



Creating a Prosperous Michigan

Michigan Commission of Agriculture & Rural Development

August 17, 2011



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Better Communities. Better Michigan.





State association for cities and villages

- Advocate
- Educate
- Inform



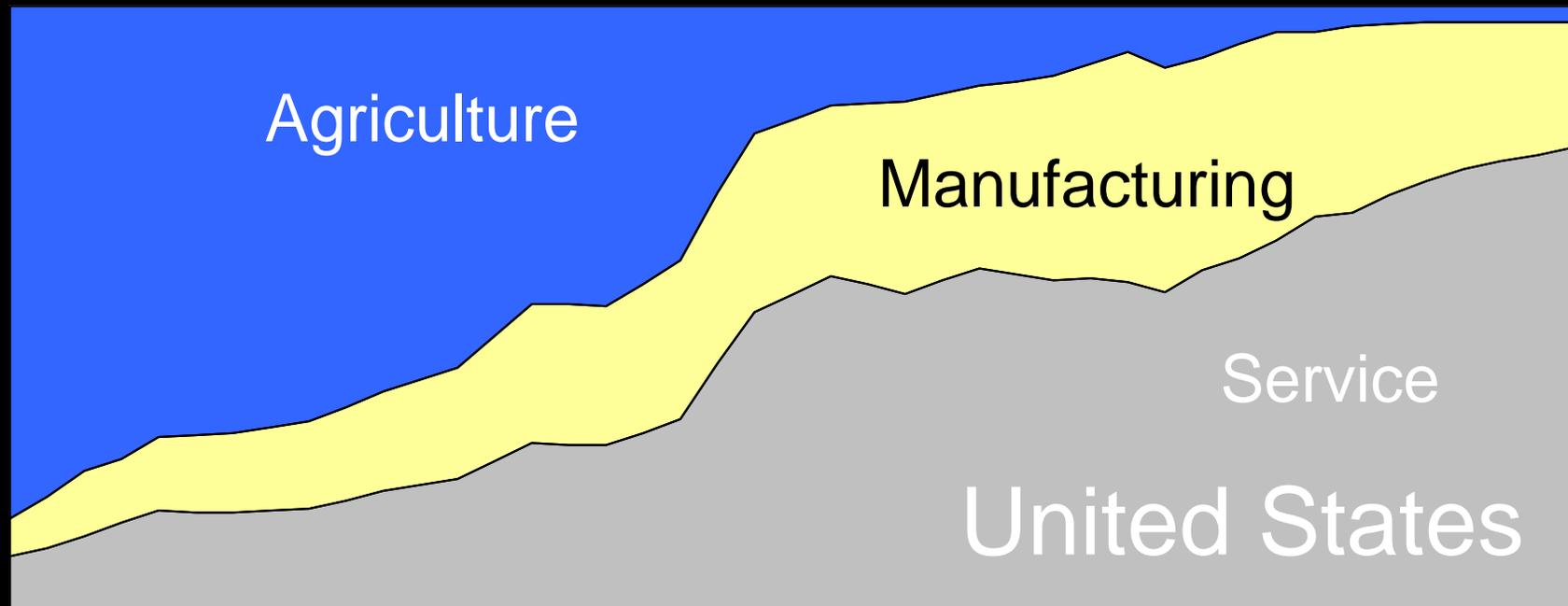
Creating communities not for the past 50 years, but for the next 50 years!



World Is Changing Fundamentally

Technology is driving new economic realities

- Services displacing agriculture & manufacturing
 - Creating new technical opportunities & challenges





The way we are . . .

- Quality of life is declining
 - (In 2009, 37th in per capita income--a drop of 19 places in 8 years)
- Manufacturing as we know it is gone
- Not adapting to the knowledge-based economy
- We're under-investing in our universities and community colleges
- Talented millennials don't want to live here
 - 46% leave Michigan following graduation



Impact of global economy

- Knowledge-based
- Education counts, degrees matter
- Technology allows people to work anywhere
- Mobile population
- “Place” attracts people
- Young people choose where to live first, *then* look for work
- World-wide competition for talent



Big picture

States prospering in the U.S. have at least one major thriving metropolitan area with a high concentration of young, creative talent.

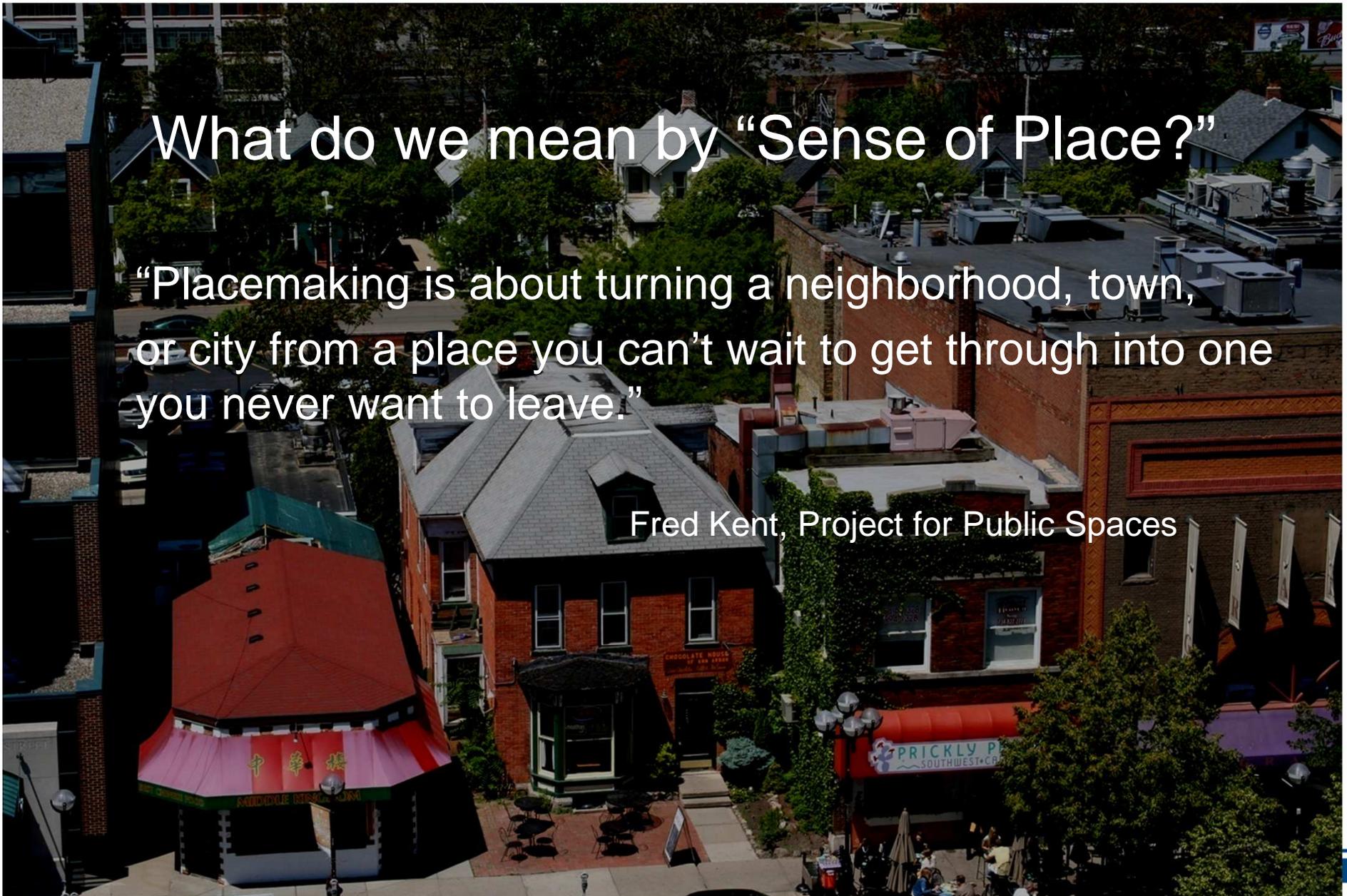
We have to start measuring jobs in 1s and 2s, not thousands for sustainability. (Long Tail Theory)



What do we mean by “Sense of Place?”

“Placemaking is about turning a neighborhood, town, or city from a place you can’t wait to get through into one you never want to leave.”

Fred Kent, Project for Public Spaces



- When focusing on place, you do everything differently
- Build communities around happiness and well-being
- Importance of the ordinary citizen in planning





It's about:

- Accessibility – Ability to easily circulate within public places
- Activities – Stumbling into fun
- Comfort – Perceptions about safety, cleanliness, character & charm
- Sociability – Creating a physical fabric where people can connect with one another

What works . . . vibrant downtowns

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What works . . . arts and parks



What works . . . walkability

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What works . . . transportation

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What works . . . green and sustainable michigan municipal league



What works . . . anchor institutions

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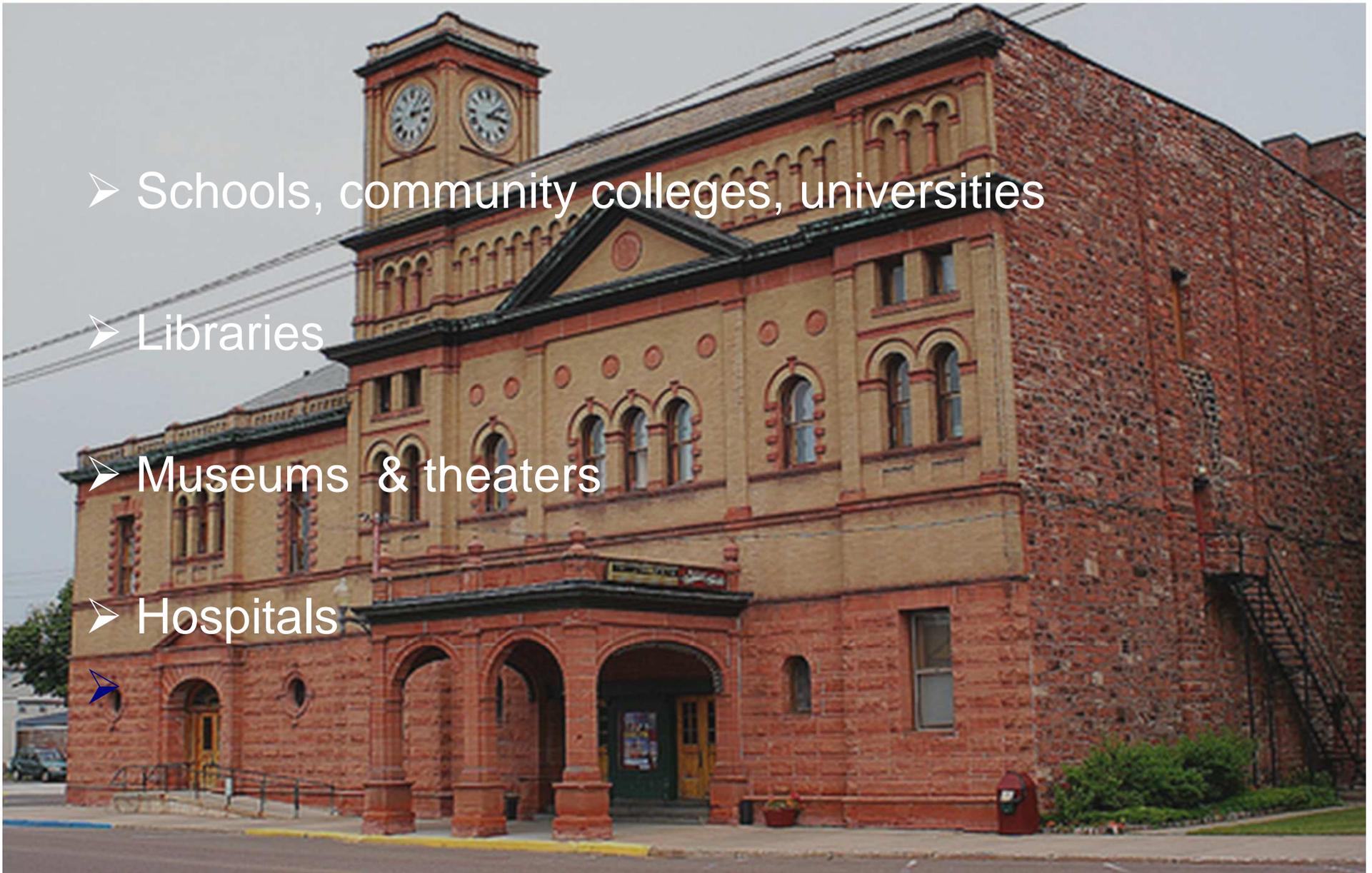


➤ Schools, community colleges, universities

➤ Libraries

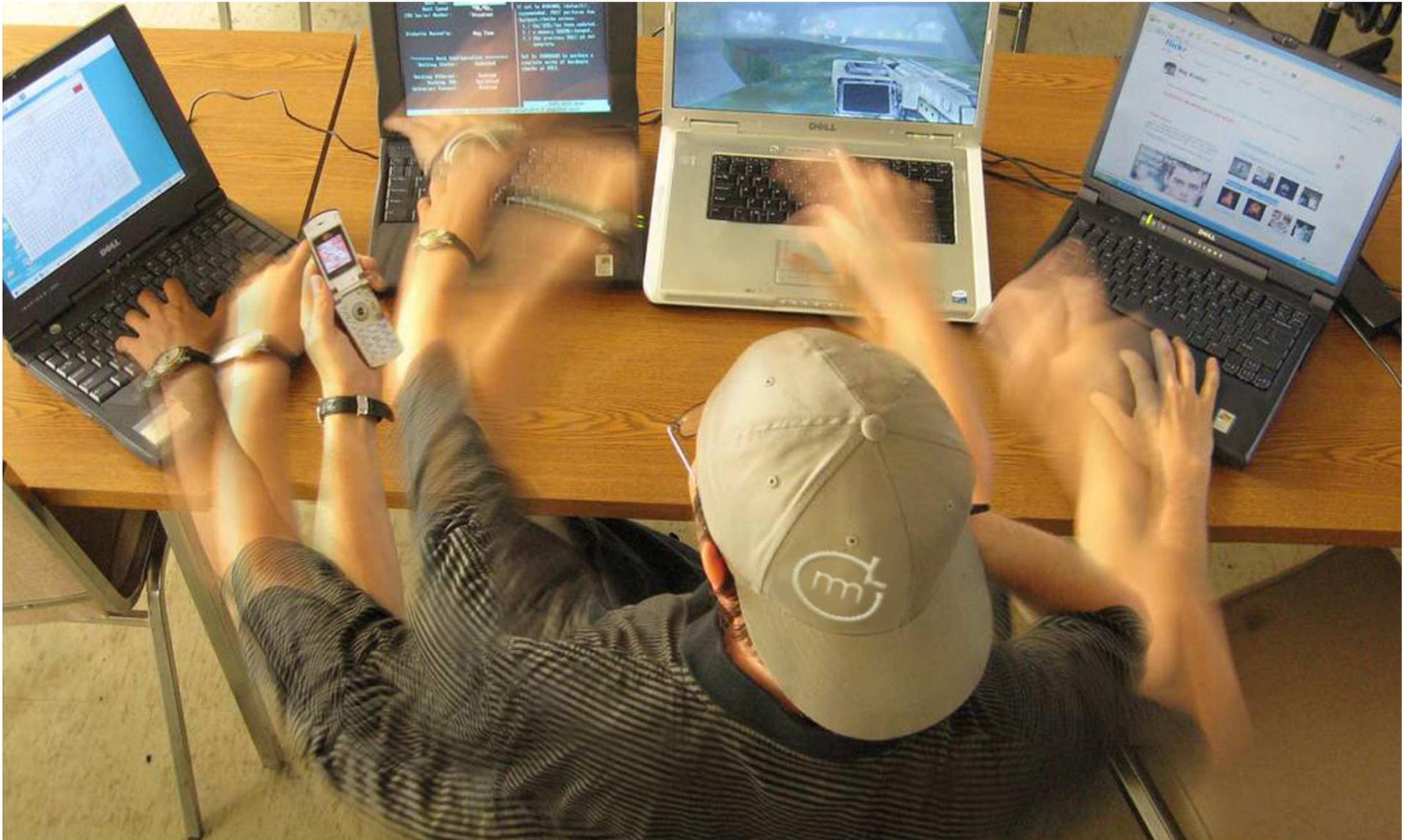
➤ Museums & theaters

➤ Hospitals



What works . . . access to technology

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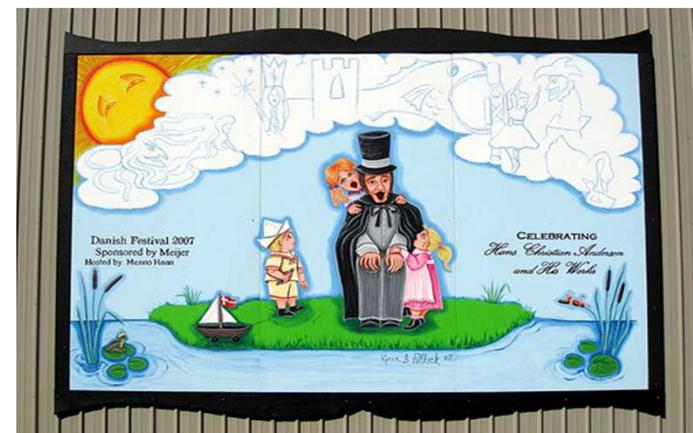


Small community challenges

- ▶ Retaining economic viability in the face of globalization
- ▶ Retaining cultural identity and character in a changing world
- ▶ Developing sustainable niches that will play a pivotal role in regional, national, and global economies



- Every community has a story to tell
- Important to leverage these attributes
- Collaboration and networking essential





- Clusters drive local economies
- Resource sharing
- Asset-driven regional plan
 - Rural focus on agriculture, tourism, recreation
 - Do not try to be all things to all people
- Recognize the importance of interrelationships between rural and urban





- Prosperity Agenda – Policy Initiatives
 - Significantly expand public transit
 - Protect essential local services & infrastructure
 - Promote sustainable development, green initiatives & cultural economic development

- Member Education
 - Center for 21st Century Communities

- Grass Roots Advocacy
 - Let's Save Michigan campaign
 - WJR Prosperity Agenda radio program



Center for 21st Century Communities (21c3)





**Physical Design
&
Walkability**



Green Initiatives



**Cultural Economic
Development**



Entrepreneurship



Multiculturalism



**Messaging
&
Technology**



Transit



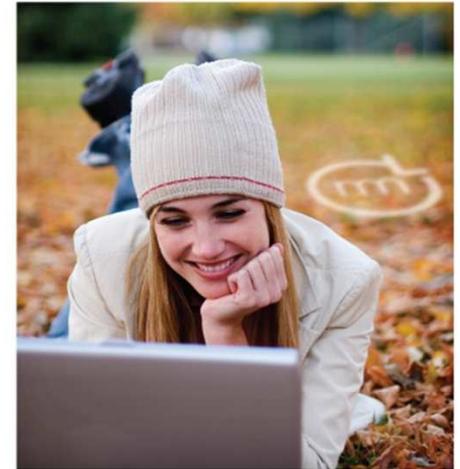
Education

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