



ATTRACTING DEVELOPMENT TO YOUR COMMUNITY:



July 20, 2022

Utilizing Every Tool in the Tool Box



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 your plans, zoning, and review/approval processes?

Local Support and Partnership

Are you welcoming and working towards “YES”?

ATTRACTING 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 you 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.

DEVELOPMENT INCENTIVES

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?

