

Natural Advantages: The Power of Parks, Heritage and Outdoor Assets in the Place-Based Economy



Brad Garmon, Michigan Environmental Council

Michigan Municipal League Conference: Marquette, MI

October 15, 2014

“The most valuable **natural resource** in the 21st century is brains. Smart people tend to be mobile. Watch where they go! Because where they go, robust economic activity will follow.”

- Rich Karlgaard, publisher of *Forbes* magazine. October 6, 2003



Lansing State Journal

THE POWER OF KNOWING

Nov. 30, 2013

Educated, young talent vital factor for success

“The ‘knowledge economy’ is fueled by young talent — people with four-year-college degrees.

“There are more 25-to 34-year olds with four-year degrees in the Minneapolis metro area than in all of Michigan.”

Doug Stites, retired CEO of Capital Area Michigan Works. Nov. 30, 2013

Knowledge Workers



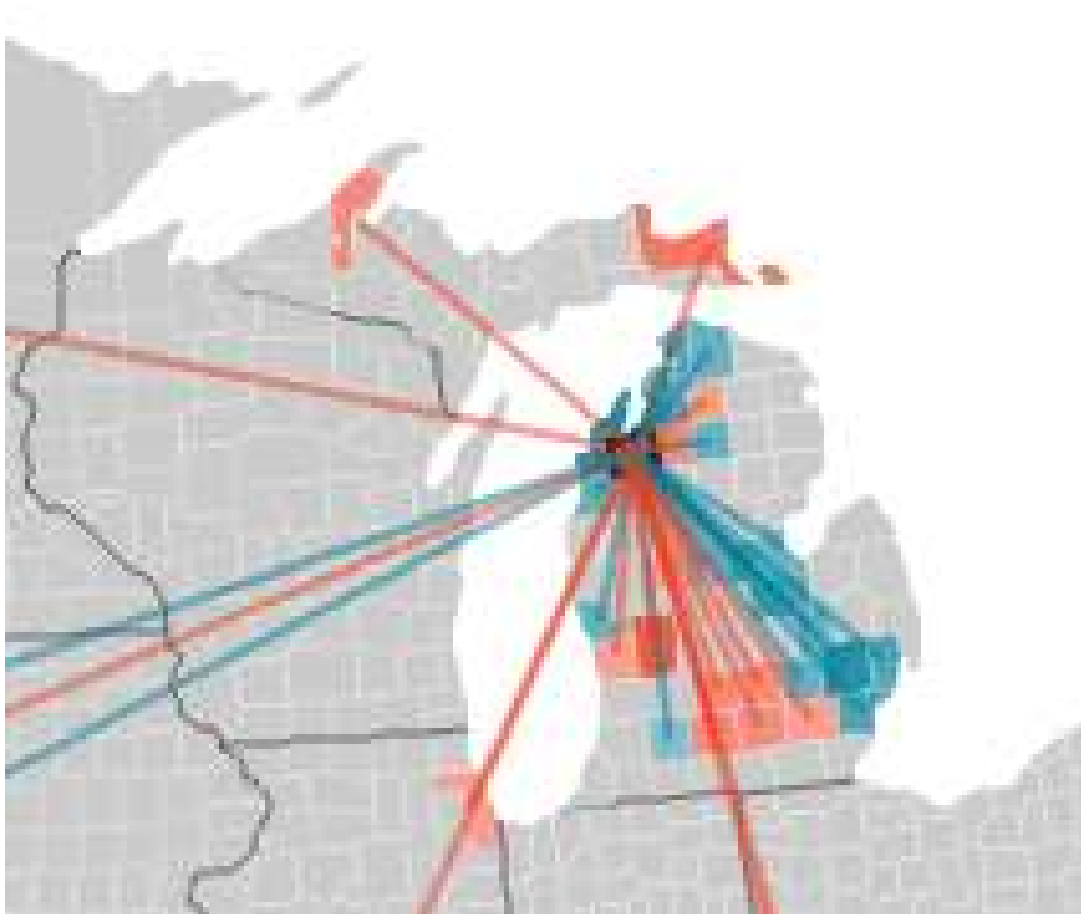
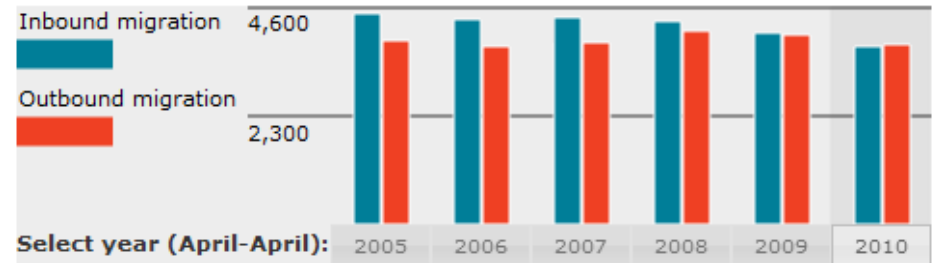
Who Are They?

- Highly educated
- Leading force of growth in the economy

Characteristics

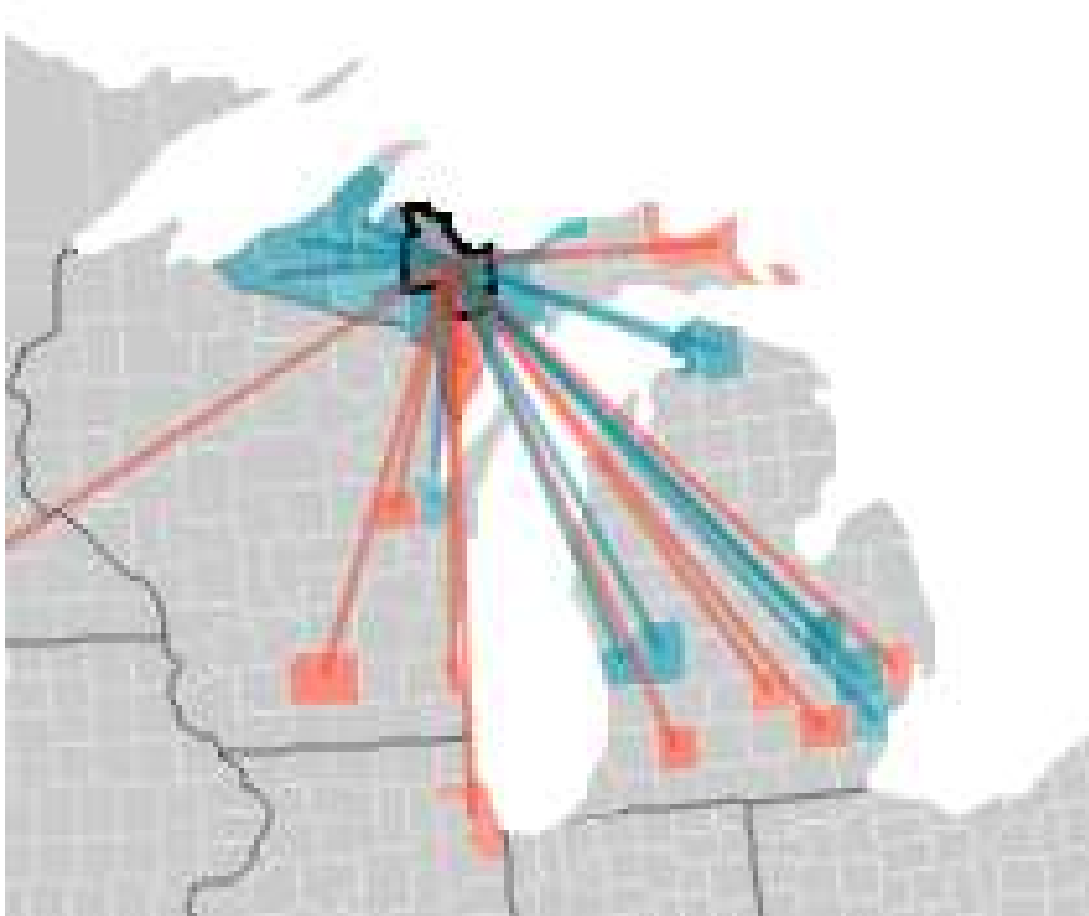
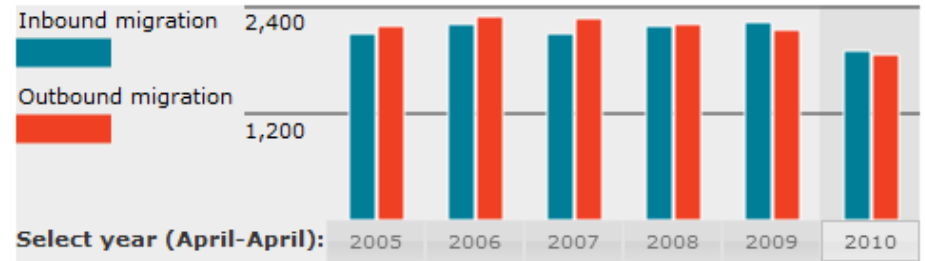
- Mobile
- Entrepreneurial
- Value Outdoor Amenities
- Social/cultural amenities
- Lifestyle

Grand Traverse



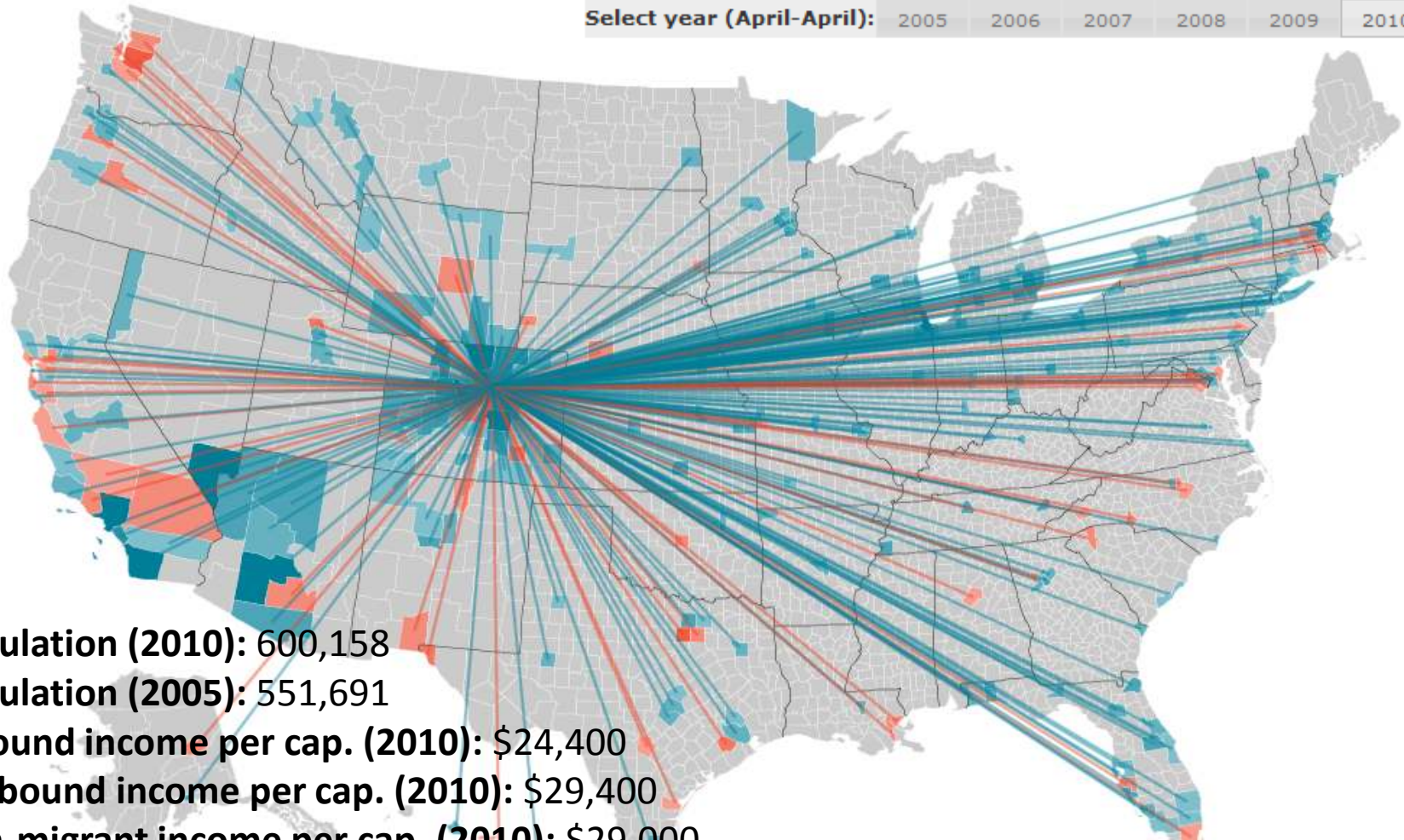
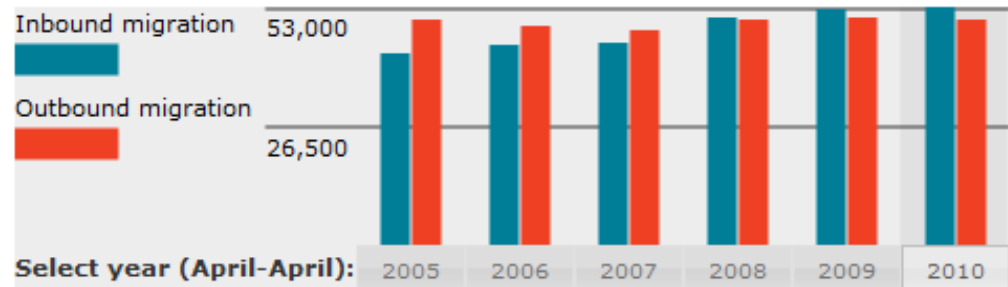
Population (2010): 86,986
Population (2005): 83,699
Inbound income per cap. (2010): \$21,700
Outbound income per cap. (2010): \$17,600

Marquette County



Population (2010): 67,077
Population (2005): 65,785
Inbound income per cap. (2010): \$18,700
Outbound income per cap. (2010): \$19,400

Denver County, CO



Population (2010): 600,158

Population (2005): 551,691

Inbound income per cap. (2010): \$24,400

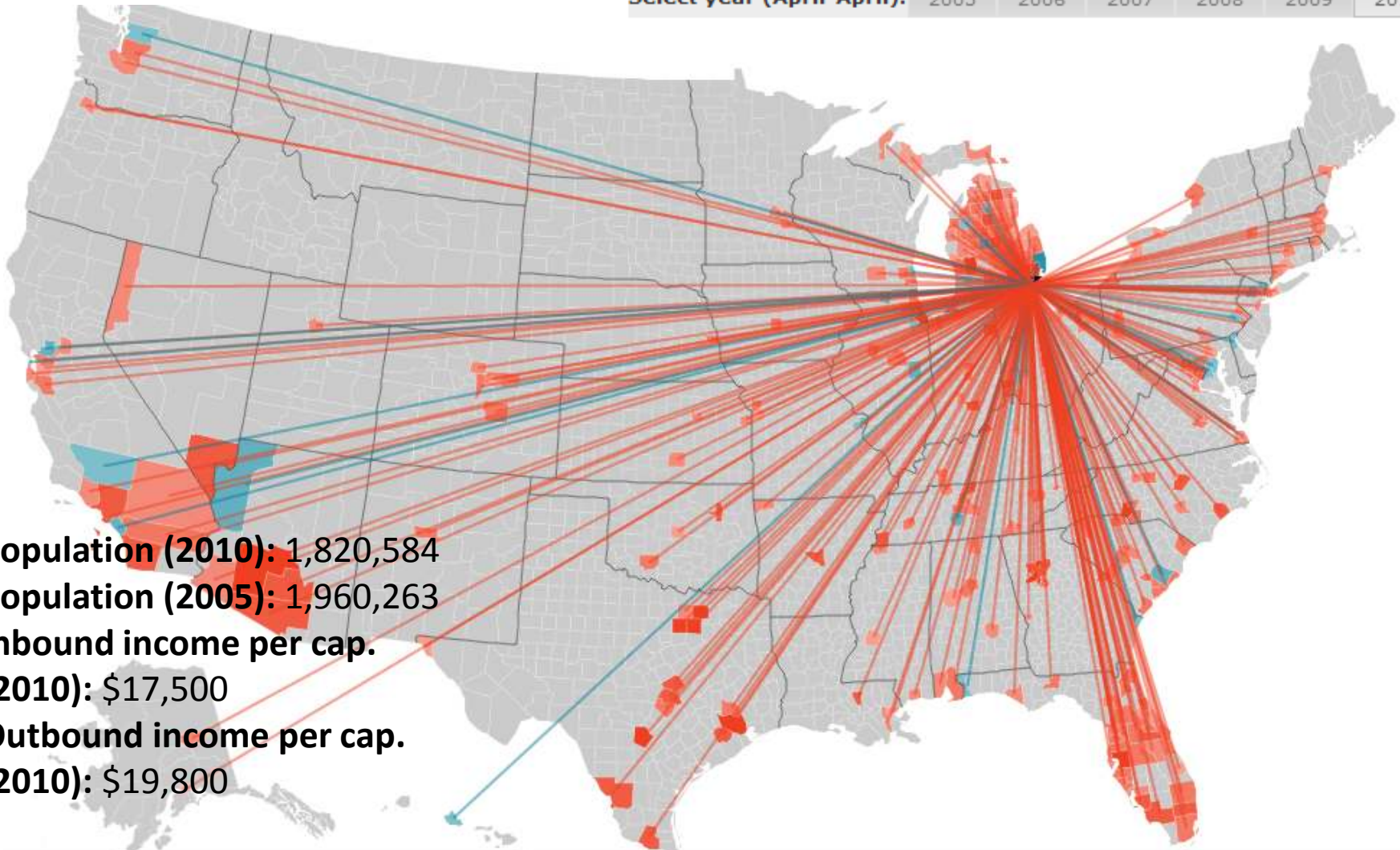
Outbound income per cap. (2010): \$29,400

Non-migrant income per cap. (2010): \$29,000

Most Desired Community Assets for recent Michigan college graduates

Ease of commute from home to office	67%
Quality of K12 education system	53%
Variety of outdoor amenities - parks, bike & hiking trails, etc.	52%
Good paying job opportunities	50%
Affordable housing market	46%
Opportunities to advance my career (not just start it)	42%
Variety of social activities - restaurants, bars clubs, shopping	37%
Variety of cultural activities - theaters, galleries, concerts	34%
Public safety, low crime	29%
Close to my family	24%

Wayne County



Population (2010): 1,820,584
Population (2005): 1,960,263
Inbound income per cap. (2010): \$17,500
Outbound income per cap. (2010): \$19,800



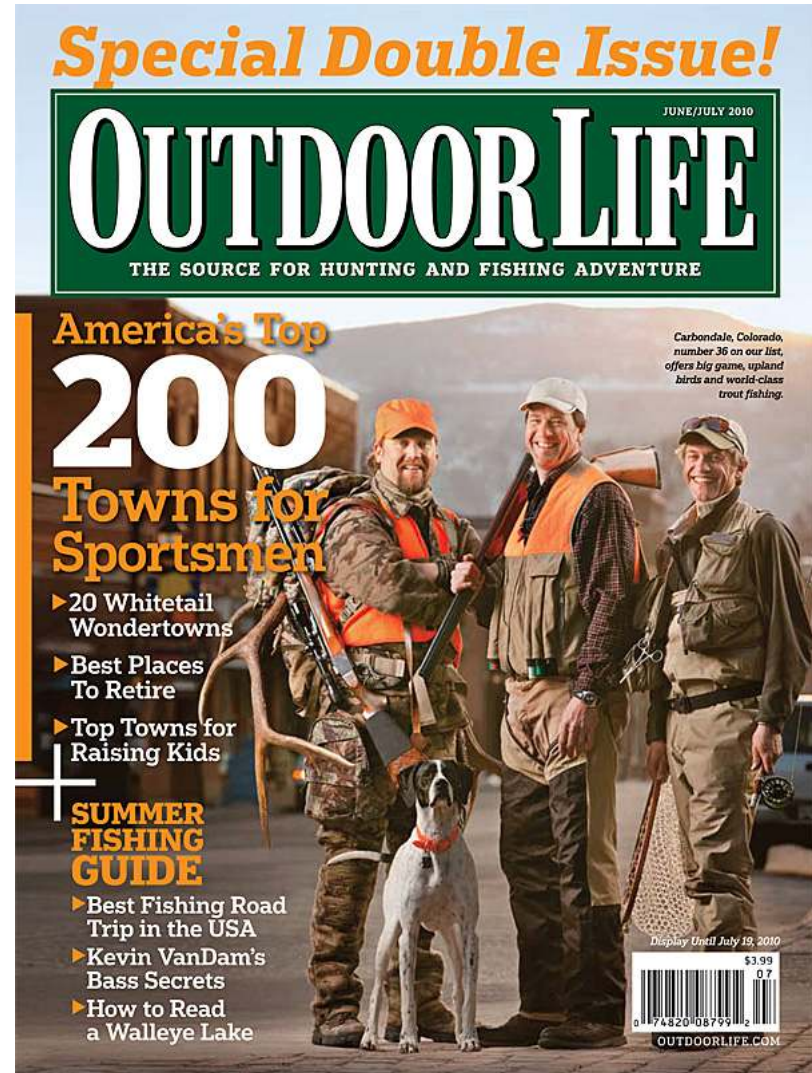
“To revitalize Michigan we must examine our state through a new lens, taking into account the types of places where New Economy workers, entrepreneurs and businesses want to locate, invest and expand.”

A scenic landscape of a forested hillside overlooking a lake. In the foreground, a person is lying on their back on a patch of ground, next to a white and blue tent. The background shows a winding lake and distant hills under a clear blue sky with a few wispy clouds. The overall scene is peaceful and natural.

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2013 Calendar











Michigan State Parks & Outdoor Recreation Blue Ribbon Panel

Governor's Executive Order No. 2011-10 (Sept. 2011-Sept. 2012)

“The Panel is advisory in nature and shall:

1. Identify the role of **state parks** and importance of **outdoor recreation areas**
2. Provide a **vision for the future** of state parks
3. Recommend a strategy for the expansion and proper allocation of expected resources in order to meet the new vision of state parks
4. Propose a vision and a strategy for future consideration aimed at **creating stronger linkages** between the state parks system and county and local parks to maximize use and cost efficiencies”

Final report submitted to the Governor on September 23, 2012



Michigan State Parks & Outdoor Recreation Blue Ribbon Panel

Co-Chairs:

- **Jon Allan** of East Lansing, Consumers Energy Company
- **Erin McDonough** of Williamston, Michigan United Conservation Clubs (MUCC)

Members:

- **Thomas Bailey** (Petoskey) Little Traverse Conservancy
- **Bryan Barnhill** (Detroit) Detroit City Council, Office of the President
- **Rich Bowman** (Grand Rapids) The Nature Conservancy
- **Ryan Cartwright** (Petoskey) Eagle Scout and Student, U of M School of Engineering
- **Julie Clark** (Traverse City) Traverse Area Recreation & Transportation Trails Inc.
- **Brad Garmon** (Lansing) **Michigan Environmental Council**
- **Jefferson Gray** (Alpena) Thunder Bay National Marine Sanctuary
- **Rachel Kuntzsch** (Grand Ledge) KBS, Inc. and Heart of the Lakes Center Conversation
- **Lydia Lohrer** (Oak Park) Outdoor Explorers in the Classroom
- **Amy McMillan** (Flint) Genesee County Parks and Recreation Commission
- **Faye Nelson** (Troy) Detroit RiverFront Conservancy
- **Timothy Nichols** (Cadillac) Chair, Natural Resource Commission
- **Bradley Petzke** (Marquette) Rivers North Fly Fishing Guide Service
- **Mary Treder Lang** (Grosse Pointe Farms) Owner, Mary Treder Lang CPA



**Michigan State Parks
& Outdoor Recreation
Blue Ribbon Panel**

Desired Outcomes:
1. Demonstrate
value





2. Drive economic prosperity





**Michigan State Parks
& Outdoor Recreation
Blue Ribbon Panel**

2. Drive economic prosperity





**Michigan State Parks
& Outdoor Recreation
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3. Make Michigan Healthier



Detroitriverfront.org

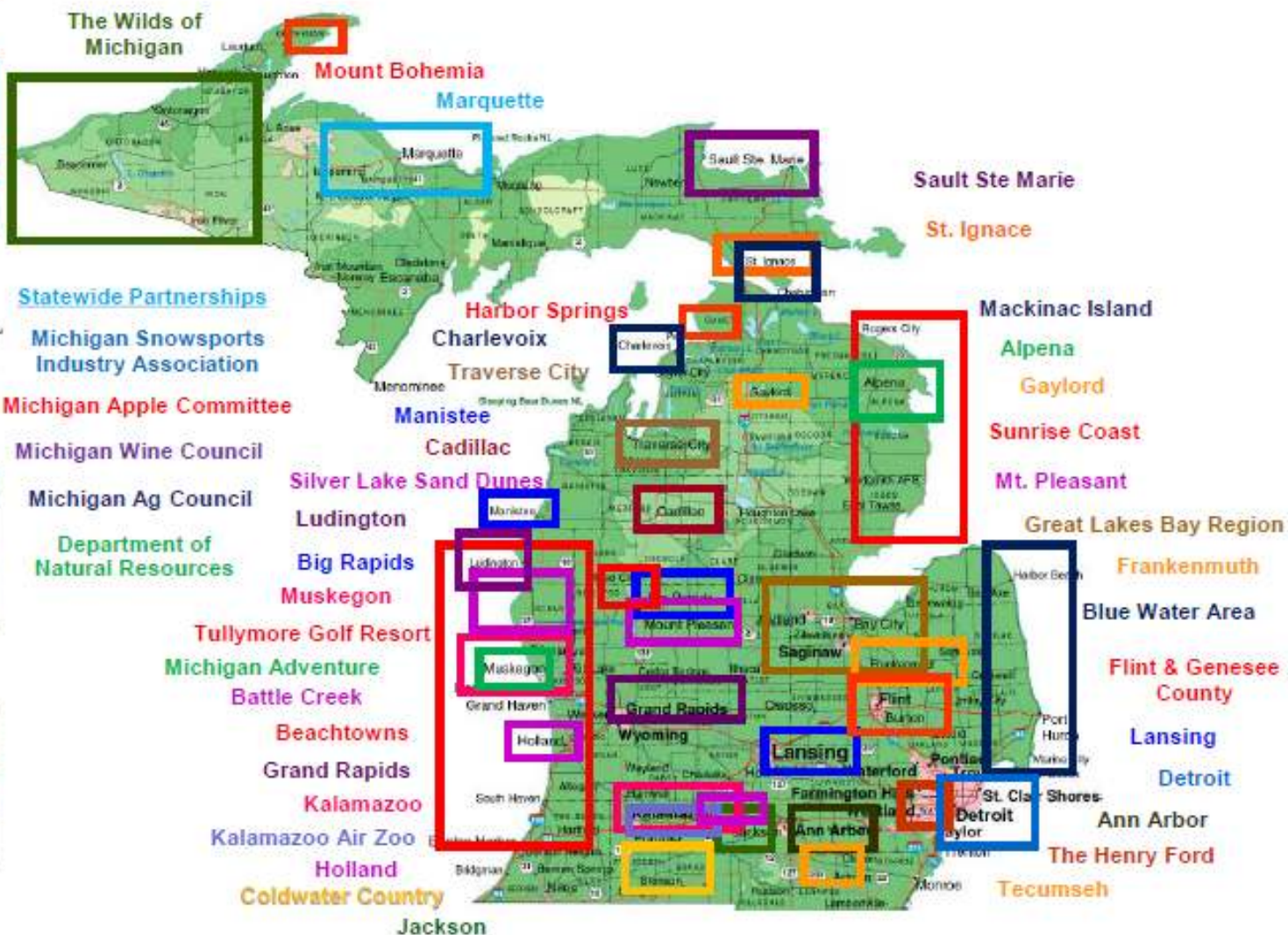


4. Inspire Regional Identity





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5. Experience the Best of Michigan

- **Most Beautiful Place in America** *GMA*
- **Best Town for Mountain Biking** *Outside*
- **Best State for Flyfishing** *Field&Stream*
- **“Best Little Beach Towns”** *Travel+Leisure*
- Top 25 **“Best Towns Ever”** *Outside*
- *IMBA Global “Epic Rides”*





6. Connect People (to Places and Each Other)



Lindsey Smith - Michigan Radio

Recommendations: Placemaking

Rec. 4

Encourage greater connections between communities and their recreational assets to strengthen **regional identities**

Rec. 6

Integrate tourism and economic development marketing in order to fully leverage the economic and social benefits that parks and outdoor recreation resources can provide.

Recommendations: Trails

Rec. 3

Make the development of statewide and regional systems of **connected trail networks** one of the state's highest priorities.

- “Pure Michigan Places,” GIS database
- We've seen:
 - Governor's Detroit to Ironwood Trail
 - New “Pure Michigan” TrailTowns and Trails

Recommendation: Great Cities

Rec. 5

Revitalize Michigan's core urban areas by creating four to five **Signature Parks**.

"A Signature Park is a focal point in a city, a 'must-see destination' that provides quality programming and embodies the character and brand of a city."

Rec. 7

Invest in **safety and maintenance** of parks and recreation spaces.



Millennium Park, Chicago



Central Park, NYC



SteelStacks at Bethlehem Steel, PA



Brad Garmon

brad@environmentalcouncil.org

www.environmentalcouncil.org