



Chris Miller

DDA and Economic Development, City of Adrian

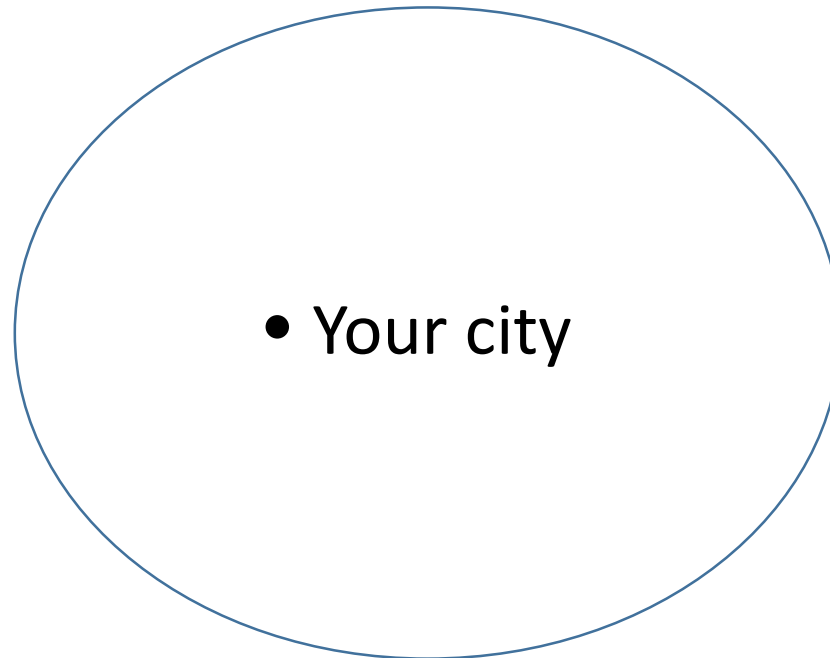
What every community needs:

- * Good schools
- * Police
- * Fire Dept
- * Good Roads
- * 'Beer & Bikes'
- * Cultural assets
- * Art & Music
- * Recreation
- * Entrepreneurs
- * Entrepreneurial culture
- * Entrepreneurial infrastructure



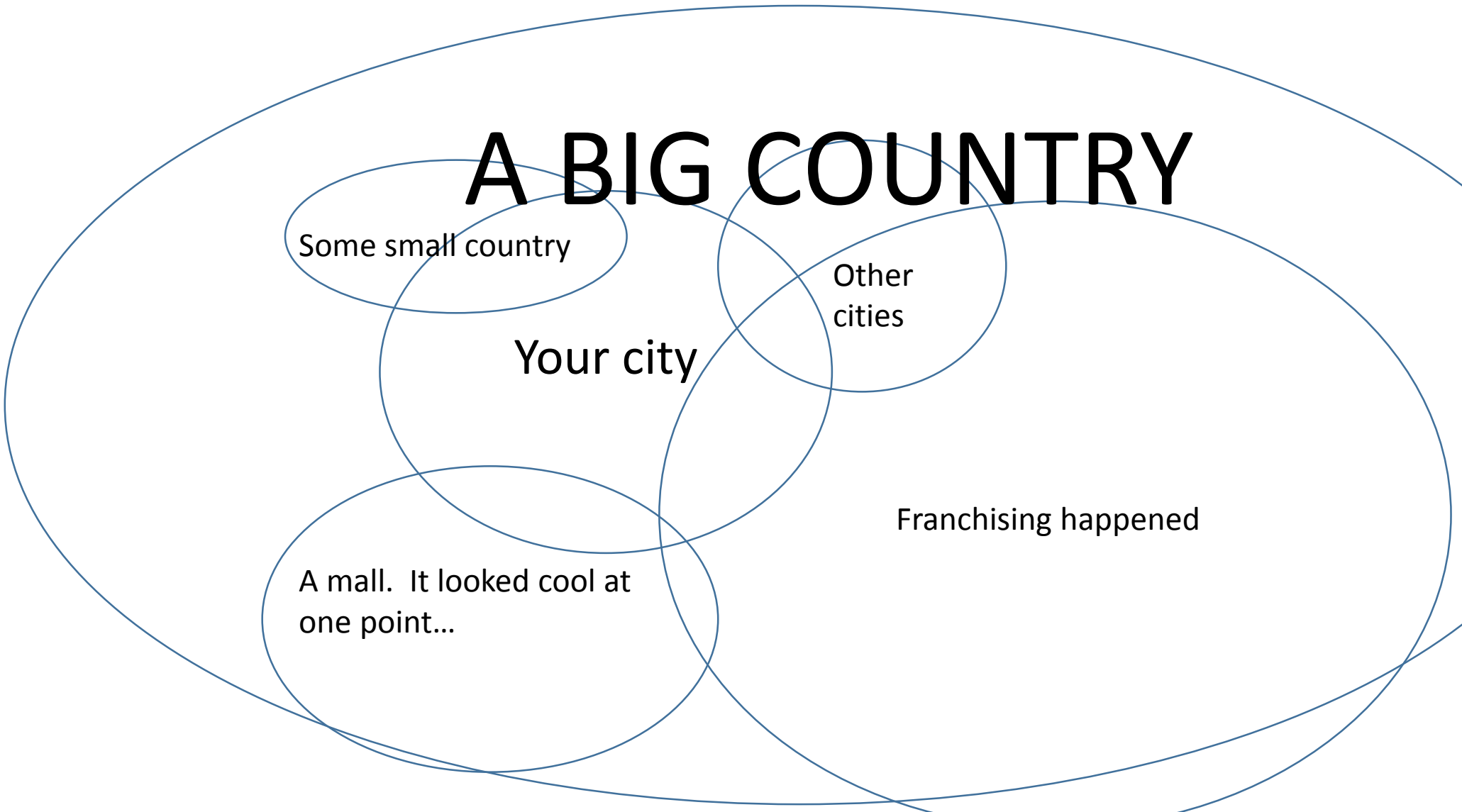
PLACEMAKING!

Here's how local economies used* to look:



* for like a million years....

Then stuff started to happen:



State Funding:

50th out of 50.

OK. The cavalry is not coming, how do we fix this ourselves?

- How did we build our communities in the first place? Entrepreneurs.
- What do Entrepreneurs need? \$
- Where do we find \$? The Community.

UpStart!
ADRIAN

UPSTARTADRIAN.ORG

INFO@UPSTARTADRIAN.ORG

247 S MAIN ST, ADRIAN MI 49221

UpStart!
ADRIAN

247 S. Main St.
Adrian, MI 49221

May 5, 2017

Pay to the
Order of:

Acropolis Games

Twenty five thousand dollars and $\frac{00}{100}$ **\$25,000.00**

Inaugural UpStart! Adrian Winner

*UpStart! Adrian Board
& Community Investors*

AAIA

- Adrian Area Investment Accelerator – introducing local investors to local investments since 2016...



Local Investment at work...

- Cotton Brewing Co – formed in 2011
- Brewing in 2012 – mostly special events
- Early 2016 – open tap room
- June 2017 – pitch at AAIA
- July 2017 – investor commitment
- Late 2017/early 2018 – open in renovated downtown historic bld
- \$400K investment for build out and capacity increase

Intrastate Investment Crowdfunding

- From 4 to 36 in three years. Organically, bi-partisanly.
- (In Michigan, MILE – Michigan Invests Locally Exemption PA 264 of 2013)



Tecumseh Brewing Co.

- First to be fully funded under MILE law
- Experienced microbrewery production and management team
- Located in the heart of downtown Tecumseh
- Building already owned; established following of local supporters

Pending MILE campaigns:

- Acropolis Games
- The Buzz Café & Marketplace
- Real estate projects
- Shoe store in downtown building

Michigan and the MEDC step up

- Public Spaces Community Places
- MML & Patronicity
- 50% match
- Activate public project
- Over 100 successful campaigns
- Internationally recognized
- First state in the country
- Now being replicated in other states





Local
Investors
Impacting
Downtown



...and they
bought one
more



...and
one
more



Questions/Comments/Suggestions?

- (this only works if we all do it together...or at least a bunch of us do!)



Jonathan Wilson

Economic Development Coordinator, City of Muskegon



Downtown
Mall

Downtown Muskegon



Downtown Muskegon



Downtown Muskegon

2021 Commission Goals

- GOAL 1: HOUSING
 - Create an environment that effectively attracts new residents to Muskegon by filling existing employment gaps, attracting new businesses to the city, and expanding access to high quality housing in Muskegon.
- GOAL 2: IMAGE
 - Create an environment where blight fight efforts can be highly successful in improving the attractiveness of our community's neighborhoods – to both current residents and future potential residents.
- GOAL 3: QUALITY OF LIFE
 - Create an environment that puts an emphasis on improving amenities and investing in the traits that positively affect residents' quality of life, including a continued focus on improving community safety.
- GOAL 4: REVITALIZE REVENUES
 - Create an environment that naturally affects the city's revenues in a positive manner, with a focus on reclaiming the investments at Midtown Square, nurturing startup projects proposed throughout the city, and exploring staff recommendations related to new revenues.



Heritage Square

- Heritage Square is located on the northeast side of Clay Avenue between First and Second Streets, is within the low-tax Renaissance Zone, which allows residents and businesses to save on business and personal taxes through 2023.
- 28-unit, mixed-use, condominium development in downtown Muskegon, offering multi-story townhomes, apartments and commercial space.
- Construction began in 2008
- \$500,000 interest-free loan from the City of Muskegon.



Heritage Square

Benefits

- City loan jumpstarted downtown residential development.
- Provided attractive housing option to residents wanting to live near downtown.
- Transformative effect
- Jobs



Ameribank Building

- 54,122 sf building was built as Peoples State Bank in 1923 and extensively remodeled in 1972. It also was known as the Liberty Bank Building.
- City purchased the building for \$150,000 in December 2015.
- The purchase price was listed as \$1 though developer would put down \$20,000 in earnest money that would be returned upon completion of the development.
- The City will also develop adjacent parking lot and provide a \$100,000 loan to the project.
- Plans include first-floor retail, second and third floor commercial space and residential condominiums on the fourth and fifth floor.



AmeriBank Building

Benefits

- City loan and incentives made the project feasible.
- Rehab of obsolete property.
- Supports growing demand for housing options downtown.
- Jobs



Midtown Square

- Comprises of nine single family, stand-alone homes located within the blocks of Houston and Monroe avenues, between Fourth and Fifth streets.
- Construction of the housing development was completed in June 2016.
- Development is the result of a private-public contract between the City of Muskegon and Allen Edwin Homes in Portage, which is serving as the developer and architect for the homes.
- \$1.7 million City investment.



Benefits

- Provides housing option for families wanting to live near downtown.
- Long term ROI on City's investment
- Proof of market
- Jobs



Midtown Square



Western Market Pop-Up Shops

- The development of the Western Market Chalets offers a great opportunity for entrepreneurs looking for affordable shops in the area, and it provides more retail opportunities in our downtown.
- Retail space ranges from 90-150 square feet.
- The City of Muskegon received about \$20,000 in donations for chalet construction.
- Construction costs were about \$30,000. anything the City might have to pay will likely be recouped from 2017 rent.
- Located in the heart of downtown Muskegon.



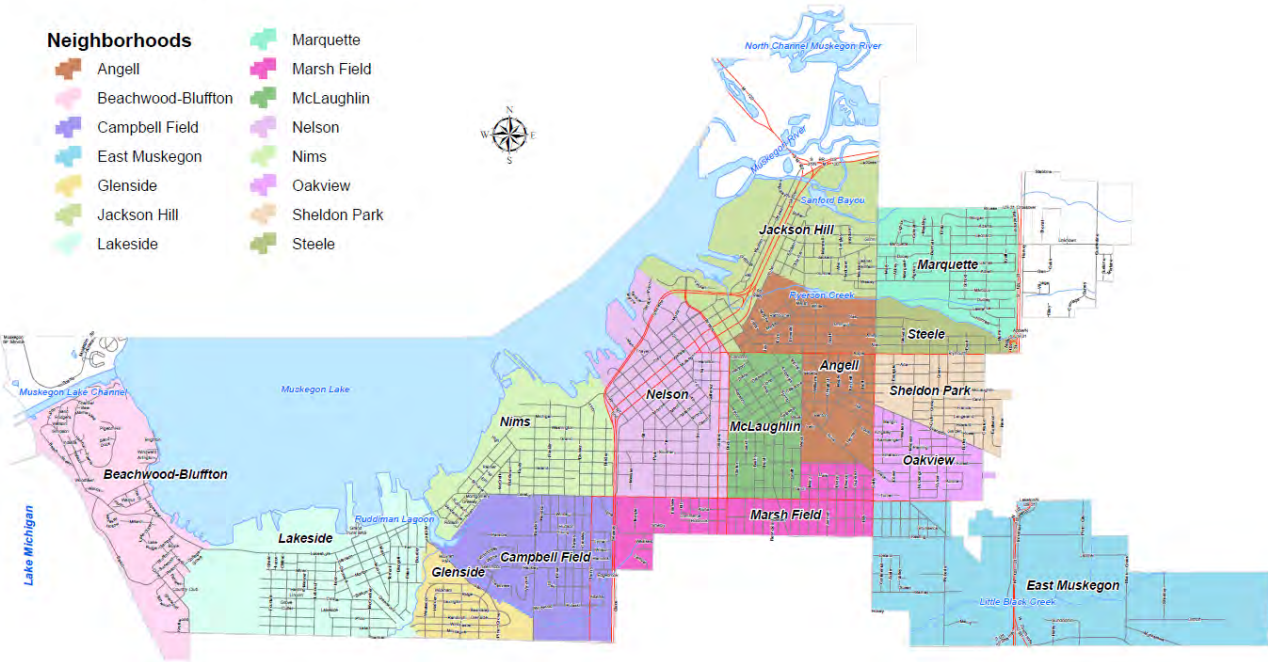
Benefits

- Retail option for small businesses downtown.
- Increased foot traffic.
- Short term use of vacant lot.

Western Market Pop-Up Shops

City of Muskegon
Neighborhood Association Map

Neighborhoods	
Angell	Marquette
Beachwood-Bluffton	Marsh Field
Campbell Field	McLaughlin
East Muskegon	Nelson
Glenside	Nims
Jackson Hill	Oakview
Lakeside	Sheldon Park
	Steele

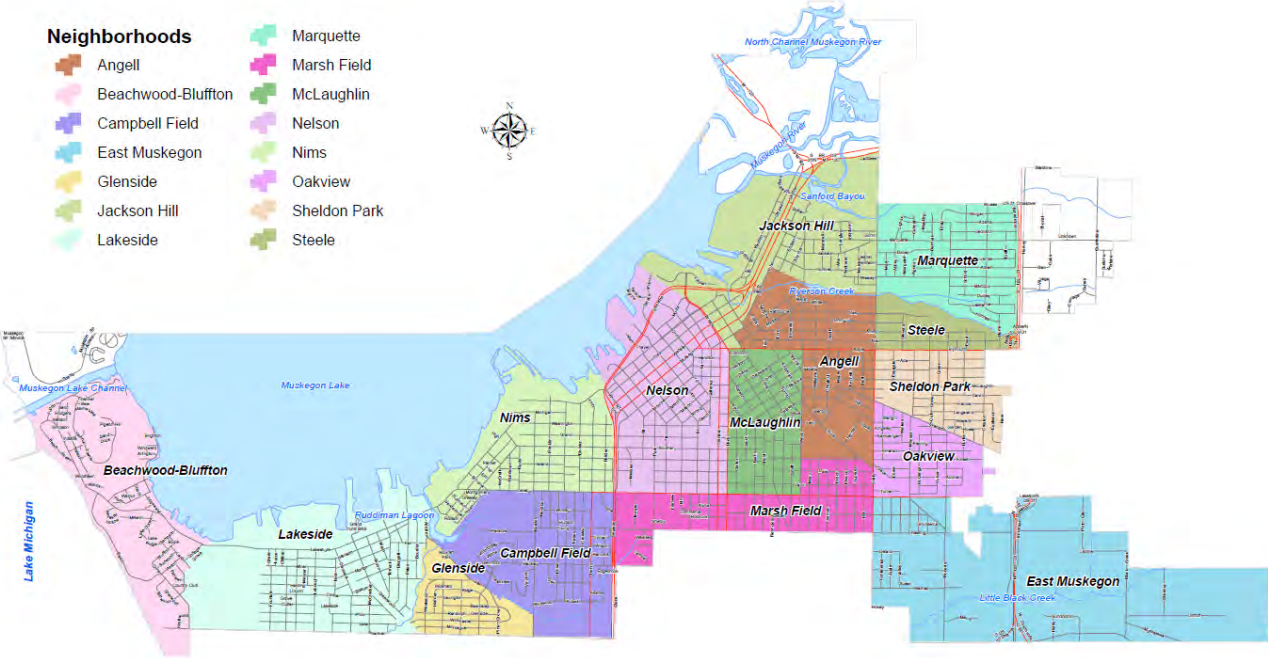


- Strong and active neighborhoods are a key component of a successful and vibrant Muskegon.
- program is designed to empower neighborhood groups to become more active as a means to access city funds to invest in the quality of life activities that they believe will improve their neighborhood.
- Neighborhood Grants
- Enhanced Neighborhood Grants
- Earned Neighborhood Grants

Neighborhood Investment Program

City of Muskegon
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	Steele



Benefits

- So far, our neighborhoods have adopted over 150 vacant lots! That will funnel about \$38,000 back into the neighborhoods that otherwise was going to go to landscape contractors. In addition, we have requests in for more than \$50,000 from neighborhood groups to undertake beautification project, neighborhood events, and youth activities. □

Neighborhood Investment Program

“Someone needs to step up and show that there is viable investment opportunity here.” – Frank Peterson, City Manager

Questions/Comments/Suggestions?

