

# COMMUNITY DEVELOPMENT

---

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

---

# Community Development

Supporting the growth of vibrant, diverse  
and resilient communities across Michigan








**PUBLIC SPACES**

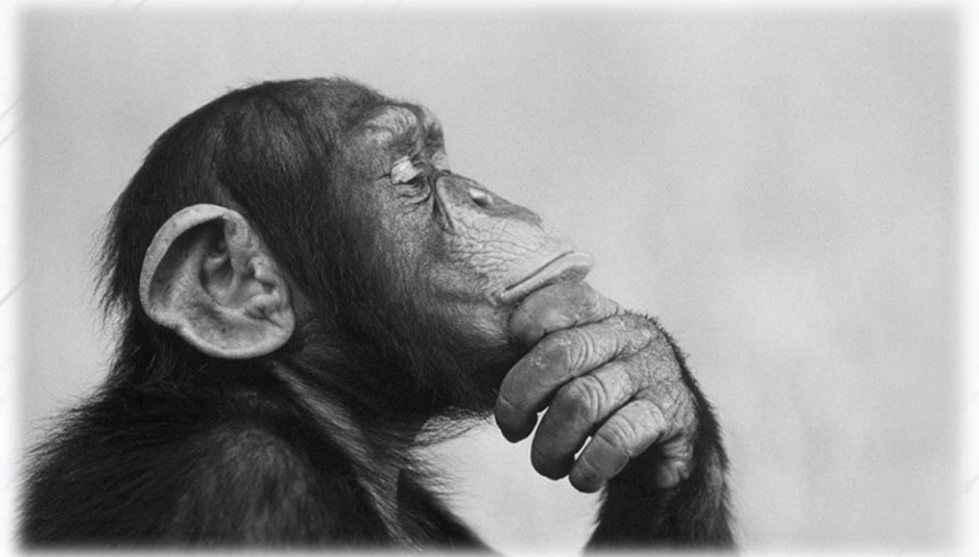
**COMMUNITY PLACES**



**In 2014, Michigan faced a dilemma confronted by states and municipal governments across the US:  
Declining public revenues and budgetary concerns.**

# Our Thinking...

- 1) How can we empower communities to support and invest in developing community/public spaces during difficult economic times?
- 2) And how can we support communities so they can be an attractive place to live, work and play?



# Placemaking & Public Space

“The art and science of developing public spaces that attract people, build community by bringing people together, and create local identity.”

-Project for Public Spaces



# Our Solution

- 1) A simple and innovative way to raise donations to revitalize or create public spaces
- 2) Engages public participation and community pride



**PUBLIC SPACES**  
**COMMUNITY PLACES**



# The Program

- MEDC partnership with Patronicity and the MML
  - Projects that demonstrate universal accessibility may qualify to receive up to a 2:1 match through an **mParks Foundation** partnership.
- Communities and non-profits can submit projects by applying to Patronicity for an online crowdfunding campaign.
- Patronicity works with Project to setup, qualify, apply and full administration

[www.patronicity.com/puremichigan](http://www.patronicity.com/puremichigan)



# How it Works

- Projects that meet fundraising goal can receive a matching grant from MEDC of up to \$50,000.
- For supporting, patrons receive unique rewards specific to each project.

Give \$50 or more

48 of 100 claimed

## **Kick Off Level**

Kick off this project and receive a custom t-shirt at the Party At The Park.

Give \$500 or more

15 claimed

## **Spritz Sponsor**

Sponsorship at this level would buy a small, spritzing spray feature for the splash pad. Every little bit goes a long way toward building a park for all! All donors at this level will be recognized by an art piece commissioned by the Frankenmuth Arts Council.

# Eligible Applicants

- Located in Michigan communities which contain a traditional downtown
- Communities that have an RRC certification
- Submitted by local communities and/or non-profit entities or LC3s



# Types of Projects

- Streetscape Beautification & Walkability
- Public Plaza Development
- Access to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
- Farmer's Markets, Community Kitchens, Pop-Up Retail/Incubator Space, Art Education Centers
- Alleyway Rehabilitation
- Park Enhancements
- Bike Paths & Non-Motorized Infrastructure
- Community Theater Rehabilitation (non-profit)
- Any other project that **activates public space or a community place!**

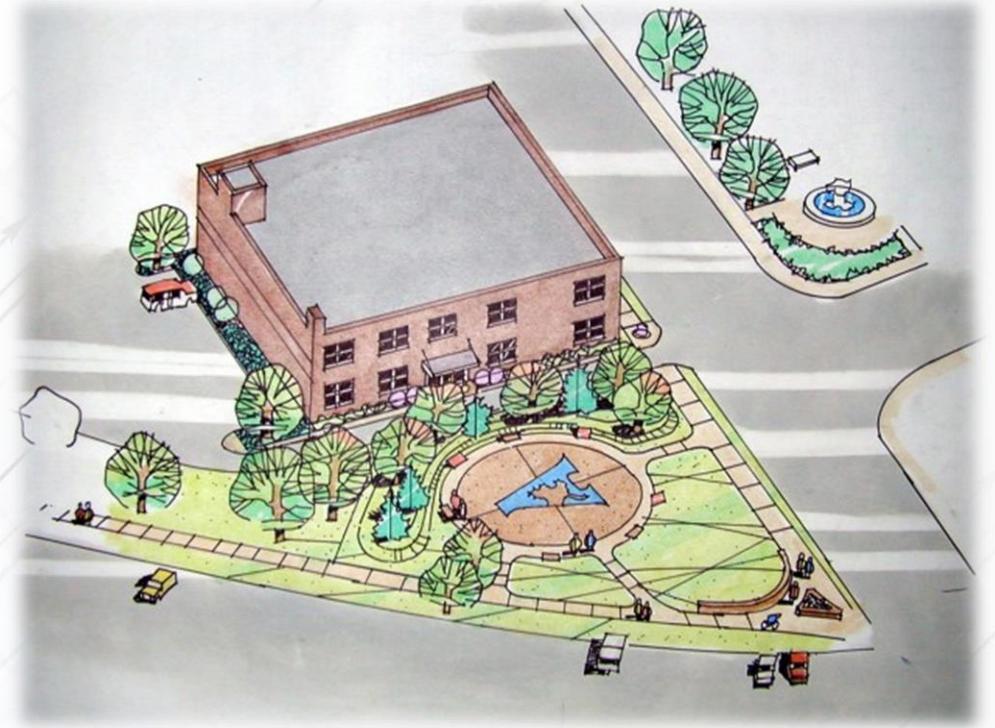
# Evaluation Criteria

- Located in a Customer Community
- A defined focused project
- Overall impact of the project on the community and placemaking efforts
- Project location
  - NON-Customer: Some trail projects w/ connectivity to traditional downtown – stress link w/ applying entity
- Local financial commitment
- Current fundraising and marketing campaigns
- Project start and completion date



# PSCP Process

1. Project Intake – First Blush
  - Community, Non-Profit, LC3
2. Engage with Patronicity
3. Build online project profile
4. Patronicity application review
5. MEDC & MML application review
6. Patronicity “polishes” the project proposal
7. Crowdfunding goes live
8. Implementation



# Keys to Success

- A Strong Network
- A Team behind the project
- The Groundwork (4-6 weeks)
- Pitch, Creative Rewards, Engaging Video
- Strategic Marketing Plan
- Many Small Donors – Few Large Donors
- Personal Touch – Connection Matters
- Never Quit!





# PUBLIC SPACES COMMUNITY PLACES

\$6,970,242



Funded

36341



Patrons

191



Projects

\$5,924,441



Matched by Sponsor

Building Vibrant Communities Across Michigan

[www.patronicity.com/puremichigan](http://www.patronicity.com/puremichigan)





**PUBLIC SPACES**  
**COMMUNITY PLACES**



**DO YOU  
KNOW  
OF A  
DREARY  
ALLEY**

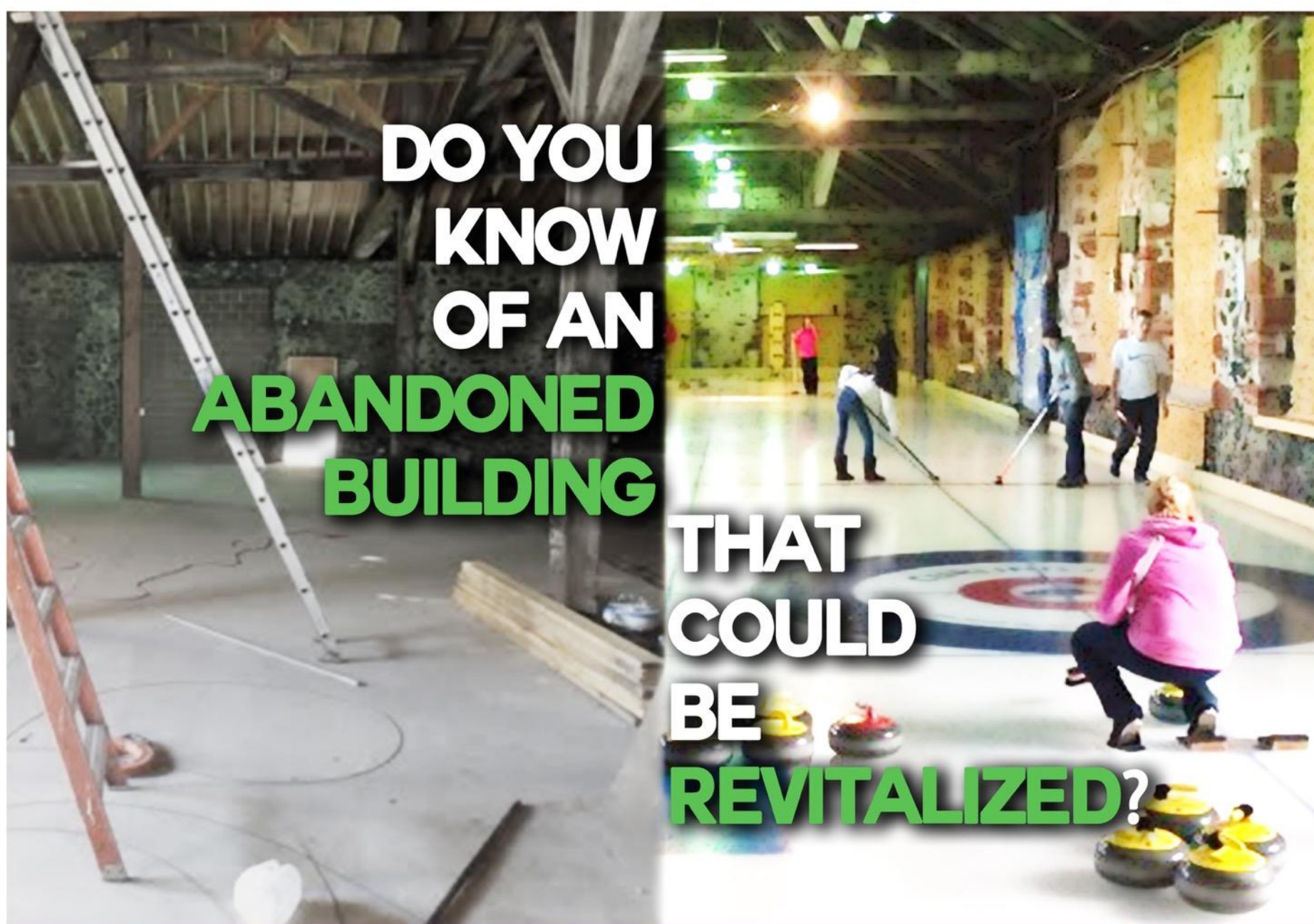
**THAT  
COULD  
BE A  
GATHERING  
PLACE?**

*Midtown Detroit Inc. turned an unused, unattractive alley into a source of life by making it a green alley.*

**Patronicity.com** *a civic crowdfunding & crowdgranting platform*



**PUBLIC SPACES**  
**COMMUNITY PLACES**



**DO YOU  
KNOW  
OF AN  
ABANDONED  
BUILDING**

**THAT  
COULD  
BE  
REVITALIZED?**

*The Calumet Township Office re-purposed an old drill shop to create a year round activity and curling center.*

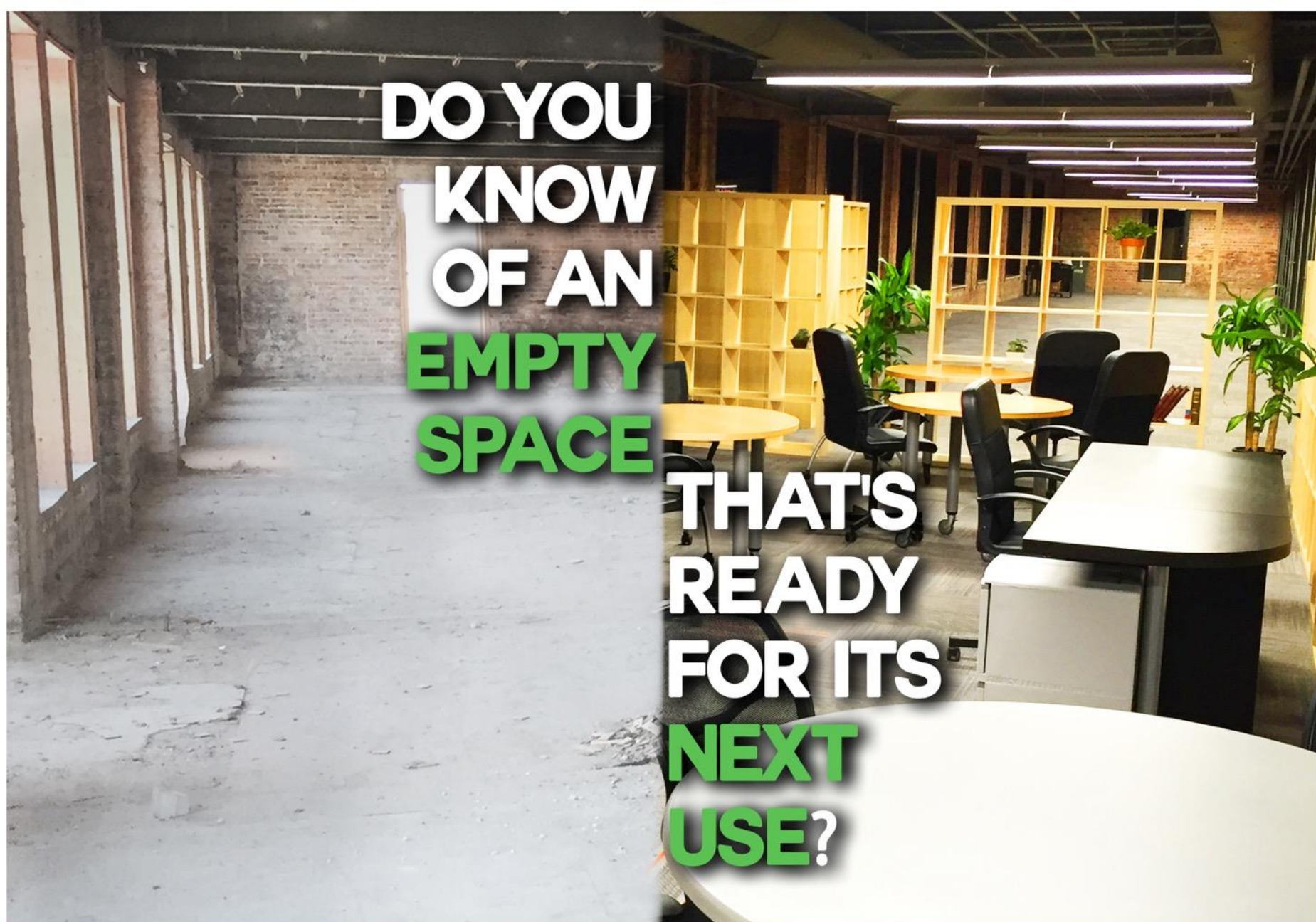
**Patronicity.com** *a civic crowdfunding & crowdgranting platform*



**PUBLIC SPACES**  
**COMMUNITY PLACES**

**DO YOU  
KNOW  
OF AN  
EMPTY  
SPACE**

**THAT'S  
READY  
FOR ITS  
NEXT  
USE?**



*Co+Work created a community space in Flint, MI for entrepreneurs, startups, and small businesses.*

**Patronicity.com** *a civic crowdfunding & crowdgranting platform*



**PUBLIC SPACES**  
**COMMUNITY PLACES**



**DO YOU  
KNOW  
OF AN  
UNDERUSED  
PARK**



**THAT  
COULD  
BE  
SOMETHING  
GREAT?**

*The Imlay City Downtown Development Authority brought new life (and equipment) to the outdated Rotary Park.*

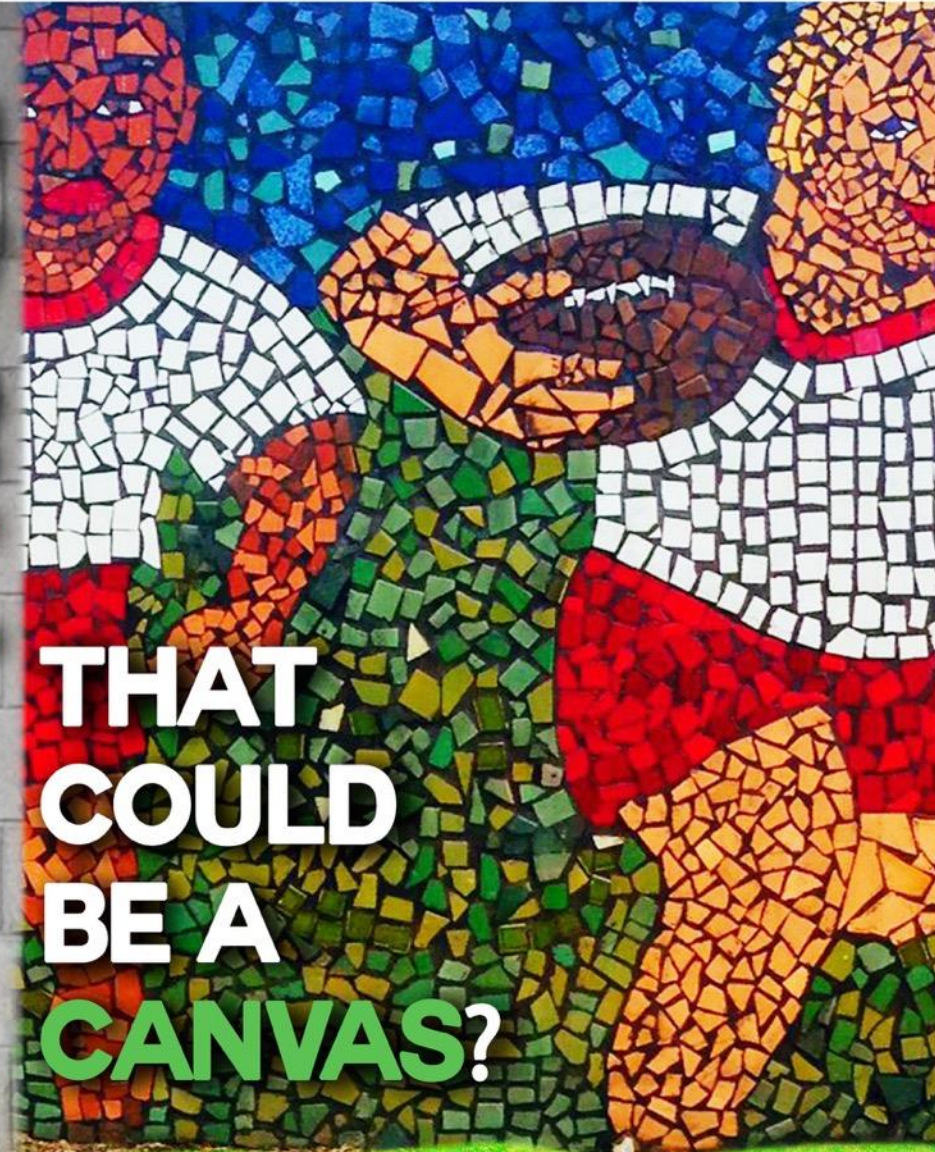
**Patronicity.com** *a civic crowdfunding & crowdgranting platform*



**PUBLIC SPACES**  
**COMMUNITY PLACES**

**DO YOU  
KNOW  
OF A  
BLANK  
WALL**

**THAT  
COULD  
BE A  
CANVAS?**



*The Rosedale Development Corporation installed 8 large mosaic art works to the buildings in Stoepel Park.*

**Patronicity.com** *a civic crowdfunding & crowdgranting platform*

# Case Study: REACH Studio Art Center

- Strong grass-roots presence, youth community center
- Raise funds for blighted area redevelopment and art center expansion

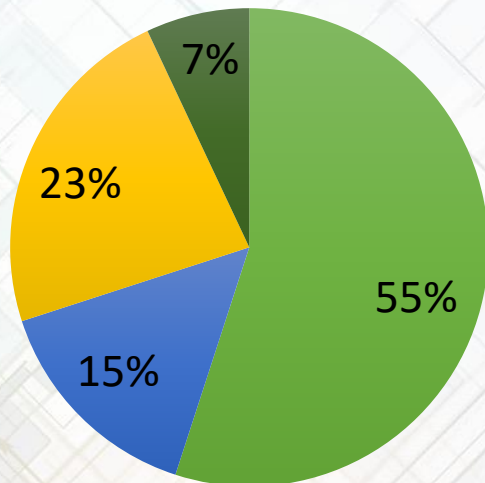


# Case Study: REACH Studio Art Center

- **SUCCESS!** Raised nearly \$50,000 from 289 donors
- Majority of donors in 5-mile radius, furthest Mass

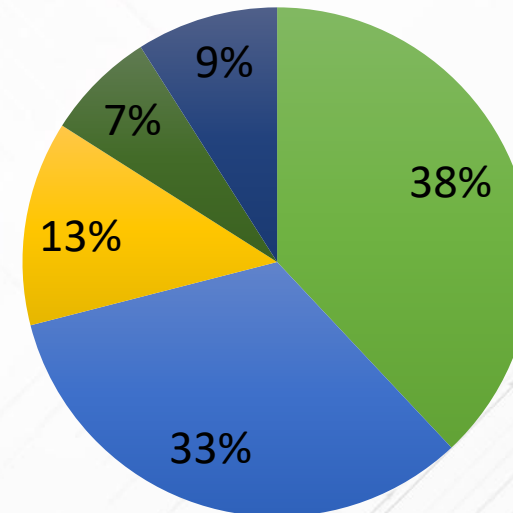
*Years donating to REACH?*

■ Never ■ <1 year ■ 1-5 years ■ 5+ years



*How did you hear about this campaign?*

■ Newspaper ■ REACH ■ Facebook ■ Patronicity ■ Other



# Success!

- 212 projects in over 84 MI communities
- Activated 9.4M sq/ft of unique public space
- \$7.7M crowdfunded to date
- \$6.6M in grant funding provided
- Spurred over \$49M in private investment



HARVARD Kennedy School

**ASH CENTER**

for Democratic Governance  
and Innovation



**Creating lasting places that matter and are desired by the people living there!**



# Successful Projects



## Ypsilanti Farmers MarketPlace

📍 Ypsilanti, MI, United States

A Place Where Community Thrives!

\$86,600

Project Closed



## Pope Park Renovation - Hamtramck

📍 Hamtramck, MI, United States

YOU CAN BE A PART OF THIS EXCITING RENOVATION PROJECT!

\$31,307

Project Closed



## Three Oaks Arts & Education Center

📍 Three Oaks, MI, United States

A Community Improving Main Street and Building Community

\$21,848

Project Closed



# It's Replicable



## FUNDING CHALLENGE

### Commonwealth Places

MassDevelopment is excited to announce the creative funding program, Commonwealth Places initiative, in partnership with the crowdfunding platform Patronicity to help improve public spaces around the Commonwealth of Massachusetts.



Apply Now!

[Learn More](#)

**\$722,095**  
Funded

**4327**  
Patrons

**25**  
Projects

**\$544,000**  
Matched by Sponsor



## FUNDING CHALLENGE

### CreatINg Places

The Indiana Housing and Community Development Authority (IHCDA) is excited to announce the innovative funding program "CreatINg Places", in partnership with Patronicity, to help improve and/or create new public spaces around the great State of Indiana.



Apply Now!

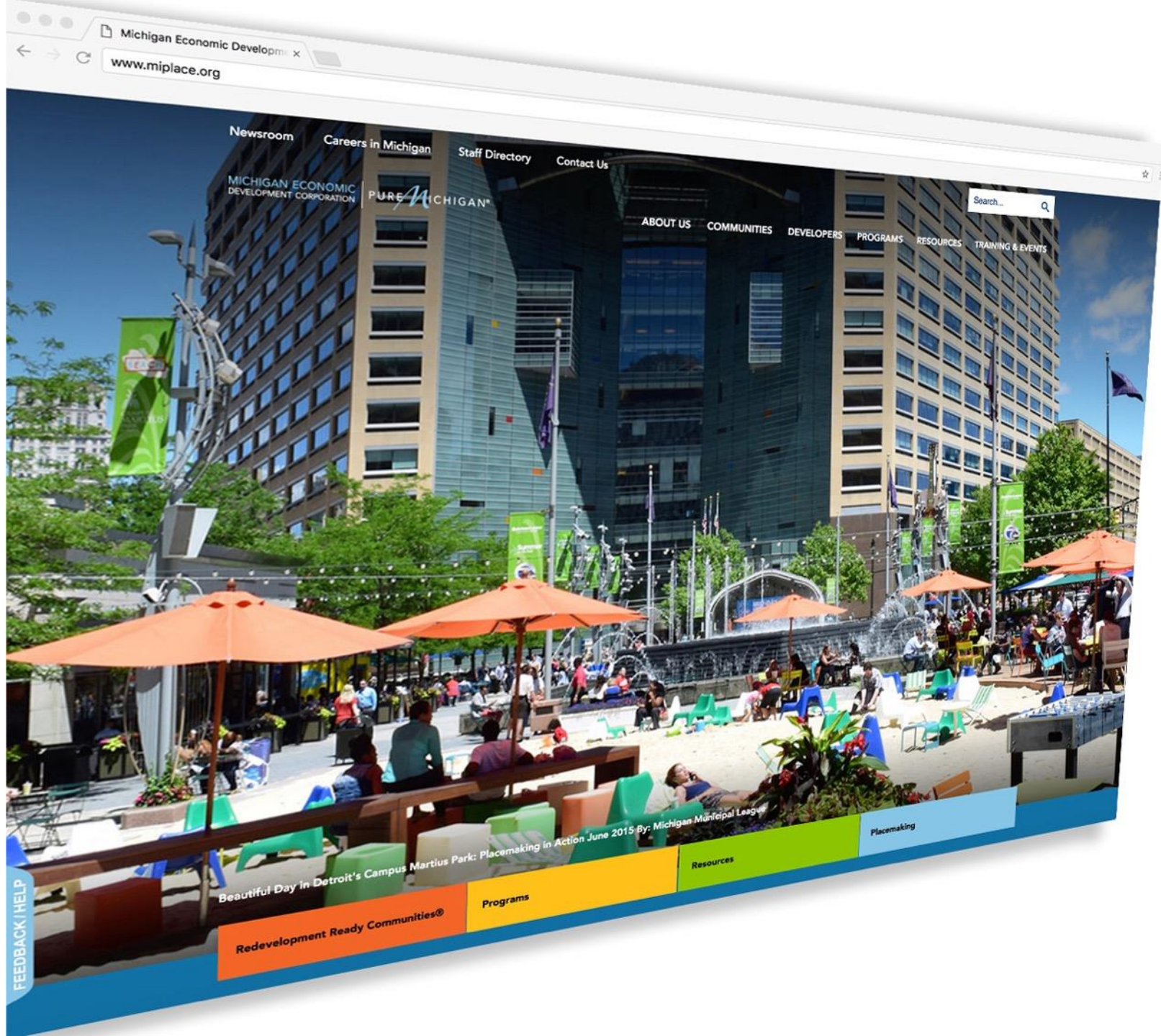
[Learn More](#)

**\$844,556**  
Funded

**2871**  
Patrons

**24**  
Projects

**\$612,000**  
Matched by Sponsor



# RESOURCES

[www.miplace.org](http://www.miplace.org)

