

# Economic Development Strategy Public Meeting



**jacobsdaniels** associates, llc  
*planning and implementation consultants*

# Agenda



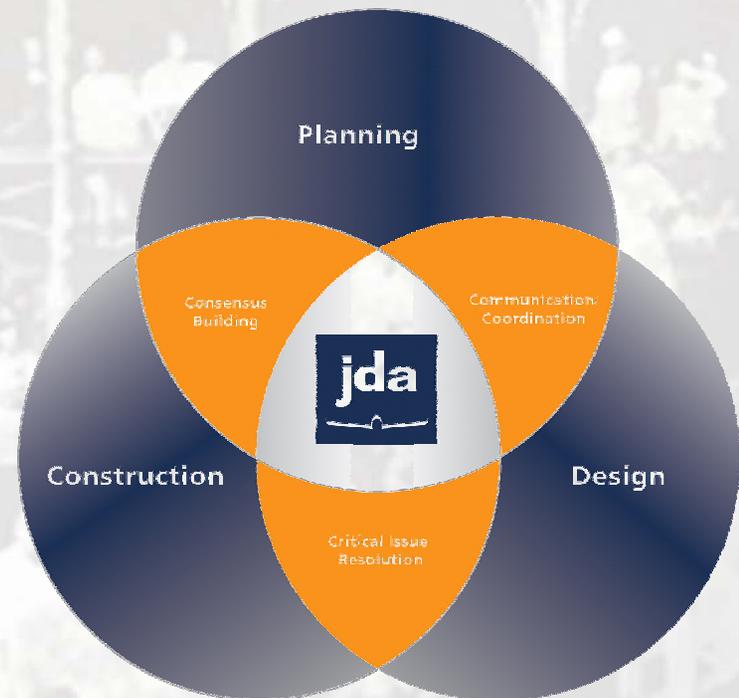
- Introduction to JDA
- Idlewild, MI Key Issues
- Scope of Work
- Introduction to Economic Development
- Case Studies
  - Sassafras, Tennessee
  - Turkey Creek, Mississippi
  - Breckenridge, Colorado
  - Chemainus, Canada
  - Yellowstone River Valley, Montana
- Project Goal and Objective



# Your Consultant



- Jacobsen/Daniels Associates
  - Planning and implementation consulting firm of over 18 personnel specializing in transportation planning and project implementation support.
  - Established in 2001 and located in Ypsilanti, MI
  - Multi-disciplined team of engineers, architects, planners, and business professionals
- Project Team
  - **Mr. Darryl H. Daniels, AIA** will serve as the Project Manager.
    - CEO and Managing Partner
    - Over 20 years of experience in business and strategic planning, transportation planning, and historic and cultural preservation
  - Alana White – Technical Consultant
  - Linda Boyle – Landscape Architect
  - Karen King - Graphics Specialist
  - Amale Booth – Urban Planner



**jacobsendaniels associates, llc**  
*planning and implementation consultants*

# Idlewild, MI Key Issues



- There is no clear transportation vision and plan that integrates modern modes of transporting goods and people while maintaining the historic and rural character of Idlewild, MI.
- There is no clear community development strategy that supports other local, county, state, and federal historic preservation, community economic development, strategic planning, transportation and visioning principals.
- There is a lack of synergy between historic protection and preservation, economic and business development, future expected growth, and new development.



# Our Scope of Work



- **Task 1.0: ENVISION Session**
  - This session will facilitate a dialog that will ensure that the JDA team has a clear understanding of the issues, concerns and the potential opportunities
- **Task 2.0: Existing Conditions Review**
  - JDA will evaluate the existing conditions including physical, financial, and political
  - Conduct a site visit and review documents and analyze existing conditions needed to complete the Strategy and Transportation Vision
  - Identify deficiencies and/or challenges, that will serve as the baseline for identifying potential future recommendations for improvement
- **Task 3.0: Stakeholder Survey**
  - Survey to be distributed to community residents to understand goals and identify opportunities for enhancement



# Our Scope of Work, cont'd



- **Task 4.0: Transportation Vision**
  - Vision that supports the economic revitalization of the area
  - May be used to guide additional planning and identify opportunities to improve the community's overall quality of life and competitive position
  - Will include a provision of creative, practical approaches that accommodate growth and efficient movement of goods and people without sacrificing the natural beauty and authentic character of this historic rural community.
- **Task 5.0: Market Analysis**
  - Will include:
    - Case Studies of Comparable Communities
    - Research trends and population demographics to understand community needs and potential population demand and amenities
    - Assessment of current resort/attraction attendance, present seasonal trends and customer origin analysis
    - Identification of current and future tourism attractions with potential to provide unique visitor experiences, entertainment, services enterprises and jobs
    - Identification of partnership opportunities and resources



# Our Scope of Work, cont'd



- **Task 6.0: Economic Development Strategy**
  - Economic development strategy for Idlewild, MI that supports Yates Township Planning and Zoning Commission and community visioning
  - The Strategy will address economic development which provides social, economic and environmental benefits for the local area and sub-region
  - The team will gather, review and integrate other relevant external work products and community visioning into a cohesive tourism-based economic development strategy
- **Task 7.0: Public Outreach and Coordination**
  - Public outreach and other coordination activities will be held in order to obtain consensus and support for the Strategy. These “Open House” style workshops will adhere to the needs of the community and public.
  - A final Open House will be held to roll out the final plan.



# What is Economic Development?



- Economic Development is the process where local governments and/or community-based organizations engage to stimulate or maintain business activity & employment
- Goals of Economic Development include:
  - Building high quality jobs for the current population
  - Achieving local economic stability
  - Building a diverse economic and employment base



# Approaches to Economic Development



- Built Environment
  - Planning and development controls
  - Economic and enterprise zones
  - Transportation and major infrastructure
  - Land and street-scaping
  - Housing
- Business Development
  - Small business assistance centers
  - Technology and business parks
  - Venture financing companies
  - One stop business information centers
  - Micro-enterprise programs



# Approaches to Economic Development



- Human Resource
  - Customized training
  - Targeting placement
  - Welfare to work
  - School to work programs
  - Local Employment programs
- Community Based Development
  - Community-based development organizations
  - Cooperatives
  - Land trust and similar community ownership instruments



# Our Project Approach



# Idlewild Vision Statement for 2012



- By 2012, Idlewild will celebrate its centennial and be recognized as a beautiful, historic, safe, clean, welcoming community that offers quality of life for its residents, exceptional visitor amenities, and unique recreational and cultural experiences for all ages. Idlewild will achieve an appropriate balance between historic preservation and contemporary development. As zoning ordinances will be duly enforced, blight will be eliminated, there will be no tent or trailer living as permanent housing and property throughout the community will appear well maintained and attractive. Williams Island will be a historic focal point and designated entertainment and recreational area. A thriving downtown business district will host new specialty restaurants, shops, galleries, and services. Quality motel, hotel, RV and camping accommodations will be abundant. Businesses and jobs supporting Idlewild's unique culture and history will flourish throughout the community.



# Idlewild Vision Statement for 2012



- Good stewardship of Idlewild's lakes, forest and wildlife will be evident. Paying homage to the past, and honoring the legacies of former Idlewilders such as social activist and scholar W.E.B. Du Bois, entrepreneur Madame C.J. Walker, and writers Charles Waddell Chesnutt and Zora Neale Hurston, Idlewild will continue to serve as a nexus for artists, scholars, and other notables and host an exceptional music camp, exciting cultural festivals and events, educational and health retreats, and summer camps. Well designed signage, lighting, walking paths, by-ways and trails will efficiently guide residents and visitors through the community. The Idlewild Historic and Cultural Center will be open, active and routinely in use by the community. A special heritage trail and historical markers will help educate residents, visitors, educators, students, community activists and historians about Idlewild's unique role in our nation's history.



# Idlewild Vision Statement for 2012



- In 2012, Idlewild will be a strong, unified and thriving community which has the capacity to successfully accommodate visitors while serving as a cultural haven for seniors, retirees, young people and growing families.



**jacobsdaniels** associates, llc  
*planning and implementation consultants*

# Internal and External Environment



- **Strengths**

- Environment, Heritage and People
- Love of Idlewild's history and heritage
- Lake Idlewild is one of the cleanest in the State of Michigan
- Community is coming together

- **Weaknesses**

- Economic Development, Environment and Leadership
- Division in the community
- Not keeping the community clean/free of trash and debris
- Little economic development activity

- **Opportunities**

- Program Development and Environmental Stewardship
- Re-opening the *Flamingo Club*
- Remove dilapidated housing
- Re-opening the Skating Rink

- **Threats**

- Community Empowerment Issues, Communication, Demographics and Safety
- Lack of communication and miscommunication
- Community remaining divided
- Lack of young people
- Time



# Project Goal



- *Assist Yates Township citizens and property owners in the development of an actionable three year Economic Strategy and Transportation Vision for Idlewild, MI.*



# Project Objectives



- Provide research on the market values and best practices regarding cultural sector activity in Michigan.
- Support and nurture emerging for-profit and non-profit cultural-based creative enterprises.
- Increase awareness and understanding in communities of how culture can be leveraged to cause local and regional business growth.
- Encourage existing partners and grow new partnership and collaborative relationships.
- Work with inter-agency team to inventory, assess and leverage state holdings and assets for creation of a coordinated stewardship agenda
- Assist the identification of financial resources to support plan implementation and community transformation
- Market Idlewild, Michigan as a high-value cultural tourism destination



# Case Studies



- Sassafra, Tennessee
  - [http://findarticles.com/p/articles/mi\\_m1546/is\\_4\\_15/ai\\_65069617](http://findarticles.com/p/articles/mi_m1546/is_4_15/ai_65069617)
  - <http://www.mountain-soul.com>
- Turkey Creek, Mississippi
  - <http://www.turkey-creek.org/>
- Yellowstone River Valley, Montana
  - <http://vision3.com/stuff/culturalHeritage/site/successStories/montana.htm>
- Breckenridge, Colorado
  - <http://breckenridge.snow.com/>
  - <http://www.gobreck.com/page.php>
  - [http://en.wikipedia.org/wiki/Breckenridge,\\_Colorado](http://en.wikipedia.org/wiki/Breckenridge,_Colorado)
- Chemainus, Canada
  - <http://www.chemainus.com/>

