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DEPARTMENT OF LABOR & ECONOMIC GROWTH
LANSING

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2006 COOL CITIES GRANTS & PLANNING PROGRAMS OVERVIEW

WHAT IS THE COOL CITIES INITIATIVE? Building vibrant, energetic cities that attract jobs, people and opportunity to our state is a key component of Michigan Governor Jennifer Granholm's economic vision for Michigan. Cities are made up of neighborhoods and the guiding principles of this initiative are based on best practices used in neighborhoods of the most competitive communities in the United States and around the world. We are employing these principles as a framework to strengthen our neighborhoods so they will attract jobs and people, especially people with skills businesses need.

The principles include: supporting innovation, growing our talent, embracing diversity, investing in and building on quality of place, thinking regionally and acting locally, and making new connections. We are doing this through extensive outreach and education, specifically **Cool Cities Grants & Planning Programs**, our website, and the unprecedented collaboration among state agencies that has resulted in the compilation of the State Resource Toolbox.

The Resource Toolbox promotes holistic approaches and ongoing investment in neighborhoods that have, or are moving to create quality of place: a mix of residential, commercial and community uses, mixed-income housing, and a pedestrian-friendly-environment. The Resource Toolbox comprises key state agency resources—grant funds, loans, tax credits, or services—that can help create vibrant, mixed-use neighborhoods. When combined with private and local public investment, plus good old-fashioned ingenuity and creativity, these tools can help transform our neighborhoods.

WHAT ARE THE COOL CITIES GRANTS & PLANNING PROGRAMS?

Cool Cities Grants & Planning Programs include:

- Cool Cities Neighborhoods in Progress
- Cool Cities Michigan Main Street
- Cool Cities Blueprints for Michigan's Downtowns
- Cool Cities Blueprints for Michigan's Neighborhoods

Each of these programs promotes the types of neighborhoods that will help create Cool Cities. Under each of these competitive programs, successful neighborhoods are designated "Cool Cities Neighborhoods" so that they can enjoy additional marketing opportunities associated with the term Cool Cities. Each successful applicant has access to the balance of state resources listed in the Resource Toolbox (as does any eligible entity in the state). *Cool Cities Neighborhoods in Progress* awardees have priority access to the Resource Toolbox resources.

Attached you will find the Request for Proposals (RFP) for each of the Cool Cities Grants & Planning Programs and a chart summarizing each program. If you have questions, please refer to contact information included in the RFP for that specific program.

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APPLICATION PROCESS: The Notice of Intent (NOI) is available online at www.coolcities.com. **The NOI must be submitted online no later than March 21, 2006, 5:00 p.m.** We will review the NOI's for eligibility and threshold criteria, and send notices inviting applications by March 31, 2006. **Full applications will be due no later than May 5, 2005, 5:00 p.m.** Award announcements will be made mid-July 2006. Award Designees will be required to attend an all-day orientation session in Lansing on August 3, 2006.

Name	Description	Eligible Applicant	What They Get!
2006 Cool Cities Neighborhoods in Progress (Up to 12 selected)	Combination of State Resource Toolbox – grants, loans, tax incentives, services – and Catalyst Grant for creating a neighborhood that will attract and retain urban pioneers. Neighborhood must have or be moving to create a mix of residential and commercial uses, mixed-income housing, and a pedestrian-friendly environment.	Local Units of Government and nonprofits. For-profits may partner with a local unit or nonprofit, but the local unit or nonprofit must be the applicant. The neighborhood must: be located in a major urban center with 2-4 year institution of higher learning; have a local historic ordinance, or National Register Historic District; have an active Arts Agency; and have a Local Cool Cities Advisory Group.	<ul style="list-style-type: none"> • Cool Cities Neighborhood designation • Priority access to Resource Toolbox • Up to \$100,000 Catalyst Grant
2006 Cool Cities Michigan Main Street (Up to 4 selected)	A long-term management approach to revitalizing and maintaining a successful downtown. This is achieved utilizing the Main Street Four Point Approach: organization, promotion, design, and economic re-structuring.	All municipalities 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 already exist. Community must agree to hire and maintain a full time Main Street Manager and meet all Main Street criteria.	<ul style="list-style-type: none"> • Cool Cities Neighborhood designation • \$166,000 in intensive, customized technical assistance and training over 3 years paid for by MSHDA • State Resource Fair
2006 Cool Cities Blueprints for Michigan's Downtowns (Up to 10 selected)	Based on a market driven approach, a nationally recognized downtown revitalization consultant and MSHDA staff team up to provide an energetic public process and action –oriented strategy to revitalize the downtown in a 3 – 5 year period including a market study for the downtown. Local unit pays for half the cost of consultant.	All municipalities with traditional downtowns.	<ul style="list-style-type: none"> • Cool Cities Neighborhood designation • 50/50 match; MSHDA pays for half the consultant fee • State Resource Fair
2006 Cool Cities Blueprints for Michigan's Neighborhoods (Up to 3 selected)	A consultant works with the local unit of government to identify a vision and priorities for a target neighborhood adjacent to the traditional downtown; then provides a specific neighborhood strategy for revitalization including a market plan and course of action. Local unit pays for consultant.	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).	<ul style="list-style-type: none"> • Cool Cities Neighborhood designation • CDBG funding upon completion of the plan • State Resource Fair