COMMUNITY DEVELOPMENT
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
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
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!
Building Vibrant Communities Across Michigan

www.patronicity.com/puremichigan
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
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
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
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
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: 55%
- <1 year: 23%
- 1-5 years: 15%
- 5+ years: 7%

**How did you hear about this campaign?**
- Newspaper: 38%
- REACH: 33%
- Facebook: 13%
- Patronicity: 9%
- Other: 7%
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
## Successful Projects

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Location</th>
<th>Description</th>
<th>Funds Raised</th>
<th>Project Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ypsilanti Farmers MarketPlace</td>
<td>Ypsilanti, MI, United States</td>
<td>A Place Where Community Thrives!</td>
<td>$86,600</td>
<td>Project Closed</td>
</tr>
<tr>
<td>Pope Park Renovation - Hamtramck</td>
<td>Hamtramck, MI, United States</td>
<td>YOU CAN BE A PART OF THIS EXCITING RENOVATION PROJECT!</td>
<td>$31,307</td>
<td>Project Closed</td>
</tr>
<tr>
<td>Three Oaks Arts &amp; Education Center</td>
<td>Three Oaks, MI, United States</td>
<td>A Community Improving Main Street and Building Community</td>
<td>$21,848</td>
<td>Project Closed</td>
</tr>
</tbody>
</table>
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.

- **Funded:** $722,095
- **Patrons:** 4327
- **Projects:** 25
- **Matched by Sponsor:** $544,000

**Funding Challenge:** CreatINg Places

The Indiana Housing and Community Development Authority (IHICDA) 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.

- **Funded:** $844,556
- **Patrons:** 2871
- **Projects:** 24
- **Matched by Sponsor:** $612,000