



Patronicity | CASE STUDY

CULTIVATE COFFEE & TAP HOUSE

Public Spaces, Community Places | Ypsilanti, Michigan



THE PROJECT

Cultivate is a nonprofit coffee and tap house in the heart of Depot Town in Ypsilanti, Michigan which functions as a community events space, fundraising venue, music venue, community garden and food distribution center, business for social good, and local nonprofit incubator.

Cultivate used the Michigan Economic Development Corporation's (MEDC) Public Spaces, Community Places crowdgranting program to complete the renovation of an abandoned 2,100 square-foot former auto electric shop by raising \$69,045 from 206 patrons. One of those donors was a neighborhood kid that set up a lemonade stand and asked that it be used to contribute to the campaign.

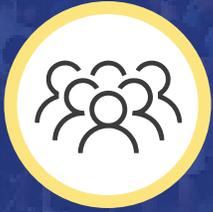
Their values, "Craft, Community, Cause," infuse all of the activity of the space. One of those community events that exemplifies this is their summer event series, Sundays in the Garden. Sunday afternoons, in their great outdoor courtyard, include a musical performance and fundraising event for a local nonprofit, through a special tap partnering with a local brewery providing \$2 of every tap purchase towards the featured nonprofit. Cultivate adds local musicians to the mix to provide an enticing experience for all. Brewery's support the cause, the community enjoys the craft of the musician, and the community is impacted for the better. This all results in inspiring, energetic, and cozy events at Cultivate all summer long.



"Cultivate started with the idea that business could be used for social good within our city. We try to take our values, craft community, and cause, and implement them in all that we do."

Ryan Wallace, Founder of Cultivate

THE IMPACT



**206
PATRONS**



**\$69,045
CROWDFUNDING
RAISE**



**\$50,000
CROWDGRANTING
MATCH**



**\$200,000
LEVERAGED
FUNDING**



**\$300,000
TOTAL PROJECT
ESTIMATE**

Their crowdfunding campaign was the final funding needed to complete the community spaces within and adjacent to Cultivate Coffee & Tap House. The campaign helped them to complete both the outdoor performance space, gardens, and patios, and the interior work, meeting, and gathering space.



**PUBLIC SPACES
COMMUNITY PLACES**

Public Spaces Community Places (PSCP) is our crowdgranting partnership with the Michigan Economic Development Corporation (MEDC). This crowdgranting initiative provides matching grant funds to eligible projects that improve public space in the state of Michigan. Projects can receive a matching grant of up to \$50,000 if they reach their crowdfunding goal. Learn more about the program and apply at www.patronicity.com/puremichigan.



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