Public Spaces Community Places

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MEDC Background

• Traditional Economic Development Org
  - Jobs, Investment

• Community Development
  - Create PLACE...and jobs...and investment

• Talent
  - Retain, Attract, Enhance
Placemaking & Public Space

“The art and science of developing public spaces that attract people, build community by bringing people together, and create local identity”

-Project for Public Spaces
Public Spaces Community Places

• Build & Enhance Vibrant Communities
• Connecting local and state resources with small businesses, organizations, and events
• Increase Michigan’s ability to attract and retain young, knowledge-based talent with unique downtown place-based assets in communities
Civic Crowdfunding

• A simple and innovative way to raise donations to revitalize or create public spaces
• Engages public participation and community pride
The Program

• MEDC partnership with Patronicity and the MML

• Communities and non-profits, can submit projects by applying to Patronicity for an online crowdfunding campaign.
How it Works

• Projects that meet fundraising goal can receive a matching grant from MEDC of up to $50,000.
• For supporting, patrons receive unique rewards specific to each project.

Give $50 or more
48 of 100 claimed

Kick Off Level
Kick off this project and receive a custom t-shirt at the Party At The Park.

Give $250 or more
14 claimed

Bright Light Sponsor
Those who give $250 or more will receive an alley fest survival kit: A T-shirt, A Hoodie, A Cozie and a Bumper Sticker all in a Tote Bag! As well as several shout outs on our Facebook Page!
Eligible Applicants

This creative funding mechanism is available to projects that are:

• Located in Michigan communities which contain a traditional downtown

• Submitted by local communities and non-profit entities (must have 501c3 status before project launch)
Types of Projects

• Streetscape Beautification & Walkability
• Public Plaza Development
• Access to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
• Farmer’s Markets, Community Kitchens, Pop-Up Retail/Incubator Space, Art Education Centers
• Alleyway Rehabilitation
• Park Enhancements
• Bike Paths & Non-Motorized Infrastructure
• Community Theater Rehabilitation (non-profit)
• Any other project that activates public space or a community place!
Evaluation Criteria

- A defined focused project
- Overall impact of the project on the community and placemaking efforts
- Local financial commitment
- Current fundraising and marketing campaigns
- Project location
- Project start and completion date
PSCP Process

1. Submit an online project profile
2. Application review
3. Crowdfunding goes live
4. Project Implementation
Keys to Success

• A Strong **Network**
• A **Team** behind the project
• The **Groundwork** (4-6 weeks)
• Pitch, Creative Rewards, Engaging Video
• Strategic **Marketing** Plan
• Many **Small** Donors- Few **Large** Donors
• **Personal** Touch - Connection matters
• **Never Quit!**
Successful Projects

Ypsilanti Farmers MarketPlace

Ypsilanti, MI, United States
A Place Where Community Thrives!

$86,600 Project Closed

Pope Park Renovation - Hamtramck

Hamtramck, MI, United States
YOU CAN BE A PART OF THIS EXCITING RENOVATION PROJECT!

$31,207 Project Closed

Three Oaks Arts & Education Center

Three Oaks, MI, United States
A Community Improving Main Street and Building Community

$21,848 Project Closed

COMMUNITY DEVELOPMENT | MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
PSCP: Success In Review

• 18 months in operation

• 43 successful projects in 24 counties

• $1,260,350 granted through PSCP

• $10,333,370 additional private investment

• Over 1.9 MM sq. ft. public space activated/reactivated
Case Study: REACH Arts Center

- Strong grass-roots presence, Youth community center
- Raise funds for blighted area re-development and center expansion
Case Study: REACH Arts Center
Case Study: REACH Arts Center

- **SUCCESS!** Raised nearly $50,000 from 289 donors
- Majority of donors in 5-mile radius, furthest Mass

**Years donating to REACH?**
- Never: 55%
- <1 year: 15%
- 1-5 years: 23%
- 5+ years: 7%

**How did you hear about this campaign?**
- Newspaper: 38%
- REACH: 33%
- Facebook: 13%
- Patronicity: 9%
- Other: 7%
Case Study: REACH Arts Center
Questions?

Visit: patronicity.com/puremichigan

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