THINKING OUTSIDE CITY HALL: MAKING FUNDING A COMMUNITY DECISION

MAM Summer Workshop
August 7, 2015
Let’s Talk About Us for a Minute

- Michigan Municipal League Foundation
  - How many of you knew we had a foundation?
  - History
  - Goals
    - 2015 goals
  - Where are we going?
  - Check out [www.mmlfoundation.org](http://www.mmlfoundation.org)
    - Website goals
Support Current League Initiatives

- MiPlace
  - PlacePlans
    - Implementation
- Green Communities Challenge
- Education
How have we traditionally funded public projects?

- Local unit’s general fund
  - Largely taxes, fees, revenue sharing
- New taxes or fees
- Bonds
- Tax Increment Financing
Why do we need to think creatively?

- State has cut more than $6 billion in revenue sharing since 2001
- Local property taxes values hit hard in recession
- Constitutional caps prevent proper growth in property tax revenue
- Requires us to think of new partners. Who’s out there?
Community Foundations

- Have been evolving into community and economic development organizations.
- Engaging through meetings, presentations, webinars.

Michigan Community Foundations

For **good. For ever.**
Star Pupils: Community Foundation of St. Clair County

- Blue Water River Walk owned by the Community Foundation
- Shoreline property donated by local philanthropist (valued @ $15 million)
- Grants from NOAA and US Fish and Wildlife = $2,225,000
- Project has leveraged $6 million total investment
The Vogue Theatre in Manistee
Penny Park
Bear Lake
Midland estimates $6 million in private investment leveraged from their PlacePlan.
Crowdfunding

Michigan Invest Locally Exemption - MILE

- 4th state to have a law/regulation – dozen now have one on the books

- Allows businesses to raise capital
  - Up to $1 million without audited financial statements
  - Up to $2 million with audited financial statements

- Investors
  - Accredited can invest unlimited amount
  - Non-accredited can invest up to $10,000 in any one campaign
CROWDFUNDING MI
Invest on Main Street

CROWDFUNDING PARTNERS – www.crowdfundingmi.com

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Patronicity
PURE MICHIGAN
Michigan Economic Development Corporation

MICHIGAN MUNICIPAL LEAGUE FOUNDATION
WE LOVE WHERE YOU LIVE
Public Spaces Community Places Partnership with MEDC

- Kicked off July 2014
- Dollar for dollar matching grant for public space improvements up to $100,000
- Community/Organization must crowdfund for public project through Patronicity and get match from MEDC if they meet the target
- **97% success rate in the first year!**
- 33 of 34 projects have met fundraising goals
Civic Engagement

- Best projects involve the entire community (yes...even those people...the ones who hate everything.)
- Engage potential funders from the beginning (ex: 2015 PlacePlans)
- Check out civic engagement handbook on [www.mml.org](http://www.mml.org)
Let’s talk about you for a minute...

- What types of place based projects are you working on?
- How are you funding them?
What is the role of local government?

- Network and engage potential funders.
- Be creative.
- Be flexible.
- Be open minded.
- Listen.
- Maybe...get out of the way.
We’re here for you!

• This is your foundation – we want to be a resource for you.
• Donate to your foundation!
• www.mmlfoundation.org
• Contact me: sharkins@mml.org
• Or (517) 908-0306