



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LABOR & ECONOMIC GROWTH
LANSING

ROBERT W. SWANSON
ACTING DIRECTOR

March 2006

**2006 COOL CITIES GRANTS & PLANNING PROGRAMS
Pre-Bid Workshop – Text of Presentation
March 14, 2006**

(Due to file size limitations, pictures from the presentation are not included.)

Agenda

- Introductions
- Background and Updates
- 2006 Grants & Planning Programs

Introductions

- **Welcome:** Jim Smiertka, Acting Deputy Director, MI Department of Labor & Economic Growth
- **State Staff:** *See Appendix A*
- **Host Location: Lansing Community College**
Lead Technical Coordinator: Marc Smyth
Video-Cast Bridge Coordinator: Deb Reda
Technical Center Staff: Matt Golzynski
Lead Video Production Engineer: Rob VanOeveren
- **Hosts/Remote Host Locations**
- Marquette – Northern Michigan University
Host: *George Sedlacek, Marquette Co. Health Department*
Technical Staff: Max Graves
- Sault Ste. Marie – Lake Superior State University
Host: *Lee Shirey, Sault Ste. Marie- Downtown Development Authority*
Technical Staff: Chuck Gustafson
- Traverse City – Northwestern Michigan College
Host: *Makayla Vitous – Traverse City – Assistant to City Manager*
Technical Staff: Bob Chauvin
- Grand Rapids – Grand Valley State University
Host: *Jim Goodheart –Michigan Department of Environmental Quality*
Technical Staff: Sandy Becker
- East Lansing – Michigan State University
Host: *Charisse Sanders, Michigan State Housing Development Authority*
- Belleville – Wayne County Community College
Host: *Rosalyn Jones, Michigan Economic Development Corporation*
Technical Staff: Stanley Kirk
- Clinton Township – Macomb Community College
Host: *Bruce Moore, Michigan Department of Environmental Quality*
Technical Staff: Mary Denault

Background and Updates

Cool Cities Initiative

- Revitalize Michigan's cities by attracting the jobs and talents of the emerging economy
- Increase city population
- Achieve new level of collaboration between all state agencies
- Michigan is known as the innovator of "Cool Cities"
- Cool Cities has resulted in a new way to think about urban policy. Cool Cities is novel, effective, significant, and transferable!
- "Michigan cities must attract urban pioneers and young knowledge-workers who are a driving force for economic development and growth" – *Governor Granholm*

Cool Cities Initiative – Background

- Governor's Vision 2003
- Census Data
- Land Use Leadership Council
- Surveys
- Cool Cities Initiative formed
- MCACA Conferences
- www.coolcities.com created
- Resource Toolbox
- Cool City Pilot Program launched 2004
- 2005 Cool Cities Grants & Planning Programs

Cool Cities Initiative – Organization

- Cool Cities Collaborative
- Cool Cities Coordinating Team
- Community Revitalization Group
- Cool Cities Committees
 - Marketing, Research, & Evaluation
 - Re-development Friendly
 - Resource Toolbox
 - Grants & Planning Programs
 - Local Cool City Advisory Group
 - Education & Outreach / Cool Schools

State Agency Involvement

Governor's Office, Lt. Governor's Office, DLEG (Dept of Labor and Economic Growth), MEDC (Michigan Economic Dev Corporation), MSHDA (Michigan State Housing & Dev Authority), HAL (History Arts and Library), Michigan Council for Arts & Cultural Affairs, SHPO (State Historic Preservation Office), MDOT (MI Dept of Transportation), DEQ (Dept of Environmental Quality), MSP (MI State Police), DOC (Dept of Corrections), DMB (Dept of Management and Budget), DHS (Dept of Human Services), DCH (Dept of Community Health), OSA (Office of Services to the Aging), MDE (Dept of Education), Department of Civil Rights, Dept of Information Technology, Treasury, DNR (Dept Natural Resources), Department of Agriculture, Department of Military and Veterans Affairs

Key Results

- Community Cultural Renaissance
- Online survey of more than 13,700
- <http://www.coolcities.com>
- 150 Local Cool City Advisory Groups
- Online State Resource Toolbox
- Cool Cities Coordinating Team
- Neighborhood and Department Champion roles

- National and international recognition
- “Revolutionized the way we do business!”

2004 Cool City Pilot Program Results

- Cool Cities designation broadened and enriched local participation
- The designation, not the money, was most important
- Economic impact beyond \$100,000 catalyst grant
- 500 jobs retained
- 400 jobs created
- 5 business expansions
- 68 new businesses
- \$63 million local public investment
- \$109 million state investment
- \$174 million private investment
- \$350 MILLION TOTAL

Cool Cities Grants & Planning Programs

- 32 Neighborhoods in Progress / 22 cities (2004/2005)
- 4 Main Street (2005)
- 8 Blueprints for Downtowns (2005)
- 3 Blueprints for Neighborhoods (2005)
- Total of 79 neighborhood award designations in 62 cities

Michigan Cool Cities Initiative 2005 Cool Cities Grants & Planning Programs



2006 Cool Cities Grants & Planning Programs – Overview

1. **Neighborhoods in Progress**
2. **Main Street**
3. **Blueprints for Michigan’s Downtowns**
4. **Blueprints for Michigan’s Neighborhoods**

Timelines

- Notice of Intent Due 3/21
- Notice of Intent Responses by 3/31
- Applications available by 3/31 - (*NIP online, others .pdf files*)
- All applications due 5/5
- Site Visits in 5/22 thru 6/19
- Award Announcements Mid July
- Orientations 8/3

1. **Neighborhoods in Progress Program**

- Focused this year on neighborhoods in larger urban settings
- Places likely to attract and/or retain urban pioneers
- Requires a comprehensive revitalization plan for the neighborhood
- Local level multiple partners and leverage
- A catalyst project that catapults the process
- Strategic use of a wide array of tools from the Resource Toolbox
- Up to 12 selected
- Priority status for Resource Toolbox
- Catalyst grant up to \$100,000
- Who is eligible to apply?
Your neighborhood must be within a city that is major urban center and has the likelihood of attracting urban pioneers, i.e., young knowledge workers, empty nesters, immigrants, and creative workforce.
- Who is eligible to apply? Cities with...
 - 2-4 year institution of higher learning
 - Local Historic District Ordinance, or a National Register Historic District
 - Engaged and active Local Arts Agency
 - Established Local Cool City Advisory Group
- Evaluation Criteria
 - Neighborhood itself
 - Strength of plan to revitalize and attract urban pioneers
 - Neighborhood planning team
 - Partnerships
 - Public and private investment
- Evaluation Criteria - Continued
 - Catalyst Grant “Tipping Point”
 - Catalyst Grant implementation
 - NEW: Connection to schools
 - NEW: Incorporation of the T.I.D.E. Model (*Talent, Innovation, Diversity, Environment*)

T.I.D.E.

Talent

- Number of BA's or better
- Percentage of creative sector occupations
 - Arts & Entertainment
 - Technology
 - Professionals
 - Education

Innovation

- Number of business formations
- Number patent applications
- Venture capital investments (\$)
- Commercialization (Tech Transfer)
- Small Business Loans
- Small Business Innovation Research Activity

Diversity

- Percentage of diverse population, especially foreign born
- Much has been written about the positive economic effects of immigration on the overall economy and on the positive effect that highly-skilled immigrants can have on a local and state economy

Environment

- Natural – Cultural – Planned
- Number of mixed used developments
- Number of new developments downtown
- Occupancy rates downtown
- Total \$ value of development investments
- Walkability and foot traffic survey results
- Number of Arts & Cultural destinations
- Number of 3rd places
- Number of historic preservation projects
- Number of events held downtown
- Number of restaurants downtown
- Number of shops downtown
- Miles of bike and running trails
- Number of parks
- Availability of Public Transportation

Catalyst Grant Activities

- Physical infrastructure
- Façade improvements
- Streetscaping
- Land acquisitions
- Rehabilitation or new construction
- Demolition associated with construction
- Green space/parks/pavilions
- Farmer's markets
- Recreation facilities

Catalyst Grant NON-Eligible Activities

- Cannot be used for "soft" costs (studies, analyses, engineering)
- Cannot be used for facility and/or administrative operating costs
- Cannot be used for rent
- Cannot be used to fund festivals or other special events

Four 2004 Cool City Neighborhood Award Designee Projects

Detroit-Jefferson East Business Association

- Completed façade improvements
- 2nd Fl. Apartment lofts leased
- “Tremendous impact on newly designated Historic Jefferson East Business District.”
- Technical Assistance from HAL/SHPO for obtaining National Historic District
- Cool Cities grant leveraged beautification dollars \$30,000 from DNR and DOC
- Additional projects underway – applying for Brownfield credits
- MDOT streetscape enhancement
- Jazzin’ on Jefferson

Grand Rapids – Uptown Revitalization/East Hills

- New retail development utilizing green technology compatible with historic district standards
- Façade improvement program for historic commercial structures
- Wayfinding design program to increase walkability
- East Hills Council of Neighbors awarded \$324,357 grant from DEQ for Non-point Source Best Management Practices
- “East Hills Center is providing a synergy in the City that exemplifies the best vision for a sustainable development and re-development strategy for a Michigan urban setting.”
- First commercial example of LEED certified architecture in Grand Rapids

Port Huron – Studio 1219

- Gallery, classrooms, performing arts space, workshop, studio, retail, 2nd floor balcony, completely restored façade back to its early 1900’s appearance and features
- Inspired new group: PHAN – Port Huron Artists Network
- Since receiving the Cool Cities Neighborhood Award, the neighborhood has seen three other significant developments
- MSHDA Housing Resource Fund Grants totaling \$441,288 resulted in development of five rehabbed housing units and leveraged \$1,005,443 additional funds
- MDOT assisted with legislation change allowing sidewalk seating/dining
- Studio 1219 has announced that it will be offering artists from throughout Michigan and the country a chance to receive one of up to five Artists Housing Grants of \$5,000 each

Sault Ste. Marie – Soo Theatre Project

- Voters approved downtown parking structure
- Community is embracing arts & culture to help drive downtown economic development
- High School shop classes volunteered to tear down the theatre wall partition
- John Ignatowski/Lise White wrote a song called, “The Curtain Can’t Go Up Until the Wall Comes Down”
- Many volunteers came together to complete the project
- Created Soo Theatre Arts Resource Studios (STARS) already running out of space – 140 students first semester, now over 200
- Created youth chamber orchestra, adult chorus, flute club
- “Getting all of these creative people together in one place is generating a new energy for the performing arts in this area. It is so exciting!”

2. Michigan Main Street

- Main Street is NOT a grant program
- Three years of technical assistance and training
- Management approach for a revitalized and sustainable downtown
- Focus Equally on These Four Approaches
 - Organization
 - Promotion
 - Design
 - Economic Re-structuring

Philosophy Built on These Principles

- Comprehensive
- Grass Roots
- Capitalize on existing assets
- Change
- Incremental
- Partnerships
- Quality
- Action Oriented
- Up to 4 will be selected
- MSHDA contract with National Main Street Center
- Provides communities with over \$166,000 worth of technical assistance over three years
- State Resource Fair

Who can apply?

Any city, township or village with a traditional downtown or traditional commercial center with the exception of the City of Detroit and communities in Oakland County where Main Street programs exist

What is a traditional downtown or commercial center?

- Grouping of 20+ commercial parcels (includes multi-story buildings of historical or architectural significance)
- Areas zoned, planned, or used for commercial development for 50+ years
- Area includes significant zero-lot-line development
- Pedestrian-friendly

Evaluation Criteria

- Physical characteristics of the area
- Capacity
- Community support
- Local Cool City Advisory Group (LCCAG)

Michigan Main Street – Niles

- 2003 CDBG grant for façade/streetscape and rental rehab grant totaling \$3,536,864 matched with \$3.1 million of private funds
- Since 2002 the downtown has seen 18 new residential units developed and occupied, 36 new businesses creating more than 150 new jobs
- As a first year Main Street program the program:
 - Assembled over 35 volunteers
 - Clocked over 3,300 volunteer hours
 - Experienced the investment of over \$900K of private dollars in building purchases and physical improvements
 - Documented a 10.5% first floor vacancy rate
 - Opened 18 new businesses giving the district a net business growth of 5% and a net job creation of 10%

3. Blueprints for Michigan's Downtowns

- Up to ten will be selected
- 50/50 match grant
- Pays for interactive market-based downtown action strategy
- MSHDA retains the consultant
- State Resource Fair

Amount depends on community population

- <7,500 pays \$15,000
- Between 7,501 and 15,000 pays \$20,000
- Between 15,001 and 30,000 pays \$25,000
- >30,001 pays \$32,500

Who can apply?

Any city, township, or village with a traditional downtown or traditional commercial center

- What is a traditional downtown or commercial center?
- Grouping of 20+ commercial parcels (includes multi-story buildings of historical or architectural significance)
- Areas zoned, planned, or used for commercial development for 50+ years
- What is a traditional downtown or commercial center?
- Area includes significant zero-lot-line development
- Pedestrian-friendly
- Area must have specific, downtown business organization

Evaluation Criteria

- Money half consultant fees
- Assistance and volunteers hours for prep
- Local Cool City Advisory Group
- Willingness to implement and report

Blueprints for Michigan's Downtowns – Jonesville

- Since 2004, gained three new businesses and are looking forward to a fourth opening soon
- While the County continues to experience economic downturn and job losses, Jonesville has been one of the bright spots
- Received a Rental Rehab Grant from MSHDA which has greatly benefited the downtown by making our vertical spaces as attractive for people to live in as the storefronts have been for consumers
- In 2000 you could not find a businesses open or a car parked on the street after 5:30 p.m. Now businesses are staying open late and cars line the street and parking lots until well into the evening hours

4. Blueprints for Michigan's Neighborhoods

- Up to three will be selected
- Contract with a consultant to do a market-based revitalization plan
- For a neighborhood adjacent to, and key to success of, the downtown
- Consultant spends four days in community
- Helps assess needs for infrastructure, program implementation, code enforcement, etc.
- Makes action-step recommendation
- Provides revitalization strategy, market analysis, and marketing plan
- After certain benchmarks are met, can apply for CDBG

Who is eligible to apply?

Core Communities that are non-entitlement and that are located in non-entitlement counties. The target neighborhood must be a low/mod neighborhood as defined by HUD (at least 51% of the residents of the neighborhood have incomes at or below 80% of area median income).

Evaluation Criteria

- Organizational capacity to implement
- Ability to fund consulting services
- Plan for sustainability
- Ability to bring private sector investment

- Target neighborhood adjacent to downtown
- Willingness to use “creative” zoning and urban design
- Local Cool City Advisory Group

Blueprints for Michigan’s Neighborhoods – Cadillac

- Field inventory of neighborhood properties and buildings to identify key visible problem sites has been completed
- City is working with the Wexford County Treasurer’s Office to identify and acquire dwellings secured by the county under the Michigan Delinquent Tax Foreclosure Process
- City is educating local realtors on the Blueprints for Michigan’s Neighborhoods Program and the importance of stabilizing targeted neighborhoods
- City is working with the Cadillac Housing Commission (a major neighborhood property owner) on neighborhood streetscape enhancements

Contact Information

- www.coolcities.com
- General Cool Cities Information and Neighborhoods in Progress
Cool Cities Collaborative
Elizabeth Armstrong eaarmst@michigan.gov
(517) 373-9097
- Michigan Main Street
Laura Krizov, KrizovL@michigan.gov
(517) 241- 4237
- Blueprints for Michigan’s Downtowns
Steve Willobee, willobees@michigan.gov, (517) 241-0128
- Blueprints for Michigan’s Neighborhoods Kara Wood, woodk1@michigan.gov
(517) 335-1096

Thank you!

To those attending, hosting, and presenting. Special thanks to all of the technical staff at the remote sites and here at Lansing Community College.

Appendix A – State Staff Participating from Lansing Community College

Karen Gagnon, Cool Cities Collaborative – Michigan Depart. of Labor & Economic Growth
 Julie Hales-Smith, Michigan State Housing Development Authority
 Cindy Blanche, Cool Cities Collaborative – Michigan Department of Labor & Economic Growth
 Elizabeth Armstrong, Cool Cities Collaborative – Michigan Depart. of Labor & Economic Growth
 Emily Fleury, Policy Advisor, Office of Governor Jennifer M. Granholm
 Amy Butler, Michigan Department of Environmental Quality
 Harold Core, Michigan Department of Civil Rights
 Dan Dykstra, Michigan Department of Labor & Economic Growth
 Irene Henry, Michigan Department of Management & Budget
 Robbert McKay, Michigan Dept. of History, Arts & Libraries, State Historic Preservation Office
 John Bracey, Michigan Dept. of History, Arts & Libraries, MI Council for Arts & Cultural Affairs
 Bryan Armstrong, Michigan Department of Transportation
 Kevin Sayers, Michigan Department of Natural Resources
 Peter Anastor, Michigan Economic Development Corporation
 Lisa Grost, Michigan Department of Community Health
 Don Weatherspoon, Michigan Department of Corrections
 Marcia White, Michigan State Police

Michigan Cool Cities Initiative - State of Michigan Department Champions - updated 3/15/06				
Department	Last Name	First Name	E-mail	Phone Number
Agriculture	Merrill	Debra	merrilld@michigan.gov	335-4576
Civil Rights	Core	Harold	coreh@michigan.gov	241-3986
Community Health	Lyon	Nick	lyonn2@michigan.gov	241-1193
Environmental Quality	Butler	Amy	butleraa@michigan.gov	241-0490
Information Technology	Boersma	George	boersmag@michigan.gov	335-1507
Labor & Economic Growth	Dykstra	Dan	ddykst@michigan.gov	241-8804
Management & Budget	Henry	Irene	henryi1@michigan.gov	241-3133
Natural Resources	Wood	Jim	woodjb@michigan.gov	373-9125
Corrections	Weatherspoon	Don	weathedb@michigan.gov	373-4267
Human Services	Vanda	Jocelyn	vandaj@michigan.gov	373-7985
History, Arts & Libraries	Clark	Sandra	clarkss@michigan.gov	373-6362
Education	Cardona	Ana	cardona@michigan.gov	335-0466
Transportation	Armstrong	Bryan	armstrongb@michigan.gov	335-2636
Economic Dev. Corp.	Czarnecki	John	czarneckij@michigan.org	373-9148
Military Affairs	Wortley	Joel	wortleyj@michigan.gov	483-5654
MSHDA	Ballard	Rick	ballardri@michigan.gov	373-2409
State Police	Sible	Shawn	sibles@michigan.gov	333-2742
Treasury	Wright	Dianne	wrightd3@michigan.gov	373-2408
Additional Contacts for Department Champions				
Community Health	Broessel	Kristi	broesselkri@michigan.gov	241-4012
Information Technology	Arnold	Pam	arnoldp@michigan.gov	241-6090
State Police	White	Marcia	whitem@michigan.gov	336-6229