

D-BLAST



Challenge Detroit is back, partnering with Culture Source, for our second to last challenge. Culture Source advocates and supports many of the great arts and culture nonprofits located Southeast Michigan. There are roughly 120 nonprofit members of Culture Source, ranging from the Henry Ford to MOCAD to

Pewabic Pottery.

Our challenge will enhance their new marketing and fundraising campaign, which launches in 2014. The Fellows will provide data and ideas to help market the campaign towards young creative adults who live in Detroit and Southeast Michigan. We will uncover what young creative adults see as challenges when attending cultural engagements and if these barriers prevent them from attending other events. Similarly, the Fellows will find young creative adult's motivation for getting involved in cultural activities and what can currently be tweaked to make cultural events more enjoyable.



This week we are hosting an event at the [Livernois Pop-up Grand Opening—Light Up Livernois](#). This is a follow-up to our initial Livernois challenge. You can read about the Livernois corridor boom [here](#), [here](#), and [here](#).

-Isaac

Spotlight: [Sarah Grieb](#)



[Nerd Night](#)
Thursday, May 30th 6-9pm

[Light Up Livernois](#)
May 31st-June 1st

[Detroit Grand Prix Events](#)
May 31st-June 2nd

[Downtown Hoedown](#)
May 31st-June 2nd

[Grilling at Whole Foods](#)
Friday, May 31st 12-4pm

[Detroit FC](#)
Friday, May 31st 7:30-9pm



[Detroit Critical Mass](#)
Friday, May 31st 6:30pm

[Detroit SOUP Open House](#)
Sunday, June 2nd 5-9pm

[Wednesday Night at the Movies](#)
Wednesday, June 5th 8pm

[Advanced Thinking: Orion Festival](#)
June 8th-9th



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