



MICHIGAN'S BLUE

Glenn D. Oliver, President and CEO

Michigan's Unmatched Waterfronts

3,000 miles of Great Lakes Shoreline

11,000 inland lakes

30,000 miles of rivers

Millions of acres of wetlands

Never more than 6 miles from water

Connected to ~20% of world's fresh surface water



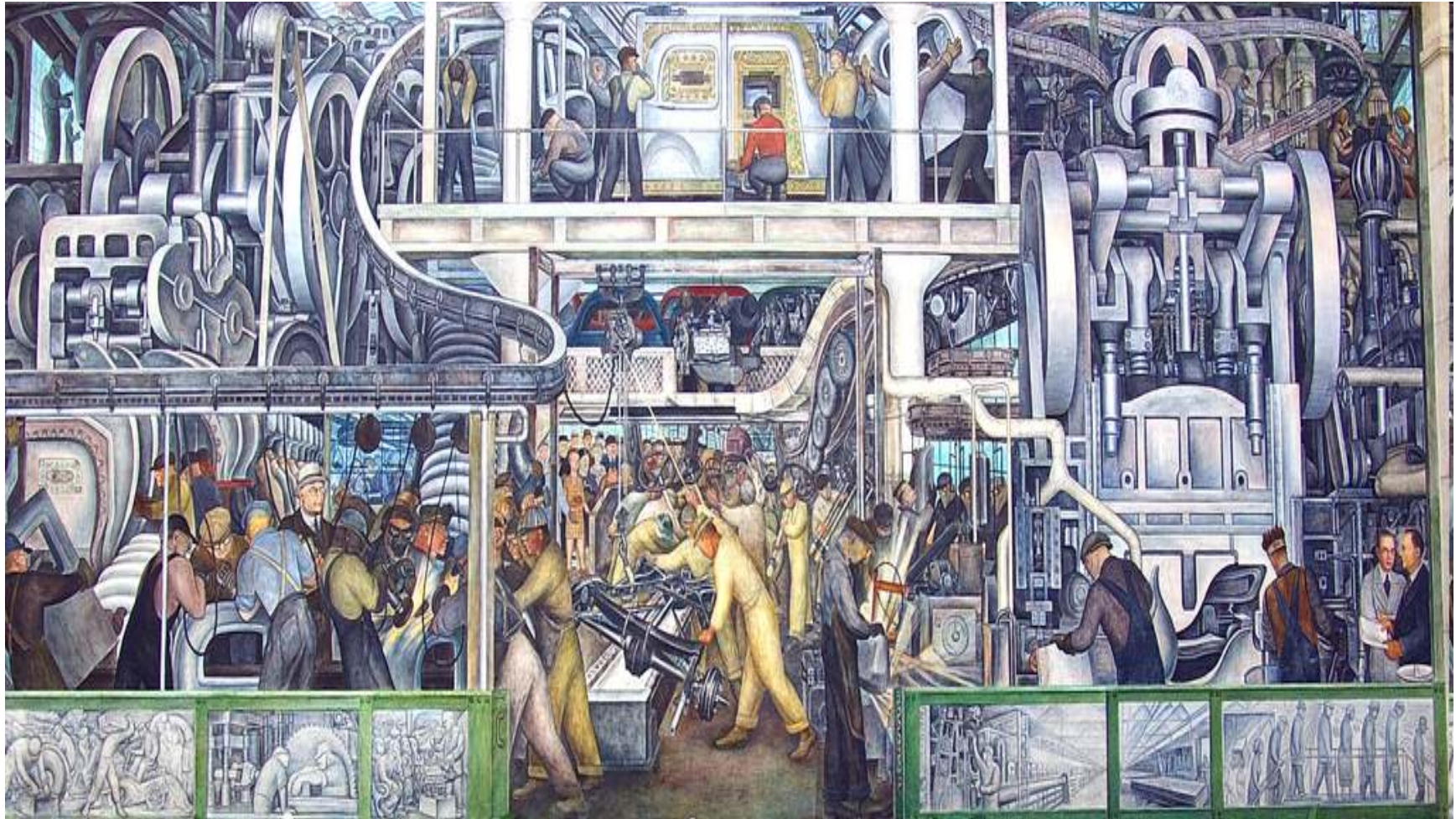
Initially, Water was a Resource for Shipping, Trade, and Commerce



Like our Timber.....

Agriculture and Industry





And the great factories making cars, chemicals, appliances, and furniture that gave us jobs, great wealth, and a great life here in Michigan

And Tourism - “Pure Michigan”



Michigan's Blue Economy is Growing

- **Nearly 1 million jobs**
- **\$60 billion in economic activity**
- **New sectors**



The Blue Economy Matters to Municipalities

1. High tech and blue collar jobs
2. Increased property values
3. Water-based placemaking
4. Platform for long-term sustainable growth
5. Creating sustainable communities



“Seafronts, riverfronts, and lakefronts that were shipping and industrial birthplaces of many cities remain prime locations. Reimagining a waterfront as a multi-use public place is a golden opportunity for a city to redefine itself.”

Project for Public Spaces

Waterfront Placemaking Tips

1. Have Public Goals

2. Community Vision

3. Multiple Destinations

4. Connect Destinations

5. Optimize Access

6. Development = Vision

7. Limit Residential

8. Parks as Connectors

9. Engage Public Space

10. Limit Vehicle Access

11. Seasonal Activities

12. Multi-Function Bldgs.

13. Creative Amenities

14. A Local Identity

Waterfront Placemaking Examples

- “Your Bay – Your Say” – Bay Shore Corridor
- Boardman River Prosperity Plan

Marquette Harborfront

- Bay County Roadmap
- Saginaw Watershed Initiative

Manistee : Explore the Shores” & Lakes to Land” initiative

St. Clair “Blue Meets Green”

Muskegon Harbor – Waterfront

Stitching Grand River into Grand Rapids

Huron “River-UP!”

- Macomb Blue Economy Initiative
- Detroit Riverfront- Refuge
- Clinton River “WaterTowns”

University Resources

Michigan Tech
Great Lakes
Research Center

Northwestern
Michigan
College –
Freshwater
Studies

SVSU Environmental
Science Programs

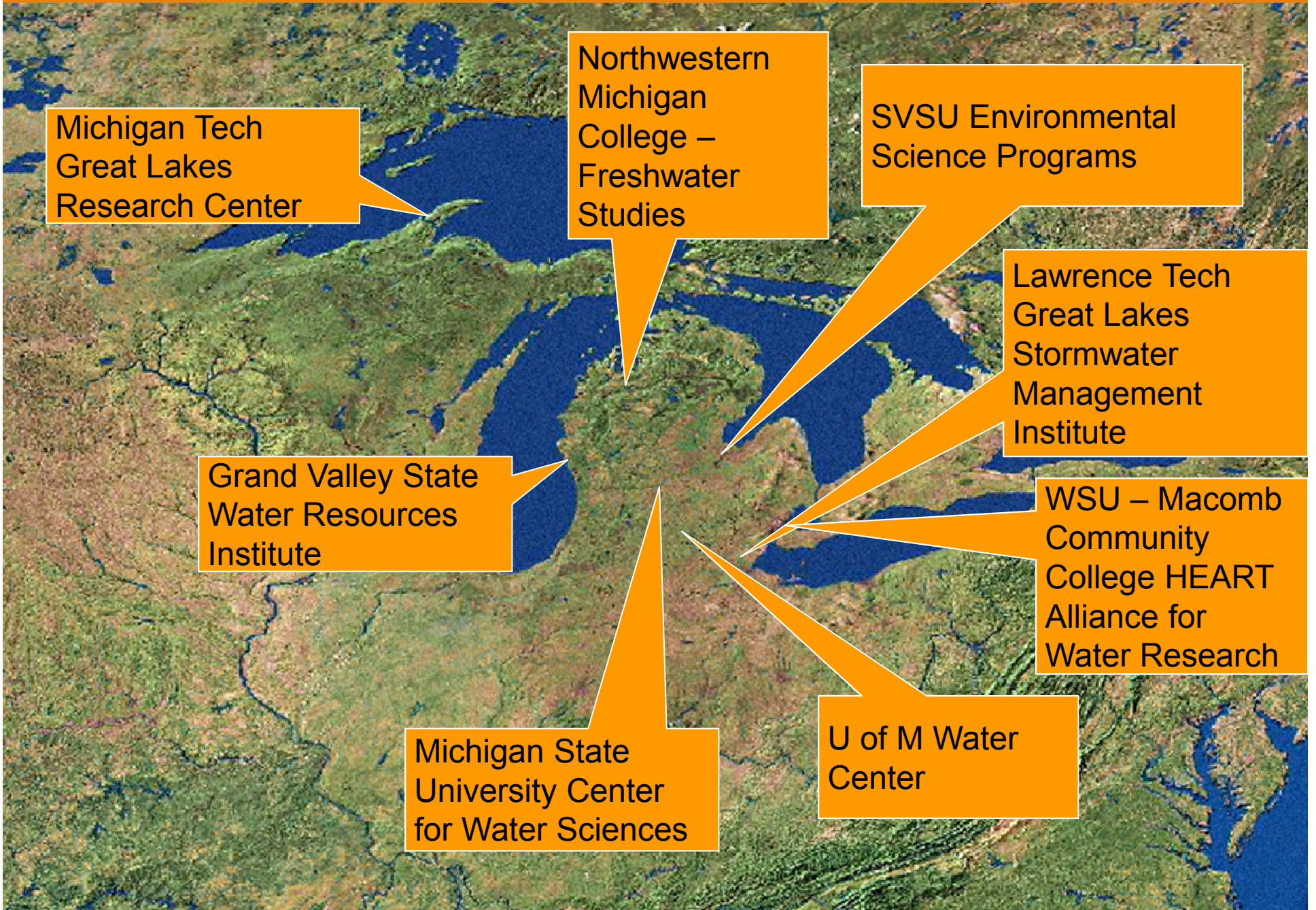
Lawrence Tech
Great Lakes
Stormwater
Management
Institute

Grand Valley State
Water Resources
Institute

WSU – Macomb
Community
College HEART
Alliance for
Water Research

Michigan State
University Center
for Water Sciences

U of M Water
Center



Growing Water Tech Sector

Keewanaw
Geothermal
Research Group

•Dow: membranes,
filters
•Serv-a-Pure: super-
prue water

•Algal Scientific –
water recovery
•Plymouth
Technologies –
waste water
treatment

Cascade
Engineeering – Bio
Sands Filter

H2bid –
eprocurement
for water utilities

Limnotech &
ECT - engineering,
water ecosystem
management

Mannik Smith
Group - green
infrastructure

A Municipal Opportunity

Water Technology Innovation Chain From idea to market!



Thank you

