



# Technocity

UT 430 | Strategic Design & Urban Systems  
Trini, Dylan, Cheyenne and Emma

Eastern Market 1917, The Detroit News Archive



Widely perceived as a community hub

Widely perceived as a community hub  
Strong local identity and Detroit pride

Widely perceived as a community hub

Strong local identity and Detroit pride

Major Detroit attraction

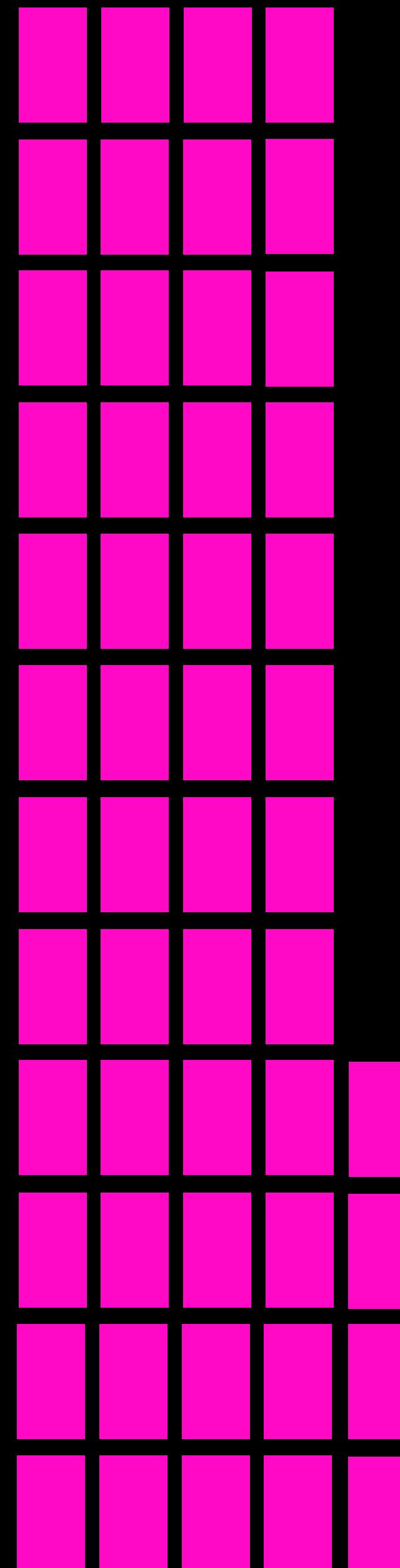
Widely perceived as a community hub

Strong local identity and Detroit pride

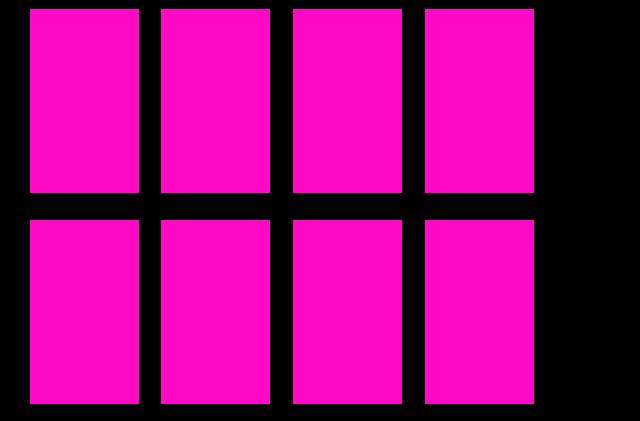
Major Detroit attraction

For 10 hours a week

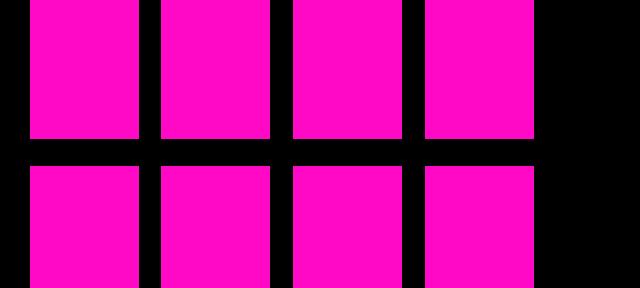
Widely perceived as a community hub



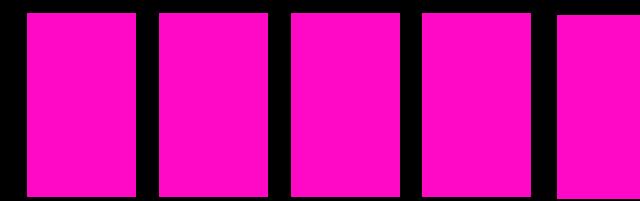
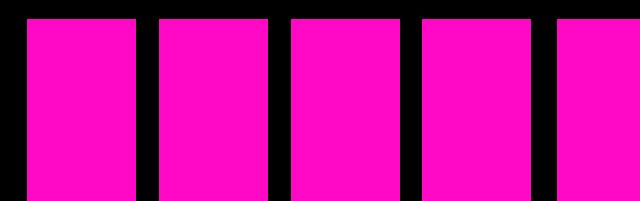
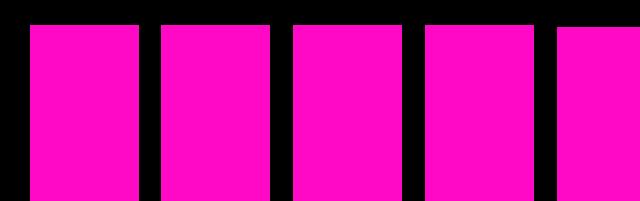
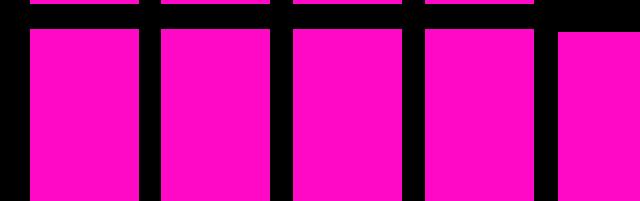
Strong local identity and Detroit pride



Major Detroit attraction



For 10 hours a week



January

February

March

April

May

June

July

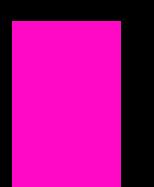
August

September

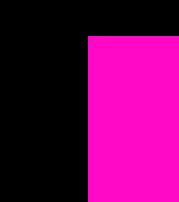
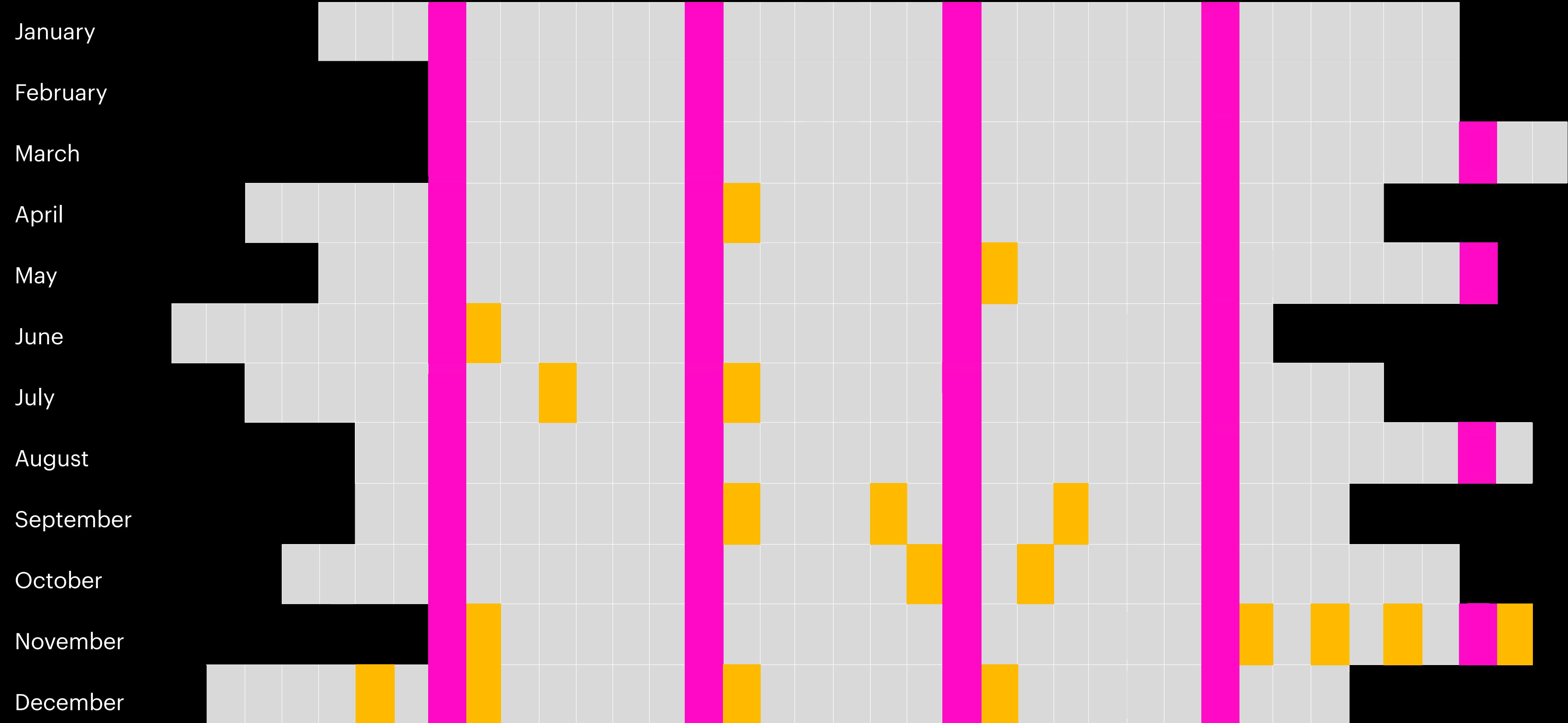
October

November

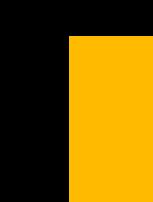
December



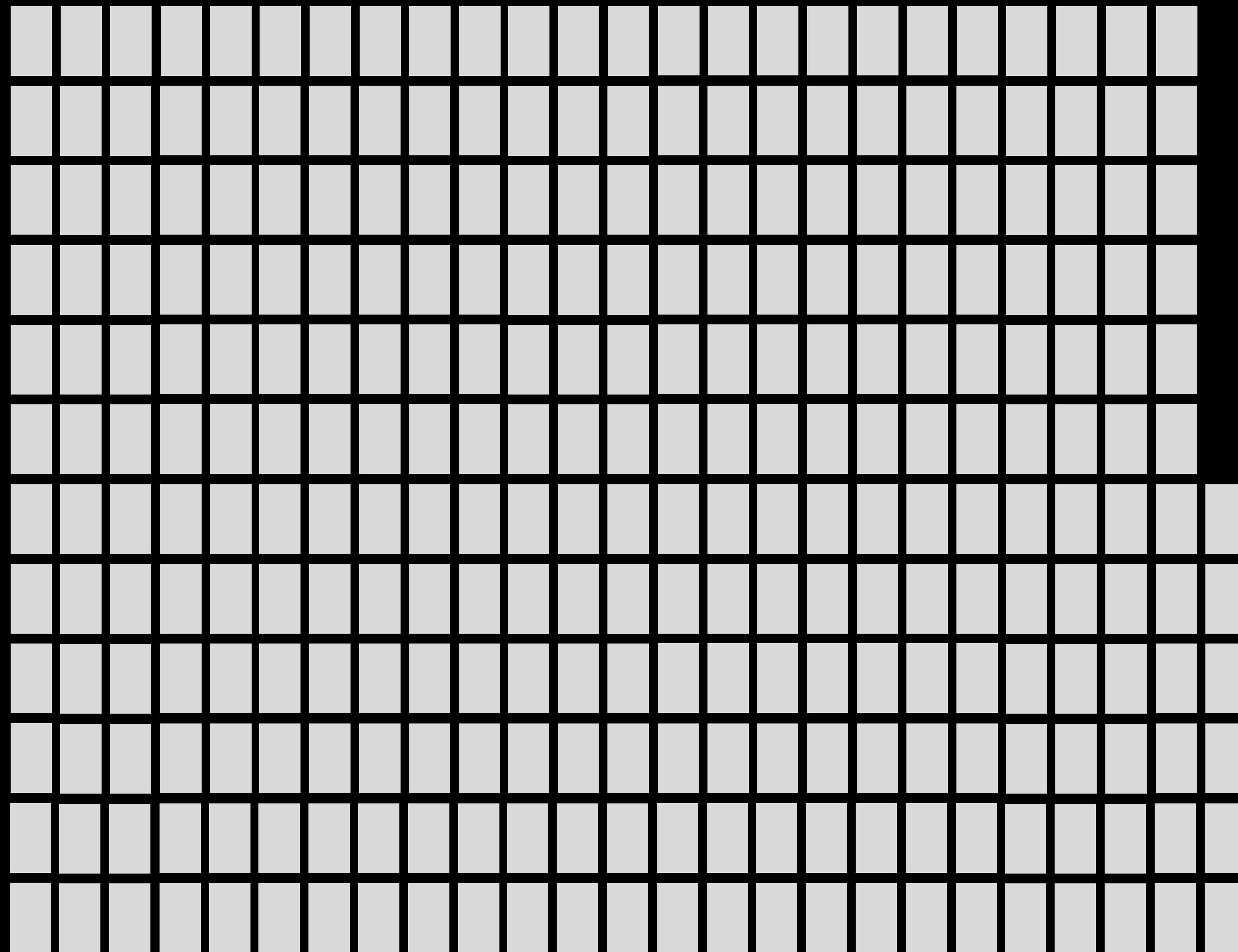
Saturday Market



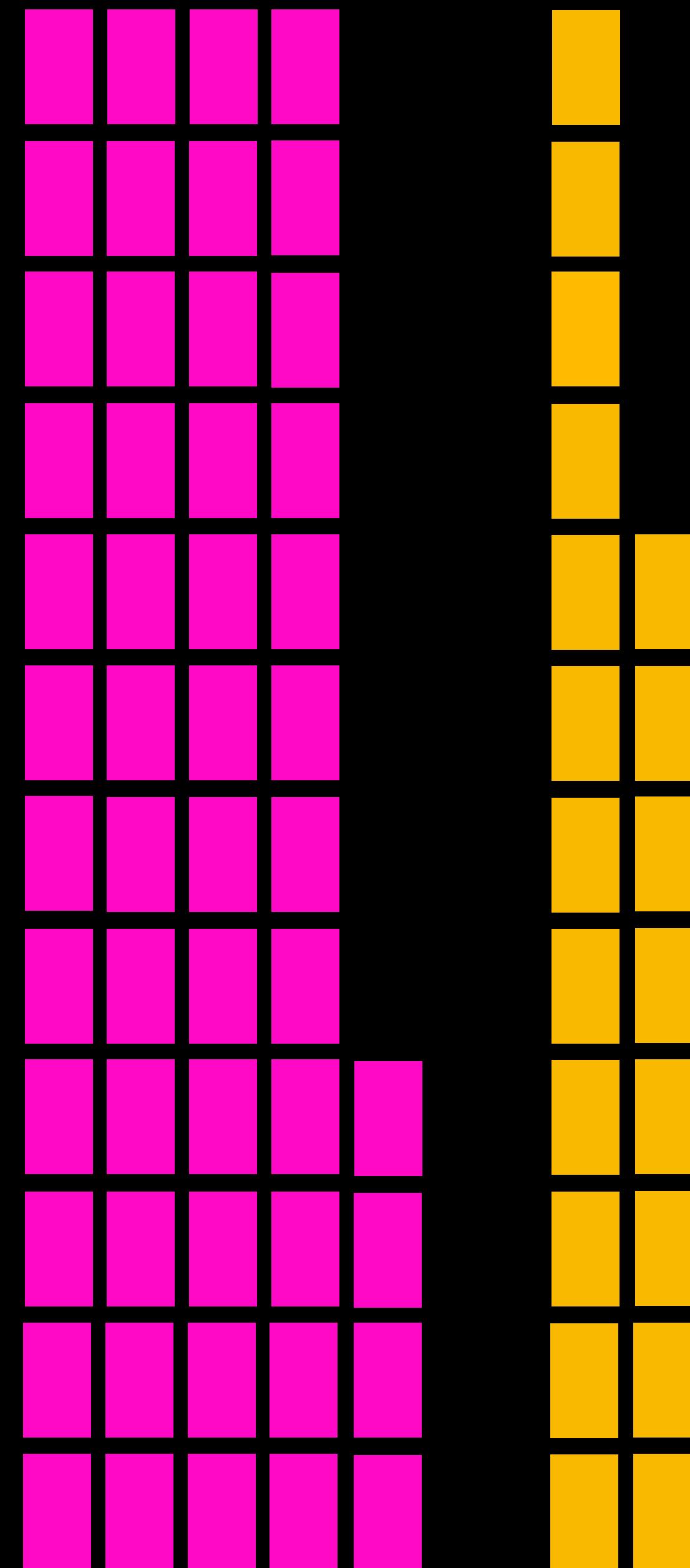
Saturday Market



One-off Event

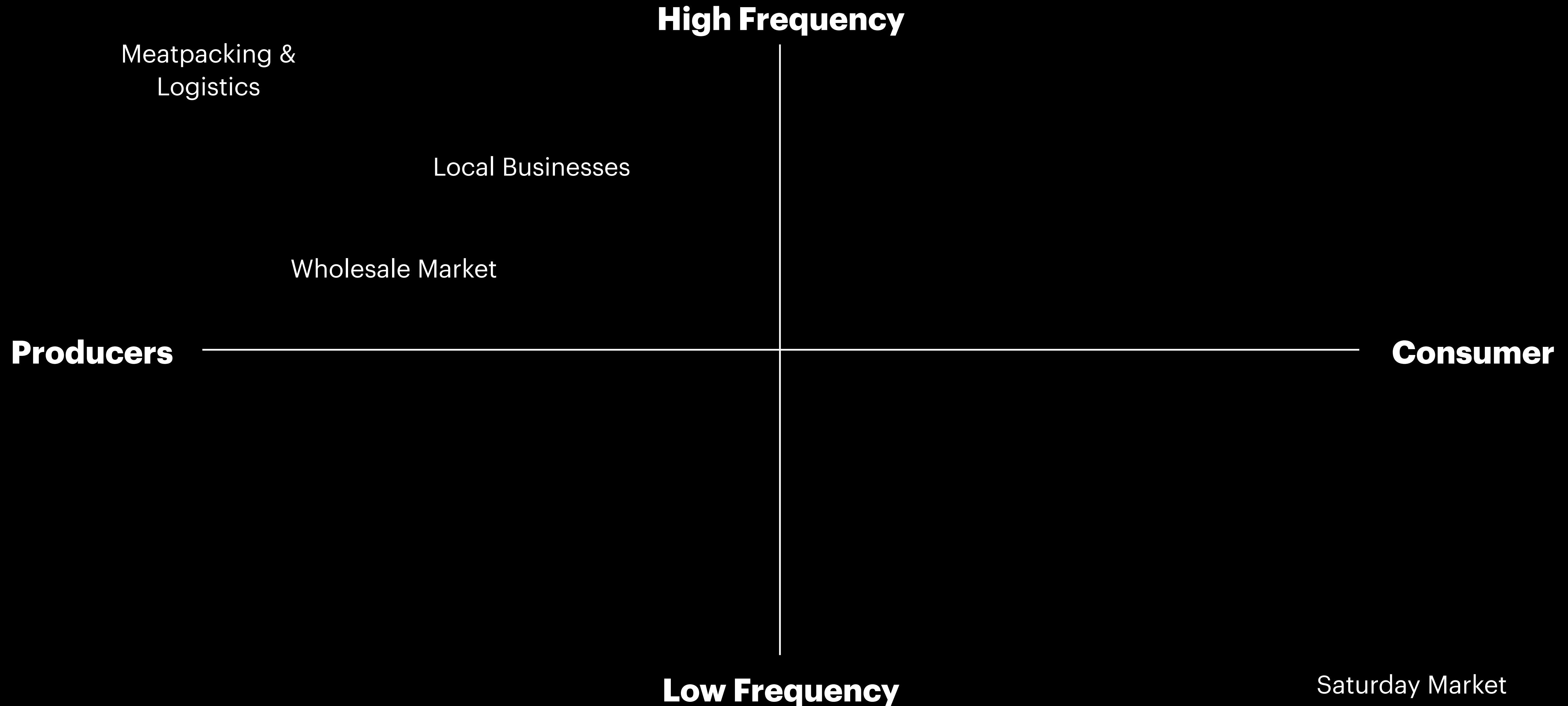


294



52

19

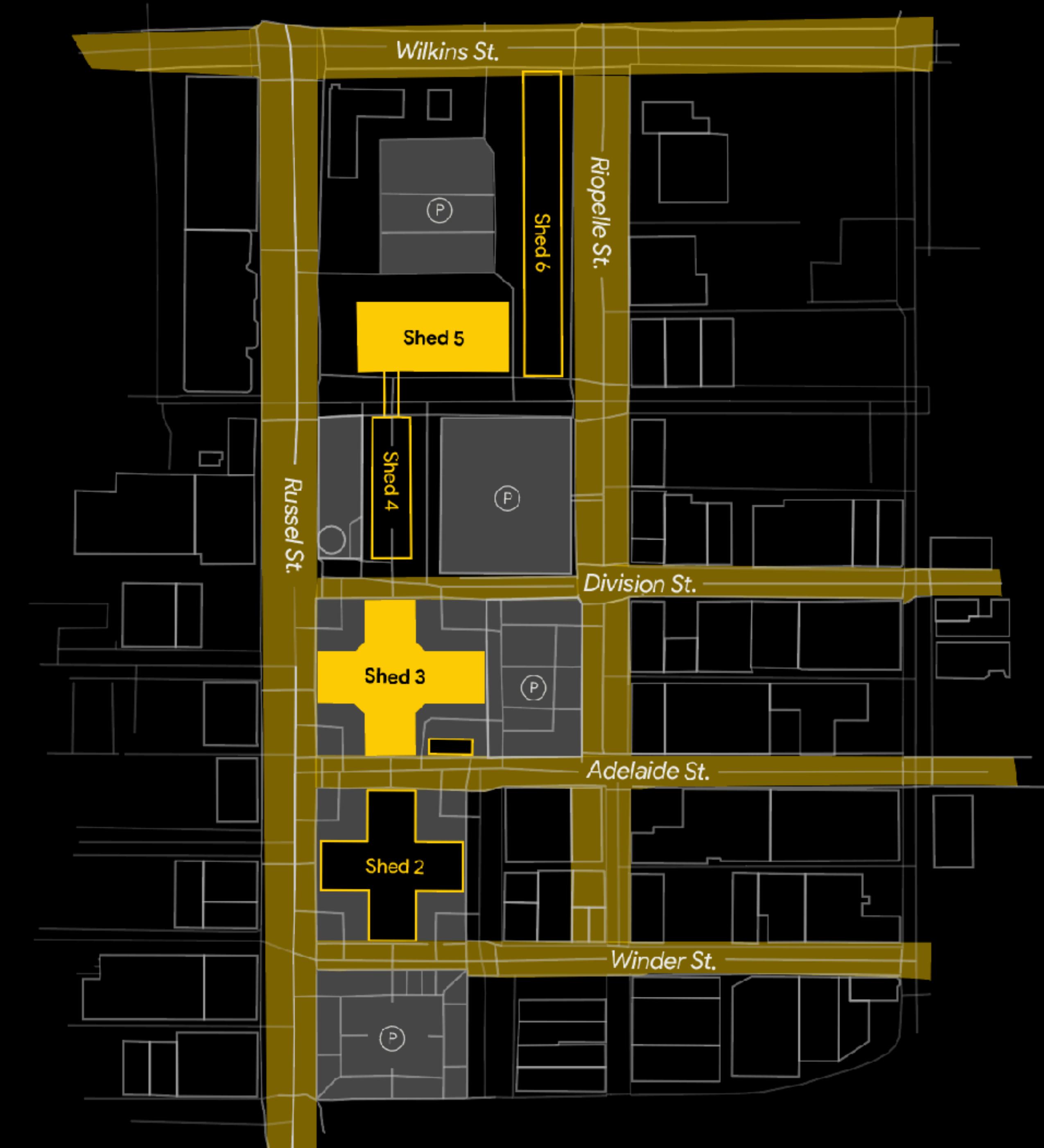


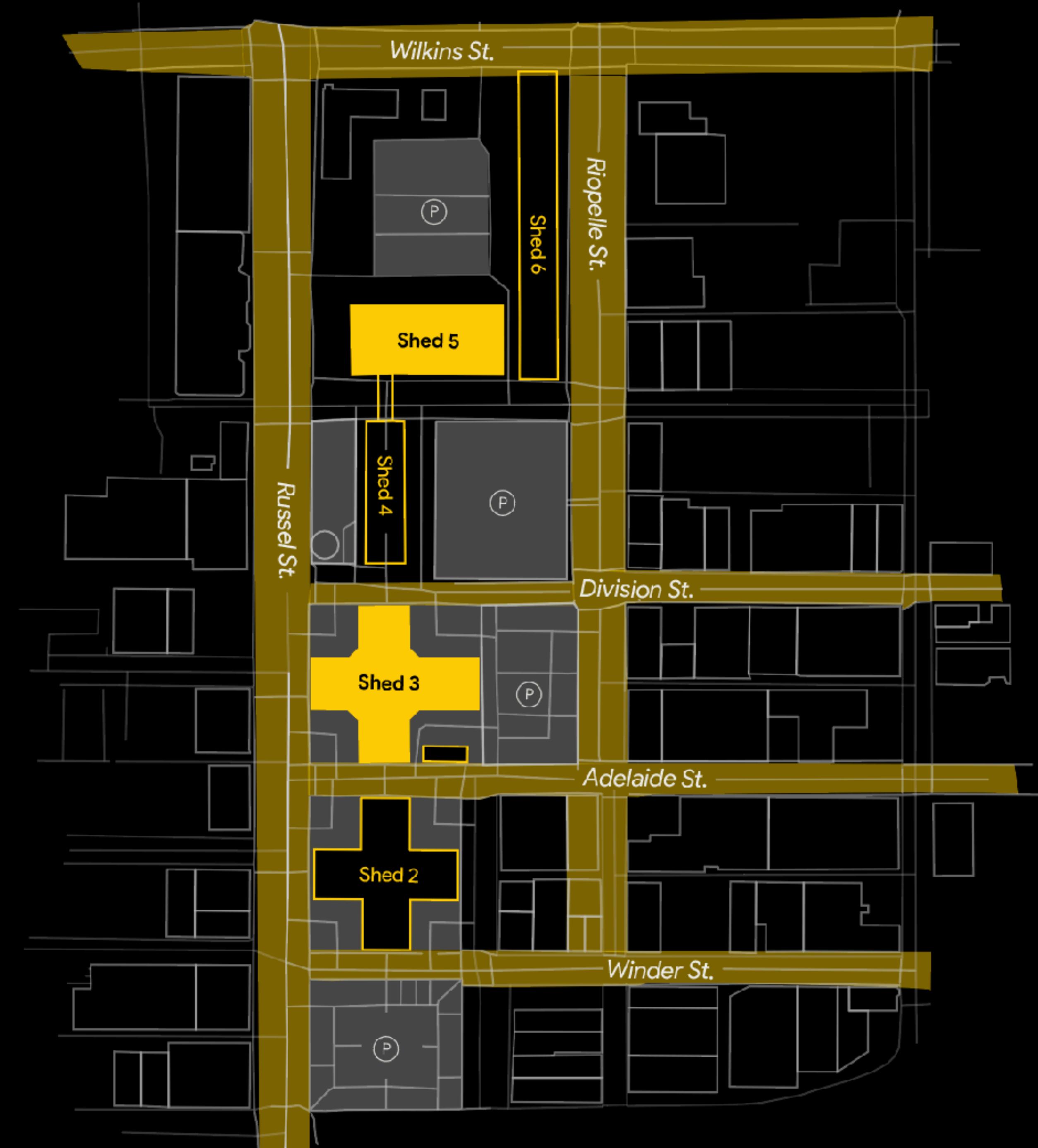
How can we increase the vibrancy at Eastern Market?

# Eastern Market **SHEDS**







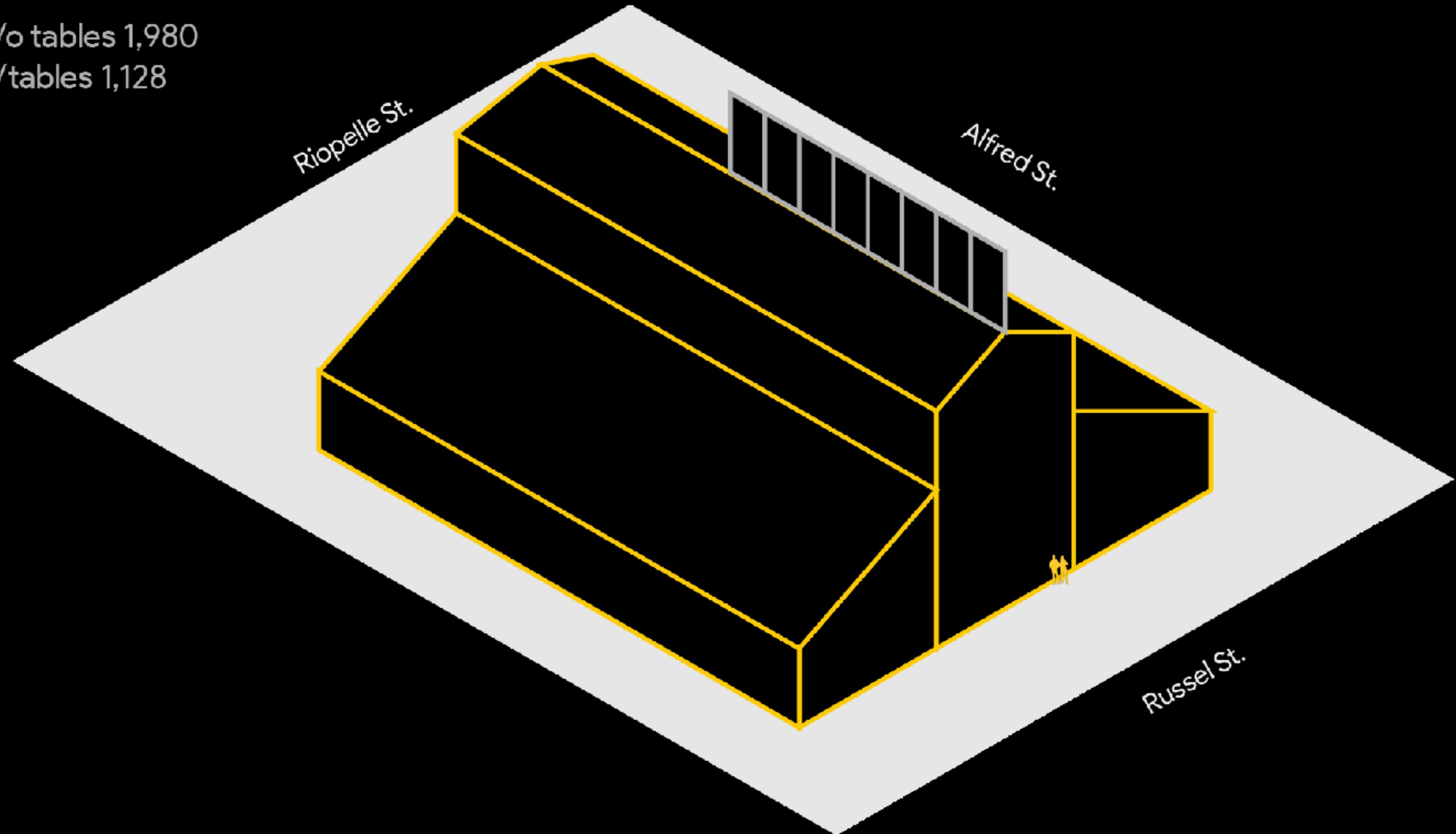


*How do the sheds open up possibilities?*

## Shed 5

capacity w/o tables 1,980

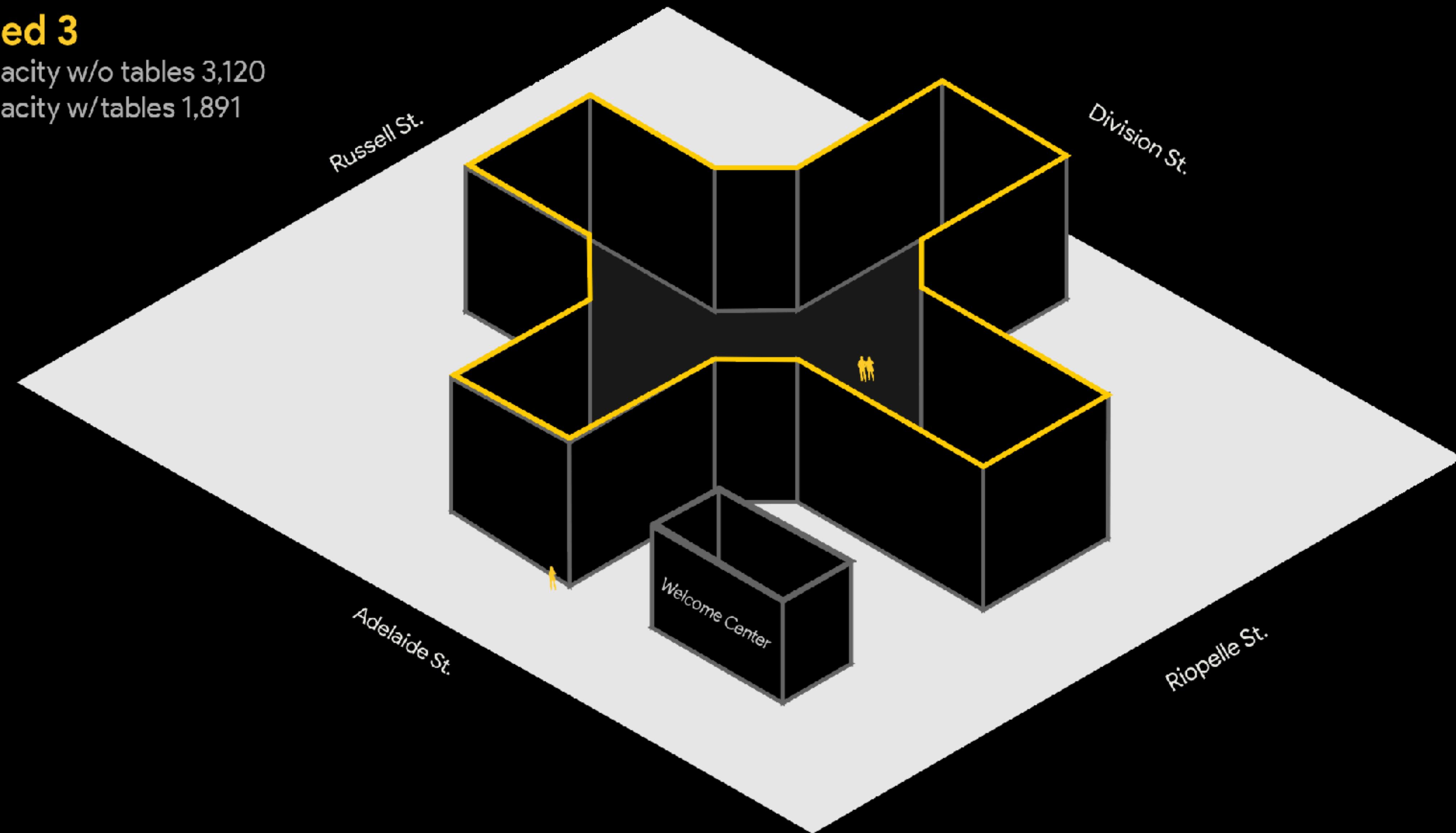
capacity w/tables 1,128

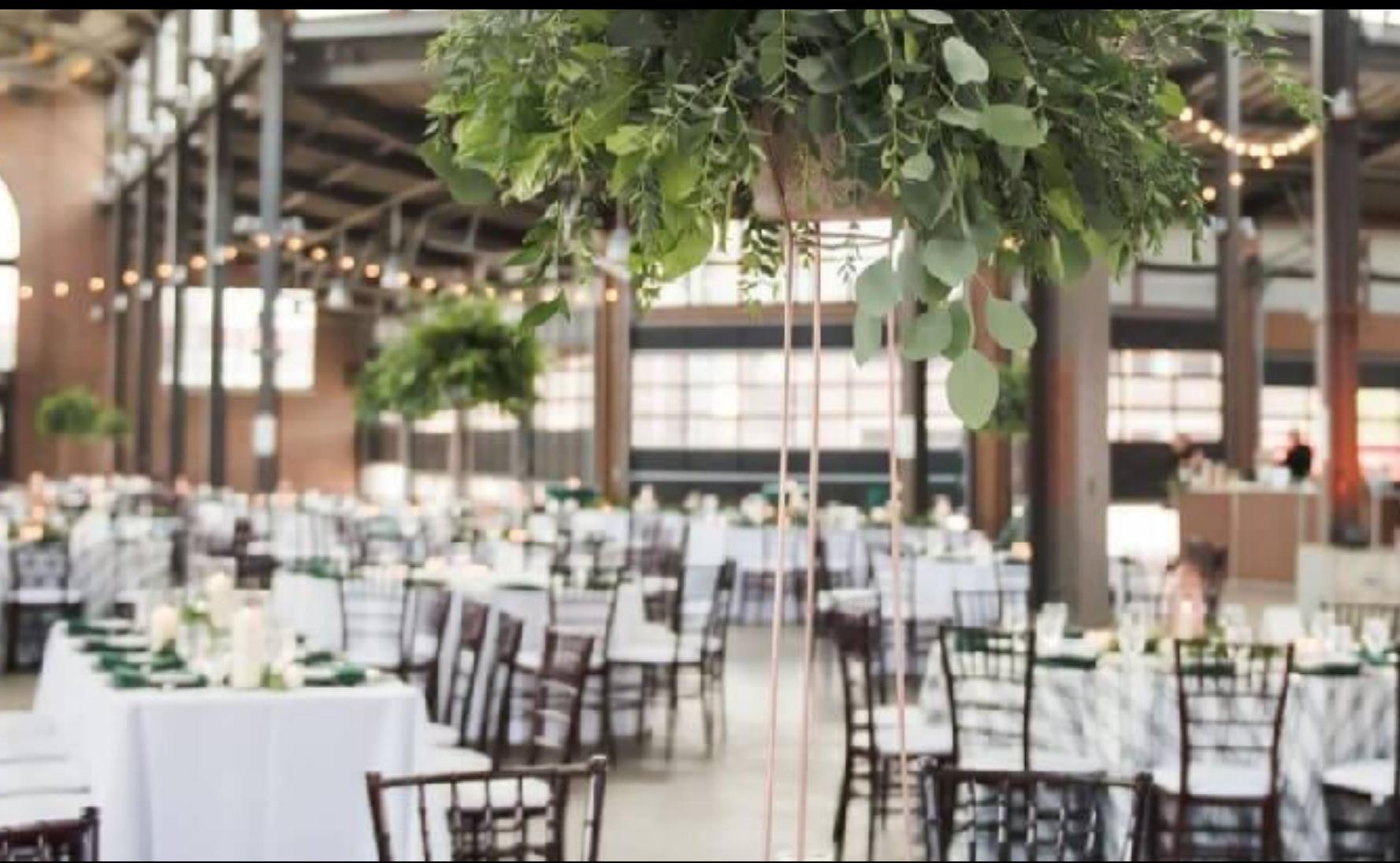


## Shed 3

capacity w/o tables 3,120

capacity w/ tables 1,891



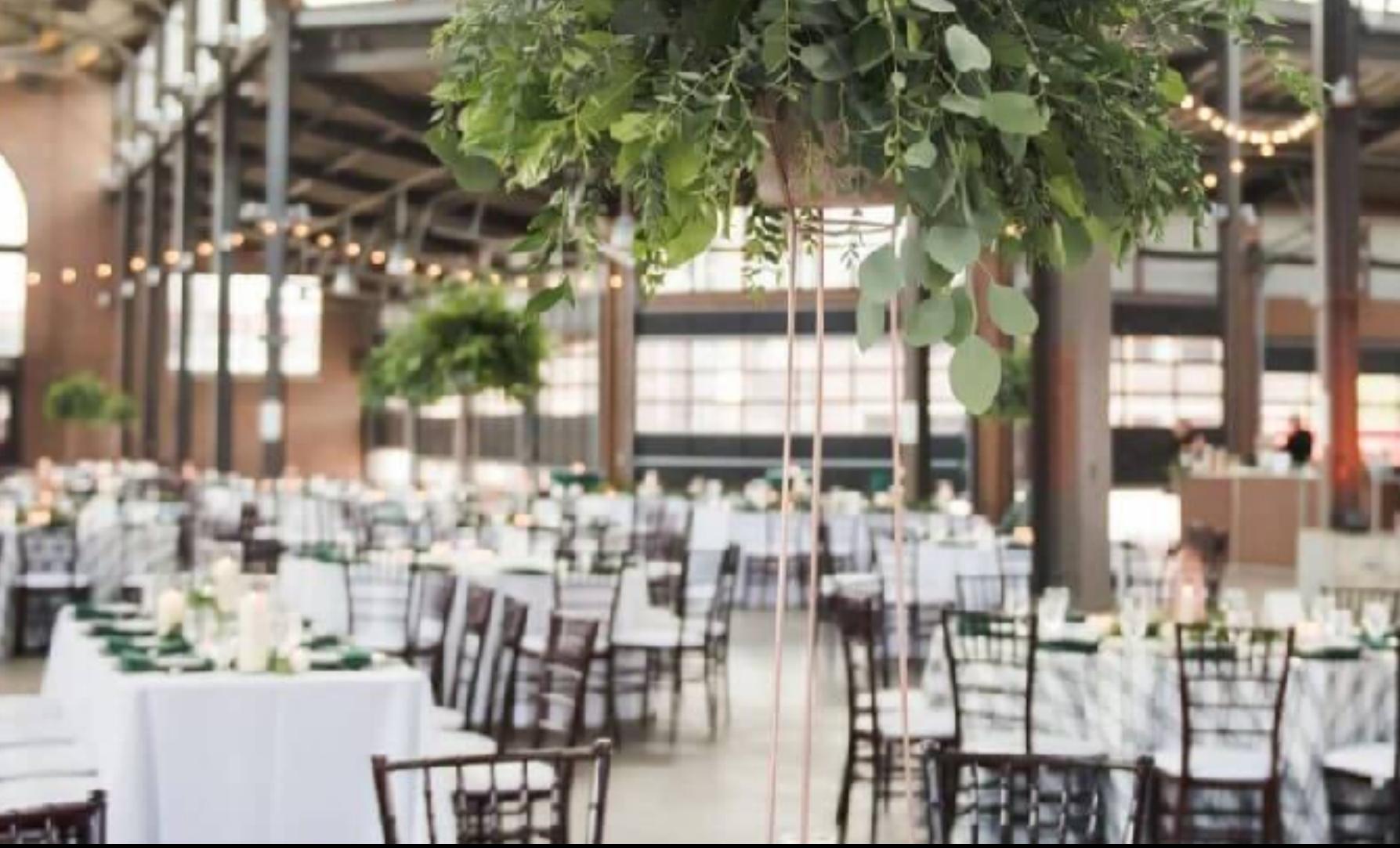


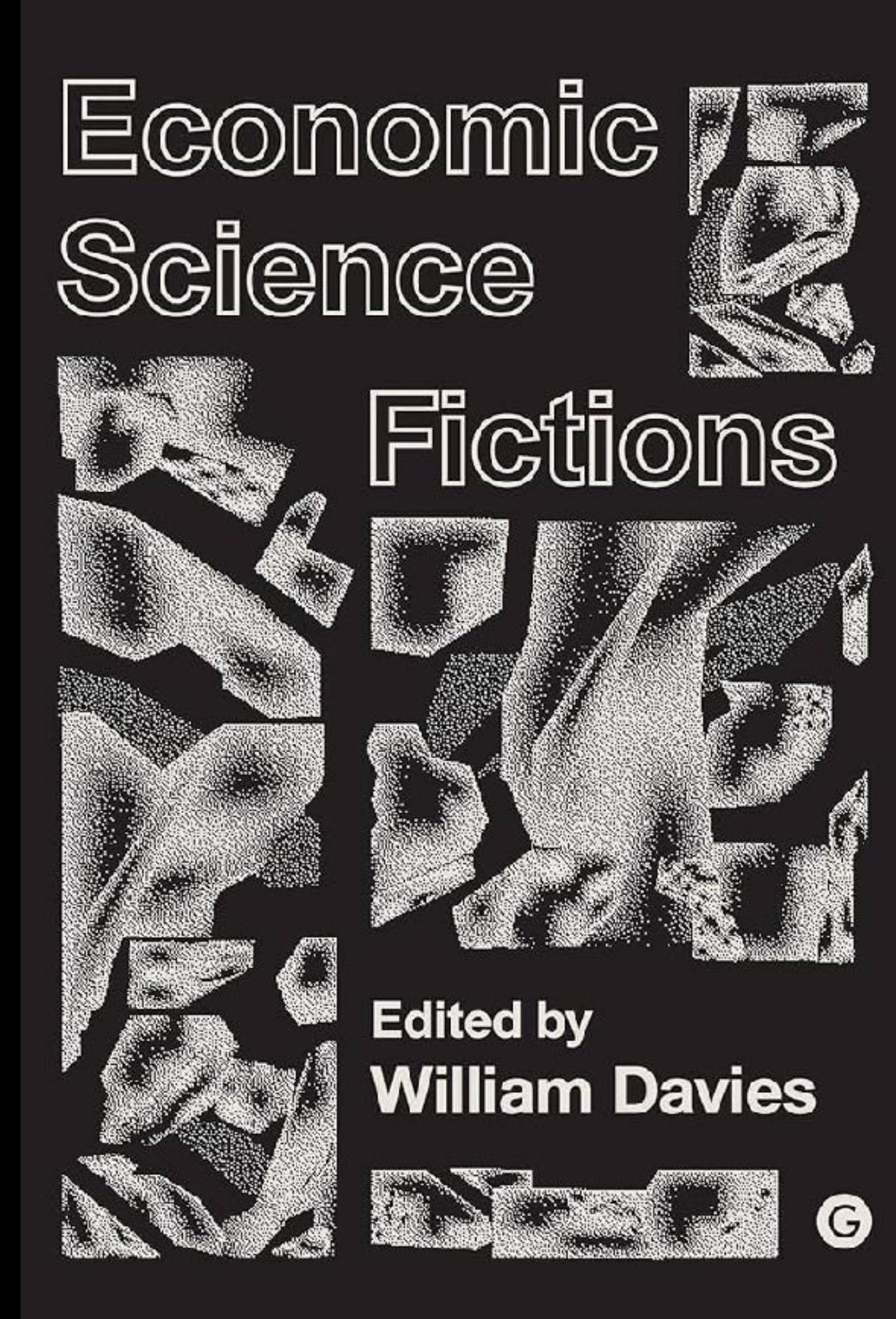
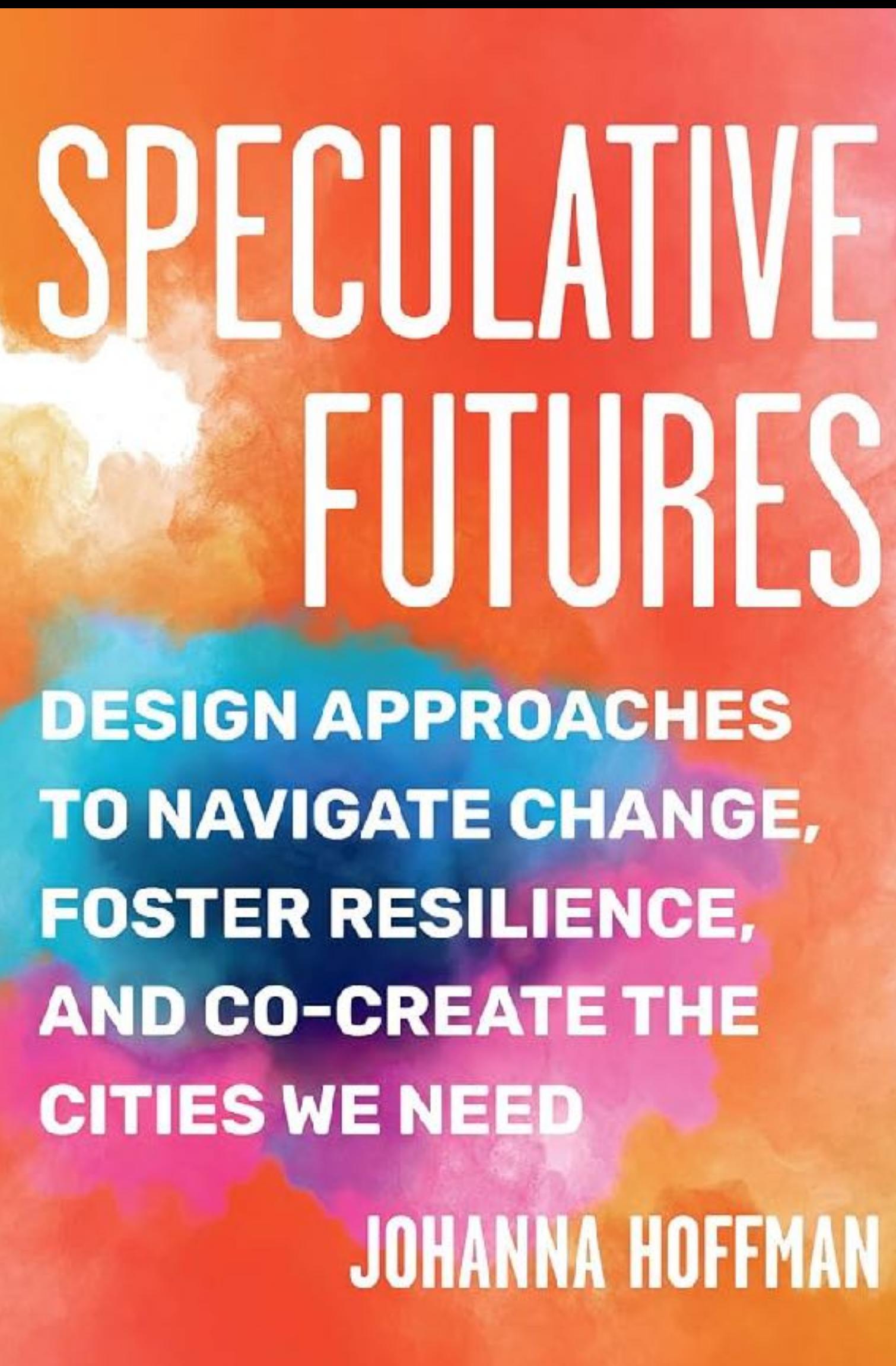
Sources: [bullseyeeventgroup.org](http://bullseyeeventgroup.org) and [mlive.com](http://mlive.com)

Sources: [easternmarket.org](http://easternmarket.org) and [yourethebride.com](http://yourethebride.com)



**BUT**  
participation  
has a price tag.



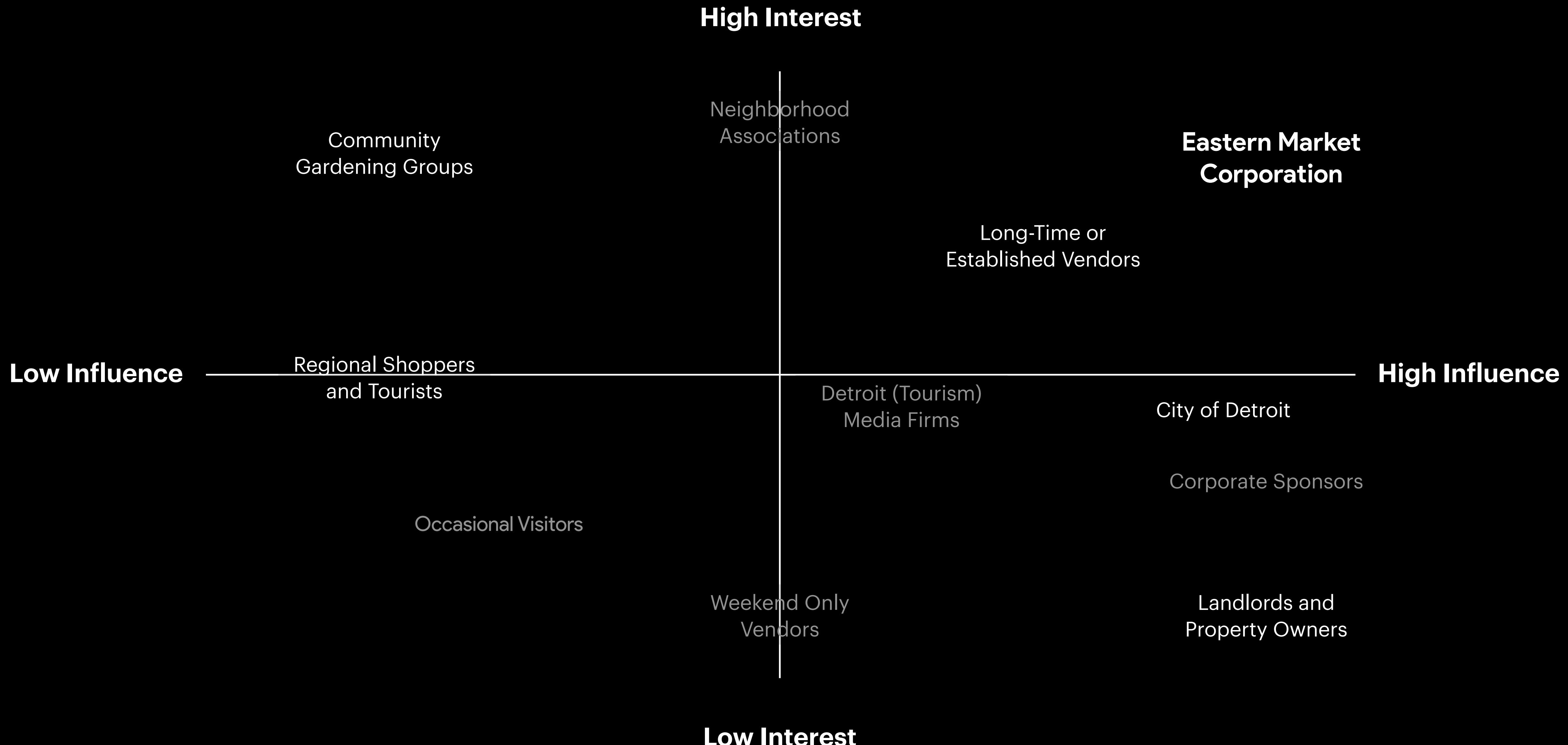


“Through the removal of money we are suddenly opened up to a world no longer at the mercy of the exchange abstraction.”

How can we increase the vibrancy at Eastern Market?

How can we increase the vibrancy at Eastern Market  
through a non-cash economy?

# Stakeholder Analysis



# Stakeholder Analysis



# **Eastern Market Corporation Mission**

Prioritize People

**Eastern Market  
Corporation Mission**

# **Eastern Market Corporation Mission**

Prioritize People

Connectivity

**Eastern Market**

**Corporation Mission**

Prioritize People

Connectivity

Authenticity

**Eastern Market**

**Corporation Mission**

Prioritize People

Connectivity

Authenticity

Development Equity

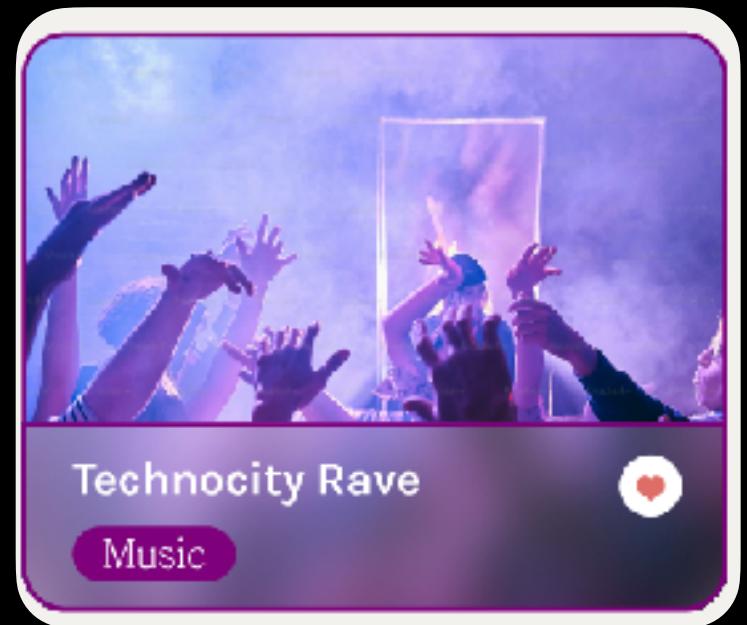
**What are we creating?**

A time-based economy that enables attending and hosting events at Eastern Market

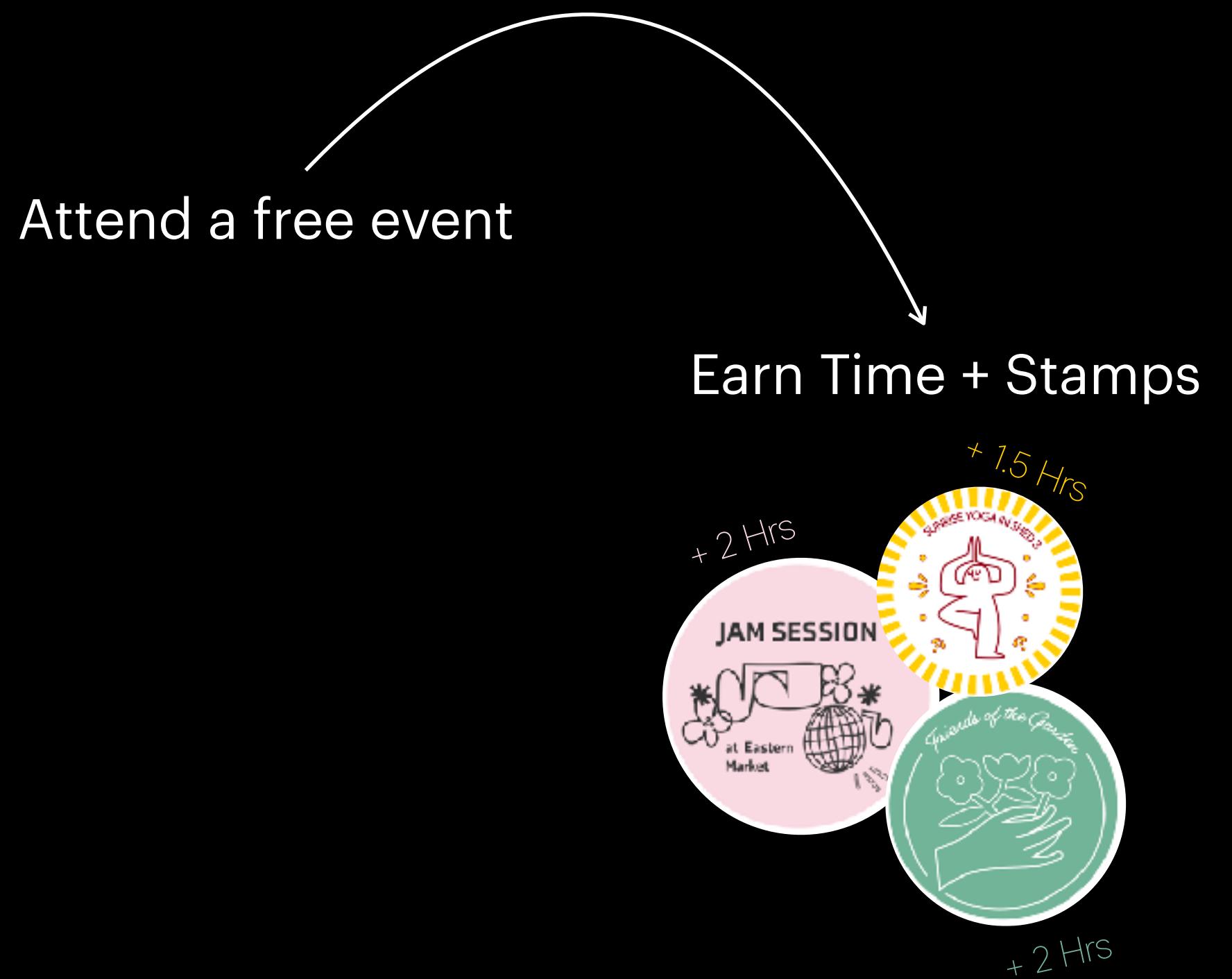
# How does it work?

# How the Economy Works

Attend a free event

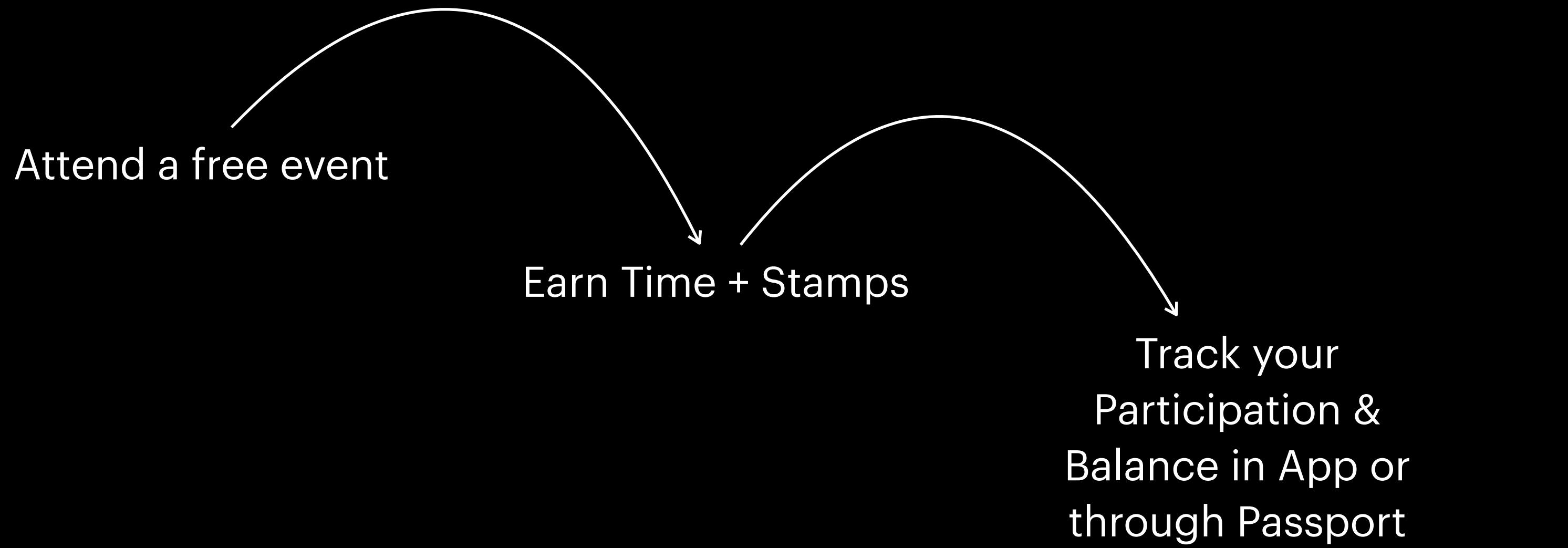


# How the Economy Works

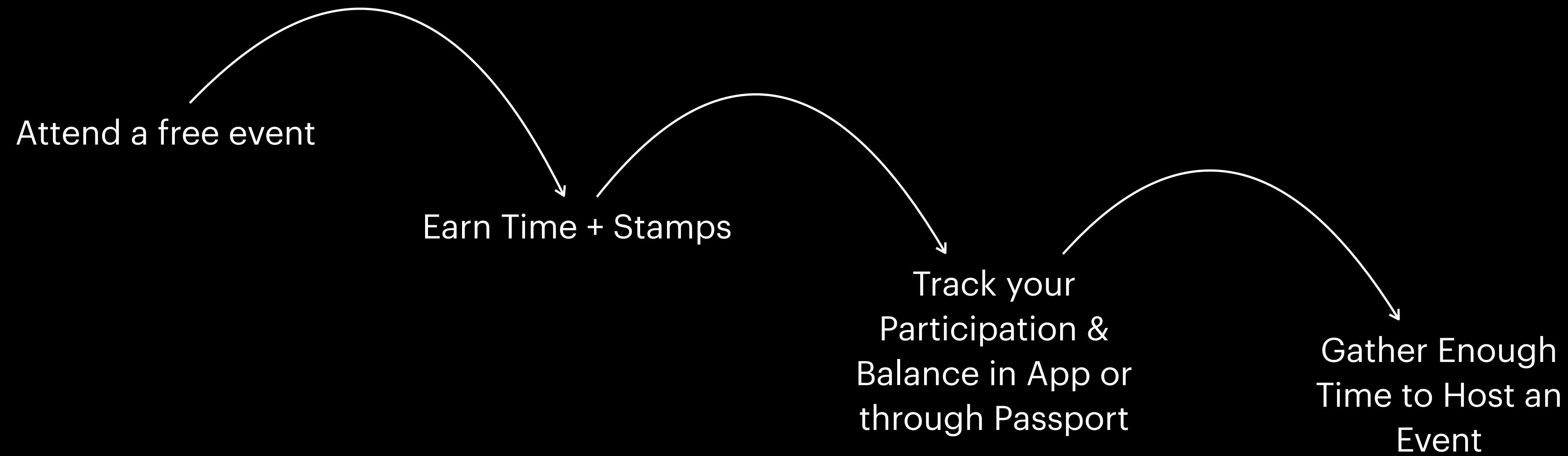


- Every event you attend earns you **time**
- Stamps are “proof” of your participation

# How the Economy Works



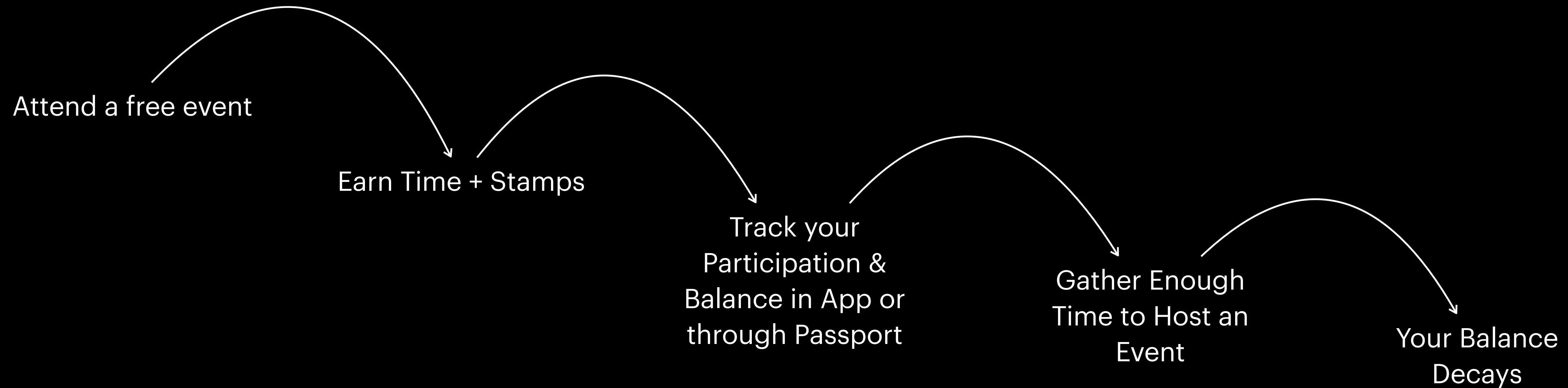
# How the Economy Works



OR

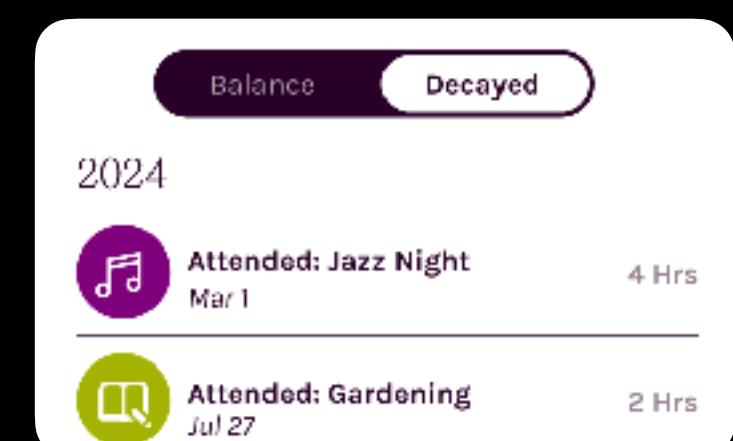
Continue attending for free events

# How the Economy Works



OR

Continue attending for free events



- Encourages participation
- Prevents hoarding

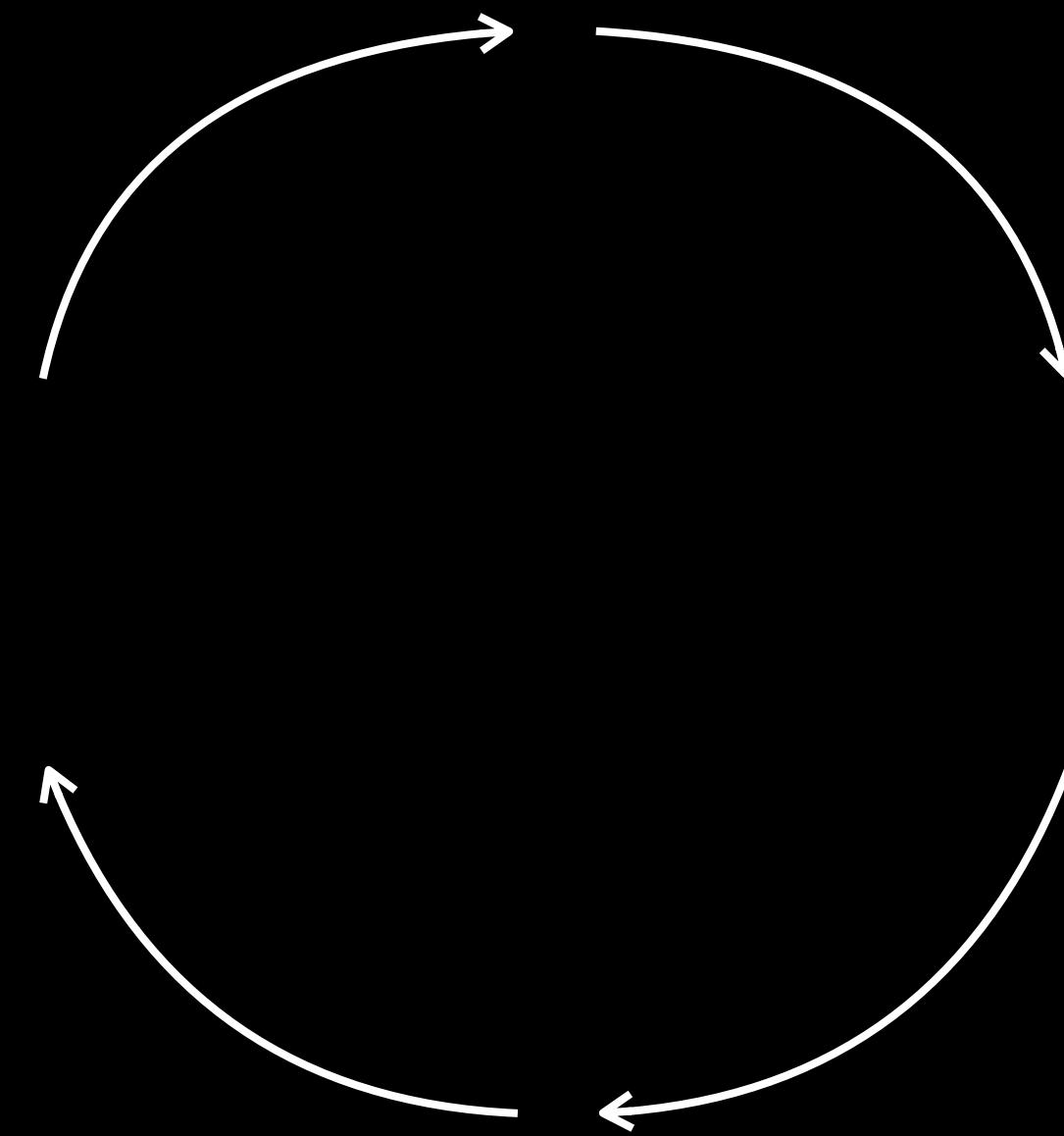
# Our Value System

Time is the currency

Community  
Vibrancy is  
generated

Events are the goods

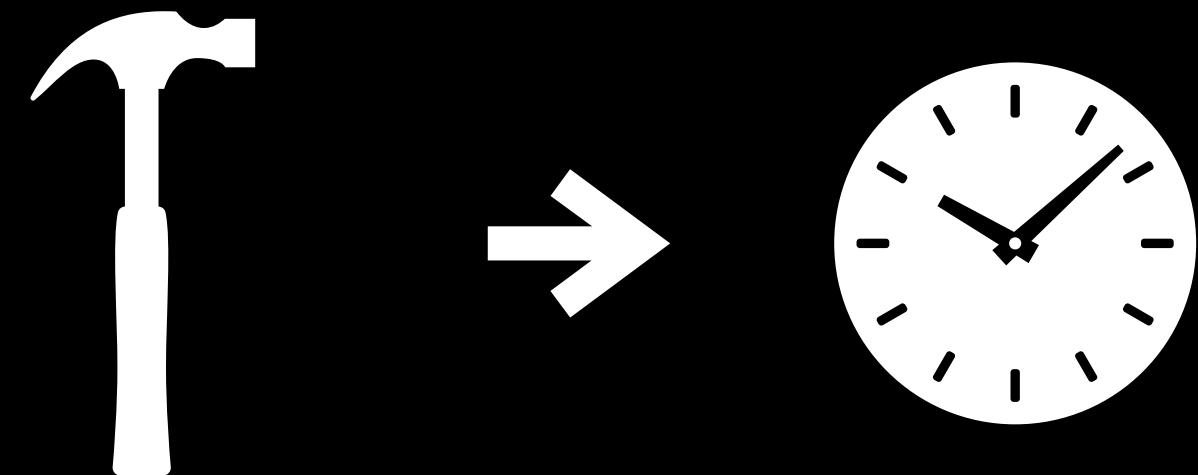
Stamps are the units  
of exchange



# Our Value System

# Time is the currency

# Accumulate hours by providing services



# Our Value System

Time is the currency

Accumulate hours by attending events.

1.0x

Attend an Event

1.5x

Host an Event

# Our Value System

**Time** is the currency

Through participation, gain milestone-based  
hosting access in the sheds

|           |          |
|-----------|----------|
| Full Shed | 50 hours |
| Half Shed | 35 hours |
| 1/4 Shed  | 25 hours |
| 1/8 Shed  | 10 hours |

# Our Value System

**Events** are the goods



No incentive to visit markets on weekdays.

Free events would enable EM as a 3rd space.

Removes financial and spatial barriers to events and classes.

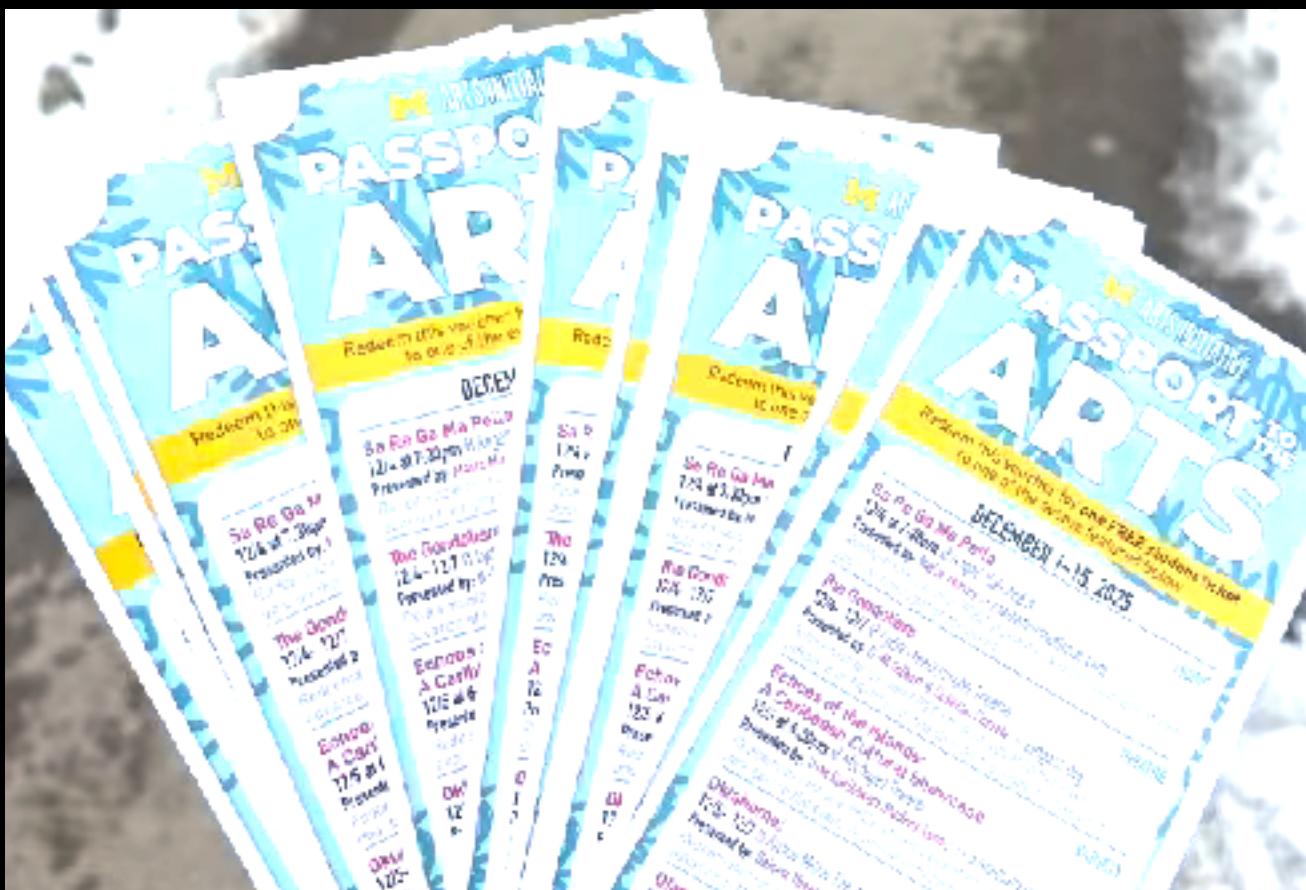
Source: [littleguidedetroit.com](http://littleguidedetroit.com)

# Our Value System

Stamps are the units of exchange

Passport to the Arts

Source: UofM



National Park Passport

Source: questscouts.com



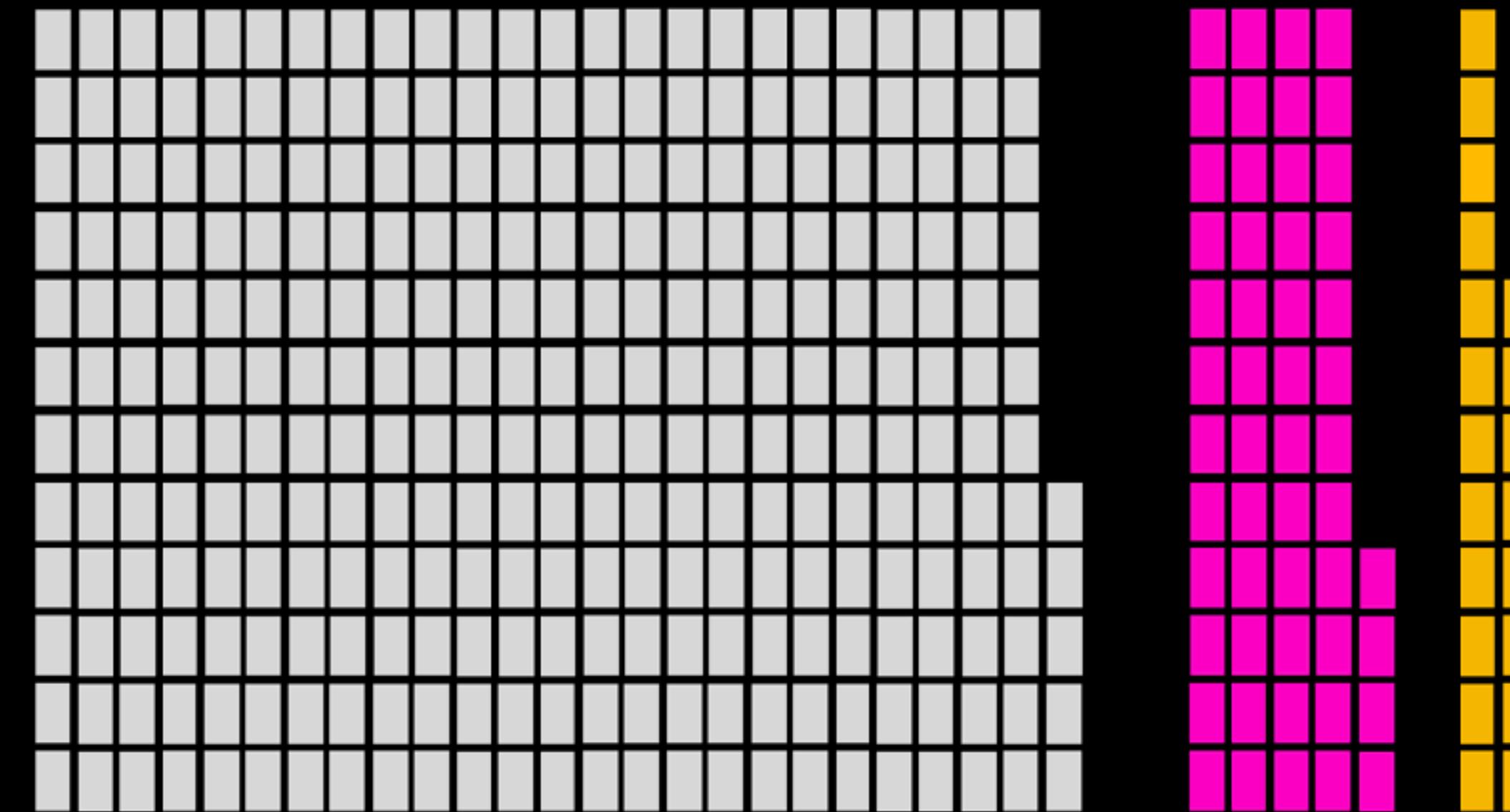
Japanese Shrine Stamps

Source: matcha-jp.com

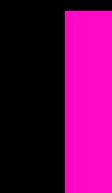


# Our Value System

Community Vibrancy is generated



EM Empty



Saturday Market



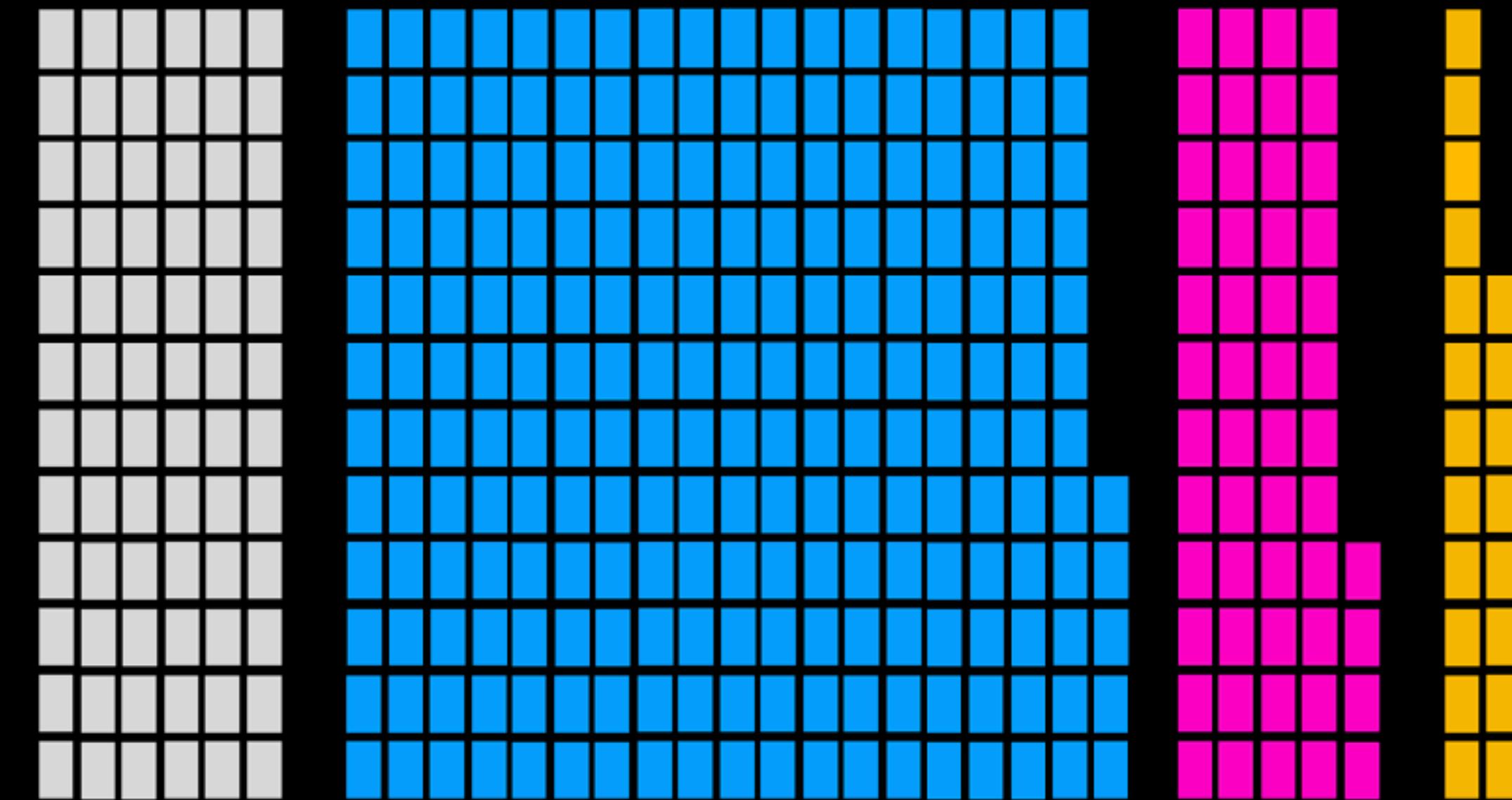
One-off Event



Passport to EM Programming

# Our Value System

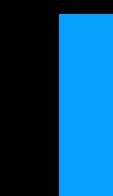
Community Vibrancy is generated



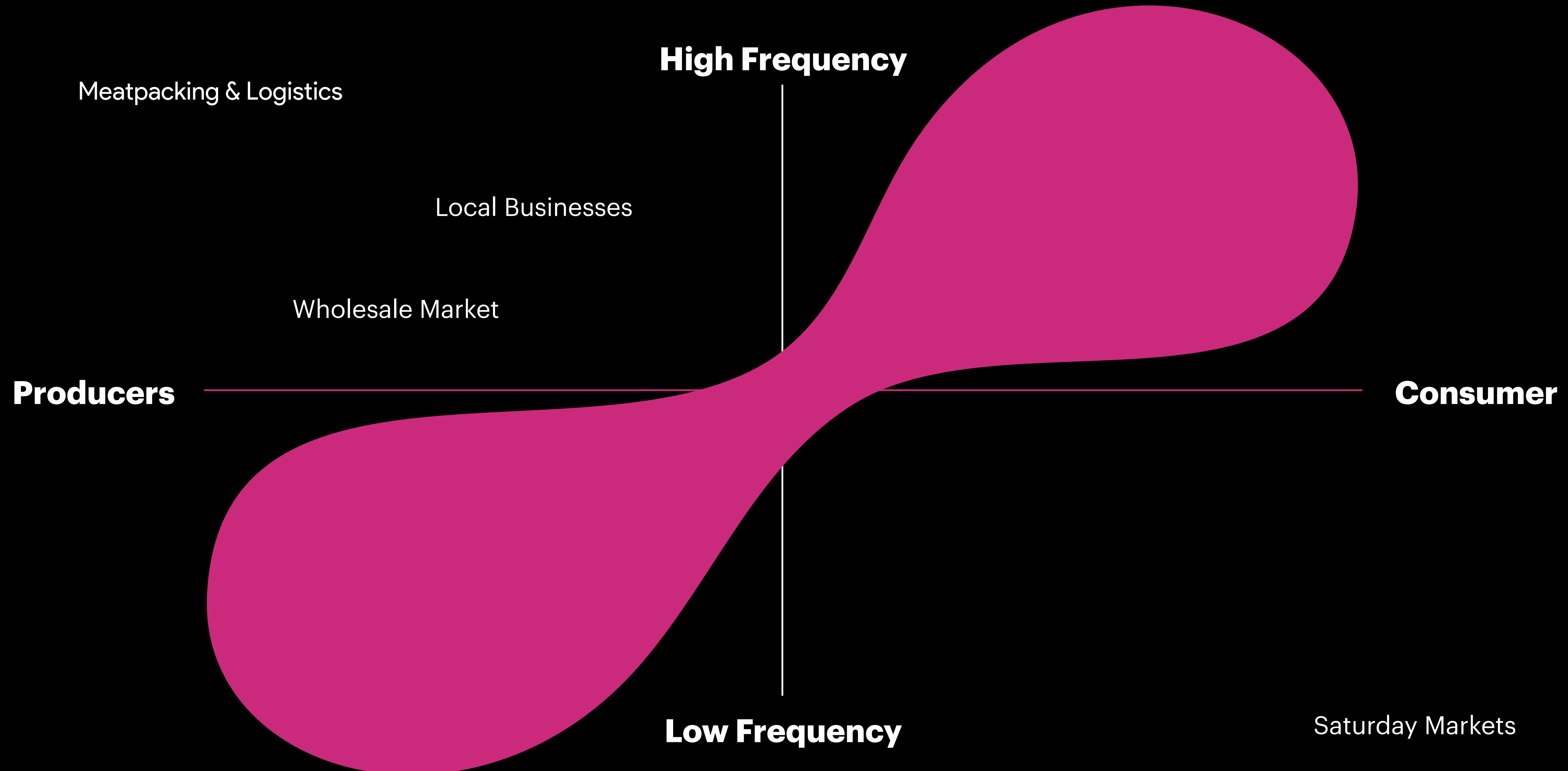
Saturday Market

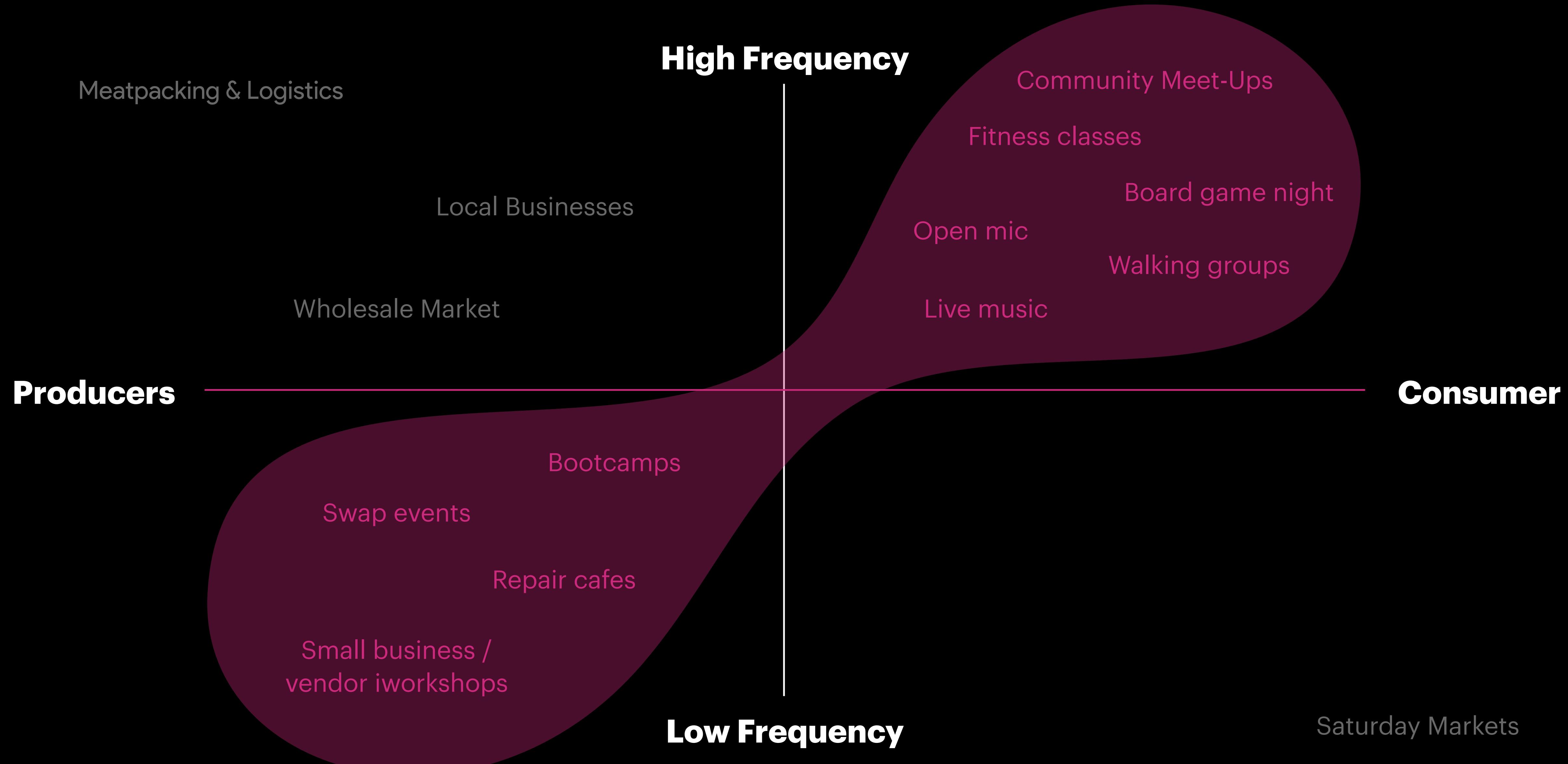


One-off Event



Passport to EM Programming





## High Frequency

Skill workshops

Small business office  
hours

Pop-up markets

Pop-up markets

Producers

Consumer

Community Meet-Ups

Fitness classes

Board game night

Open mic

Walking groups

Live music

Bootcamps

Movie night

Swap events

Town-hall

Repair cafes

Youth talent night

Small business /  
vendor iworkshops

## Low Frequency

# 5 Minute Temperature Check?

# Passport to Eastern Market Roleplay:

Dylan

Protagonist

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Emma

Eastern Market  
Coordinator

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Cheyenne

Yoga Class  
Instructor

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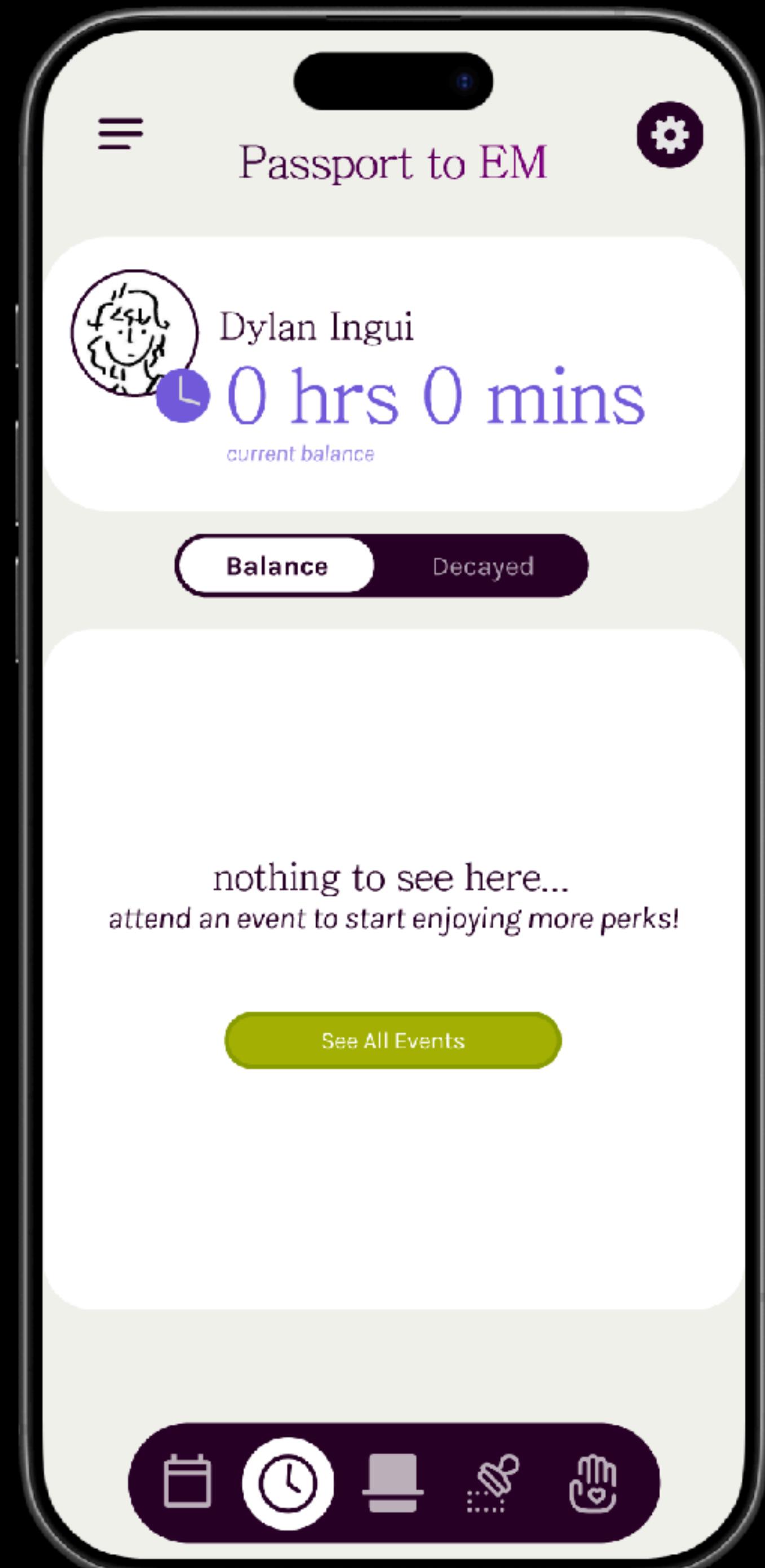
Trini

Detroit  
Newcomer

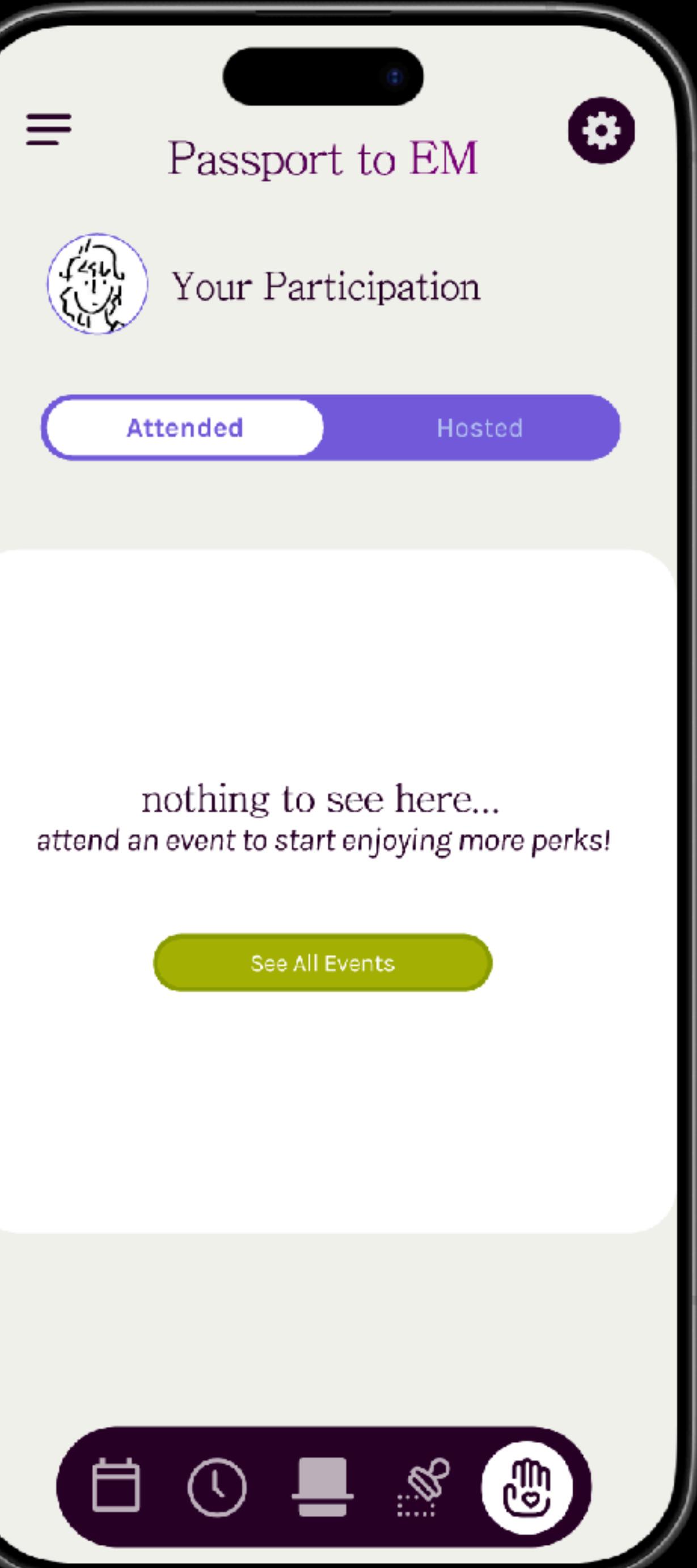


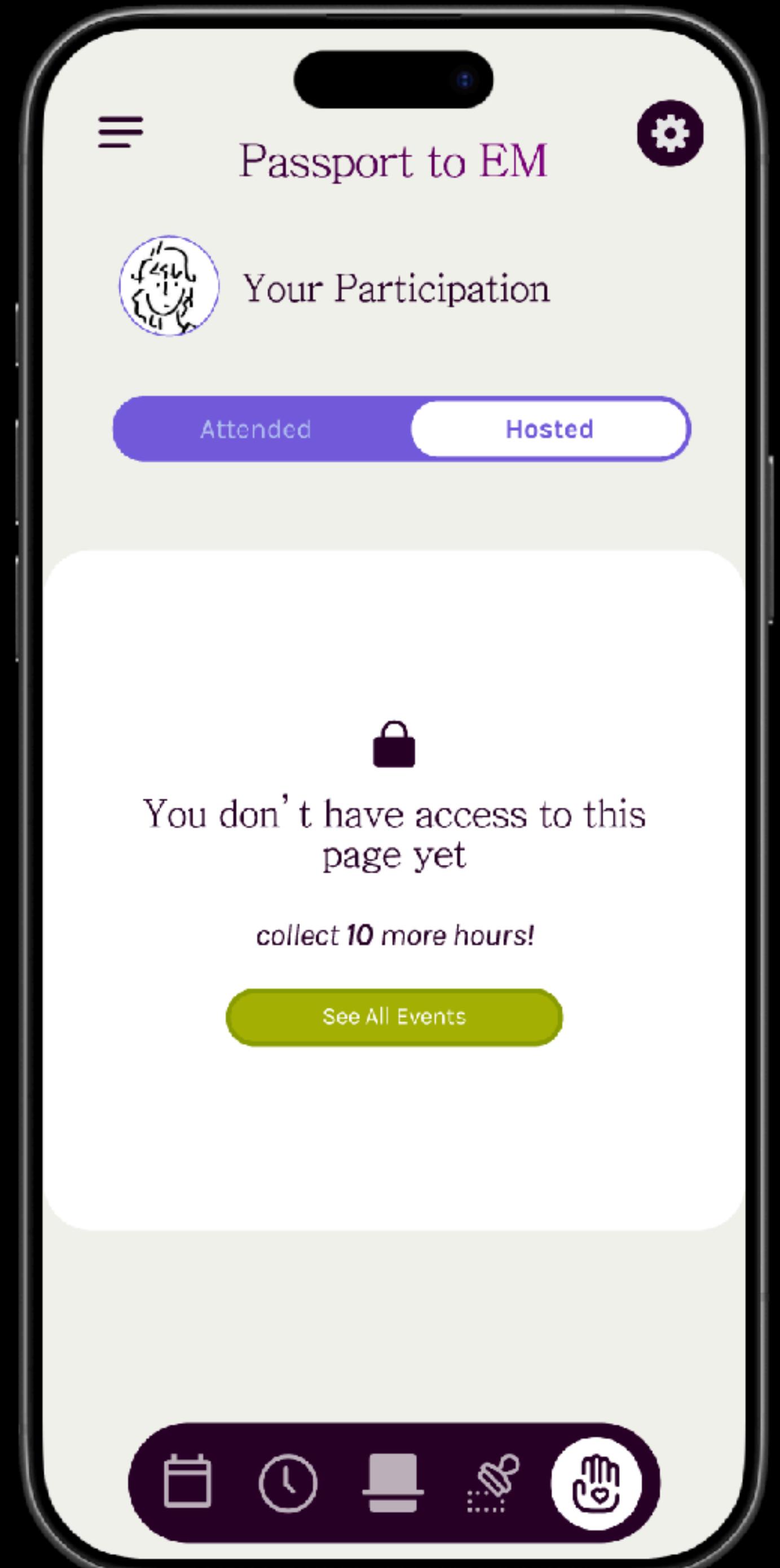
# Dylan's Introduction to the App







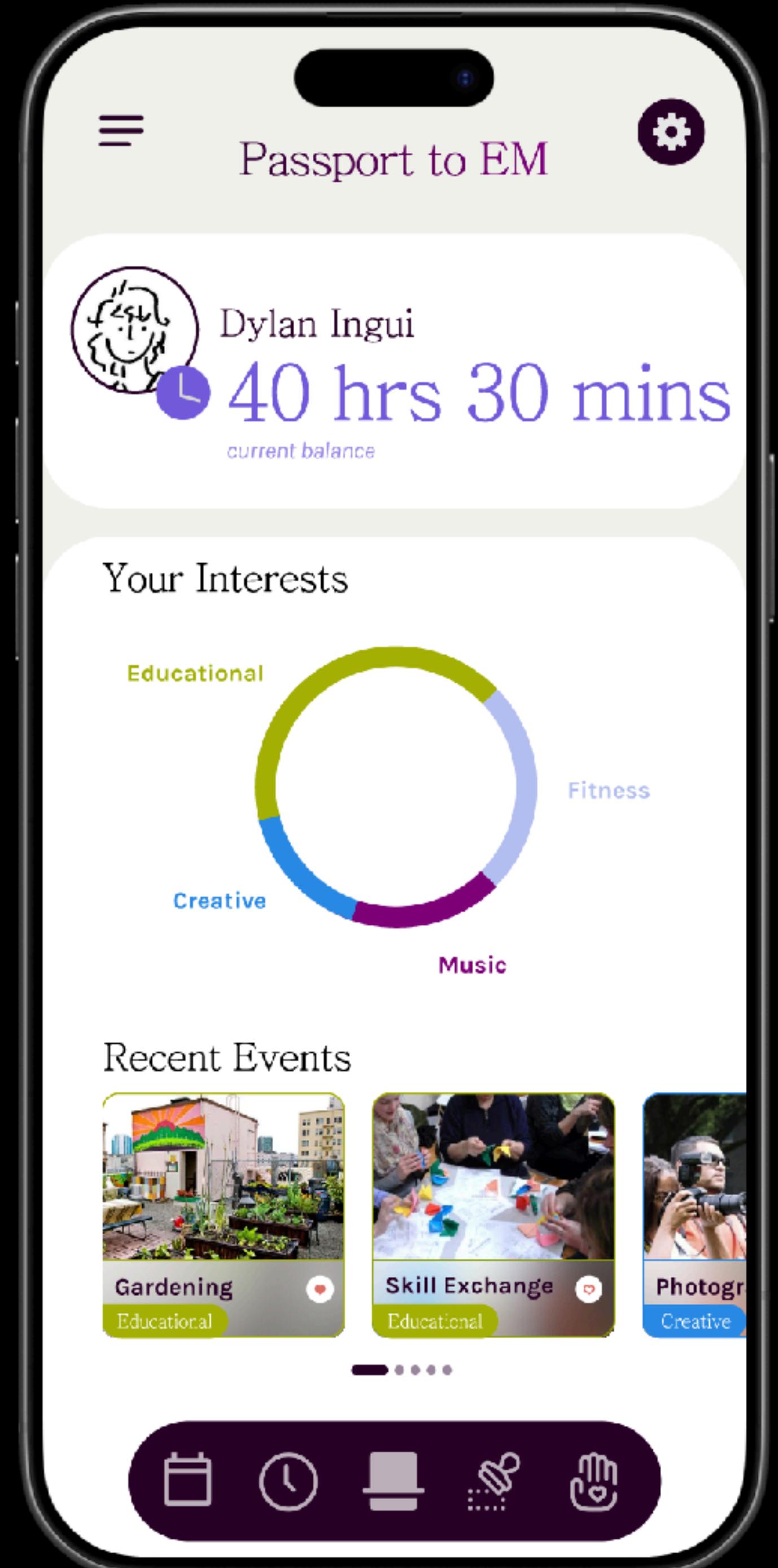


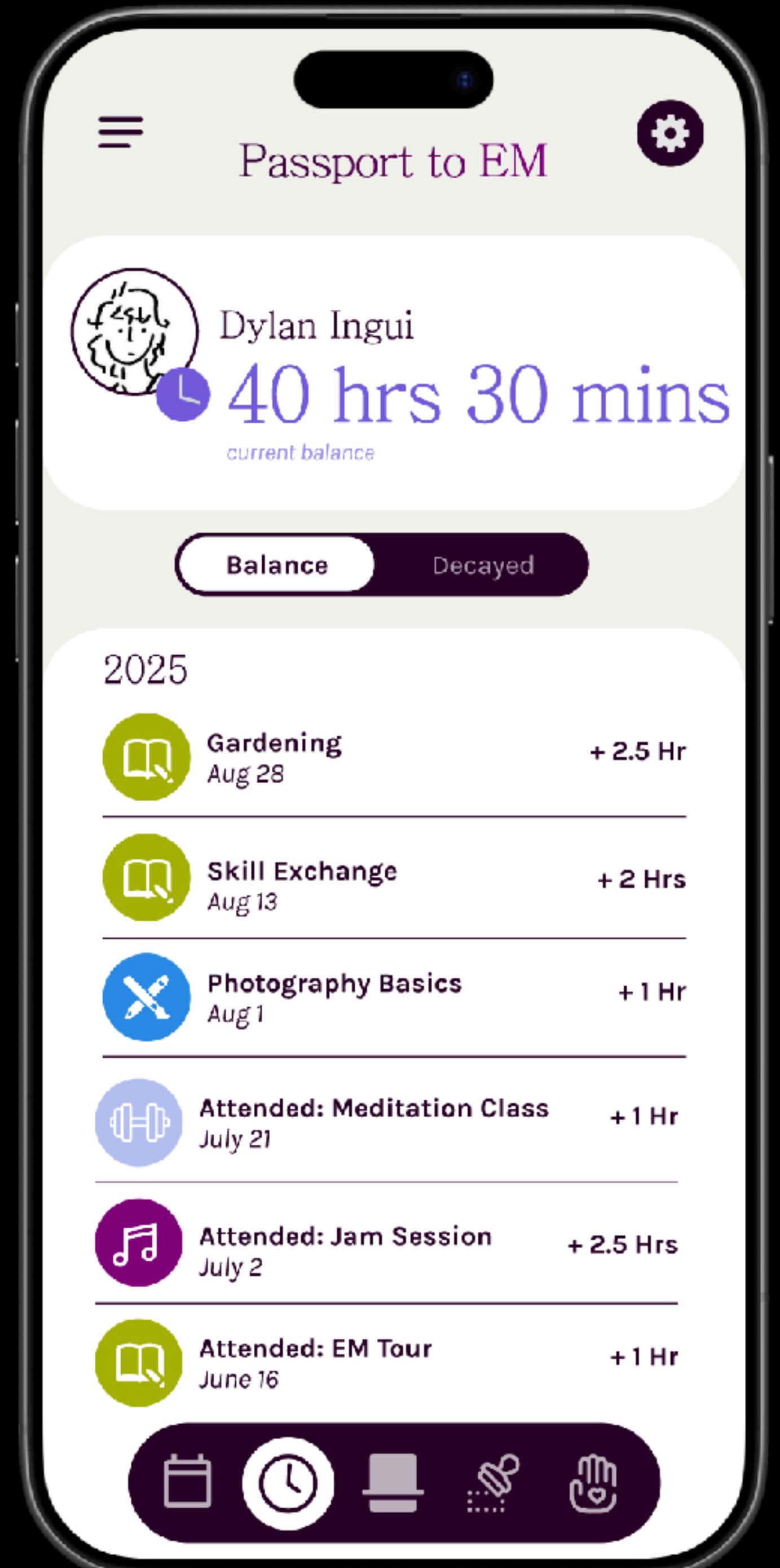




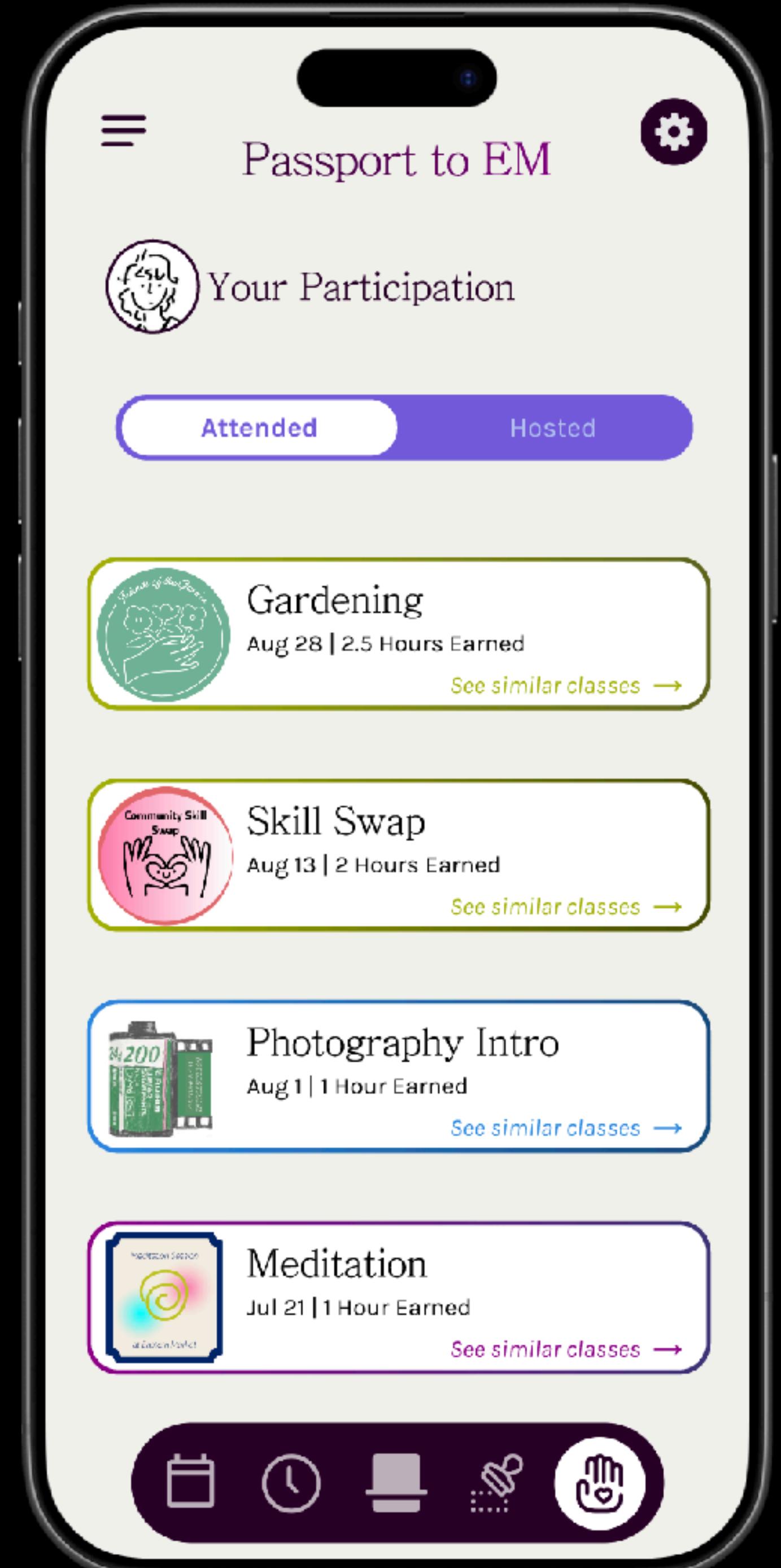
Thank you so much. Cool.

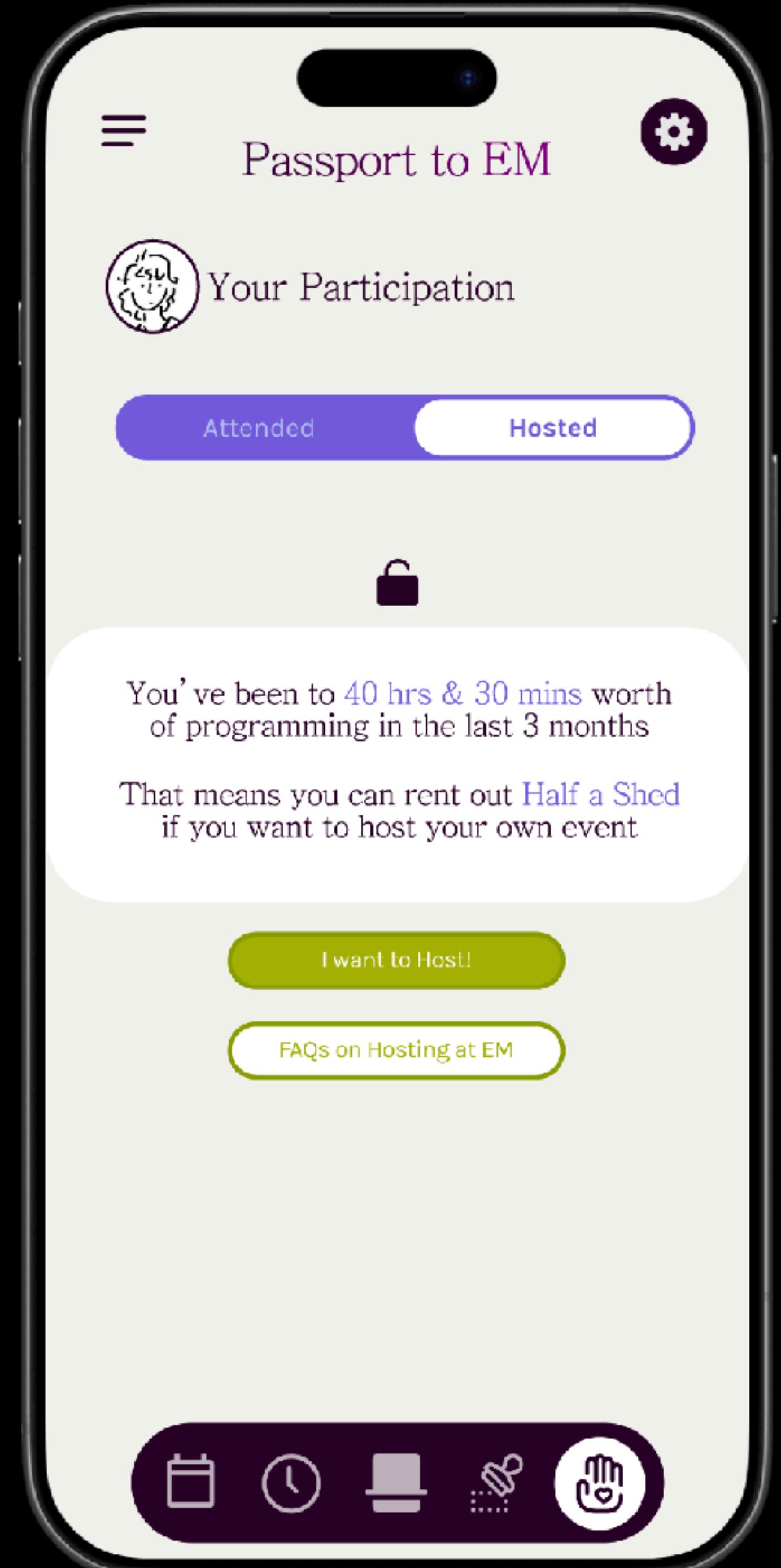
**3 months & 25 stamps later...**













Oh, perfect. Okay.  
I'll hold it off until then. Awesome.

**Let's jump to 2040**

Imagine Eastern Market serves as a launchpad for Detroiters, newcomers, and tourists to experience the city's culture and community.

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THURSDAY

---

DECEMBER 2<sup>ND</sup> 2040

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# Detroit Free Press

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## DETROIT'S TOP STAMP COLLECTOR, SIMONE GELLER, GIFTS LARGE SUPPLY OF TOOLS AND ART MATERIALS TO EASTERN MARKET

Geller, known both for her unwavering commitment to the neighborhood and her record-setting 1,560 stamps earned through the Passport to Eastern Market program, made the donation earlier this week. Market officials say the contribution will support local vendors, artists, and educational programming.



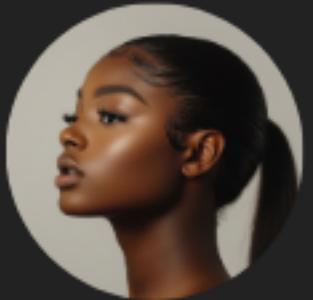


**DETROIT,  
HAVE YOU  
HEARD?**

Passport to  
Eastern Market  
is expanding!!

Earn hours for  
engaging all  
across Detroit.





Elaine Martin  
@theelainemartin

...

So you're telling me all I have to do to get a  
good local plumbing job is attend a few free  
fitness classes at Eastern Market?! 🤦  
I'm in.

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#passport2em #community #socialcapital



CITY OF DETROIT

# CITY HALL MEETING

FREE & OPEN TO THE PUBLIC

● EARN 2 HOURS ON PASSPORT  
TO THE EASTERN MARKET  
FOR YOUR ATTENDANCE



● Wednesday,  
March 11th

03:00pm - 05:00pm  
at Eastern Market  
in Shed 5

● Topic of  
Discussion

*How will Motor City  
handle the recent  
reality of flying cars?*

For more information, check the city website and Eastern Market app

The City of Detroit is

**HIRING**



JOIN OUR BRAND  
NEW P2D TEAM!

## Job Opportunities In:

*Program Coordination*

*Systems Management*

*Community Engagement*

## Requirements :

- ▶ Bachelor's Degree
- ▶ 3-5 years experience in field
- ▶ 50+ Passport Hours
- ▶ Detroit Resident





WHAT'S UP  
DETROIT

COMMUNITY

**DETROIT LEARNS TO COOK UP  
COMFORT AT EASTERN MARKET  
THANKS TO THE GENEROUS  
DONATIONS OF FIXINS OWNER &  
NBA ALL-STAR KEVIN JOHNSON**



Martha Easton  
@marthamama313

I remember coming to Eastern Market with my grandparents as a little girl. I never would've predicted this being the place I pick up my little girl after school, when I get off work. Thank you @Passport2EasternMarket for continuing the legacy of this space in my family and giving each generation new ways to engage with the unique culture of our city 😊❤️



Imagine Eastern Market serves as a launchpad for Detroiters, newcomers, and tourists to experience the city's culture and community.

**Q&A**  
**what questions do you have?**

# Appendix

-

-

-

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-

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# What is the actual barrier to hosting an event?

## TAILGATING

| TICKET TYPE  | ITEM PRICE |
|--|------------|
| <b>Lot 1- TWIN</b>                                   | \$140.00   |
| This ticket will include 2 spaces and 10 wristbands. |            |

|  |            |
|--|------------|
| <b>Shed 3 NW Quad</b>  | \$1,100.00 |
| This ticket will include an entire quad underneath Shed 3 and 60 wristbands. |            |
| <b>Shed 3 NE Quad</b>  | \$1,100.00 |
| This ticket will include an entire quad underneath Shed 3 and 60 wristbands. |            |
| <b>Shed 3 SW Quad</b>  | \$1,100.00 |
| This ticket will include an entire quad underneath Shed 3 and 60 wristbands. |            |

Source: [easternmarket.org](http://easternmarket.org)

## SHED INFO

Shed 3: The most flexible choice. It was constructed in 1922 and extensively renovated in 2009. It has four wings, and during some public market hours, there may be a wing available (except on Saturdays).

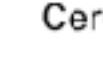
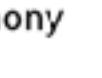
*Capacity without tables: 3,120 people  
Capacity with tables: 1,891 people*

Shed 5: Built in 1981. It's enclosed, and includes a plaza along Russell Street, plus a community kitchen, after the completion of an \$8.5 million project in 2015 to restore and enhance the shed. Shed 5 is heated, has restrooms, and a commons room.

*Capacity without tables: 1,980 people  
Capacity with tables: 1,128 people*

Source: [easternmarket.org](http://easternmarket.org)

## WEDDINGS

| Starting prices   |              |                                   |
|---|--------------|-----------------------------------|
|  | Ceremony     | <a href="#">Contact for price</a> |
|  | Bar services | <a href="#">\$10 per person</a>   |
|  | Catering     | <a href="#">Contact for price</a> |

• Couples usually spend \$8,000  
• Starting prices don't include service fees, taxes, gratuity, and rental fees.  
• Guest count and seasonality may also affect prices.

Source: [theknot.com](http://theknot.com)

## Eastern Market, Shed 3

2698 Russell St, Detroit, MI based Venue

No reviews yet. [Write a review](#)

### Raw space venue

The venue will provide just the space. You'll bring in your own caterer and vendors.

### Full wedding (ceremony and reception) pricing

Starting at \$3,800

### Guest capacity

Up to 3120 seated guests

Source: [zola.com](http://zola.com)

## Why would Detroiters want to attend free events?

According to the American Planning Association (APA), making an event free considers equity by eliminating potential barriers to inclusion and encouraging participation regardless of income.

Source: [American Planning Association \(APA\)](#)

*"We live in a world where 'free' often comes with fine print: free with purchase, free for a limited time, free if you sign up. The events and programs hosted by DDP are truly free—open to all, no strings attached."*

Source: [Michigan Chronicle](#)

The Downtown Detroit Partnership is an active and impactful nonprofit in the city of Detroit. Their mission is to foster social and economic vibrancy through inclusive public experiences. They see free programming not as a perk, but a public good. Positive impacts of their efforts so far include:

- Campus Martius Park being named the #1 Public Square in the United States by USA Today
- Feedback from families, residents, entrepreneurs, and first-time visitors which indicate that they experience joy, belonging, connectivity, and discovery in these spaces.

Source: [Michigan Chronicle](#)

## Why include children's programming?

Focus: HOPE's Early Head Start programming which provides early learning, job training, and food support to families, lost federal funding this year. The closure of this program affects more than 300 Detroit-area children. In addition to having one of the highest rates of poverty in the state, three of the four ZIP codes impacted were characterized as having "insufficient" licensed child care access, with three or more children for each available slot, according to data analyzed by [Boston University's Child Opportunity Index](#).

Source: [Chalkbeat Detroit](#)

The state budget eliminated all \$19.4 million in funding for Great Start Collaborative programs, which helped get young kids and their families access to needed early childhood services. School leaders, parents, and early childhood advocates worry that the cut will result in worse outcomes for the state's youngest kids during a high-stakes moment in their healthy development.

Source: [Detroit Free Press](#)

The budget recently passed by the Michigan House eliminates dedicated funding for Out-of-School Time programs under Section 32N which will force the YMCA of Metropolitan Detroit to scale back or cut vital services working parents depend on to keep their kids safe, supported, and learning.

Source: [YMCA Detroit](#)

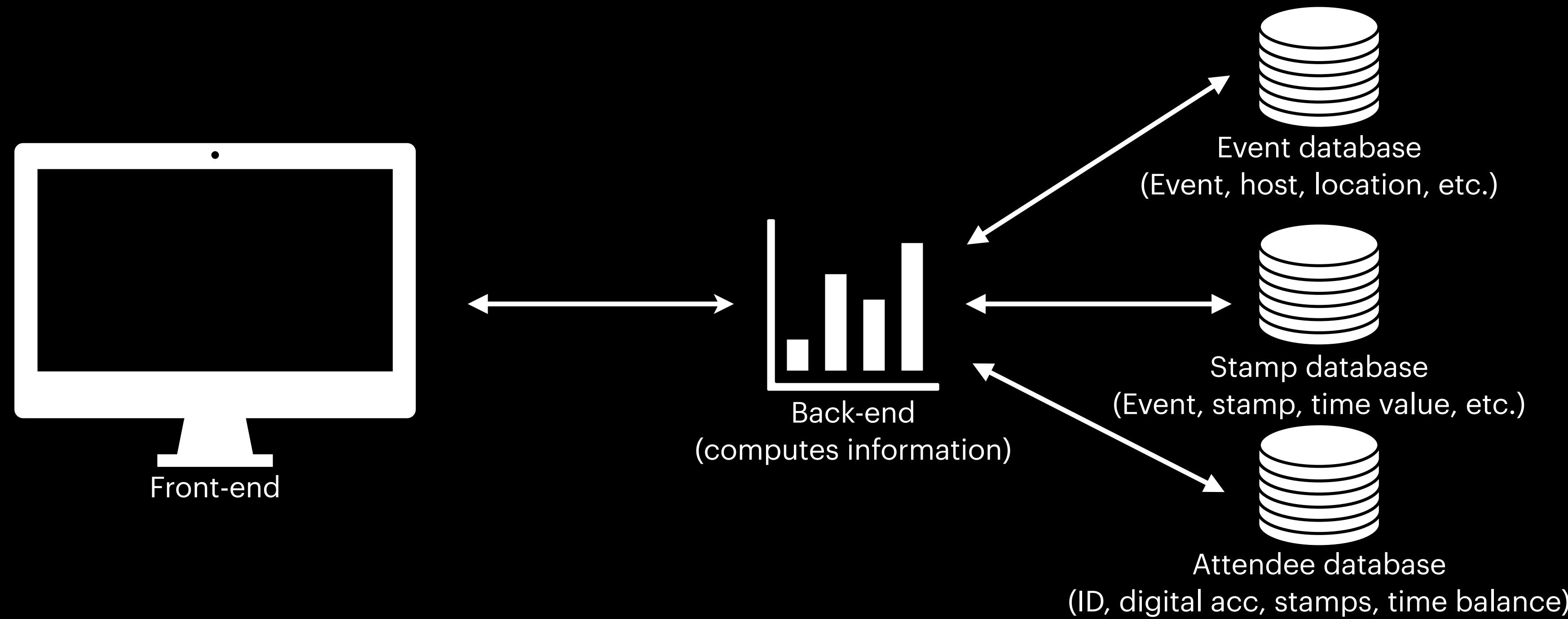
## **FAQ: *I want to host an event at Eastern Market. Now what?***

- Go to Eastern Market Information Center to consult with the P2EM Coordinator
- Display that the amount of hours you've accumulated is sufficient for hosting
- Display proof of experience in the style of event that you would like to host
- Discuss which section of which shed would be ideal for hosting your event
- Discuss what date and time would be ideal for hosting your event
- Inform the coordinator of any equipment or technology that you will need
- Strategize for the promotion of your event through digital and analog mediums
- Continue to work with the P2EM Coordinator to ensure a safe and smooth event

## **Lifecycle of a stamp:**

1. Host submits a request for event x via the app, and the EM Passport Coordinator manually accepts (or rejects) this request.
2. If accepted, a stamp is produced for the event.
3. At the event, the host provides the event's stamp (containing unique identifiers) to each attendee.
4. Attendees either digitally scan their stamp or hold onto it physically in a book or something of that nature.
5. Time accumulated via each stamp won't be added to a user's digital account or be physically redeemable until the host returns the stamp to EM.
6. For digital stamp users, the time is added to their app automatically. For physical, they may check at the welcome center with the EM Passport Coordinator to receive an updated balance.

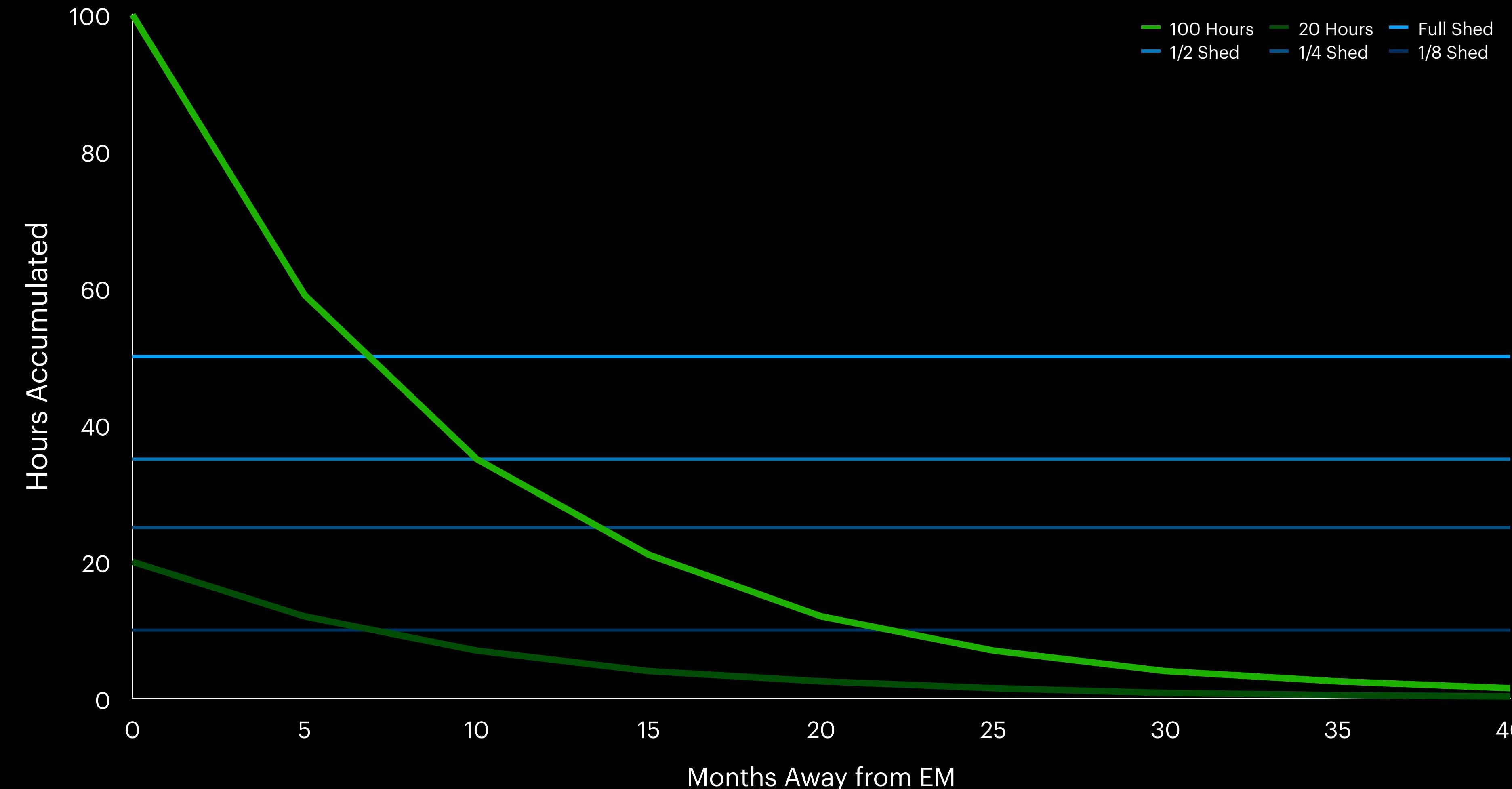
# Technological Infrastructure



Passport to EM Coordinator inputs events and can see/validate stamps and their values.

Connection between back-end and databases update, compute, store, and share information with Passport to EM Coordinator

# Time Bank Decay:



Hours in the time bank depreciate at 10% per month.  
This promotes continuous activity.

Everydayness

Ambiguity

Discussion