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*Detroit Future City Video Reflection*

DFC's vision for the future of Detroit is largely centered on economic preservation and growth. It sounds like a major theme is economic equity. In the video, there's a visual reconstruction of what Detroit's core is. When showing the "future", they show the people and the *neighborhoods*; downtown is not shown at all, which I think people usually think of when they hear about economic growth or revitalization. This is evident in the Eminem Super Bowl Ad, which strictly shows Detroit's downtown as the main representation. Like we talked about in class, this brought a lot of positive opportunities for Detroit, but it's important for people to see the neighborhoods as a potential economic corridor and center for building wealth, businesses, and entrepreneurship. No one ever talks about the Black middle class, either. An aim is to uplift the middle class and correct the issue of missing middle housing.

Another big theme of the video seems to be empowerment, resilience, and community autonomy. The images presented in the video seemed very in-line with these ideas. They showcased a lot of families and businesses owned by people of color. These are the community members that we need to highlight and build for. Not only connecting people to jobs (expanding transportation networks to go downtown, connecting downtown to the neighborhoods as well) but making the neighborhoods a point of destination and a place for local businesses to thrive. Developing retail space with actual community needs and wants, not stores that developers decide for people that aren't compatible and displace people.