

# DBusiness Daily Update: Michigan State University Board of Trustees Approves \$3.6B University Budget, and More

Our roundup of the latest news from metro Detroit and Michigan businesses as well as announcements from government agencies. To share a business or nonprofit story, please send us a message.

By **Tim Keenan and RJ King** - July 3, 2024



*Michigan State University's \$3.6 billion 2024-25 operating budget includes tuition increases. // Photo courtesy of MSU*

## Michigan State University Board of Trustees Approves \$3.6B University Budget

Concluding its retreat at Michigan State University's College of Human Medicine Building in Flint, the MSU Board of Trustees approved the university's fiscal year 2024-25 operating budget of \$3.6 billion, presented by the administration, which includes tuition and fee rates for the 2024-25 academic year.

The new budget includes a flat increase of \$235 per semester or \$470 per year in tuition for full-time undergraduate and Master of Business Administration students. On average, this equates to 2.7 percent for in-state undergraduate students.

The flat rate applies to all undergraduate students, including residents, nonresidents, and international students. Graduate student tuition rates, which are assessed per credit hour, will increase by \$26 per credit hour; this increase is equivalent to the increase for undergraduate students enrolled in a typical full-time load. Additionally, tuition rates for professional schools will see a 4% increase.

"A modest increase in tuition rates is necessary for the university to continue providing strong academic programming that prepares our students to thrive in a competitive environment both at MSU and after graduation," says Dan Kelly, chair of the MSU board.

"Given the across-the-board increases in the university's costs and expenses, it is incumbent of the board to be fiscally responsible with institutional resources. After carefully reviewing the data, the board agreed upon the lowest recommended increase, which upholds our commitment to ensuring students have access to a quality, affordable, world-class education."

As part of the \$3.6 billion approved budget, MSU is committing \$249.5 million to student financial aid — a \$12.7 million increase compared to last year. Furthermore, investments in financial aid have increased at an average 7.5 percent annual growth rate since the 2018-19 academic year, outpacing the increases in cost of tuition over the same period.

Effective fall 2024, MSU is implementing the new Spartan Tuition Advantage program for new Michigan resident students. Pell-eligible students from households with an annual income of \$65,000 or less will have their tuition fully covered through grants and scholarships. Students who continue to be eligible for this program will see no out-of-pocket increase in tuition costs over the next four years.

The fiscal year 2024-25 budget is strategically designed to support student success efforts, focusing on initiatives like launching the Spartan One-Stop center, expanding advising support and facilitating the arrival of our new president.

### **Michigan Central Station Closed for Holiday Weekend**

The Station at Michigan Central will be closed July 5 and 6 for the holiday weekend. Regular public hours for Summer at The Station will resume July 12.

So far, nearly 17,000 people have visited The Station over its first two summer weekends, following the 65,000-plus who toured the landmark during Michigan Central OPEN festivities earlier this month. We look forward to welcoming guests again after the holiday break.

Summer at The Station runs Fridays 5-9 p.m. and Saturdays 10 a.m.-5 p.m. through Aug. 31. In addition to self-guided tours of the restored former train station, visitors are invited to enjoy food, drinks, and live entertainment outside on the plaza in front of Newlab at Michigan Central during Summer at The Station open hours. No tickets or registration are required for Summer at The Station tours or events.

Guests are encouraged to park at the Bagley Mobility Hub, located at 1501 Wabash, just one block south of The Station. There is no charge for parking during Summer at The Station hours. ADA parking is available within the parking garage and ADA drop-off is available near The Station's east entry on 15th Street, between Marantette and Dalzelle streets.

Visitors can find more information and schedule updates at [michigancentral.com](https://michigancentral.com).

### **DHL Express Expands Retail Presence in Michigan**

DHL, one of the world's leading providers of international express shipping services, has recently expanded its network of U.S. retail locations with a new store in Troy. The location marks the company's first DHL-owned and operated retail store in the northern Detroit metro area.

As Troy experiences rapid international population and business growth, the retail location is designed to meet the rising B2C and B2B shipping demands. This includes the significant immigrant community from Mexico, India, Iraq, Canada, and China, who rely on international shipping to maintain connections with their home countries.

The new service point at 5921 John R Road is situated in a mixed residential and business area, offering easier access for customers. It provides time- or day-definite international and domestic U.S. shipping services for both account and non-account holders.

From packing to preparing paperwork, DHL's Certified International Specialists simplify the process of importing into the U.S., exporting to over 220 countries and territories, or shipping almost anywhere within the U.S. Customers can also track shipments and manage delivery options with DHL On Demand Delivery, all through DHL's mobile app.

The new facility also offers both staff-assisted and self-service kiosks, as well as supplies such as bubble wrap, packing tape, and DHL-branded boxes for an enhanced customer retail experience.

### **Ashley Furniture Stores Sign Multi-year Partnerships with Tigers and Red Wings**

Dufresne Spencer Group (DSG), the largest licensee of Ashley stores, is now the exclusive furniture and mattress partner to the Detroit Red Wings and Detroit Tigers, joining the brand's partnership roster alongside the Dallas Cowboys, Texas Rangers, and Memphis Grizzlies, among others.

The long-term partnership marks the first-of-its-kind in the furniture and mattress category for both teams, owned by Ilitch Sports + Entertainment and aims to engage their fans by offering unique experiences, while leaning into the brands' shared mission and commitment to positively impact their communities. As part of the partnership, awareness and funds will be raised to help children in the foster care system find a permanent home.

"We are thrilled to partner with these two iconic Detroit teams," says Todd Garten, chief marketing officer of DSG. "We love the passion of the fan base and see this as a tremendous opportunity to enhance the fan experience, while also making a significant impact in the local community. We are committed to working with local organizations and agencies to help find a permanent home for every child in Michigan."

To kick off that commitment, Ashley DSG will be donating 124 beds to Detroit-area foster children through their "Hope to Dream" initiative, which works to ensure all children have access to a safe place to sleep at night.

To celebrate, Ashley will be giving away more than \$124,000 in furniture, mattresses, team merchandise, and fan experiences in July and August. As part of the giveaways, one sweepstakes winner will receive a \$24,000 Ashley shopping spree and four tickets to the Detroit Tigers game of their choice.

The brand will be conducting a series of themed events in their seven metro Detroit locations, including:

- July 12: 124 (for the Tigers 124 seasons) free rides with Lyft to/from the Tigers' home game at Comerica Park
- July 13: Shop Detroit's "Local Love Days" Presented by Ashley
- July 27: First 124 guests at each Ashley Detroit location and the Windsor, ON location will receive a free branded Detroit Tigers x Ashley Stanley Tumbler
- 10: Detroit Tigers x Red Wings Alumni Meet & Greet
- 24: Free Detroit Tigers + Red Wings Swag All Day (Dearborn store only)

In addition, from July 1 to Aug. 31, shoppers in the Detroit market can mention Ashley's exclusive partnerships to receive 20 percent off their purchase (minimum purchase of \$1,999 required).

For more information, visit [here](#).

## **Born in Detroit, Jay's Juniors Collaborate on Apparel Line to Benefit Ailing Children**

Jay's Juniors, the nonprofit founded by Jay Towers, "Morning Show" anchor on WJBK-TV (FOX) 2 and host of "Jay Towers in the Morning" on WNIC-FM 100.3, is again collaborating with Born in Detroit Apparel in Farmington Hills to launch an exclusive Jay's Juniors apparel line

The apparel line started for this first time in 2023, for a limited time only, and will be returning again for a limited time. A portion of proceeds from this limited-edition line will benefit Jay's Juniors, a program that takes children and their families who are dealing with life-altering or life-threatening conditions to Disney World, during the holidays. Jay's Juniors was Apparel is available through July 31 [here](#).

The apparel is cobranded for Born in Detroit and Jay's Juniors and features a variety of options for children and adults including sweatshirts, hooded sweatshirts, t-shirts, flat bill, trucker, and snapback hats.

## **Karmanos, McLaren, Detroit Tigers Strike Out Prostate Cancer**

Hundreds of prostate cancer survivors are expected to fill the stands at Comerica Park on Monday, July 8, when the Barbara Ann Karmanos Cancer Institute, in partnership with the Detroit Tigers and McLaren Health Care, the Tigers' official health care system, join forces to promote prostate cancer awareness.

During the fourth annual Prostate Cancer Awareness Night, fans will have the opportunity to learn more about prostate cancer screenings, signs, and symptoms as they cheer on the Detroit Tigers against the Cleveland Guardians. Prostate cancer survivors will be honored throughout the game, and a Karmanos prostate cancer patient will throw the ceremonial first pitch.

Gates will open to Comerica Park at 5 p.m., with first pitch scheduled for 6:40 p.m. Spreading prostate cancer awareness, Comerica Park will be decorated with a blue theme.

"Prostate cancer is a disease that we can screen for and monitor PSA levels so that we can treat it at an early stage," says Dr. Elisabeth Heath, medical oncologist, leader of the Genitourinary Oncology Multidisciplinary Team, and the Hartman Endowed Chair for Prostate Cancer Research. "We want to remind men not just to make their annual doctor's appointment but to show up and talk to their provider about their risk of developing prostate cancer and the screening options available to them. Prostate cancer is curable when we find it early, so delaying present knowledge of your health does not benefit your health in the future."

The night will be filled with information about prostate cancer and prevention methods. A special pre-game ceremony will honor nine prostate cancer survivors who received care at Karmanos locations throughout the Karmanos Cancer Network. Throughout the ballpark, Karmanos will provide information about the disease and the importance of screening and early detection.

Tigers fans who purchase the special Prostate Cancer Awareness Night ticket package will receive a Tigers game ticket for July 8 and a "Strike Out Prostate Cancer" t-shirt with a \$5 donation to support prostate cancer research at Karmanos. Fans also may donate an additional amount when purchasing tickets to the July 8 game through [tigers.com/prostate](https://tigers.com/prostate). A portion of the proceeds from a special 50/50 ticket raffle also will be designated to support prostate cancer research at Karmanos. Additional opportunities to donate will be displayed at the Karmanos tables. Click [here](#) to purchase tickets.

## Michigan Small Business Development Center to Host Pitch Black Business Competition

Applications are now being accepted for Pitch Black Detroit, a pitch competition by the Michigan Small Business Development Center (SBDC) designed specifically for Black-owned businesses.

The first Pitch Black event took place in Muskegon County in 2021 for existing Black-owned businesses in response to the disproportionately detrimental effects the COVID-19 pandemic had on Black-owned businesses. Pitch Black Grand Rapids happened in 2023. In 2024, the highly competition is traveling to the Detroit metro area as part of the Michigan SBDC's Uplift Michigan initiative, designed to ensure equitable access for all diverse entrepreneurs across Michigan.

A committee of Michigan SBDC staff will evaluate applications and select 25 contestants to participate in the competition. The contestants will receive six weeks of customized training from the Michigan SBDC's Uplift Michigan initiative to prepare them for the competition and will be assigned a Michigan SBDC consultant to help them develop a 3-5-minute business pitch to present to a panel of expert judges.

After the training, contestants will participate in virtual pitch rounds to determine the finalists. Up to seven finalists will be chosen to present their pitch in front of a live audience and judging panel on Oct. 3 to compete for more than \$10,000 in cash prizes.

Prizes will be processed by Eastern Michigan University's Center for Entrepreneurship & Innovation. The first-place grand prize is \$5,000, with a second-place prize of \$3,500, a third-place prize of \$1,500, and \$250 for the people's choice award. The prize money can be used for any legitimate business purpose.

Those interested in being a contestant for Pitch Black Detroit should [apply online](#) by July 21 at 11:59 p.m. Selected contestants will be notified by July 30.

## Apply Now for Detroit Opera's 2025-26 Resident Artist Program

Applications are now open for Detroit Opera's 2025-26 Resident Artist Program. This program for early-career professional opera singers offers individualized study to cater to the unique needs of each artist and aligns with the country's top training programs.

The program, led by renowned opera coach and pianist Nathalie Doucet, Detroit Opera's head of music, was reshaped two years ago to keep pace with the spirit of innovation, outreach, and community-building that has characterized Detroit Opera's programming and administration since the arrival of Yuval Sharon as the company's Gary L. Wasserman Artistic Director.

The program is highly competitive. More than 850 artists applied for five available positions in the 2024-25 program.

Artists who wish to apply to the 2025-26 Resident Artist Program should submit the application form by Sept. 1, 2024. Candidates selected for an audition will be notified by Oct. 11. Live auditions will take place in New York City on Nov. 13 and in Detroit on Nov. 19. For more information, visit the Detroit Opera Resident Artist Program [webpage](#) or contact Jessie Neilson at [jneilson@detroitopera.org](mailto:jneilson@detroitopera.org).

## Arts & Scraps Fundraiser for Free Programming for Families to Gather and Get Creative

The Kresge Innovation Project: Detroit, Arts & Scraps program is hosting a fundraiser that aims to fund Arts & Scraps' most requested programming — a drop-in time for families to get creative together.

Hosted on Givebutter, the campaign seeks to raise \$40,000 over eight weeks (July 1-Aug 31) to fund the program for one year and support Arts & Scraps' mission overall.

To contribute, visit the Givebutter [campaign page](#). Support, whether through donations, spreading the word, or joining as a peer fundraiser, is greatly appreciated. By setting a goal to raise \$1,000, individual or team participants become an Arts & Scraps Champion! Champions will receive training on fundraising, invites to events, and a special thank you after the campaign ends. They also will compete for the Arts & Scraps Champion Trophy, made from Arts & Scraps' creative reuse materials.

## 35th Annual Birmingham House Tour Returns with New Features

The Birmingham House Tour returns for its 35th year, on Sept. 12, featuring some of the most unique and captivating houses in the Birmingham and Bloomfield area.

New this year, guests can purchase Early Access VIP tickets, granting them entry to the tour homes one hour before general admission.

Each stop on the tour will be staffed by knowledgeable docents who will bring the homes to life by sharing the rich history of these properties, design trends, and other facts from the homeowners.

This self-guided driving tour allows guests the flexibility to start their journey at any of the featured homes. As a bonus, visitors have the option to take a midday break for lunch at The Community House, prepared by Ryan Friedrich, the corporate executive chef at The Community House.

For more information and to purchase tickets, call The Community House at 248-644-5832 or visit [communityhouse.com](https://communityhouse.com).

## Paul W. Smith Golf Classic Moving to Country Club of Detroit

The Paul W. Smith Golf Classic presented by Ford Motor Co. and WJR, is launching its third decade of raising funds for area children with a July 29 outing at the Country Club of Detroit.

The storied club dates to 1897 with an Albert Kahn designed clubhouse and 18-hole championship course, originally designed by the noted British golf architect Harry S. Colt, and later updated by Colt/Alison, Robert Trent Jones, Robert Trent Jones, Jr., and Tom Doak.

"It is hard to believe we are now in the third decade of this impactful event" Smith says. "The world has changed in 21 years, but not the enthusiastic support of our sponsors. We are proud of the support we have been able to provide our charity partners and are constantly amazed by their innovative programming for the 55,000 young people they serve."

Celebrating 21 years of support for the Paul W. Smith Golf Classic are Title Sponsor 760 WJR, and Tournament Sponsor Ford Motor Co. Presenting Sponsors include longtime supporters Blue Cross Blue Shield of Michigan, DTE Energy Foundation, Dow, and General Motors Co.

Among returning sponsors are Delta Air Lines as the Official Airline Sponsor, and longtime supporter Bridgestone Americas as the Golfer Gift Sponsor.

The 2024 tournament for the first time will feature a morning and afternoon flight, as well as breakfast, lunch and dinner, a cocktail reception with live music, and an awards ceremony. A limited number of sponsorships including playing opportunities are still available. Members of the public can help the 55,000-youth the tournament supports by purchasing a foursome or making a donation [paulwsmithgolf.com](http://paulwsmithgolf.com).

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