Michigan Cool Cities Initiative
Cool Cities – What is it?
Urban Revitalization
Cool Cities

- Revitalize Michigan’s cities by attracting the jobs and talents of the emerging economy
- “Michigan cities must attract urban pioneers and young knowledge-workers who are a driving force for economic development and growth”
  
  – Governor Granholm
Setting the Stage in Michigan

Economy based on shipping, logging, mining, and automotive manufacturing
Background

“No country has ever achieved significant economic growth in the modern era without urbanization.” - United Nations

- Governor’s Vision
- Census
- Land Use Leadership Council
- 83% of world’s population in cities
- Over 80% of Michiganders support cities
- Conferences
- Surveys
- www.coolcities.com
- Government can not mandate cool
Government Can NOT Mandate Cool!
Cool Cities Attributes

- Walkability/Pedestrian Friendly
- Business Development
- Arts & Culture
- Historic Preservation
- Mixed Use Development
Michigan Cool Cities Initiative Survey

- 2004
- Inform “Cool Cities” strategy
- College students/alumni targeted
- 13,500 responses
- Demographics
  - Average age 23.3
  - 83% MI residents
  - 59.5% Male/40.5% Female
What Our Research Says

- Quality of life significantly more important than some had thought, possibly more important than job opportunities.
- Warm weather year round is not a critical issue in choosing a place to live.
- Professional sports, large malls, gambling places/casinos do not play a significant role in choosing a place to live.
What Our Research Says

- Prefer to live in or near a downtown (other types of areas also scored high so small cities and rural can compete) “Can Small Towns be Cool?”
  http://www.msue.msu.edu/portal/

- Being close to family plays an important role in decisions when choosing a place to live. Importance increases as people age and lifestyle changes.
What Our Research Says

- Detroit ranked 3rd as best U.S. city to live/work – Detroit is not listed in other national lists – suggests when exposed to Detroit as a place to live, the perception of Detroit significantly improves
Cool Cities Core Values

- Outdoor Factor
- 3rd Place Factor
- Safety/Security Factor
- Economics/Affordability Factor
- Entrepreneurial Factor
Background

- Governor announces grant program
Background

- Created “Department Champion” and “Neighborhood Champion” roles
- Created Cool Cities Resource Toolbox
Search for resource tools specific to an applicant type.

- All types
- Individual
- Local Units of Government
- Business
- Nonprofit
- Educational Institutions

Search for resource tools specific to the resource type:

- All
- Grants
- Loans
- Services
- Tax Credits

Order by:

- Tool No.
- Tool Name
- Tool Resource Type

About the Toolbox

This Toolbox represents all active tools for 2005. The number of the tool is unique to the tool and has not changed from the 2004 Toolbox. Please note there will be some tools no longer active as the various grants, loans, services, and tax credits change from year to year. Where possible, there is a link to a web page that provides more detail information than the summary for the tool.

<table>
<thead>
<tr>
<th>No.</th>
<th>Tool Name</th>
<th>Expected Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Commercial Economic Development Fund</strong></td>
<td>Pre-development</td>
<td>Maximum grant for pre-development is $25,000. Max. grant for development is $50,000. Contact a participating community foundation for more information.</td>
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<td><strong>Neighborhood Preservation Program</strong></td>
<td>Pre-development</td>
<td>These activities may be added to an application for housing development from MSHDA's Housing Resource Fund. Preceded by a pre-application &amp; a site visit by MSHDA. A high level of collaboration with local gov't &amp; other funders is expected.</td>
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Unnatural Collaborations
Owen the Hippo

Mzee the Turtle
The Cool Cities Coordinating Team
Cool Cities Grants & Planning Programs

1. Neighborhoods in Progress

2. Main Streets

3. Blueprints for Downtowns

4. Blueprints for Neighborhoods
111 Cool Cities Neighborhoods Award Designations in 79 Cities
T.I.D.E. adopted as economic growth model
- Talent
- Innovation
- Diversity
- Environment
Highlights - Successes

- Innovative
- Media buzz
- Model
- Collaborative
- Re-energizing
- Increased business
- More jobs
- Housing downtown
Port Huron – Studio 1219
Early 1900’s
Port Huron – Studio 1219
1970’s
Port Huron – Studio 1219
August 2005
Detroit – University Cultural Community Center

Crystal Lofts – 3100 Woodward - BEFORE
Bazzani Headquarters – Grand Rapids

Adaptive Reuse of a 1918 Warehouse
Office and Residential Mixed-Use, LEED-NC Silver
Thomas Martin, owner of Jude's Barbershop in Grand Rapids has a mountain of beer on hand but can't offer a cold can to customer Dean Lee while he gets his hair cut by Melissa Dimick. Martin used to provide customers with a complimentary beer until local authorities determined he had to stop giving it away with haircuts. "Gov. Granholm promotes her 'Cool Cities' initiative and I think it's pretty cool being able to have a beer while you get your hair cut," he said.
Saugatuck – Center for the Arts

Lloyd J. Harris
Pie Factory
Saugatuck – Center for the Arts
Mayor Support

- Alpena
- Bay City
- Grand Rapids
- Holland
- Kalamazoo
- Lansing
- Flint
- Port Huron

“It’s not about getting a check or a grant, far more important is what it causes to happen at the local level. Government, schools, businesses, citizens all coming together saying the health of our cities is important.”

– Mayor Albert H. McGeehan

Holland
“Seems to me that Cool Cities is one of the most ambitious, best organised, most relevant and most cost-effective programmes that I know.”
- John Howkins, Author of “The Creative Economy”

- National and International Attention

“As an international consultant on how cities and countries remain competitive in the 21st century, I believe that a key component to that competitiveness is visionary leadership such as Gov. Granholm’s Cool Cities Initiative…For economies such as Michigan that are facing post-industrial transitions, innovative programs that look towards the future, like Cool Cities, will prove to be invaluable to the State and to its people.”
- Charles Landry – Author “The Art of City Making”
Success!

- Key goal was to raise level of awareness of New Economy
New Economy

“Talent is the new currency – knowledge is inexhaustible!” – Alvin Toffler

- High proportion of wages
- Education
- Big metros
- Place matters
Overall, the findings show that the Cool Cities ideas and goals are shared by the general public…”

- 2008 Cool Cities Community Survey Report
Michigan’s ranking jumped from 34th to 19th in its overall transition away from a "smokestack chasing" economy to the New Economy

- 2007 State New Economy Index reports

"Michigan is putting emphasis on the right things in a big way in order to transform our economy to better compete in the global marketplace."

- Governor Jennifer M. Granholm
New Economy Growth Decomposition Study – Demographic Factors

- Counties with high % of young (24-35 year olds) are better positioned in attracting growth in population, jobs and income
- A 1% increase in young population leads to a 556 increase in additional population, $84 increase in per capita income, and 537 additional jobs

Dr. Soji Adelaja, Director
Land Policy Institute, Michigan State University
 Counties with high % of 4 year college education and above attract population and create better income

 A 1% increase in college graduates helps attract an additional 589 persons into a community and helps raise per capita income by $37

*Dr. Soji Adelaja, Director*

*Land Policy Institute, Michigan State University*
Presence of colleges and universities matters for job creation. Such counties have much better jobs than other counties.
- For every additional college or university, the number of jobs increases by 30.
- For every additional patent, 61 new jobs are created.
Young well-educated workers are among the most mobile people in our nation, i.e., most likely to move across state lines. Their mobility makes them an important indicator of trends in workforce education and availability. Places with lots of well-educated young workers today are likely to have lots of well-educated workers in the years ahead.

Detroit is ranked 25th - % of metropolitan population that are 25-34 years old who have completed at least a four-year college degree.
Resources

- www.issuemediagroup.com
- www.gluespace.org
- www.michiganfuture.org
- www.landpolicy.msu.edu/sgrat
Welcome


Michigan cities of all sizes and the regions surrounding them are our future. To survive and thrive in the future, Michigan’s cities must retain and attract more people including urban pioneers and young knowledge workers to its cities.

We want them to choose Michigan as the place they want to live, work and play by creating attractive, vibrant and diverse cities that anchor vital and prosperous regions throughout the Great Lakes State.

The TIDE is rising in Michigan. And, we don’t just mean the water level on Michigan’s thousands of miles of fresh water coastline. Cities and people.

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Youngstown Business Incubator News
May 20, 2008 by GLUE Guest

MEMORANDUM

From: Jim Cossler, Chief Evangelist, Youngstown Business Incubator
To: You

And we’re open for business!

With former Governor Bob Taft as our honored guest, the new $6 million Taft Technology Center was officially opened yesterday in Downtown Youngstown. Located adjacent to the Youngstown Business Incubator, the Center will house accelerated companies from the YBI program.

But, we discovered a problem. The Taft Center is already completely full.
Michigan Future, Inc. is a non-partisan, non-profit organization. Michigan Future’s mission is to be a source of new ideas on how Michigan's people, enterprises and communities can succeed in the Information Age. Its work is funded primarily by Michigan foundations.

Its current work is focused on:

- launching a high school designed to connect students to good-paying careers in the automotive industry
- launching an employer-centered system for reducing chronic unemployment in Detroit
- developing an action plan for revitalizing Michigan’s central cities
- developing a New Agenda for a New Michigan

Click here to read, A New Agenda for a New Michigan

Read Paul Hillegonds' speech to the Holland Area Chamber of Commerce

Watch Lou Glazer's Presentation to the Math & Science Summit

Click here for our Podcasts!
“Smart Growth is development that serves the economy, community, and the environment.”

Getting To Smart Growth: 100 Policies for Implementation, 2002 Smart Growth Network, page i

Welcome

Welcome to the Smart Growth Readiness Assessment Tool (SGRAT). It is brought to you by Michigan State University Citizen Planner, the Planning 
& Zoning Center at MSU and the MSU Land Policy Institute, with funding 
support from the W. K. Kellogg Foundation People and Land Program.

The Smart Growth Readiness Assessment Tool is an online scorecard and resource for Michigan communities.

This tool is intended to help you:

www.landpolicy.msu.edu/sgrat
Resources

- Knowledge Industry Partnership www.kiponline.org
- Creative Tampa Bay – The Young & Restless Study www.creativetampabay.com
- Positively Rockford – www.rockfordil.com
- Next Generation Consulting www.nextgenerationconsulting.com
- Catalytix – Lou Musante - musante@earthlink.net
- Dr. Richard Florida www.creativeclass.org
Whether it’s the Rust Belt image...
IMAGE...

Or the Dust Bowl image...
We say...
If We Are to Re-Image Michigan...
We Need to Re-Imagine Michigan!