Investing in Michigan Communities

Building a stronger Michigan together
What defines a community? It’s the common ground where people gather—from housing, streets and plazas to parks, green spaces and waterfronts. We believe that by revitalizing

The MIplace Sweepstakes Has Ended

Check back soon to find out if you won a shopping spree courtesy of Art Van Furniture, the Michigan Association of
“I don’t separate place making from economic development. They are intertwined.”

- Gov. Rick Snyder

Address to MML Board of Trustees
January 22, 2011 (in this room)
What will be the Outcome?
Prosperous PLACES
Governor Snyder has established a focus on Urban Initiatives & Rural Development

How?
Strategies & Techniques

Economic Development
Community Development & Placemaking
Image

Gardening
Entrepreneurs
Talent
Downtowns
Development Re-development
Attention to “Place”
Pure MI
Seamless Delivery
Placemaking – Making MiPlace Better

What is Placemaking?
Strategies that create places where talented people want to live and work

Who is participating?
- MSHDA
- MEDC
- DNR
- DEQ
- MDOT
- Local Officials & Stakeholders

What are the targeted activities?
- Local Engagement & Visioning
- Arts & Culture
- Green & Other Public Spaces
- Transit
- Transportation

What are the outcomes?
- Great Places
  - Household increases
  - Talent increases
  - Increased Investment Return
  - Public Cost Efficiencies

Led and Coordinated by MSHDA
Community Development & Placemaking
Strategies that create places where talented people want to live-work-play.

Downtowns & Neighborhoods
Vibrant city centers are key to vibrant regions. Creative reuse of existing real estate can reinvigorate communities.

Placemaking
Walkable streets and green space, local businesses and restaurants, and mixed use of space contribute to viable city centers.

Main Streets, Housing & Historic Preservation
MSHDA Core Activity

Redevelopment Ready Communities & Project Management
MEDC Core Activity

Local engagement, community visioning, training and integrated planning
MSHDA

Arts & culture bring people to places, public and private
MEDC

Parks & Green Space
DNR

Environmental Infrastructure
DEQ

Transit and Transportation Design
MDOT

Downtowns & Neighborhoods are the foundation of great places
Placemaking

State agencies and partners provide tools and technical assistance to support local visions and plans.

<table>
<thead>
<tr>
<th>Local Engagements, community visioning, training and integrated planning</th>
<th>Arts &amp; Culture bring people to places, public and private</th>
<th>Green Space, Recreation Infrastructure and Trails</th>
<th>Transit and Transportation Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSHDA</td>
<td>SOP MML LPI Etc.</td>
<td>Regions &amp; Local Communities</td>
<td>MEDC/MCACA</td>
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</tbody>
</table>
Local Engagement, community visioning, training and integrated planning lead to effective and appropriate approaches.

- Regional & Local Plans
- Local Engagement
- Visioning & Convening
  - CDC
  - RPOs
  - MML
  - MSU LPI
- Curriculum & Training
- Technical Assistance
What is the Outcome?

Great Michigan Places

Locations attractive to Talent.

Increased Economic/Social/Cultural Investment Return.

Increased Prosperity
How Can We do This?

Education
A Curriculum of People, Place and Placemaking.

Implementation
Regional Strategic & Local Action Plans
External Collaboration with Regional/Local Partners.
Inter-agency Collaboration of State Departments

Policy
Principles forged in regional strategic plans
and tested in local action plans
form the basis for State policy elements.
The Growing Demand

Research and data continue to show increasing demand for Downtown and City Neighborhood living by three of the four US generations...
The Growing Demand

80%+ of Millennials want to live in City-Downtown-Core Places

72% of households will be without children by 2025

Households without children numbers:
1960: 45%  1990: 55%  2025: 72%
## 2008 College Graduates Survey

### Where MI College Grads Moved to

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Illinois</td>
<td>17.73%</td>
</tr>
<tr>
<td>California</td>
<td>10.67%</td>
</tr>
<tr>
<td>New York</td>
<td>8.21%</td>
</tr>
<tr>
<td>Ohio</td>
<td>4.99%</td>
</tr>
<tr>
<td>Texas</td>
<td>4.68%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>3.68%</td>
</tr>
<tr>
<td>D.C.</td>
<td>3.53%</td>
</tr>
<tr>
<td>Washington</td>
<td>3.45%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>3.15%</td>
</tr>
<tr>
<td>Virginia</td>
<td>3.07%</td>
</tr>
</tbody>
</table>

Total in these Ten locations: **63.16%**
MAP 2: YOUNG PROFESSIONAL HOUSEHOLDS IN METRO CHICAGO
2011 Survey of 4,000 MI College Students

- Although 89% of students value the earning opportunities in a potential location when deciding where to live, only 11% agree that Michigan has broad enough job opportunities.
  - Of Michigan’s three major metropolitan areas – Detroit, Lansing and Grand Rapids – students feel the most positive about Grand Rapids.

- More than half (59%) of the Michigan natives surveyed are considering staying in the state after graduation, 30% are unsure of their plans.
  - Classified as “convincibles” the survey suggests that Michigan has the potential to retain almost 90% of native students through active engagement and peer networking efforts - critical components to influencing perceptions.
What is Talent Looking For?

Places with Live-Work-Play “Mix”

- **Dynamic living environment** with **ACTIVITY** and **ACTIVITIES**:
  - Recreation, parks, outdoors, local food, sports, water, greenery, cultural amenities, social interaction.

- **Diverse lifestyle** with lots of **CHOICES**:
  - Multi-modal transportation *(especially transit)*
  - Housing type and range of prices, density range.

- **Proximity** for business & entrepreneurial **CONNECTIONS**:
  - Creativity, risk taking, market innovation, high wage jobs.