



THE ART OF BUILDING GREAT COMMUNITIES

Dan Gilmartin, Executive Director & CEO
Michigan Municipal League















The Economics of Place:

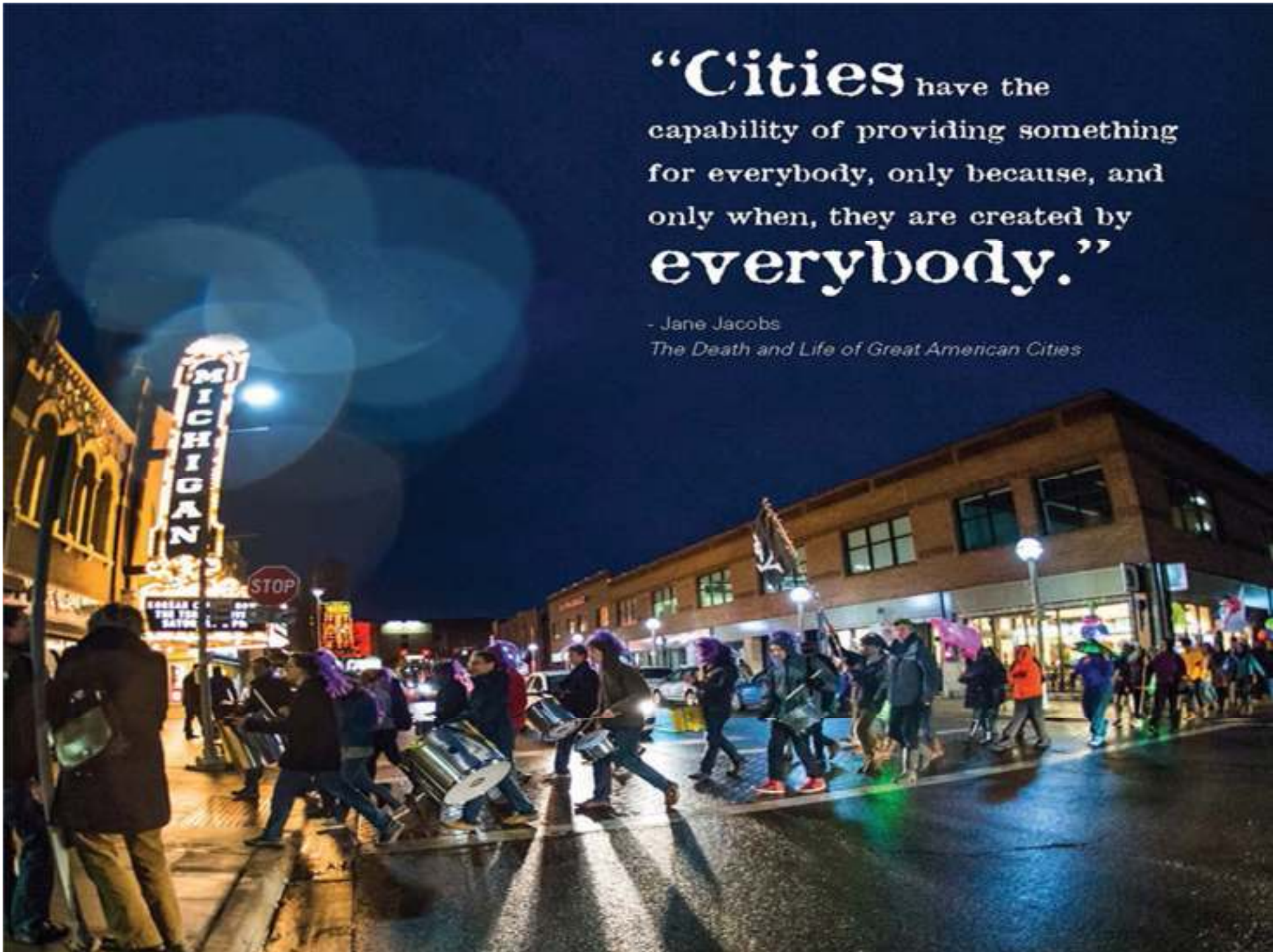
The Art of Building Great Communities



“Cities have the
capability of providing something
for everybody, only because, and
only when, they are created by
everybody.”

- Jane Jacobs

The Death and Life of Great American Cities





PLACEMAKING IS...



... Putting the **HUMAN EXPERIENCE** first.



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... Building **PLACES** for **PEOPLE**.



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... Is about how we LIVE.



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... IS NOT a VAGUE aspirational idea.



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... Is always **MOVING & CHANGING** –
it is **TRANSFORMATIONAL.**



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“The development of people and places is the same process.
If we keep trying to separate the two, our cities will remain divided.”

- Fred Kent, Founder & President, Project for Public Spaces



ENTREPRENEURSHIP

INNOVATION

PLACE GOVERNANCE

ARTS & CULTURE

THE HUMAN EXPERIENCE

REBRANDING

CIVIC ENGAGEMENT

PUBLIC SPACE

Placemaking & Economic Development



21% Increase



Since 2009

“To achieve vibrant communities with great opportunity for all.”



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PlacePlans



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Michigan Municipal League
Detroit City Futbol League



Michigan Municipal League
The Berston Bicycle Club Project



Michigan Municipal League
Michigan Farmers Markets



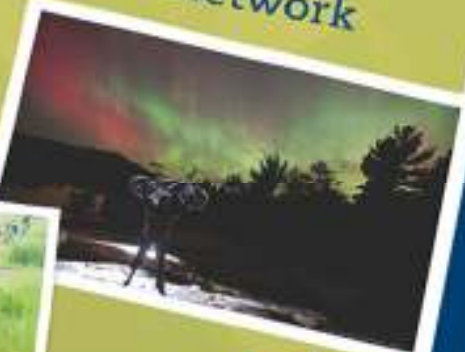
Michigan Municipal League
Fabulous Fridays



Michigan Municipal League
St. Joseph Public Art



Michigan Municipal League
Noquemanon Trails Network



PLACEMAKING.MML.ORG



“Michigan’s new crowdfunding law is a cutting-edge game changer for building great communities.”



www.CrowdfundingMI.com

Agritourism



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Arts + Culture



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Bike Trails



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Civic Engagement



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Local Food



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Special Events



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Waterfronts



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The Future of Place

- Continue to do what is working
- Discover new ways to scale the achievements
- Create and sustain new governing structures around place

“While the shift to place-based strategies for economic development in Michigan might have been motivated by the state’s severe budget deficit and the need to make each tax dollar go further, the place-based strategy for economic development has been the crux for turning this place around.”

- Fred Kent, Founder & President, Project for Public Spaces





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Thank You!

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