

Initiative Name:**Cool Cities****Initiative Description:**

At the 2003 “State of the State” address, Governor Granholm made it known to all of Michigan that her administration would pursue an initiative to create “Cool Cities” throughout the state. The Cool Cities Initiative (CCI) is multi-faceted and a key component of the Governor’s economic vision for Michigan. The CCI’s ultimate goal is making *Michigan the Coolest State in the Country...creating “Mitten (with a ribbon to the U.P.) Envy!*

To accomplish the goal, Michigan cities must attract urban pioneers and young knowledge-workers who are a driving force for economic development and growth. Building vibrant, energetic cities that create hot jobs in cool neighborhoods, and that offer a “sense of place,” are key to cities becoming magnets for economic growth and opportunity.

A vital approach to the CCI is participation. During the 2003 Mackinac conference, Governor Granholm announced the time is now for “Cool Cities”...and Michigan responded. The Governor sent letters to mayors in 274 cities across the state asking them to participate in the state’s “Cool Cities Initiative” by creating Local Cool City Advisory Groups (LCCAGs). We received an overwhelming response from almost 80 cities and anticipate additional cities requesting participation as the *Cool City Movement* continues to grow. They were also asked to participate in a survey that will serve as a foundation for recommendations to the state on how to help cities with their own CCIs.

Expected Outcomes:**Current Identified Goals:**

- Organize state Cool City Office/efforts to coordinate CCI
- Identify state government tools/deliverables
- Identify performance measurements
- Partner with cities in providing the tools they need for their CCIs
- Continue to generate the Cool City Movement “Buzz”
- Continue to market Michigan as a leader in creating vibrant cities and hot jobs
- Continue discussions on CCIs with cities (via LCCAGs)
- Continue to market Michigan Cool City Survey
- Continue working on Michigan Cool Cities website
- Compile and report Michigan Cool City Survey data
- Governor’s “listening sessions” with college students
- Write proposals for other CCIs
- Attend U.P. LCCAG Summit
- Work with Detroit Chamber of Commerce to create social network opportunity for LCCAGs after the March Conference with Dr. Florida

- Help cities build vibrant communities, create hot jobs and a “sense of place” that will attract urban pioneers and young knowledge-workers
- Help cities make *Michigan the Coolest State in the Country!*
- Create *Mitten* (with a ribbon to the U.P.) *Envy!*

Administration Goals Attained:

Other Benefits and Outcomes:

- Revitalized cities and economic growth
- Engaged youth
- Create a CCI for state employees, thus making Michigan State Government one of the best places to work
- Become a leader and model for other states

Progress to date:

- The Governor invited cities across Michigan to participate in the state’s “Cool Cities Initiative” (CCI) with an overwhelming response from almost 80 cities.
- The Michigan Council for Arts & Cultural Affairs 9th Annual Conference titled “Creating Cool” was held and attracted more than 1,300 participants. The conference keynote speaker was Dr. Richard Florida, author of The Rise of the Creative Class, who articulated the merits of an economic development strategy that puts “creative” people first, acknowledging the link between economic prosperity and the “Creative Class.”
- The Michigan Cool Cities Survey website was launched.
- 13,600 Michigan Cool City Surveys were completed
- As of 6/2/04 there are 149 Participating Cities!