

Marketing Brownfield Properties

*Presentation at the
Brownfield Redevelopment
Authority Workshop
Auburn Hills Municipal Center
September 17, 2009*



Brownfield Redevelopment Authority
Of Jackson County

Served By The Enterprise Group

What is Marketing?

A plethora of communication tactics, which will likely include some or all of the following:

- Messaging
- Objectives
- Research
- Audience
- Budget
- Implementation
- Evaluation
- Branding
- Campaigns
- Strategy
- Analysis



What is Marketing?

Simply, the goal is to:

- Deliver a Message
 - Keep it simple
 - Try to avoid jargon and acronyms
 - Focus on your developer / borrower, i.e.
 - What is a Revolving Loan Fund?
 - How can it help me?
 - How can I get it?
- Define your Audience
 - Who will gain?
 - Where are they?



What is Marketing?

- How will you do it?
 - Tactics
 - Budget
 - Internal vs. External
 - Media Plan
- Evaluate - Did it work?
 - Did you implement the program successfully?
 - Have your properties been sold and developed?
 - Did you receive additional grants?
 - Have you received positive testimonials?
 - Is your community supportive?

FEATURED PROPERTY



12831 E CHICAGO RD

13+ acres zoned C-3 with 181 feet of road frontage on US 12 (E. Chicago Rd). Prime location, just 2 miles West of US 127 & US 12 intersection &

[more information >>](#)



What are we Marketing?

- **Brownfield Program** - In order to effectively market Brownfield *properties*, you must be prepared to market your Brownfield *program* and the incentives it can provide
 - TIF
 - MBT Credits
 - RLFs
 - Assessment Grants
- **Brownfield Property Inventory** - Your authority may have identified an inventory of Brownfield properties, which you wish to market



What are we Marketing?

- **Available Properties** – don't limit your marketing efforts or focus only on your Brownfield program
 - Almost all Brownfield projects are layered with a number of incentives
 - Greenfield property marketing can draw interest – Brownfield incentives can steer developers to sites they may never have considered



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What are we Marketing?

- **Community Support** - Your Community's interest in attracting economic growth & Brownfield Redevelopment
- **Sustainability and Reuse** – Efforts at the “greening” of Brownfields (packet for developers)



Jackson County Brownfield Redevelopment Authority (JCBRA) Organization

- Authority of Jackson County Established in 1999 under the Brownfield Redevelopment Financing Act (Act 381 of 1996, as amended)
- Staffed contractually by The Enterprise Group of Jackson, Inc. (EG)



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Jackson County Brownfield Redevelopment Authority (JCBRA) Organization

- EG Director of Economic Development serves as Executive Director of the JCBRA
- Staffing affiliation and County of Jackson (and other municipality) support to the EG serves to enhance marketing efforts far beyond Brownfield-only promotion



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Tools for Marketing

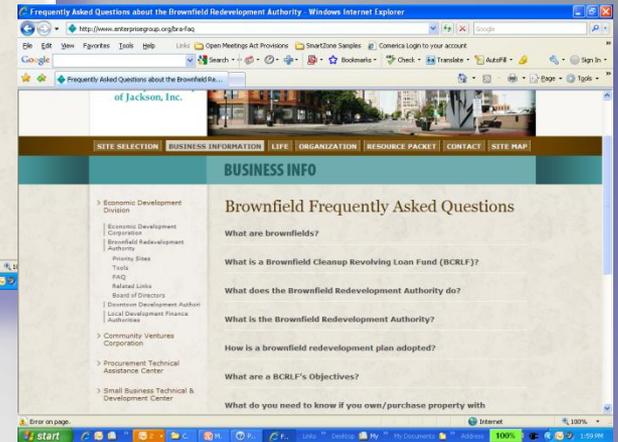
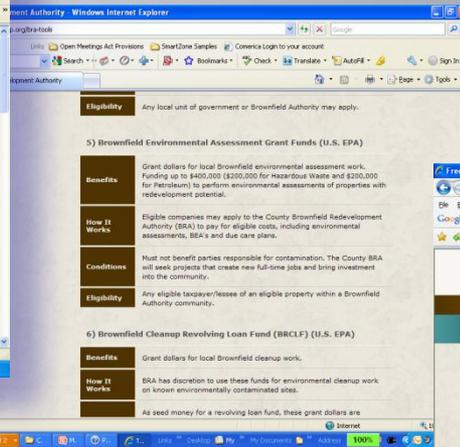
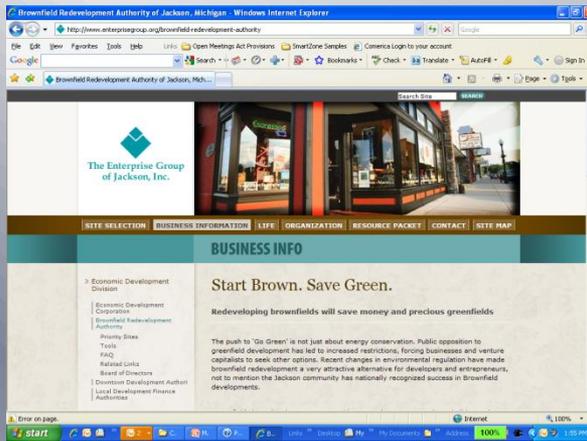
- **EG Website** – Consulted with local marketing communications firm, RJ Michaels, to totally revamp The EG's delivery of information, message and branding, resulting in the following awards:
 - 1st place for communities with population greater than 100,000 in a Michigan Economic Development Association Web site Competition,
 - 2nd place Award for Overall Marketing Program by The Mid-American Economic Development Council, and a
 - Silver Award for the 2007 Manny Awards.



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Tools for Marketing



- **EG Website**
 - **Brownfield Program**
 - *Tools*
 - Federal, State and Local Incentives
 - *FAQ*



Tools for Marketing

- **EG Website**
 - **Brownfield Program**
 - **Priority Sites**
 - Former Plastigage Site
 - » 2917 Wildwood
 - Poster – 4' x 7'
 - Property Information
 - Plastigage Brownfield Plan

The screenshot shows a web page titled "SITE SELECTION" with a navigation bar at the top containing links for "SITE SELECTION", "BUSINESS INFORMATION", "LIFE", "ORGANIZATION", "RESOURCE PACKET", "CONTACT", and "SITE MAP". The main content area is titled "Former Plastigage building" and "2917 WILDWOOD AVENUE". It provides details such as "Lots of power available. Environmental work currently underway.", "Municipality: Blackman Charter Township", "Multi-Tenant: No", "Parking Spaces: 100+", "Sprinklers: No", "Contact: Julius Hoffman, Attorney for Dale Stevens, Owner 517-788-9280", "Sale Type: Sale", "Sale Price: \$450,000", "Zoning Class: Industrial", "Building Size: 157,800 sq. ft.", "Truck Doors: 5 docks/5 doors", "Acreage Size: 157,800.00", "Highway: I-94", "Office Size: 4,635.00", "Distance to Hwy: 2 miles", and "Ceiling Height: 12". Below this, there is a section for "DOWNLOADABLE REFERENCE FILES" with links to "Plastigage_PDF.pdf", "Plastigage_Site_Info.PDF", and "PLASTIGAGE_BROWNFIELD_PLAN.pdf". A "RESOURCE PACKET" section at the bottom indicates "STATUS: 0 documents".

The poster is titled "FORMER PLASTIGAGE SITE" and "2917 WILDWOOD AVE. IN JACKSON, MI". It includes a "SITE DESCRIPTION" section stating the site is a former industrial property consisting of 3 parcels of land, occupying roughly 14.16 acres and a vacant building equipped with sprinklers, 5 loading docks and substantial power construction. The site is located within an area of commercial development within Blackman Township. A "SITE ACCESS" section notes that I-94 is about 1 mile to the north, with US-127 roughly 2 miles from the site. The "ZONING" section indicates Industrial and Commercial availability. The "UTILITIES" section lists Municipal water and sewer, natural gas and electric. The "INCENTIVES" section highlights U.S. EPA Assessment Grant Monies (\$400,000) Available through the County BRA. The poster also features a map of the site location and a satellite image of the area.

Tools for Marketing

- **EG Website**
 - **Brownfield Program**
 - ***Related Links***
 - Michigan Dept. of Environmental Quality (MDEQ)
 - Michigan Economic Development Corporation (MEDC)
 - U. S. Environmental Protection Agency (US EPA)
 - National Brownfields Association (NBA)
 - Brownfield Conference Information (link to 2009 National Conference in New Orleans)

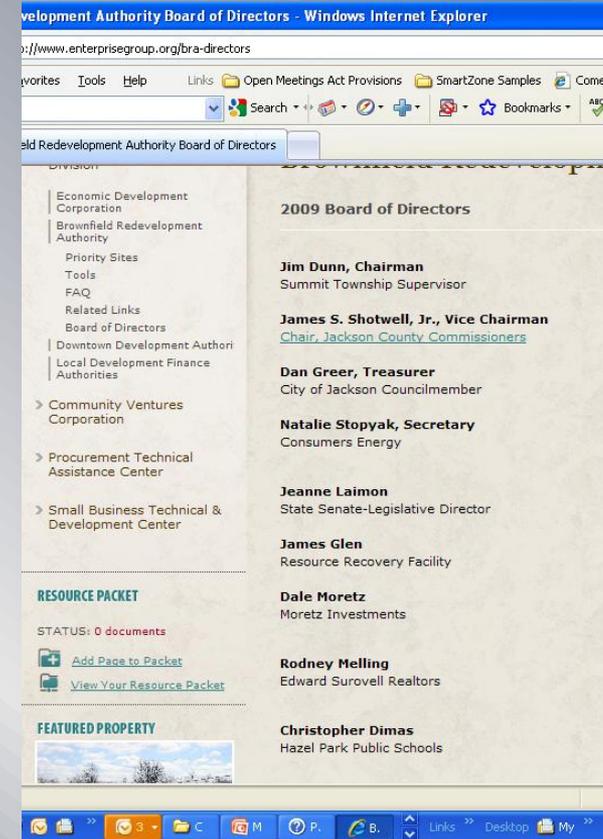


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Tools for Marketing

- **EG Website**
 - **Brownfield Program**
 - ***Board of Directors***
 - Board Member Names
 - Links to
 - » 2008 End of Year Report
 - » 2009 Scope of Work



Tools for Marketing

- **EG Website**

- Property Database

- *Local listings – search tool*
 - *CPIX – link on Site Search page*
 - *MEDA Certified Business Parks*
 - *Select sites with MEDC*

The screenshot shows a web interface for property search. On the left, there are navigation links: 'Transportation', 'Interactive Map', and 'Links'. Below these is a 'RESOURCE PACKET' section with a status of '0 documents' and buttons for 'Add Page to Packet' and 'View Your Resource Packet'. A 'FEATURED PROPERTY' section displays a photo of a building and text for '12831 E CHICAGO RD', describing it as a 13+ acre zoned C-3 property with 181 feet of road frontage on US 12 (E. Chicago Rd). On the right, a 'Quick Search' section features four icons representing 'INDUSTRIAL', 'RETAIL / COMMERCIAL', 'OFFICE / COMMERCIAL', and 'WAREHOUSE'. Below this is a 'Search Available Properties' form with fields for 'Address', 'Sale Price', 'Lease Price', 'Building Size', 'Acreage Size', 'Municipality', 'Property Type', and 'Keyword'. A 'Search!' button is at the bottom right.

Couldn't find what you wanted? Try these other organizations.

- [Downtown Jackson Properties in the DDA](#)
- [Jackson Area Association of Realtors](#)
- [Michigan Economic Development Corporation - Commercial Property Information Exchange](#)
- [Michigan Economic Developer's Association](#)



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Tools for Marketing

- EG Website
 - Incentives & Financing



The screenshot shows a web page titled "Business Incentives" with a left-hand navigation menu and a main content area. The navigation menu includes links for "Available Properties", "Project Management Service", "Renaissance Zones", "Business Incentives", "Demographics", "Transportation", "Interactive Map", and "Links". Below the menu are sections for "RESOURCE PACKET" (with 0 documents) and "FEATURED PROPERTY" (with a small image). The main content area is titled "Business Incentives" and lists "Local Business Incentives". It features a table with details for two programs: "P.A. 198 Tax Abatement Industrial Property" and "P.A. 328 Tax Abatement Personal Property Core".

| Local Business Incentives | |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Local Incentives | P.A. 198 Tax Abatement Industrial Property . Contact Amy Torres, (517) 788-4455. |
| Who is eligible? Criteria? | Michigan industrial plants which primarily manufacture or process goods or materials by physical change. Related facilities of manufacturers such as offices, engineering, research and development, warehousing or parts distribution are also eligible. New plants: local unit of government is able to reduce the local millage by half, the MEDC is able to abate the 6-mill state education tax. |
| Program Description | 50% tax reduction in increased property taxes (real and personal) up to 12-years. Two-step local process: Establish an Industrial Development District around the perimeter of the property and then submit an application to the local clerk. |
| Any Fees Associated? | Fees vary and are established by the local governmental unit. |
| Time Frame | 30-60 days |
| Local Incentives | P.A. 328 Tax Abatement Personal Property Core Communities ONLY (City of Jackson) . Contact Amy Torres, (517) |



Tools for Marketing

- Collateral Materials

- EG Brochure

- Digital
- Link to website
- Hard copies
- Folders



The screenshot displays a website with several sections:

- Featured Property:** COMMERCIAL EXCHANGE BUILDING. Building is National Historic Site. \$9.50 per square foot for Office, \$1.80-\$2.04 per square foot for warehouse or manufacturing. Call Earle for leasing. [more information >>](#)
- Featured Partners:** Jackson County Economic Development Corporation, MICHIGAN ECONOMIC DEVELOPMENT CORPORATION, SOUTH CENTRAL MICHIGAN WORKS!, and JCCVB CONVENTION & VISITORS BUREAU.
- Quick Links:** Government, Non-Profits, Business, Employers, Education, Media/Misc., Demographics.
- Collateral Materials:** Download the Enterprise Group Brochure, Download the SmartZone Brochure, View the Manufacturers Directory in Chinese, Watch the JTV Community Promo Video, Watch the JTV Jackson MI Video, View the Leoni DDA Brochure, Visit the Armory Arts Village Site.
- Other Resources:** At the crossroads of Michigan, Blackman Township Certified Business Park is ready for development; COMMUNITY CALENDAR; JACKSON COUNTY JCCVB CONVENTION & VISITORS BUREAU.



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Tools for Marketing

- Collateral Materials
 - Brownfield Flyer

Resources

- The U.S. EPA has awarded Jackson County two grants, each in the amount of \$200,000. These funds can be used to assess the environmental condition of sites suspected of being impacted by petroleum products or hazardous substances.
- Ability to Pursue State and Federal Grants and Loans
- Local Site Remediation Revolving Fund
- Brownfield Plans for Michigan Business Tax Credits
- Brownfield Tax Increment Financing (TIF) provides a method of financing environmental response activities necessary to develop contaminated properties. Brownfield TIFs can be used to pay for a variety of eligible costs, including the costs associated with BEAs, Due Care Plans and additional response activities.

Eligible Activities

Grant-Funded:

- Phase I and II Environmental Site Assessments
- Baseline Environmental Assessments
- Due Care Plans
- Brownfield Plans and Cleanup Planning

Tax Capture Reimbursement:

- Demolition, Lead and Asbestos Abatement (Includes Above Grant-Funded Activities)
- Cleanup activities



Jackson County Brownfield Redevelopment Authority

Who We Are

- A sanctioned authority created to address Brownfield sites County-wide

A Brownfield site is real property where expansion, redevelopment or reuse may be complicated by the presence - or potential presence - of a hazardous substance, pollutant or contaminant

- Established under the Brownfield Redevelopment Financing Act (Act 381 of 1996, as amended)
- Assist participating municipalities and developers through the use of tax increment financing, grants, loans and other incentives

Project Steps

- Contact BRA staff for application
- Applicant cannot be a liable party
- Submit a complete, signed application to staff *(available on Web site)*
- Staff will:
 - Determine site eligibility for grant funding
 - Contact local unit of government
 - Refer applications to BRA Board for consideration
 - Consider potential reimbursement and/or development agreements with applicant
- Additional approvals/hearings necessary for Brownfield Plans and Cleanup Plans
- Grant-funded activities conducted by County-contracted consultant



Brownfield Redevelopment
"Opportunities for Community Renewal and Growth"



Jackson County
Brownfield
Redevelopment Authority





Our Purpose is to Promote the Revitalization of Environmentally Distressed Areas Throughout the County

Contact Information:
Jackson County BRA
Amy Torres, Executive Director
One Jackson Sq., Suite 1100
Jackson, MI 49201
Ph. (517) 788-4455 ext. 107
Fax (517) 782-0001
E-mail: atorres@enterprisegroup.org
Web Site: www.enterprisegroup.org



Jackson County
Brownfield
Redevelopment Authority



WE ARE LOOKING FOR:
DEVELOPERS FOR REDEVELOPING BROWNFIELD SITES

TO PROVIDE:
FUNDING, TIF, TAX CREDITS, PRESERVE GREENSPACE, COMMUNITY IMPROVEMENT

WWW.ENTERPRISEGROUP.ORG

The JC BRA is staffed by The Enterprise Group of Jackson, Inc.



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Tools for Marketing

- **Newsletter** – EG launched our first semi-monthly e-newsletter in August 2009

Problem viewing this message? [View it online.](#)



**The Enterprise Group
of Jackson, Inc.**

The Enterprise Group of Jackson
One Jackson Square
Suite 1100
Jackson, MI 49201
517-788-4455
f. 517-782-0061
EnterpriseGroup.org

[facebook](#) [Linked in](#)

THE ECONOMIC DEVELOPMENT REVIEW



**Welcome to the first edition of The
Enterprise Group of Jackson's Newsletter**

The first edition of The Enterprise Group Newsletter focuses on financing alternatives for qualified businesses. Each month, the newsletter will feature good news about one of our Jackson County companies, an EG-affiliate organization, and a variety of featured articles of interest to the community regarding economic development.

In this issue...

Thursday 27, August 2009

- » [Welcome to the first edition of The Enterprise Group of Jackson's Newsletter](#)
- » [Monthly Business Feature](#)
- » [The Revolving Loan Fund](#)
- » [Small Business Administration \(SBA\) Loan Programs](#)



**Brownfield Redevelopment Authority
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Tools for Marketing

- **Print advertising in publications**
 - Higher cost
 - Must Evaluate ROI – we've not had much success
- **Press Releases**
 - Projects
 - Grant Awards - 'Field of Dreams' article



Tools for Marketing

- **Email Distribution Lists and ListServes to Targeted Audiences**
 - Retention visit clients – 262+
 - JAMA Members List
 - JAMA Promotional List – 3,000+



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Tools for Marketing

- **Local Road Show** – Power Point Presentations geared to targeted audiences
 - Realtor's Associations
 - Lenders
 - Taxing Entities
 - Service Clubs



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Tools for Marketing

- **Community Involvement and Education Efforts**
 - JCBRA Task Force – local partners involved in Brownfield activities
 - *Receive JCBRA Correspondence*
 - *Attend meetings*
 - *Provide collaborative services i.e. Land Bank Authority; Workforce Development (SCMW!)*



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Tools for Marketing

- **Brownfield Success Tour - A 2006 bus tour organized by the City of Jackson BRA**

ENVIROLOGIC TECHNOLOGIES INC.
City of Jackson Brownfield Assessment Grant Site

Former Overhead Conveyor



Overhead Conveyor Site Summary
Heat Controller intends to raze the existing building and construct a new 40,000 square foot addition to their existing site next door. Heat Controller is a distributor and contract manufacturer of furnaces, air conditioners, and dehumidifiers. This expansion will create additional warehouse space, which is badly needed to support Heat Controller's continued growth.

Investment: \$1.8 Million
Jobs: 41 retained, 10 new jobs expected

Brownfield Facts

- Project supported by the Jackson Brownfield Redevelopment Authority through completion of various environmental assessment activities using the US EPA Brownfield Assessment Grant.
- City of Jackson Brownfield Authority investment of \$50,000, reimbursable through the investment tax credit.
- Development located adjacent to existing Economic Development Authority (EDA) in the Heat Controller area.
- Because the site is in a Core Community, an All Business Tax Credit.
- The project will allow the EDA to provide \$1.1 million in tax credits to the developer and manufacturer for equipment, materials, and construction costs (estimated at approximately \$200,000).
- All other Jackson Brownfield Redevelopment Authority to capture a portion of the investment tax credit for local site remediation through grant (to be determined).

Site Info

Site Name: Former Overhead Conveyor
Address: 1491 Wellworth Jackson, MI
Parcel #: 5-2207
Developer: Heat Controller, Inc.
Contact: Ronal Park, President
David Dume, VP, Finance

2940 INTERSTATE PARKWAY • KALAMAZOO, MICHIGAN 49008 • 260-242-1109 • FAX 260-342-4845

ENVIROLOGIC TECHNOLOGIES INC.
City of Jackson Brownfield

Former Jacobson's



Jacobson's Site Summary
This site has been purchased by Anesthesia Business Consultants, LLC and will become their new corporate headquarters. Anesthesia Business Consultants, LLC is a specialty physician practice management company specializing exclusively in the practice of anesthesia and pain management. This development will result in the retention of 250 full time jobs to the City of Jackson, with the expectation of an additional 125 jobs within three to five years. Even more importantly, these jobs will be in the downtown area supporting Jackson's downtown revitalization efforts and "Cool Places" initiatives. The total investment in the project is expected to be approximately \$4.45 million including site improvements, demolition, asbestos abatement, restoration and renovation, signage and engineering, furniture, fixtures, and equipment.

Investment: \$4.45 Million
Jobs: 250 jobs retained, 125 new jobs expected

Brownfield Facts

- Building was deemed to be functionally obsolete.
- Enrolled into City's Brownfield Plan to allow developer to purchase of 15,000 sq. ft. of tax credit for Brownfield development.

Site Info

Site Name: Former Jacobson's
Address: 249-25 West Michigan Ave. Jackson, MI
Parcel #: 4-0144
Developer: Tony and Sue Moe
Anesthesia Business Consultants, LLC
Moe Moe, LLC

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Tools for Marketing

- **Word-of-Mouth / Networking**
 - MEDC Business Development Managers (BDMs) – Jackson County's is Ed Reed
 - *Conducts Retention Visits with local partners*
 - MEDC CATeam Community Assistant Specialists – Jackson County – Deborah Stuart
 - Communicates new programs & incentives
 - Local and State MDEQ Officials



Tools for Marketing

- **Consultant Referrals –**
 - Expectation for EPA Grant consultants to refer developers - Jackson County – Envirolologic Technologies
 - Contract for Marketing efforts through EPA Grant Community Involvement Budget



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Tools for Marketing

- **Brownfield and Economic Development Events**
 - National Brownfields Conference Transaction Forum
 - *Poster*
 - *Flyers*
 - Brownfield affiliations, i.e. MI Chapter of the National Brownfield Association



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Tools for Marketing

- **Contact Management System to Track Communications & Inquiries**
 - Developed a Scorecard reporting and contact management system through Microsoft Office XP Professional 2007's Business Contact Manager
 - Track property and Brownfield Redevelopment inquiries
 - Record Retention Visit Data
 - Conduct Marketing Campaigns



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In Summary

- Engage your authority members
- Authority members engage with staff and the community
- Rely on your environmental consultant for education, technical guidance and client referrals
- Promote, promote, promote – especially to local developers



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In Summary

- Procure a professional marketing firm if funds allow
- Provide customer service & be responsive
- Seek technical tools to make your job easier and help you track your successes and challenges
- Hope our economy rebounds vigorously!



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Contact Information

Amy L. Torres

Director of Economic Development
The Enterprise Group of Jackson, Inc.

517-788-4455, Ext. 107

atorres@enterprisegroup.org

www.enterprisegroup.org

www.selectjackson.com

Presentation available at:

<http://www.enterprisegroup.org/brownfield-redevelopment-authority>



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