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:

• Your city

* for like a million years....
Then stuff started to happen:

- **A BIG COUNTRY**
  - Some small country
  - Other cities
  - Franchising happened
- Your city
- A mall. It looked cool at one point...
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
247 S. Main St.
Adrian, MI 49221

May 5, 2017

Pay to the Order of: Acropolis Games

Twenty five thousand dollars and 00
100 $25,000.00

Inaugural UpStart! Adrian Winner
UpStart! Adrian Board & Community Investors
• 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)
• 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
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 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.
Benefits

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

Heritage Square
• 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.
Benefits

- City loan and incentives made the project feasible.
- Rehab of obsolete property.
- Supports growing demand for housing options downtown.
- Jobs
- 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
• 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.
Western Market Pop-Up Shops

Benefits

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

• 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

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

WATCH MUSKEGON
We’re just getting started.