



Why choose the city of Detroit?

My name is Robert L. Brown II. I was born and raised in Detroit. Here I am, 66 years later, and I'm still here, contributing to the awareness and growth of our wonderful, beautiful city. I love my city. Even though we have had many ups and downs, we are growing at an alarming rate.

A little History:

It's a little-known fact that Detroit, the city we know and love today, was founded on a significant date in history-July 24, 1701. On this day, the French explorer and adventurer Antoine Laumet de La Mothe, sieur de Cadillac, led a group of settlers in establishing what would become a thriving metropolis.

The Detroit area emerged as a significant metropolitan region within the United States as a regional freeway system constructed in the 1950s and 1960s. These commuting ties allowed social and economic integration across a larger area. Hence, the Detroit name sometimes refers to the three-county Urban Area of 1,337 square miles as of the United States Census and the six-county Metropolitan Statistical Area. Detroit is one of the largest economic centers in the Midwest.

Detroit, known as the world's traditional automotive center, is a metonym for the American automobile industry. Detroit is an important source of popular music legacies celebrated by the city's two familiar nicknames, the Motor City and Motown. Other nicknames arose in the 20th century, including City of Champions, beginning in the 1930s for its successes in individual and team sport; The D; Hockeytown (a trademark owned by the Detroit Red Wings); Rock City (after the Kiss song "Detroit Rock City"); The Detroit Tigers and now more notable The Detroit Lions (NFL) and we can add our area code 313 to the mix.

Downtown Detroit has become a vibrant and exciting entertainment destination in the 21st century. With new sports stadiums and a riverfront revitalization project located in the heart of Detroit, there's always something new and thrilling to experience. The energy of growth in Detroit is palpable.

Detroit is also the home of the largest outside Farmers Market, founded in 1841, and hosts the biggest Detroit Eastern Market Flower Day on the first Sunday after Mother's Day each year.

On July 18, 2013, Detroit filed the largest municipal bankruptcy case in U.S. history. The City of Detroit successfully exited municipal bankruptcy, with all finances handed back to the city beginning at midnight on December 11, 2014. The Renaissance Center is currently General Motors's world headquarters. However, in 2025, General Motors will move into its new site, located at the old J.L. Hudson site "Hudson" on Woodward Ave.

Downtown Detroit's corporate residents include major technology, insurance, energy, advertising, architecture, law firms, Blue Cross Blue Shield of Michigan, DTE Energy, and Google. Detroit has a highly concentrated financial, automotive, and technology base, accented by a full range of professional services firms.

Thousands more employees work a few miles north of downtown in Detroit's Midtown. Midtown's anchors are the Detroit Medical Center, the city's largest single employer, Wayne State University, and Henry Ford Health System.

Several of the city's downtown employers are relatively new, small businesses and start-ups, as there has been a marked trend of companies moving from satellite suburbs around Metropolitan Detroit into the downtown core., Rocket Mortgage, formerly Quicken Loans, one of the largest mortgage lenders, relocated its world headquarters and 4,000 employees to downtown Detroit, consolidating its suburban offices, a move that its outspoken CEO Dan Gilbert intended to help revive the historic downtown area. In July 2013, prominent advertising firm Lowe Campbell Ewald announced their move from Warren to Downtown Detroit to a building adjacent to Ford Field.

The city of Detroit has made efforts to lure the region's growth by creating a wireless Internet zone, offering many business tax incentives, creating recreational spaces such as the Detroit River-Walk along the entire Detroit International Riverfront, Campus Martius Park, and greenways such as the Dequindre Cut, and facilitating the building and renovation of residential high-rises in the center city.

The Westin Book Cadillac Hotel completed a \$200-million reconstruction in 2008 and is in Detroit's Washington Boulevard Historic District.

Downtown Detroit's population of young professionals is growing, and retail is expanding. Several luxury high rises have been built, including Riverfront Towers. The East River development plans include the newly renovated historic Alden Park Towers and more apartment and condominium developments. This dynamic lures many younger residents to the city's Downtown, Corktown, and the revitalized Midtown and New Center areas.

In July 2012, the U.S. Patent and Trademark Office opened its Elijah J. McCoy Satellite Office in Detroit's Rivertown/Warehouse District as its first location outside Metropolitan Washington, DC.^[159]

On June 5, 2013, Whole Foods Market opened a new 10 million dollar, 21,000-square-foot market at Woodward and Mack avenues in Midtown. On July 25, 2013, Meijer opened a store at 8 Mile Road and Woodward in the northern part of the city, the centerpiece shopping center, Gateway Plaza.

Fox Theatre lights up 'Foxtown' in downtown Detroit. Live music has been a prominent feature of Detroit's nightlife since the late 1940s, bringing the city recognition under the nickname 'Motown'. Major theaters include the Fox Theatre, Music Hall, the Gem Theatre, Masonic Temple Theatre, the Detroit Opera House, the Fisher Theatre, The Fillmore Detroit, St. Andrews Hall, the Majestic Theatre, and Orchestra Hall, which hosts the renowned Detroit Symphony Orchestra.

Greektown Historic District in Detroit

The city of Detroit has a rich musical heritage and has contributed to several genres over the decades leading into the new millennium. Important music events in the city include the Detroit International Jazz Festival, the world's largest, and the Detroit Electronic Music Festival, to name a couple.

Berry Gordy, Jr. founded Motown Records, which rose to prominence during the 1960s and early 1970s with acts such as Stevie Wonder, The Temptations, The Four Tops, Smokey Robinson & The Miracles, Diana Ross & The Supremes, the Jackson 5, Martha and the Vandellas, The Spinners, Gladys Knight & the Pips, and Marvin Gaye. The Motown Sound played an important role in the crossover appeal with popular music since it was the first African American-owned record label to primarily feature African American artists. Aretha Franklin, another Detroit R&B star, carried the Motown Sound; however, she did not record with Berry's Motown Label.