo/film.

Michigan Film and Digital Media Office Annual Report
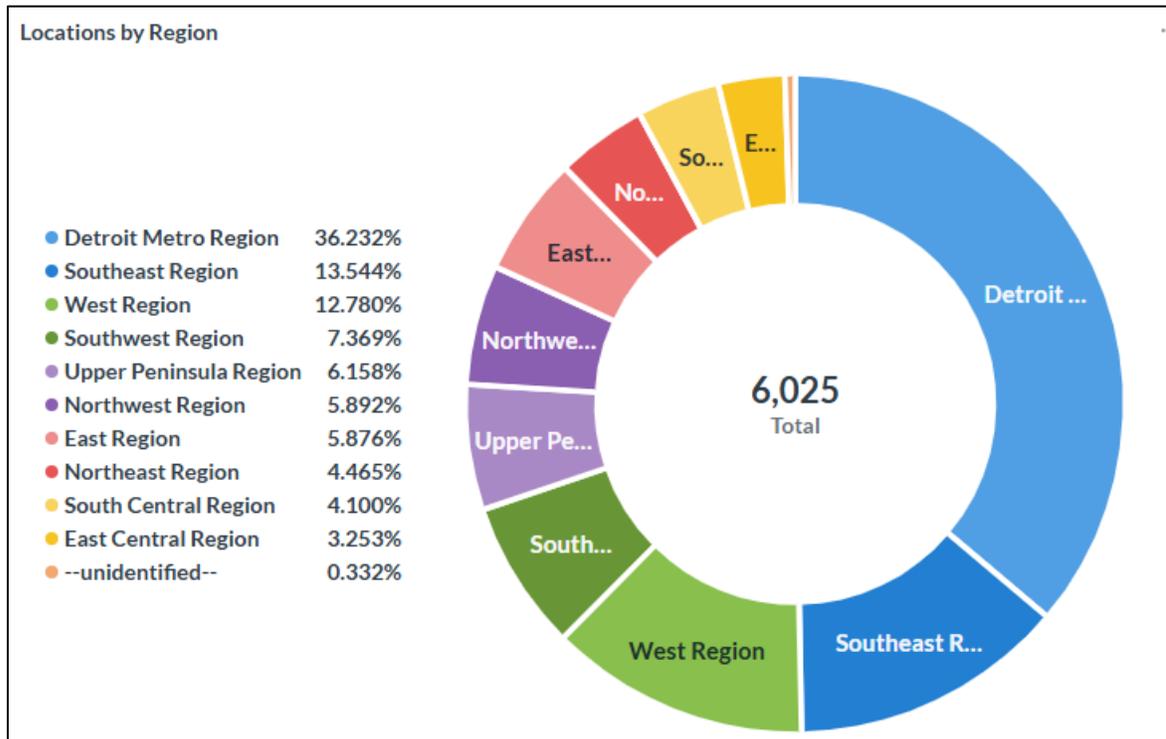### FY 2025: October 1, 2024 – September 30, 2025

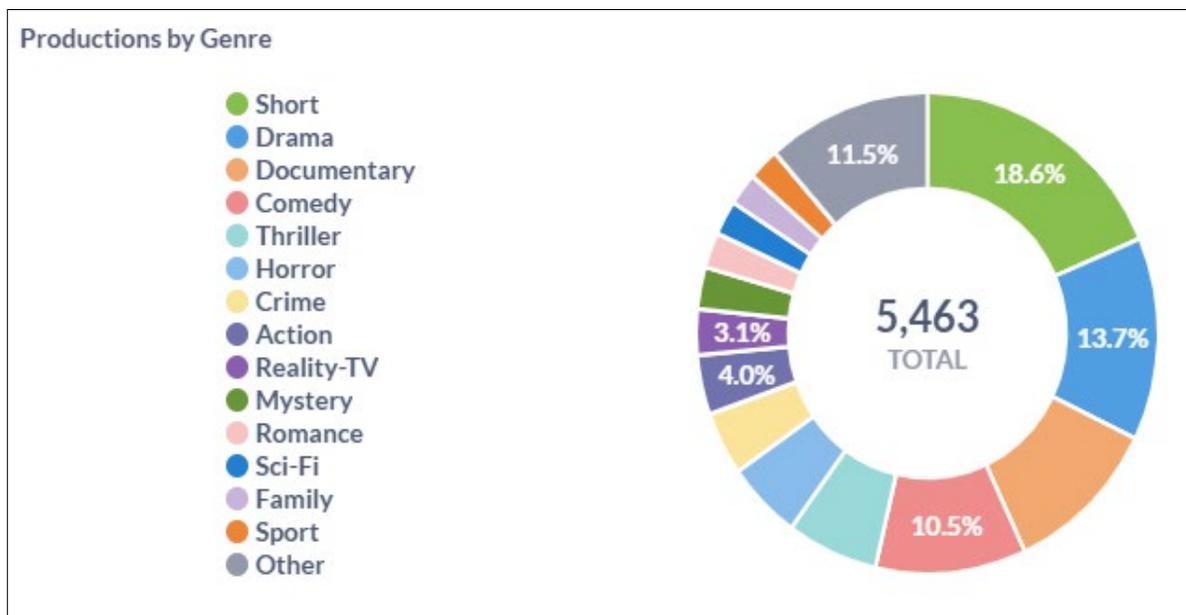| General Services Provided	
For over 30 years, the Michigan Film and Digital Media Office (MFDMO) has positioned Michigan as a worldwide production destination for the film, digital media, and creative industries. Often the first point of contact for productions, the MFDMO provides the following services to create an attractive business climate that supports domestic and international production activity from around the world and connects them with Michigan's film industry talent and crews. These services are offered free of charge to all professional or student productions film in state.	
Website	The MFDMO website provides information about the operation of MFDMO and the services it provides. It is the one-stop shop to connect productions with Michigan's skilled film industry talent and crew to launch their projects and match their scripts and settings to Michigan's diverse locations. Beyond the frequently used Production Directory and Locations Gallery, the website houses resources for educators, students, filmmakers, and game developers. Link: www.michiganbusiness.org/industries/mfdmo
Production Directory	The Michigan Production Directory is a searchable database which features 4,401 crew, gaming and vendor listings that provide support services for the film and digital media industries. Michigan-based residents seeking work in the industry and Michigan vendors interested in securing film and production company clients are invited to create accounts to post their resumes and services here free of charge.
Location Directory	The Michigan Locations Gallery is an online database created expressly for filmmakers, film studios, production companies and property owners. It is housed on the MFDMO website and is also integrated into the Reel-Scout Locations Hub website. Whereas the Hub is a global marketplace where productions that are undecided on their region of interest can survey and filter through locations from around the world (including Michigan), the MFDMO website is curated specifically to Michigan locations. This is a complimentary resource provided to assist productions in their site-selection process and win their business to the state. The type of projects include, but are not limited to, film and television productions, commercials, still photography shoots, and miscellaneous events. It currently houses 87,143 photos representing 6,025 locations/properties throughout Michigan.

Location Scouting	Location scouting services are primarily leveraged by out-of-state productions surveying states across the nation for their projects. The MFDMO has provided 880 customized location packages to date. Beyond a referral to locations in the Gallery, the MFDMO connects productions to Michigan-based location managers/scouts listed in the Production Directory.
Contacts	2,796 total contacts (project, locations, etc.).
Traffic	There have been 323,656 visits to the Productions Directory and Locations Gallery.
Permitting	Assist local and out-of-state clients on permitting issues at the municipal, county, state and federal levels of government.
Film Tourism Archive	Reel-Tourism, the film tourism module of the MFDMO's Reel-Scout system, is a data bank of all 5,463 productions that have filmed at least one location from somewhere in Michigan. This archive of production activity is reserved for the MFDMO and partner tourism organizations to create maps, interactive tours, even mobile apps, that would allow film tourists to visit the locations as seen in the films they love. Reel-Tourism allows the State of Michigan to leverage all productions shot in the state that the public want to see and visit. It is a boon for the state on both the production and the tourism level.
Note	While no new credits or incentives can be offered through the Michigan Film and Digital Media Production Assistance Program, the MFDMO continues to process incentive claims for previously awarded projects, which is described previously in this report under Michigan Film Incentives.

Locations by Region

Locations by Region

Region	Percent
● Detroit Metro Region	36.232%
● Southeast Region	13.544%
● West Region	12.780%
● Southwest Region	7.369%
● Upper Peninsula Region	6.158%
● Northwest Region	5.892%
● East Region	5.876%
● Northeast Region	4.465%
● South Central Region	4.100%
● East Central Region	3.253%
● --unidentified--	0.332%

6,025 Total

Detroit ... ; Southeast R... ; West Region ; South... ; Upper Pe... ; Northwe... ; East... ; No... ; So... ; E...

Films Tourism Archive
(Films with scenes in Michigan)

Productions by Genre

- ● Short
- ● Drama
- ● Documentary
- ● Comedy
- ● Thriller
- ● Horror
- ● Crime
- ● Action
- ● Reality-TV
- ● Mystery
- ● Romance
- ● Sci-Fi
- ● Family
- ● Sport
- ● Other

5,463 TOTAL

18.6% ; 13.7% ; 10.5% ; 11.5% ; 3.1% ; 4.0%

Michigan Location Scouting (Site Selection) Inquiries

The Michigan Locations Gallery is an online database created expressly for filmmakers, film studios, production companies and property owners. It is housed on the MFDMO website and is also integrated into the Reel-Scout Locations Hub website. Whereas the Hub is a global marketplace where productions that are undecided on their region of interest can survey and filter through locations from around the world (including Michigan), the MFDMO website is curated specifically to Michigan locations. This is a complimentary resource provided to assist productions in their site-selection process and win their business to the state. The type of projects include, but are not limited to, film and television productions, commercials, still photography shoots, and miscellaneous events. It currently showcases 87,143 photos representing 6,025 locations/properties throughout Michigan.

The table below reports locations inquiries received in FY 2025. Please note, this report only includes location inquiries requested through the Reel-Scout Locations Gallery system and does not capture inquiries sent directly from the customer to the MFDMO phone, email, or other referrals.

Location Scouting (Site Selection Inquiries)
via Michigan Locations Gallery

Inquiry Date	Location Name	Project Category Name
09-30-2025	Frankenmuth	Documentary
09-27-2025	Detroit Medical Center	PSA
09-07-2025	Frechtling Family Farm	Short
09-07-2025	Little House on the Prairie	Short
08-15-2025	The Globe Building	PSA
08-15-2025	Detroit Medical Center	PSA
08-11-2025	Franks Plaza	Feature (Studio)
07-29-2025	Woodward Academy	Video Games
07-26-2025	Holly Township Mining Sites	Student Project
07-26-2025	Holly Township Mining Sites	Student Project
07-23-2025	Karen's Tipton Country Home	Feature (Independent)
07-23-2025	Al's Oakland Township Home	Feature (Independent)
07-23-2025	Schwanitz Farm	Feature (Independent)
07-23-2025	Pacek Home	Feature (Independent)
07-23-2025	Debra's South Lyon Country Home	Feature (Independent)
07-23-2025	Dwyer Farm & Home	Feature (Independent)
07-23-2025	Farmhouse on 7.5 acres	Feature (Independent)
07-20-2025	CCB-H	PSA
07-14-2025	A.J.'s Laundromat	Music Video
07-01-2025	Western Michigan University Homer Stryker, MD School of Medicine Simulation Center	Video Games
06-25-2025	Beaver Bend Lodge	PSA
05-23-2025	Allen Park Center for the Arts	Video Games

05-06-2025	Highland Park Ford Plant	Documentary
05-06-2025	Russell Industrial Complex	Documentary
05-05-2025	Silver Lake State Park	TV Episode
05-01-2025	Matthew's Rural Farmhouse	Short
04-17-2025	Allen Park Public Library	PSA
04-15-2025	321 W. Lafayette	TV Episode
04-09-2025	Fairmont Creamery Company	Commercial
04-09-2025	5435 W. Fort Street Factory	Commercial
04-09-2025	601 Piquette Warehouse	Commercial
04-09-2025	Russell Industrial Complex	Commercial
04-06-2025	Summer Farms	Short
04-01-2025	Old Hudson Warehouse	Commercial
03-11-2025	David's East Lansing Home	Short
03-04-2025	Toy Chest	TV Pilot
02-25-2025	Allen Park Center for the Arts	Video Games
01-28-2025	The Basketball Warehouse	Video Games
01-15-2025	The Hedges	Video Games
01-15-2025	CBS WWJ Detroit Television TV Studios	Documentary
01-13-2025	Ionia Riverside Prison	Music Video
01-13-2025	Jodi's Bloomfield Hills Home	Catalog Shoot
01-13-2025	Frechette Residence	Catalog Shoot
01-13-2025	Historic Northville Home	Catalog Shoot
01-13-2025	Historic Lakefront Home	Catalog Shoot
01-07-2025	Renaissance Center Office Space Tower 400	Commercial
01-07-2025	1001 Woodward	Commercial
01-07-2025	Block at Cass Park	Commercial
12-19-2024	Silver Lake State Park	Commercial
12-18-2024	TechTown	Commercial
12-17-2024	Fountain Street Church	Multimedia / New Media
12-17-2024	St. Anne's Catholic Church	Multimedia / New Media
12-17-2024	Immaculate Conception of the Blessed Virgin Mary Church	Multimedia / New Media
12-17-2024	St. Hugo of the Hills	Multimedia / New Media
12-11-2024	Renaissance Center Office Space Tower 400	TV Pilot
12-06-2024	Ford River Rouge Plant	PSA
12-05-2024	DPS Book Depository	PSA
12-05-2024	Van Buren Industrial Building	PSA
12-05-2024	DPS Book Depository	PSA
12-05-2024	Ford River Rouge Plant	PSA
12-04-2024	Renaissance Center Office Space Tower 400	Commercial

11-25-2024	M.C. Gutherie Lumber	PSA
11-13-2024	Plafkin Farms	Short
11-05-2024	1914 Historic Mansion by Hans Gehrke	Commercial
11-05-2024	Detroit Mansion	Commercial
11-05-2024	Little Detroit House	Commercial
11-05-2024	Marvin Gaye Home	Commercial
10-30-2024	The Globe Building	Commercial
10-30-2024	601 Piquette Warehouse	Commercial
10-30-2024	Perigee Manufacturing	Commercial
10-30-2024	Brooklyn Outdoor Loft	Commercial
10-24-2024	Motown Mansion	Documentary
10-16-2024	Russian Ballet Academy	Student Project
10-16-2024	Academy of Russian Classical Ballet	Student Project
10-16-2024	Metropolitan Ballet Academy	Student Project
10-16-2024	Planko Classical Ballet Academy	Student Project
10-16-2024	Bad Axe Police Department	Student Project
10-16-2024	Chelsea Police Department	Student Project
10-16-2024	Northville Township Police Headquarters	Student Project
10-16-2024	Southfield Police Department	Student Project
10-16-2024	Allen Park Courthouse	Student Project
10-16-2024	Wayne State University Police Department	Student Project
10-16-2024	Dearborn Heights Justice Center	Student Project
10-16-2024	Police Dept. City of Saline	Student Project
10-16-2024	Mackinac Island Courthouse and Police	Student Project
10-16-2024	19th District Court	Student Project
10-16-2024	Abandoned Highland Park Police Station	Student Project
10-16-2024	Manistee City Hall and Police Department	Student Project
10-16-2024	Midland County Courthouse and Jail	Student Project
10-15-2024	Riahi House	Still Photo Shoot
10-15-2024	Mario's Grand Rapids Home	Still Photo Shoot
10-15-2024	Balsam Hill Home	Still Photo Shoot
10-15-2024	Grand Rapids 1950's Home	PSA
10-13-2024	Chelsea Train Depot	Short
10-10-2024	Harbor Springs	TV Special
10-05-2024	Kalynn's Desk	Student Project
10-03-2024	Meyer May House	PSA
10-03-2024	The Crow's Nest	PSA
10-01-2024	Fisk Lake Mansion	PSA
10-01-2024	Meyer May House	PSA
10-01-2024	The Crow's Nest	PSA

Special Projects

The Michigan Locations Gallery modified to create the first-ever multi-property account for Michigan-based property owners. Better ease-of-use for local property owners means growing Michigan's location assets to attract the film industry.

What is the Michigan Locations Gallery?

Powered by Reel-Scout, the Michigan Locations Gallery is an online database and public gallery of locations housed on the MFDMO website and is also integrated into the Reel-Scout Locations Hub website. Whereas the Hub is a global marketplace where productions that are undecided on their region of interest can survey and filter through locations from around the world (including Michigan), the MFDMO website is curated specifically to Michigan locations. This is a complimentary resource provided to assist productions in their site-selection process and win their business to the state. The types of projects include but are not limited to film and television productions, commercials, still photography shoots, and miscellaneous events. It currently showcases 87,143 photos representing 6,025 locations/properties throughout Michigan.

Issue:

The Michigan Locations Gallery is an online database created expressly for filmmakers, film studios, production companies and property owners. Property owners interested in marketing their locations to the film industry are required to submit locations one by one. This can be cumbersome for property owners with multiple locations to submit.

Solution:

The MFDMO initiated a first-ever multi-property account or "group designation" with a Michigan-based property owner. This allows the property owner to more efficiently upload and manage their locations and, thereby, equips the MFDMO with a more abundant and diverse selection of locations to present to the film industry for their projects. Same toolkit, new functionality.

Testimonials:

"We truly value the ongoing collaboration between our teams and always welcome opportunities to bring more business to Detroit and Michigan - especially within the film industry. The ReelScout tool embedded on the Michigan Film and Digital Media Office website has been an incredibly effective resource for showcasing our available spaces. Because our inventory changes quickly, the collection feature allows us to build real-time lists of available locations and share a single link with location managers and production teams. It's streamlined our workflow significantly, with everything updated in one place rather than digging through folders for photos and details. We're also working on integrating a ReelScout collection link directly into our Rock Events website to better highlight the spaces we offer and continue driving film and event business to them."

Matt Wendell
Director, Location Logistics
Rock Events (of Rocket Companies)

Partners and Speaking Engagements

The MFDMO is a member of the Tourism Industry Coalition of Michigan (TICOM).

"The Tourism Industry Coalition of Michigan offers a number of opportunities for our members to showcase their work at our round table discussions at our quarterly meetings. Many of our 60+ diverse members statewide will receive benefits from working with the Film and Digital Media Office. Our members continue to value learning about film festivals, digital media/gaming updates and ways to collaborate in the year ahead."

Larisa Draves
Executive Director
TICOM

The MFDMO was invited by Michigan State University to speak to a class taking Media History course.

"It is critically important for students to be well informed about the film industry so they can have the most accurate and up-to-date understanding of the world they are entering when they graduate. Thus, guest speakers like Ms. Ghirmai are invaluable in my classes because they have an understanding of these industries that only professionals actively working in the field can have."

Robert Prince
Adjunct Professor, Digital Storytelling
Michigan State University

The MFDMO co-hosted its council meeting with Trinity Films Entertainment Group.

"Trinity Films Entertainment Group was honored to host the Michigan Film Office Advisory Council in 2025. Welcoming the council provided a meaningful opportunity to strengthen connections between state leadership and the vibrant local film community.

During the visit, council members toured The Collective Studios Production facility. Their visit coincided with a tour by 150 students from the Money Matters Youth Camp, creating a powerful moment where industry leaders and young aspiring creatives shared the same space.

Trinity Films Entertainment Group remains committed to fostering growth, collaboration, and opportunities within the Michigan film ecosystem through our film festivals and entrepreneurial endeavors."

Marshalle & Lazar Favors
Trinity Films Entertainment Group

Michigan Film and Digital Media Office
Supports Computer Science Education

In alignment with the Michigan Economic Development Corporation (MEDC) strategic plan, the MFDMO works to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives, including collaborating with D-Hack 2024.

D-Hack 2024 Seventh Annual Impact Report:

The seventh annual D-Hack, or Detroit Hackathon, hosted and organized by Accelerate4KIDS®®, took place at Western International High School on Saturday, December 7, 2024. This free, one-day event brought together high school students from Detroit public and charter schools for a 12-hour challenge focused on Artificial Intelligence (AI) and Machine Learning (ML). Participants competed in teams to create innovative AI/ML solutions while learning about computer science, marketing, and entrepreneurship through guest speakers and workshops.

The D-Hack challenged participants to design an original business using AI technology, develop a business model, and present their idea to judges. No prior experience was required, as students were taught the necessary skills during the event. Teams, consisting of three to five members, included roles such as programmer, marketer, and entrepreneur. Teams were either self-formed or assigned at the start of the hackathon.

Throughout the day, students had the opportunity to attend technical, marketing, and business workshops. Programmers participated in workshops that focused on using AI and Flowise AI to design agents for their business. Marketers attended workshops that covered strategies for promoting their business on social media and creating a website. Entrepreneurs learned how to develop a business model using Lean Canvas and how to present during pitches.

The goal of the workshops was to provide students with the knowledge needed to build a successful business. Students applied what they learned by sharing insights with their teams and working together to integrate the information into their business plans. The teams then developed a presentation to pitch their business ideas to a panel of judges, who scored them based on a specific rubric. Prizes included $1,000 for first place, $500 for second place, and $250 for third place.

Planning:

The D-Hack Planning Committee consists of four groups including the Administrative, Technology, Marketing and Recruiting committees. The roles and responsibilities for each committee include the following:

- The Administrative Group's roles include event coordination and budget management. They oversaw the overall planning and execution of the hackathon, ensuring that all logistical aspects, such as venue, scheduling, and registration, are organized and managed effectively. In addition, they developed and monitored the budget for the event, ensuring funds are allocated appropriately and expenses are tracked to maintain financial accountability.

- The Technology Group's roles include technical support and AI platform development. They developed the Flowise AI curriculum for the hackathon and instructed the participants on how to effectively implement the technology in their business design. They also aided with the setup and maintenance of all technological equipment and software used during the hackathon, ensuring that participants have access to necessary tools and resources.

- The Marketing Group's roles include marketing strategy and curriculum development for workshops. They developed and executed a marketing plan to promote the hackathon through various channels, including updating D-Hack landing page on Accelerate4KIDS® website, social media (Facebook, Instagram and Twitter), Detroit Public Schools Community District, and community organizations like University of Detroit Mercy iDRAW (Innovative Detroit's Robotic Agile Workforce), DAPCEP (Detroit Area Pre-College Engineering Program) and CMU (Central Michigan University) TRIO, to maximize participant engagement. They also created promotional materials, including flyers, banners, and digital content, to establish a cohesive brand identity for the D-Hack event and attract sponsors and participants.

- The Recruiting Group's roles include participant outreach and mentor and judge recruitment. They identified and engaged in student recruitment from various high schools to encourage diverse participation in the hackathon, ensuring a broad range of ideas and talents are represented. In addition, the recruited industry professionals and experienced mentors volunteer and guide participants during the event and serve as opening remarks and judges, enhancing the overall educational experience and credibility of the hackathon.

For eight months, May through November, D-Hack committee members volunteered and joined one or more of the following groups to support the planning. Each group met independently but they all came together monthly to update the committee of their status. They were committed to making sure the event was fun, safe, educational and provided a lifelong experience.

D-Hack Committee Members:

- Thanh Tran, Accelerate4KIDS®
- Dajanae Mason, Accelerate4KIDS®
- Dawalt Hamad, Accelerate4KIDS®
- Gabby Caponpon, Accelerate4KIDS®
- Zara Obioha, Accelerate4KIDS®
- Daniel Pop, Modern Software
- Jeff Herbstman, Data AI Consultant
- Thomas Phillips, Snap
- Blake Shaw, Rocket Companies
- Mofe Oladipo, Student, University of Detroit Mercy
- Nate Talbot, Business Media Consultant
- Selam Ghirmai, MEDC Film Office
- Ashley Stevenson, Detroit Public School Community District
- Sami Hadouaj, PhD Student, University of Michigan
- Micah Sanders, MJR Theatres

The planning committees developed the final agenda to meet the objectives of the D-Hack, executing the plan and coordinating the D-Hack activities. The event agenda included the following:

TIME	ACTIVITIES
8:30 AM	Early Check-in
9:00 AM	Check-in and Breakfast near Front Entrance
9:30 AM	Opening ceremony in Auditorium
10:30 AM	Hackathon begins in Common Area
11:00 AM	AI Workshop #1 – Introduction to AI in STEM Rm Business Workshop #1 – Lean Canvas in Science Rm Marketing Workshop #1 – Social Media in Auditorium
12:00 PM	Lunch and Learn – Rewriting The Rules in Common Area
1:30 PM	AI Workshop #2 – Flowise AI in STEM Rm Business Workshop #2 – Presenting Your Best in Auditorium Marketing Workshop #2 – Website Design in Science Rm
3:00 PM	Instructor Open Hours
5:00 PM	Dinner @ Common Area
6:00 PM	Prep for student presentation in Auditorium
6:30 PM	Presentation begins (Parents allowed) in Auditorium
8:30 PM	Award and closing ceremony in Auditorium
9:00 PM	Hackathon conclude

Marketing:

Information about the D-Hack event was posted on the Accelerate4KIDS® website, along with a registration link for interested participants. To further promote the event, posts were shared on the Accelerate4KIDS® Foundation's official Facebook account, ensuring broad visibility across social media platforms. These efforts helped to raise awareness of the event and drive engagement with potential participants.

Sponsorship:

Our team successfully secured sponsorships from several esteemed organizations, including Ford Philanthropy, CS for Detroit, Kapor Foundation, Detroit Public Schools, Accelerate4KIDS®, and AccelerateKID. The support from these sponsors was instrumental in making the D-Hack a reality.

Recruitment:

Recruiting individuals and participants was a crucial aspect of the D-Hack's success. We worked tirelessly to secure guest speakers, judges, volunteers, and students to participate in the event.

For guest speakers, we successfully enlisted Michigan Lieutenant Governor Garlin Gilchrist III and Alycia Meriweather, the Deputy Superintendent of Detroit Public Schools Community District (DPSCD), both of whom returned to lend their support and provide inspiring words. In addition, we recruited a distinguished panel of judges, including Emmy Award-winning news anchor Carolyn Clifford from WXYZ-Ch 7, CS Equity Programs Project Director Kalisha Davis from CS For Detroit and the Kapoor Foundation, CS and STEM Enrichment Director LaShawn Sims from DPSCD, and Community Engagement Director Dave Greenwood from Detroit Police Academy League.

To recruit students, we organized in-school visits to both Detroit Public Schools and Charter Schools. During these visits, we delivered presentations about the D-Hack, showcasing what previous events had been like and explaining how students could get involved. We distributed flyers containing event details and encouraged students to register. Over the course of two months, we successfully recruited about seventy students, exceeding our goal of fifty participants.

Conclusion:

The event saw the formation of seven student teams, and 29 volunteers that assisted with various tasks, including registration, logistics, and activities throughout the day. After 12 hours of intense collaboration and competition, we concluded the hackathon by announcing the winners.
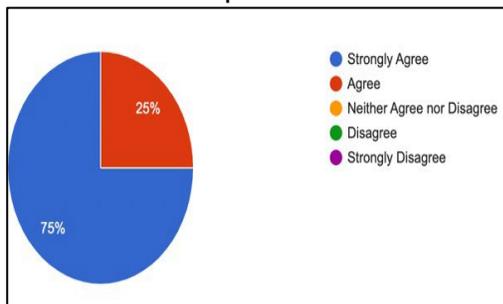
*First place went to Here4U, second place to Grandur,
and third place to Edu-Mind (pictured above).*

At the end of the night, we received positive feedback from participants, their parents, our guest speakers, and the judges, validating the hard work put into organizing the event and highlighting its success in fostering innovation and learning among students.

Feedback:

The results from our D-Hack event reflect an overwhelmingly positive experience for students, with 100% indicating they would eagerly return if given the opportunity (Graph A). Feedback from the post-event survey revealed that nearly 90% of attendees found the instructors, mentors, and staff to be instrumental in supporting their projects, highlighting the effectiveness of our team in fostering a collaborative and encouraging environment (Graph B).
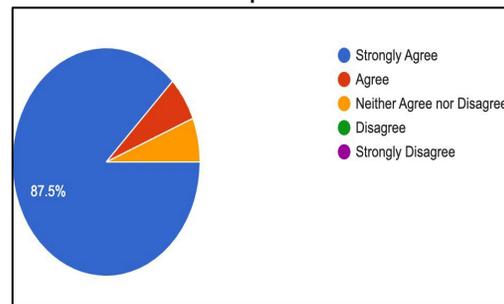
Additionally, our Net Promoter Score of 75 underscores the high level of satisfaction among participants, indicating a strong likelihood of them recommending the event to their peers. These metrics not only affirm the success of D-Hack but also motivate us to continue enhancing the experience for future iterations.

D-Hack '24 Kickoff

D-Hack '24 Wrapup