ATTRACTING DEVELOPMENT TO YOUR COMMUNITY:

Utilizing Every Tool in the Tool Box

July 20, 2022
PEOPLE. PLACE. PROSPERITY.
INVESTING IN PEOPLE
INVESTING IN “PEOPLE”

Building communities where:

People feel welcome
How are you creating a sense of belonging?

People have career opportunities
How are you providing multiple employment opportunities for citizens?

People have educational opportunities
How are you engaging and partnering with early childhood development through college resources?

People feel connected
How are you engaging with the neighboring communities and the larger region?
INVESTING IN PLACE
INVESTING IN “PLACE”

Building communities that offer:

Unique spaces
Pocket parks, alleyway activation, marketplaces, art walks, etc.

Safe and engaging public places
How are you investing in creating safe and engaging public spaces?

Public Art
How are you engaging with your local creative community?

The “Third Space”
How are you working to open that third space for your citizens?
INVESTING IN PROSPERITY
INVESTING IN “PROSPERITY”

Building communities that offer:

**Build-ready sites**
Do you know your build-ready, available sites? Or those that are close?

**Up-to-date infrastructure & capacity**
Including roads, water/wastewater, gas/electric, and broadband.

**Flexible plans and processes**
How flexible are you plans, zoning, and review/approval processes?

**Local Support and Partnership**
Are you welcoming and working towards “YES”? 
ATTRACTIONING NEW DEVELOPMENT

TOOLS AND TRENDS
DEVELOPMENT FLEXIBILITY

**The COVID-19 impact**
Impacting both uses of spaces and construction costs/timelines.

**Form-based code and administrative approval**
Ensuring flexibility in planning and zoning, and the ability for administrative approvals.

**Being a partner**
Being the local community connection to all processes (a.k.a. the local “jungle guide”)

**Housing Flexibility**
Knowing what your community wants and is willing to have.
DEVELOPMENT-READY SITES

Your portfolio of sites
Knowing what you have ready, as well as what may be ready.

Understanding timelines
Current timelines average 6-12 months from decision-occupancy.

Infrastructure
Including roads, water/wastewater, gas/electric, and broadband.

Current Inquiries & Projects
Timeline: 11 months
Land: 30-50 acres
Building: 100,000-200,000 sq.ft.
Existing Facility: 83%
ENGAGING THE MEDC

**New organizational structure**
Combining community and business development.

**Focusing on regional partnerships**
Showing collaboration with other communities.

**New programs coming**
Stay engaged with local representatives.

**Redevelopment-Ready Communities**
More focus on the program and funding access.
It’s not just about incentives anymore.
But, communities do need to demonstrate support and partnership.

Stop giving away land.
Your community has value and developers need to pay for that value.

Incentives don’t have to be monetary.
Many developers are simply seeking flexibility.

Small business intelligence.
Knowing your community (spending, traffic patterns, demographics, etc.)
BUILDING A SENSE OF PLACE

**Being a community of choice**
People have a choice of where to live and work and are currently exercising that choice.

**Anywhere, Michigan**
How are you creating a sense of place that is attracting people and business?

**Think Childcare**
One of the state’s largest pinch points.

**Outdoor Recreation**
#2 relocation factor, following schools.

**The “Third Space”**
The COVID impact on the third space.

**Housing Availability**
People want to live in your community.
ARPA FUNDING OPPORTUNITIES

**Federal Funding Programs**
Build Back Better was only one program. Expect more to come through individual departments.

**State Funding Programs**
SoM has launched several grant programs already. More to come. NOTE: Covid focus.

**Local SLRF Funding**
County funding v. local municipal funding.
**INFRASTRUCTURE BILL**

**Funding Categories**
1. Transportation
2. Climate, Energy, and Environment
3. Broadband
4. “Other Programs”

13 “Issue Areas” in total

Almost 80% of the $550 billion in new spending going to projects funded entirely or primarily by grants.

**Need Assistance?**
Your regional MPO is a great resource of information for specific opportunities.
QUESTIONS / COMMENTS?