



Jeanette Pierce

Inspirational & engaging speaker, storyteller, and educator

Founder and President of City Institute | Host of Discuss Detroit podcast

Jeanette Pierce is a social entrepreneur and lifelong Detroit resident. She is a data nerd who loves cities and an **engaging storyteller** with a passion for providing context around complex issues.

She founded the City Institute to **help cities attract and retain talent** by making sure people feel connected to where they live and work. Jeanette helps cities tell their story so more residents not only care about where they live, but actually **love where they live**.

When people love where they live **they are more invested** in supporting small businesses, volunteering at nonprofit organizations, collaborating with neighbors throughout the city and **building the city's future**.

Since 2005, Jeanette has used experiential learning and non-traditional tours to **help more than 150,000 locals and newcomers in Detroit** love where they live and work by teaching them about Detroit's assets, small businesses, historic neighborhoods, city planning & development policies and innovative solutions to the challenges the city faces.

Awards

Jeanette was honored as one of the **Top 50 Women Leaders of Michigan in 2022**, as one of the **Top Forty under 40** by Crain's Detroit Business, and was awarded the prestigious **Shining Light Future Leader Award** from the *Detroit Free Press*, as well as many other recognitions and awards.

Testimonials

Jeanette inspired loads of people at our conference. Our work will absolutely be influenced by her information and infectious enthusiasm.

— Kuri Gill, Oregon Heritage Conference

City Institute helped inspire the Akron team to not only think differently about the way we tell our Akron story within each of our organizations, but the experience led us to think about how we can collectively work to tell those stories in a more impactful and experiential way.

—Kelli Fetter, Downtown Akron Partnership

Jeanette helped me realize the positive impact on both the individual and the city when people feel more connected to where they live. I have always cared about my city, but now I can say without hesitation: I truly love it!

— Irma Hayes, Pontiac Arts Commission

Schedule a meeting to discuss working together .



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Jeanette Pierce: Engaging Speaker, Storyteller, and Educator

Sought-After City Program

The Sought-After City Program helps cities attract & retain talent by connecting residents to their community.

People can work from literally anywhere these days. It's no wonder cities of all sizes and locations are focused on one question: **How can we attract AND retain residents and businesses?** How can we become a Sought-After City? Whether you're a 60,000 person town with a great historic main street like Pontiac, MI; a 200,000 person city that saw its peak population in the mid-20th century like Akron, OH or even a large growing city that wants newcomers to feel engaged enough they decide to stay like Portland, OR, **there is always an opportunity to get more people living, working and CONNECTING with your city.**

This program **helps cities tell their story** so more people want to live and work there. It also builds a stronger sense of community, promotes local businesses and organizations, increases the number of engaged and informed residents, encourages collaboration & inclusion and basically **gets people to love where they live and work.**

Through **presentations, workshops and on-the-ground support** Jeanette provides the tools and resources for civic leaders to develop experiences that can tell their city's story to its own residents and stakeholders. She'll help you find and **highlight the unique people, places and projects in your community** beyond the traditional tourist attractions. That includes the small businesses, community projects and civic events that are what truly make people love their community. The Sought-After City Program will help your city tell its story to its residents and workers, elected officials, students, funders...anyone that can **benefit from truly understanding, connecting with, and loving your community.**

Some Clients We've Worked With

- Baltimore Metropolitan Council
- State of Oregon
- Downtown Akron Partnership
- Downtown Las Vegas Alliance
- City of Chicago
- Greater Portland Leadership
- Michigan Main Street Alliance
- City of Windsor (Canada)
- City of Graz, (Austria)
- City of Sterling Heights
- Economy League of Philadelphia
- Kansas City Chamber of Commerce
- City of Pontiac



Email jeanette@thecityinstitute.com to set up a meeting today.