



michigan municipal league

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# COVID-19 Updates and Resources for Local Governments

8

Tuesday, December 8, 2020

COVID-19 Updates and Resources  
for Local Governments - Ninth Webinar  
Tuesday, December 8, 2020  
2 p.m. – 3 p.m.

**I. Welcome & Introductions**

*Heather Frick, Bureau Director, Bureau of Local Government and School Services, Michigan Department of Treasury*

**II. Economic Forecasting**

*Gabriel Ehrlich, Research Seminar in Quantitative Economics (RSQE), University of Michigan*

**III. COVID-19 Winter Strategies Resource Guide**

*Leigh Young, Organization Specialist, Michigan Economic Development Corporation (MEDC)  
Joe Frost, Main Street Specialist, MEDC*

**IV. Question and Answer**

**V. Closing Remarks**

*Heather Frick, Bureau Director, Bureau of Local Government and School Services, Michigan Department of Treasury*



# Welcome & Introductions

**Heather Frick**  
Bureau Director,  
Bureau of Local Government and School Services,  
Department of Treasury



# Economic Forecasting

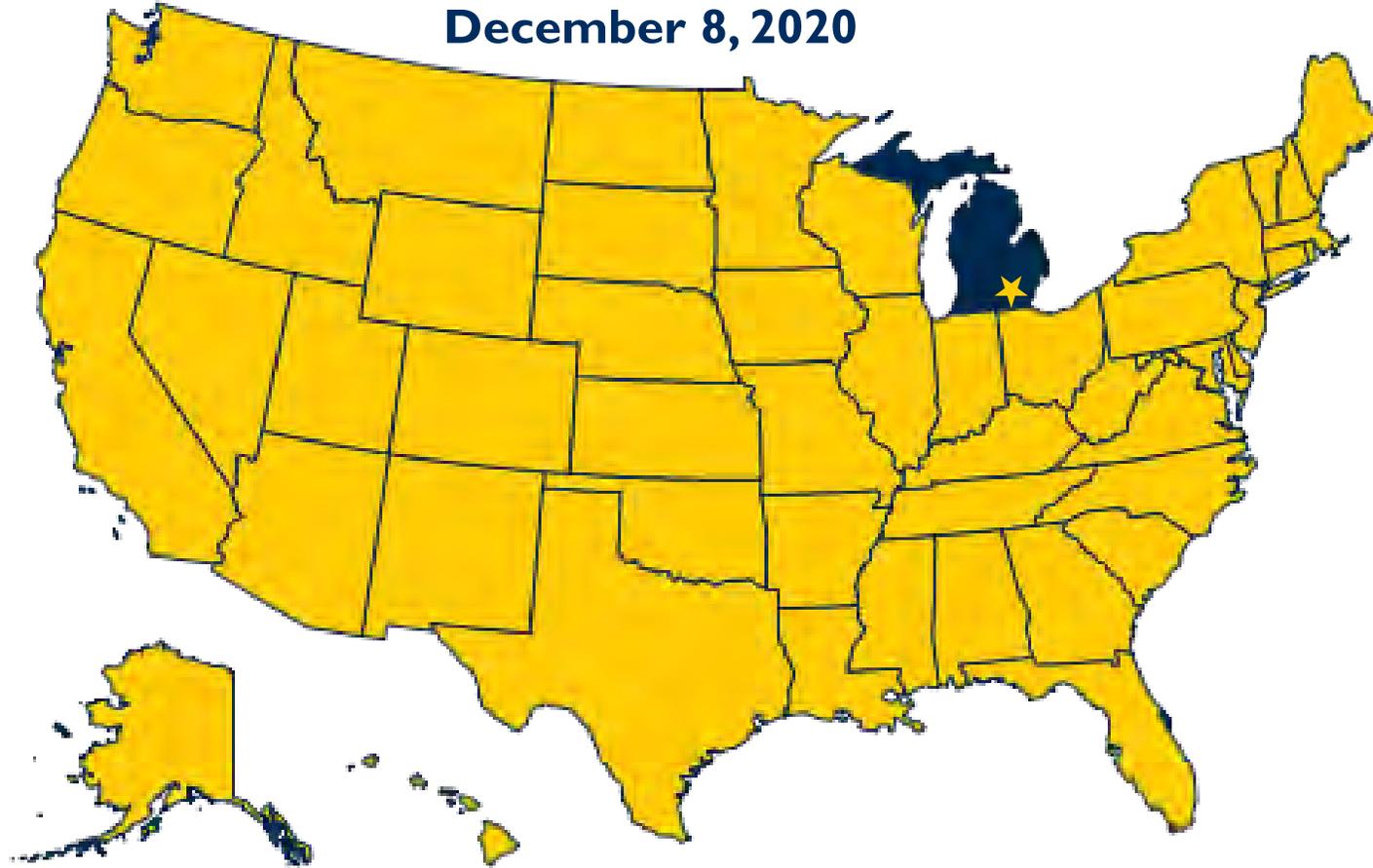
**Gabriel Ehrlich,**  
Research Seminar in Quantitative  
Economics (RSQE),  
University of Michigan



# The U.S. and Michigan Outlook for 2020–2022

Presented to the Michigan Department of Treasury  
Community Engagement and Finance Division

December 8, 2020



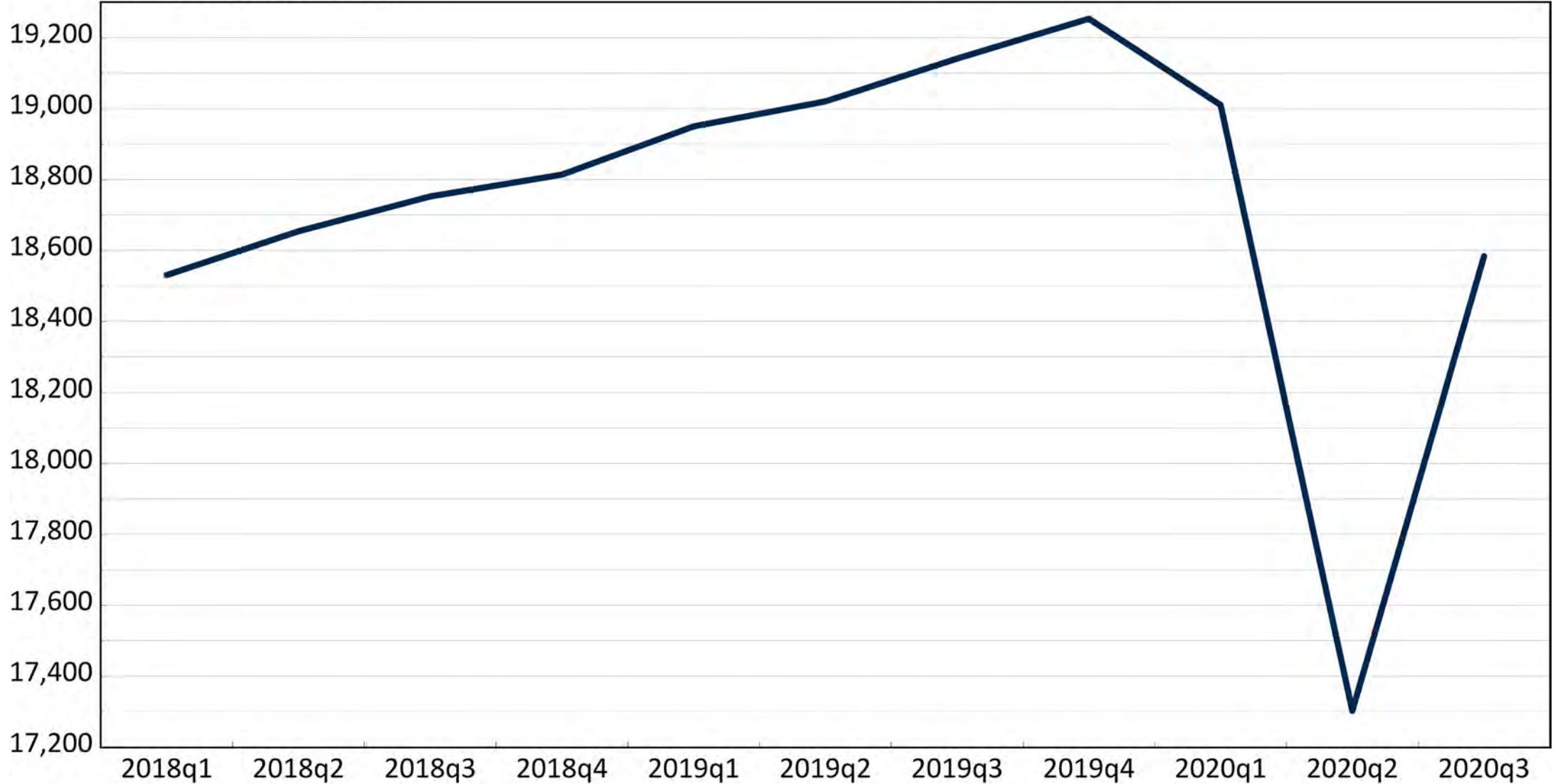
**Research Seminar in Quantitative Economics**



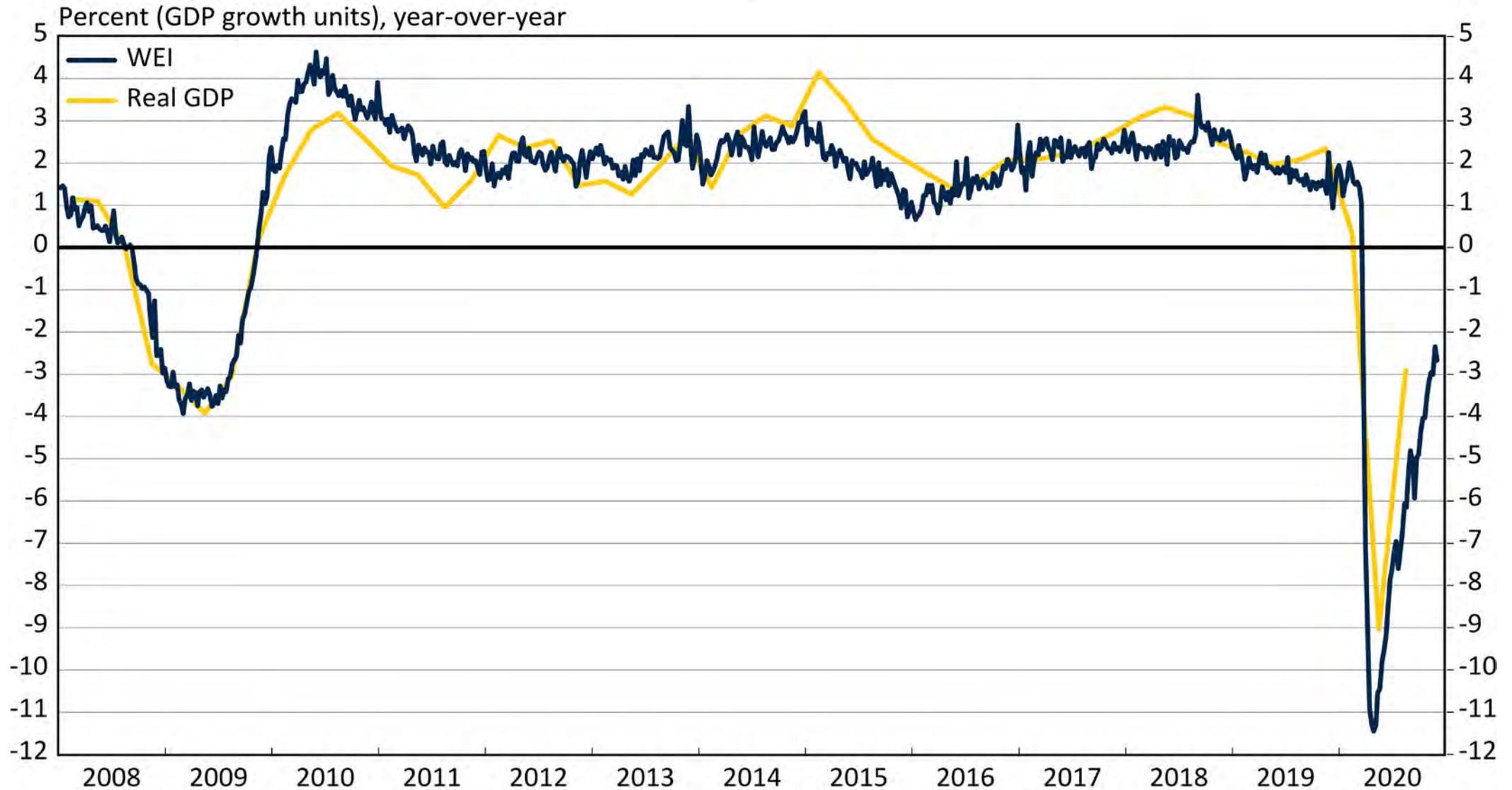
# Current State of the Economy

# Quarterly U.S. Real GDP

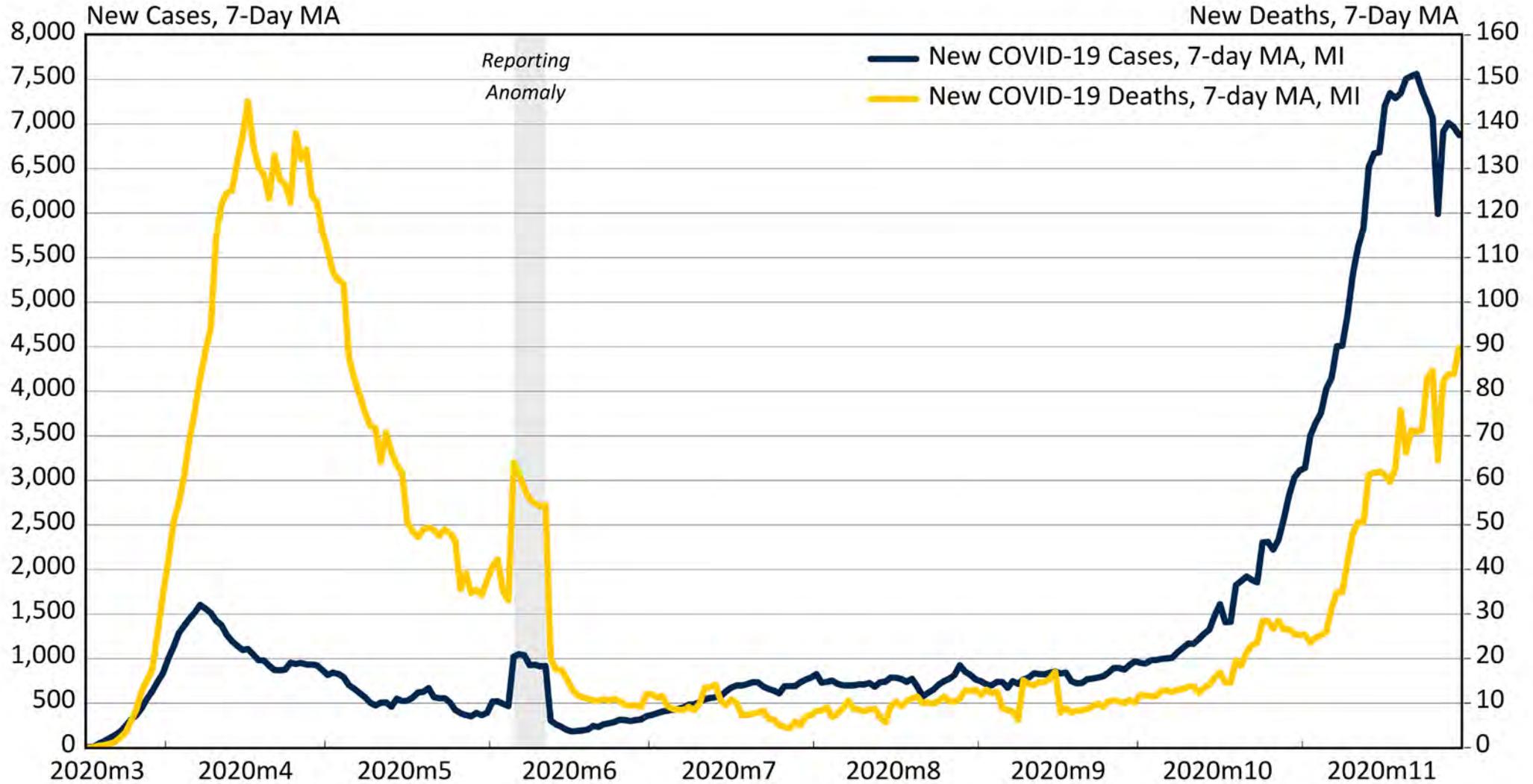
Billions of 2012 dollars, SAAR



# Weekly Economic Index (Lewis-Mertens-Stock)

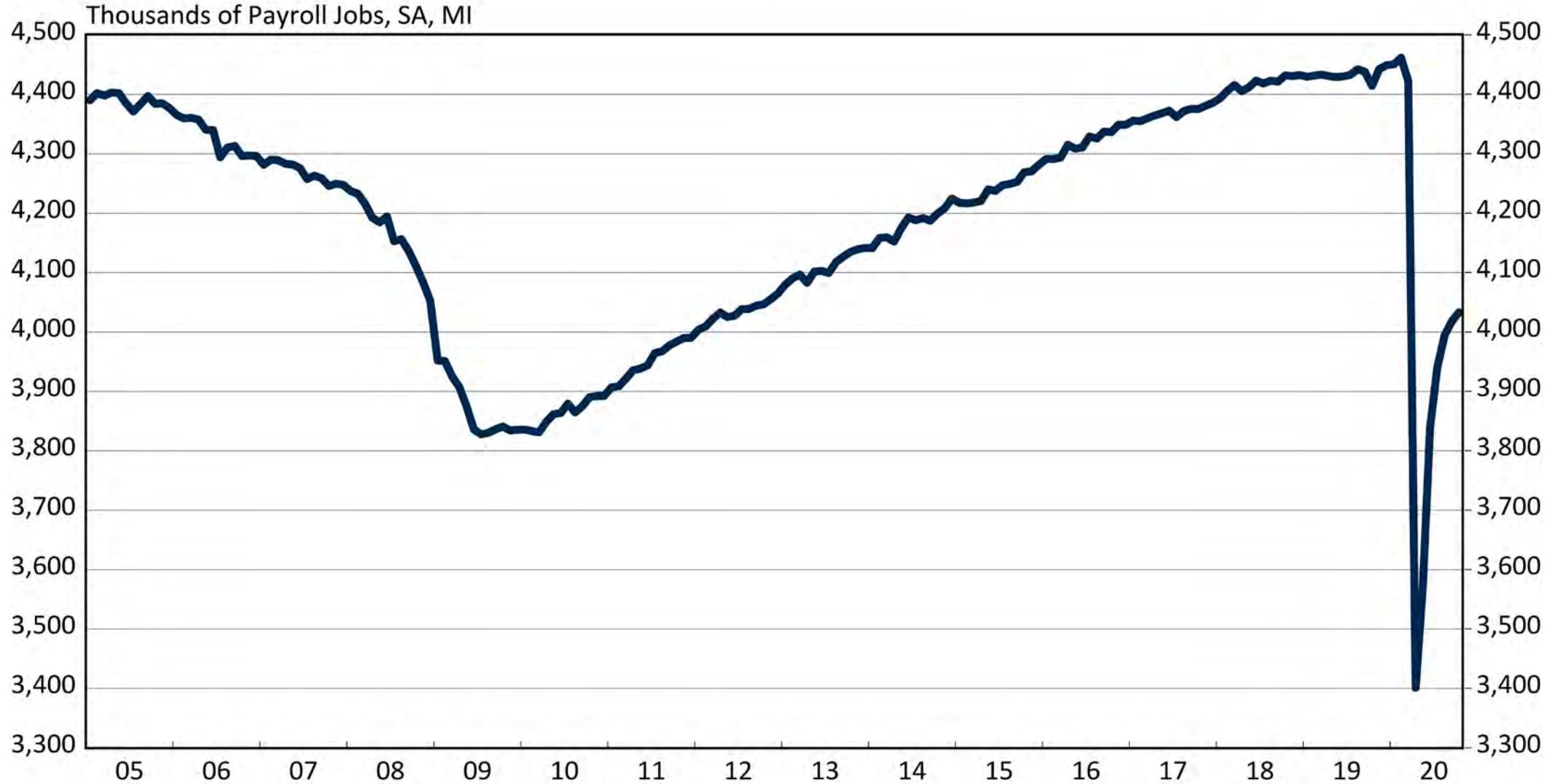


# The Second Wave is Here in Michigan

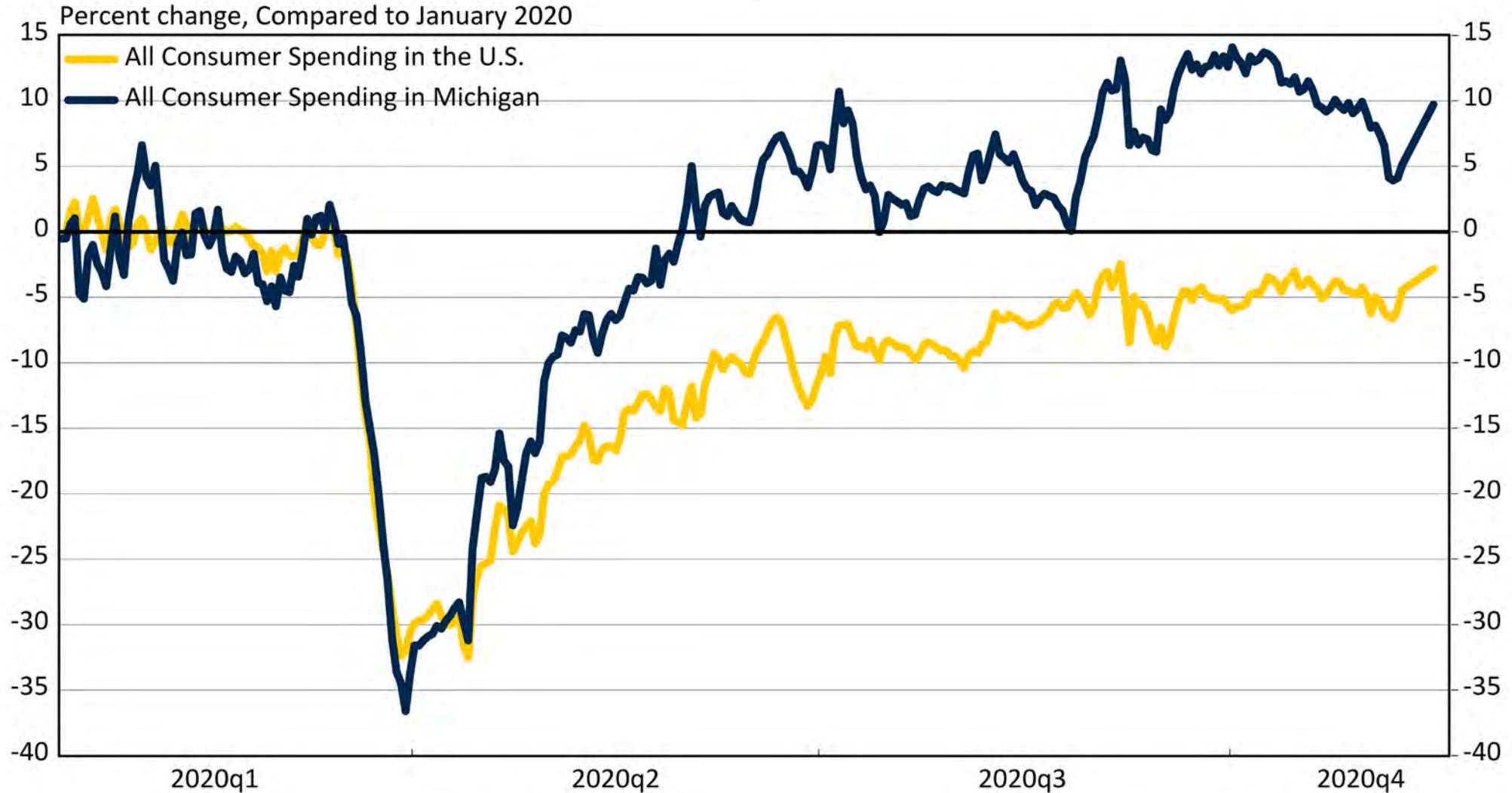


Source: New York Times

# Climbing Out of a Deep Jobs Hole in Michigan



# Consumer Spending Strong in Michigan



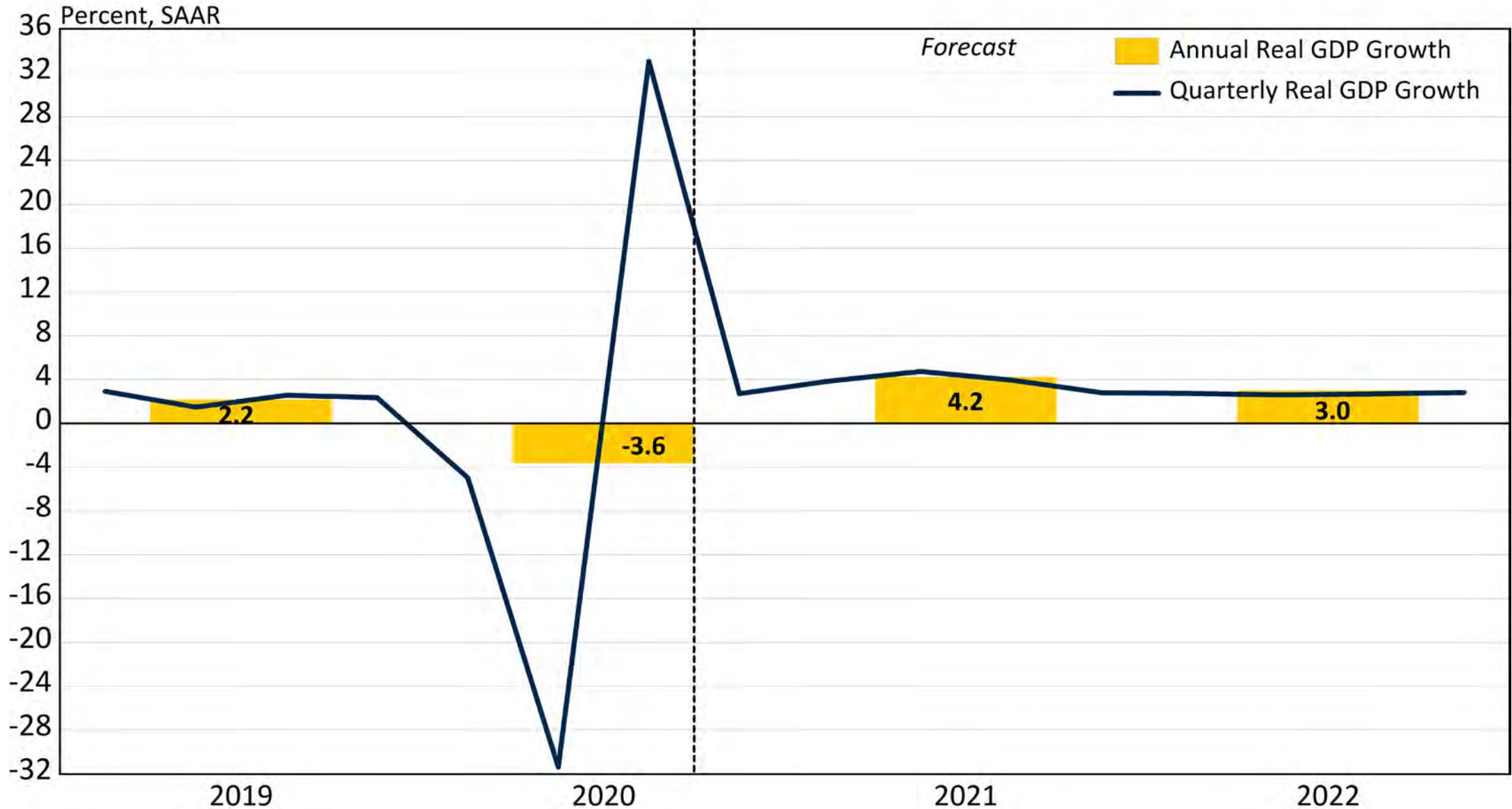
Source: Affinity Solutions via Opportunity Insights

# The Economic Outlook

# Fiscal Policy

- Divided government likely continues: limited further stimulus
- About \$200 billion during the lame-duck session
  - Re-authorize leftover PPP funds
  - Extend broadened availability of unemployment benefits
- About \$700 billion in 2021 Q1
  - Temporary UI benefit boost of \$200/week in Q1, \$100/week in Q2
  - About \$600/person tax rebate checks
  - Combined \$275 billion for state and local governments, hospitals, schools
  - New PPP/Re-employment tax credit for about \$125 billion

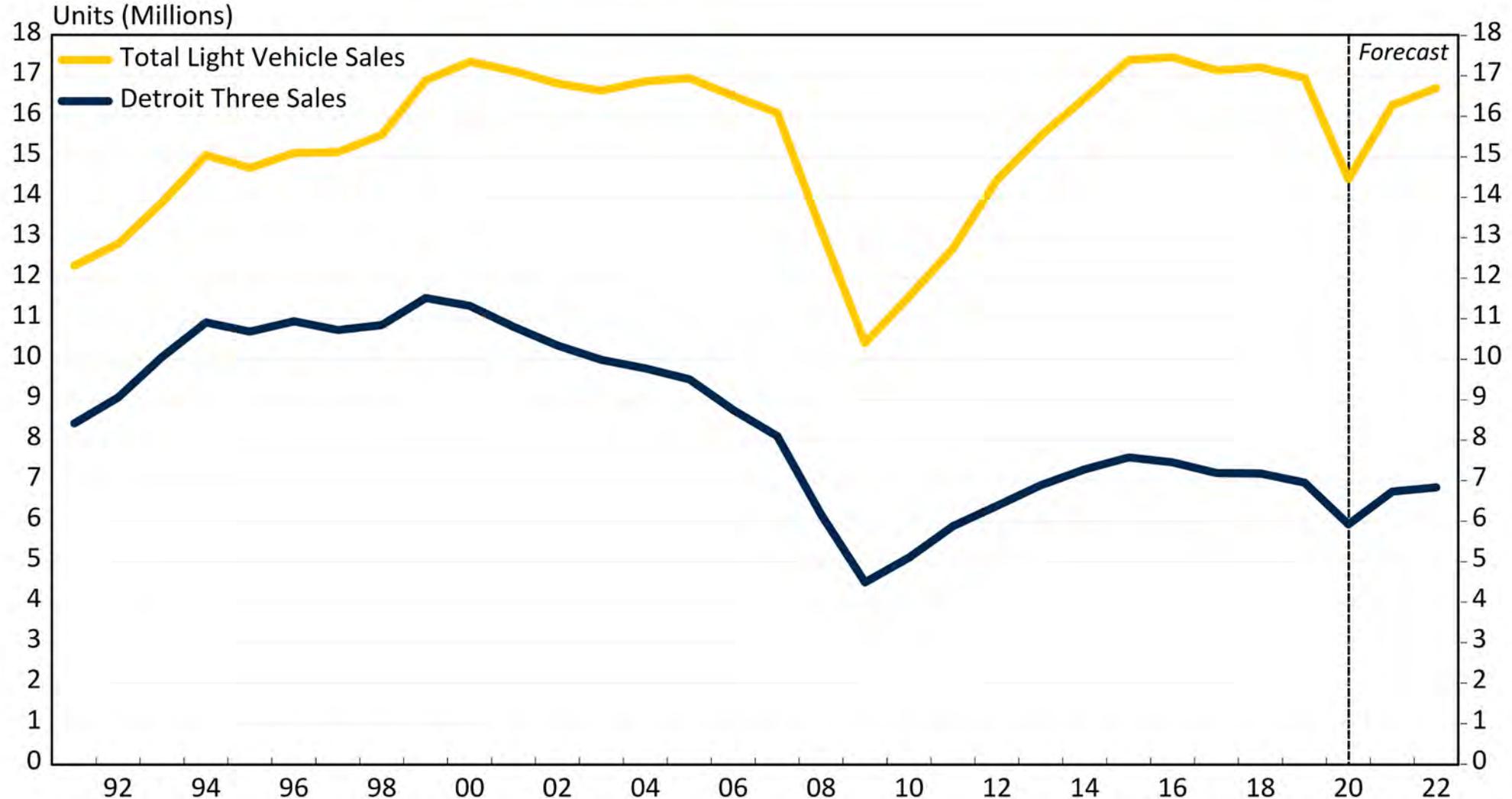
# Real GDP Growth



# Quarterly U.S. Real GDP



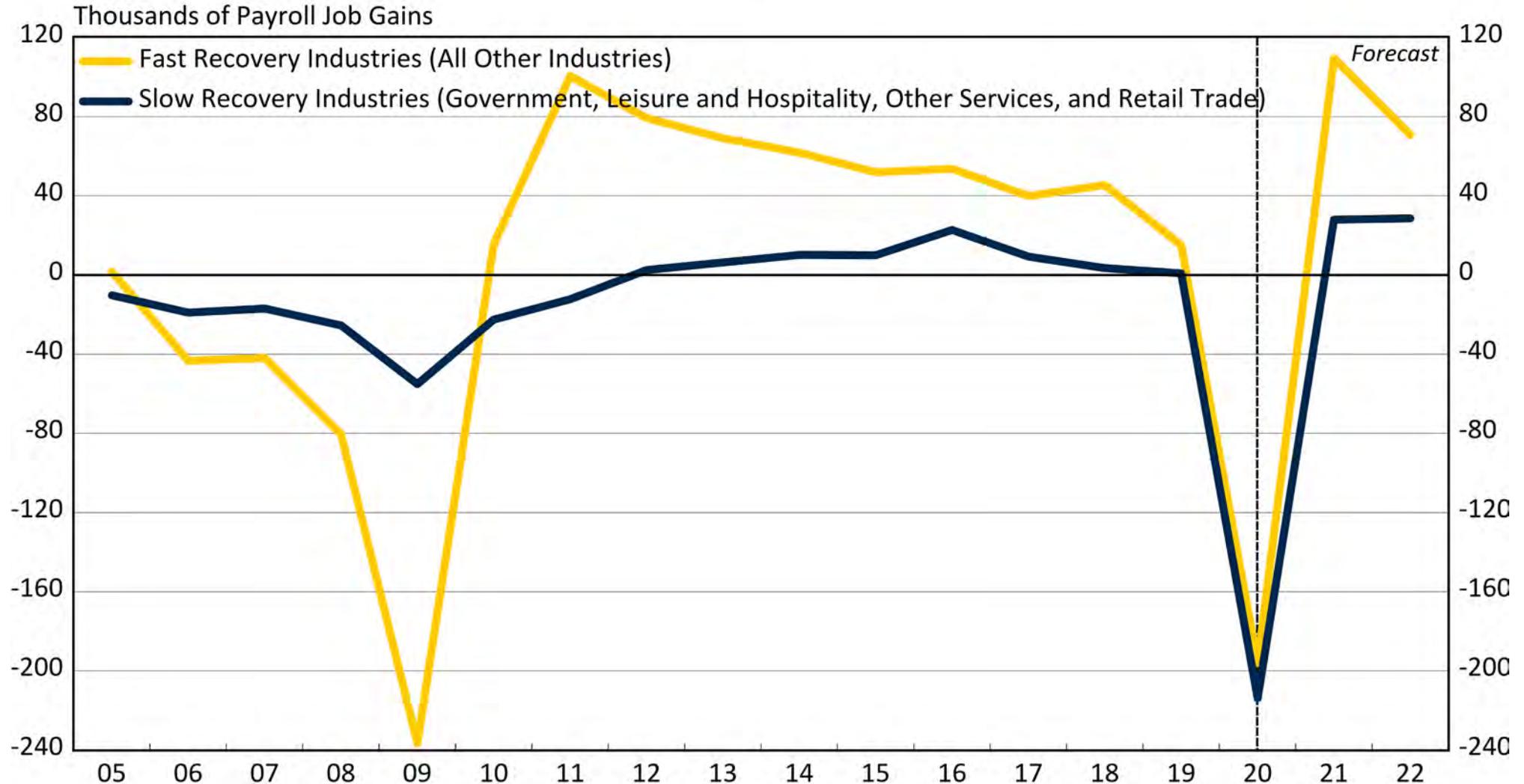
# Annual Light Vehicle Sales: Not the Great Recession



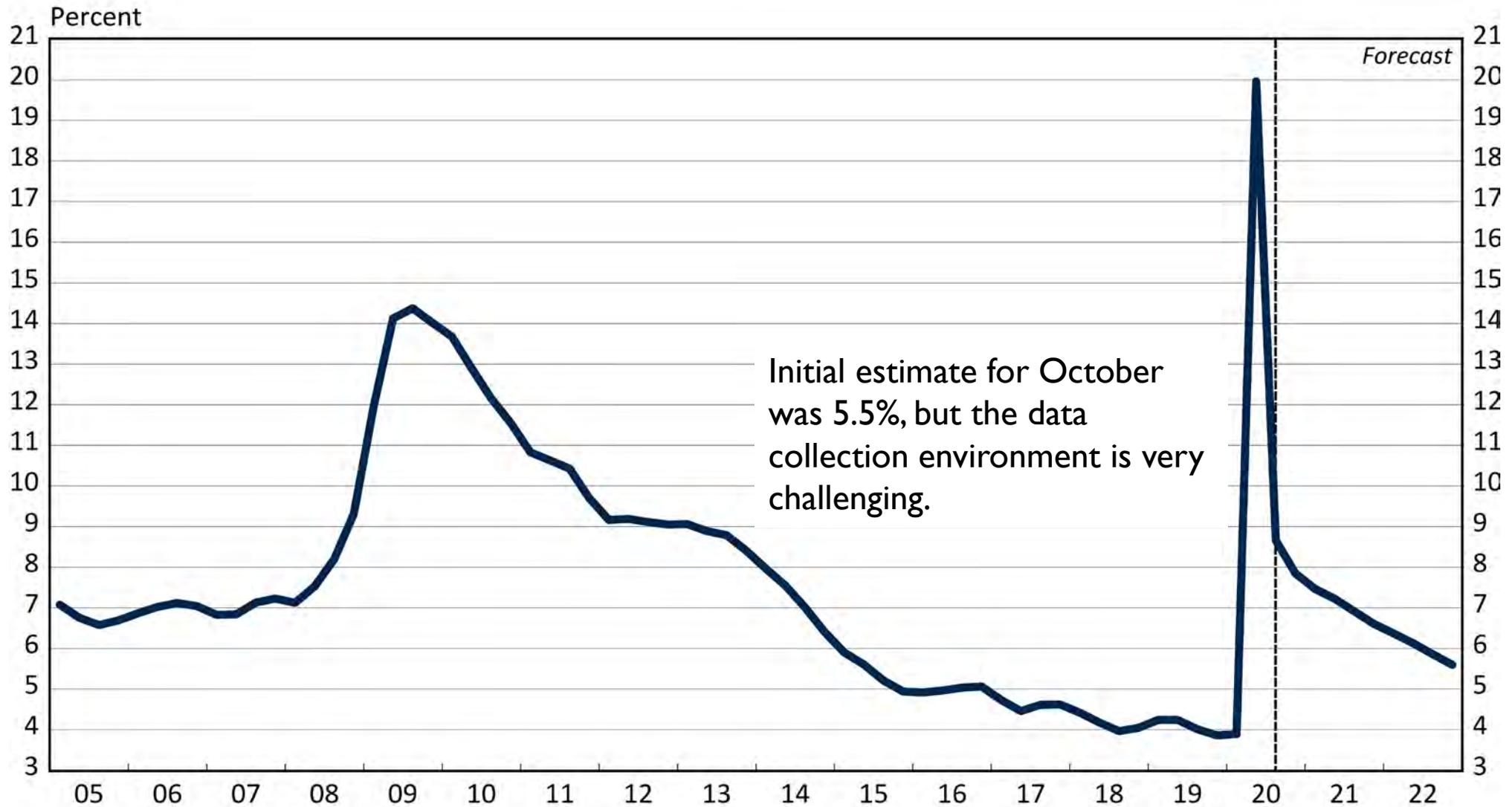
# Quarterly Michigan Payroll Employment: Recovery Continues at a Slower Pace



# Annual Job Growth in Michigan: Two-track Recovery



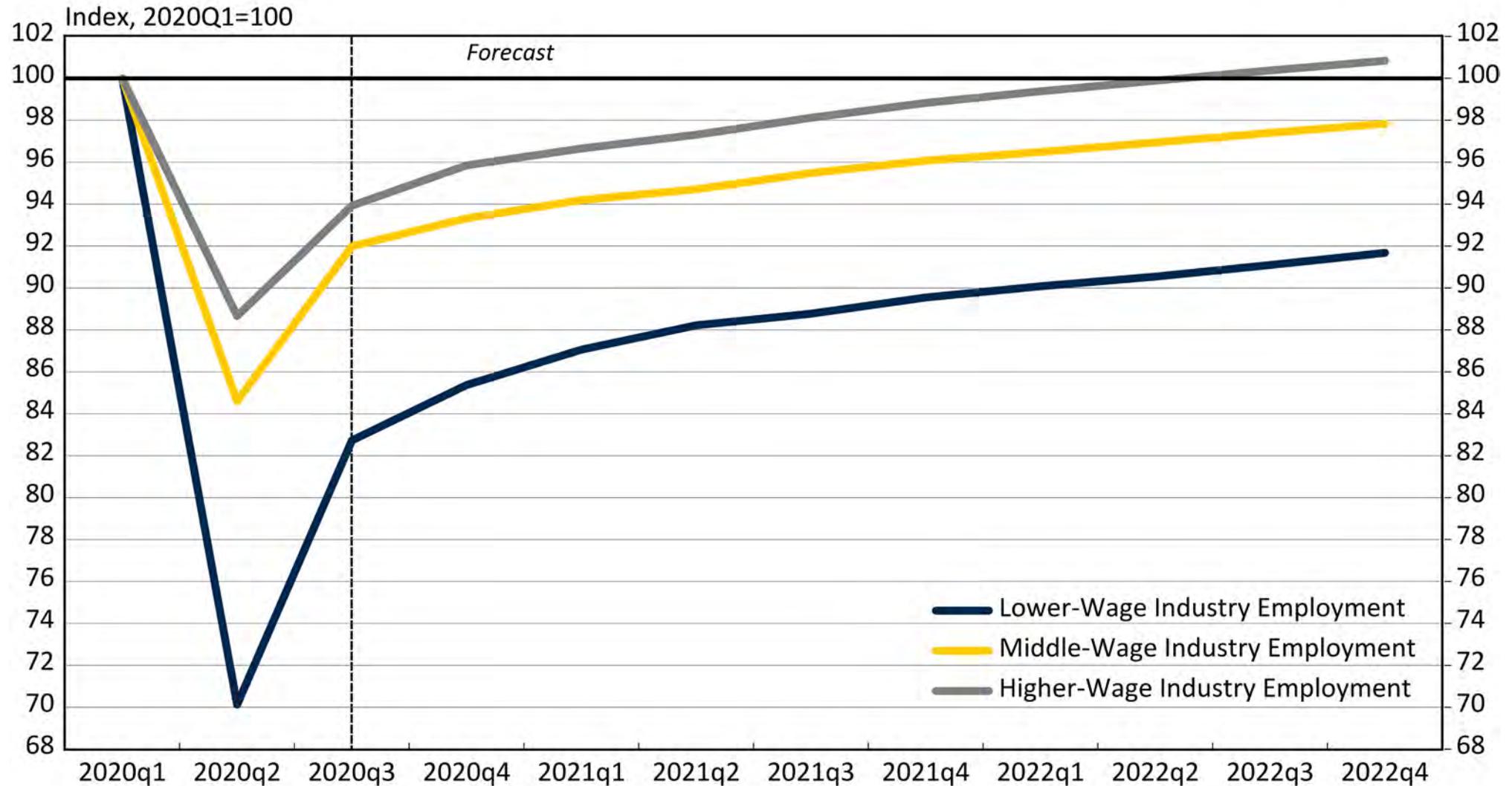
# Quarterly Michigan Unemployment Rate



# Quarterly Michigan Personal Income: Stimulus Cushioned Income Losses



# Michigan Employment by Industry Wage Level: Inequality on the Rise



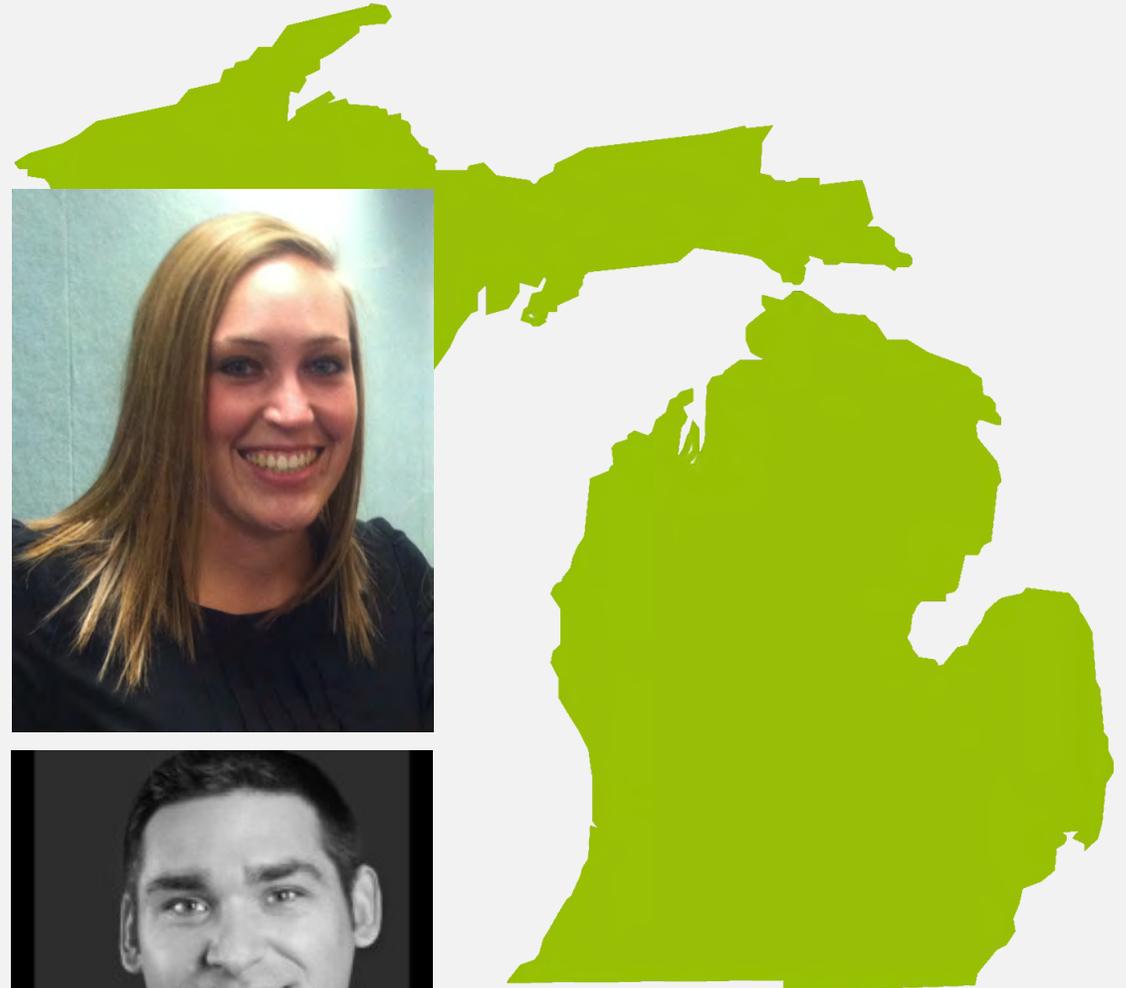


[lsa.umich.edu/econ/rsqe](https://lsa.umich.edu/econ/rsqe)

# COVID-19 Winter Strategies Resource Guide

**Leigh Young,**  
Organization Specialist,  
Michigan Economic Development Corporation

**Joe Frost,**  
Main Street Specialist,  
Michigan Economic Development Corporation





COVID-19 Response:

# WINTER STRATEGIES

FOR DOWNTOWNS & BUSINESS DISTRICTS



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

## INTRODUCTION & GUIDE CONTENTS

- Principles of Winter City Planning
- Winter Strategies for Downtowns and Business Districts
  - Organization
  - Design
  - Economic Vitality
  - Promotion
- Helpful Links and Resources



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# *PROVIDE OR ENHANCE OPPORTUNITIES FOR WINTER OUTDOOR ACTIVITY*

- 
- Consider ways to use existing city parks and open space for additional winter activities, such as a sledding hill, an ice-skating rink or pathway, outdoor gathering area with a firepit and creative warming hut.
  - Create winter trails within the city on old rail grades. Where possible, connect existing trails and walkways.

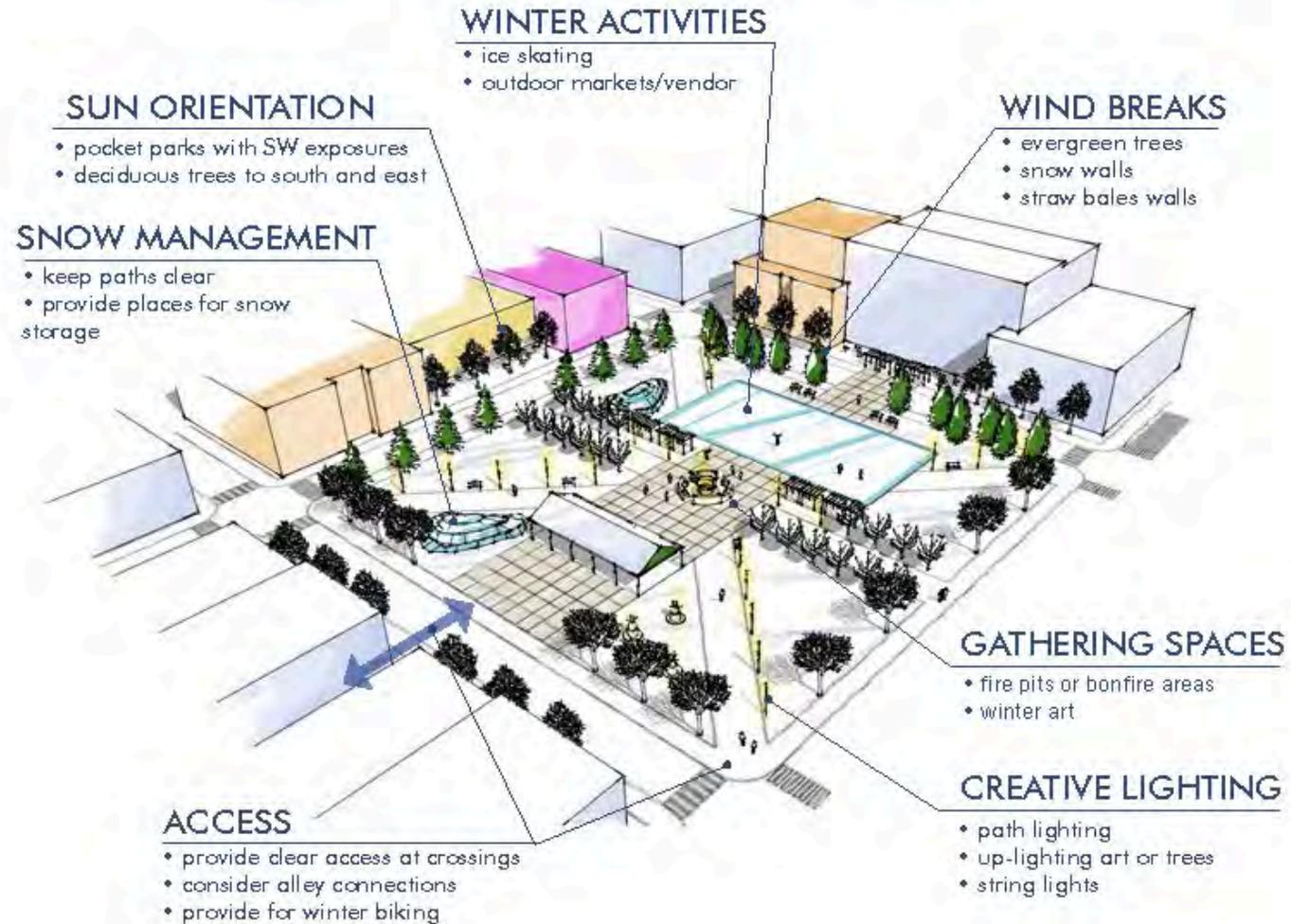
# *IMPROVE WINTER TRANSPORTATION*

- Designate critical pedestrian areas that should receive priority when clearing sidewalks and walkways.
- Consider recruiting the assistance of residents, such as business owners, neighborhood groups.
- Ensure transition areas like curb-cuts and bus stops are properly plowed to increase safety.

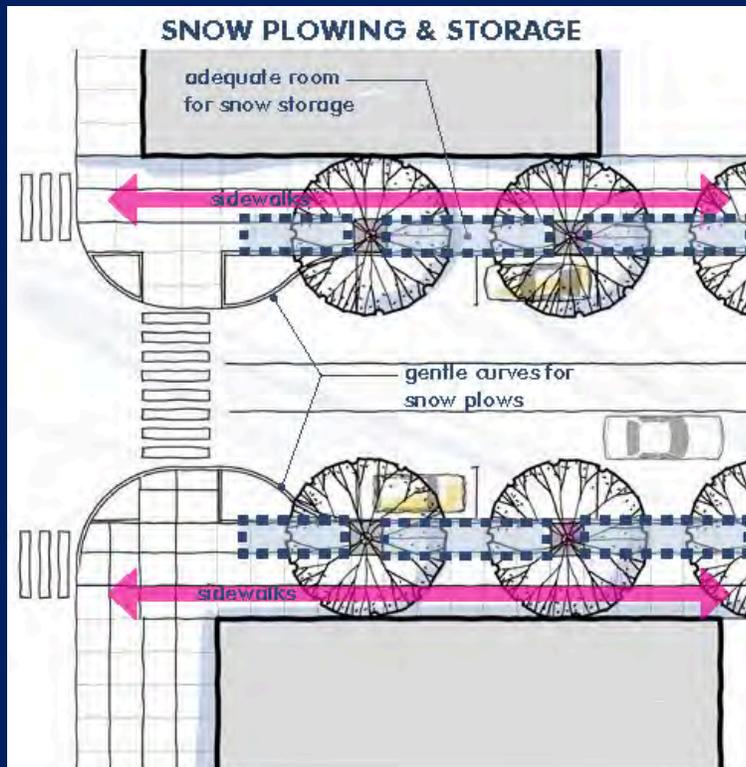
# *DESIGN FOR WINTER SAFETY AND COMFORT*

- Take advantage of solar radiation in the orientation of building and outdoor spaces.
- Use buildings and vegetation to protect outdoor spaces, such as pocket parks, from prevailing winter winds.
- Provide shelters or wind blocks in areas that serve as outdoor gathering spaces.
- Outdoor furniture should be constructed using appropriate materials such as wood, polyethylene, or vinyl coated metal.

## TOWN SQUARE WINTER DESIGN STRATEGIES

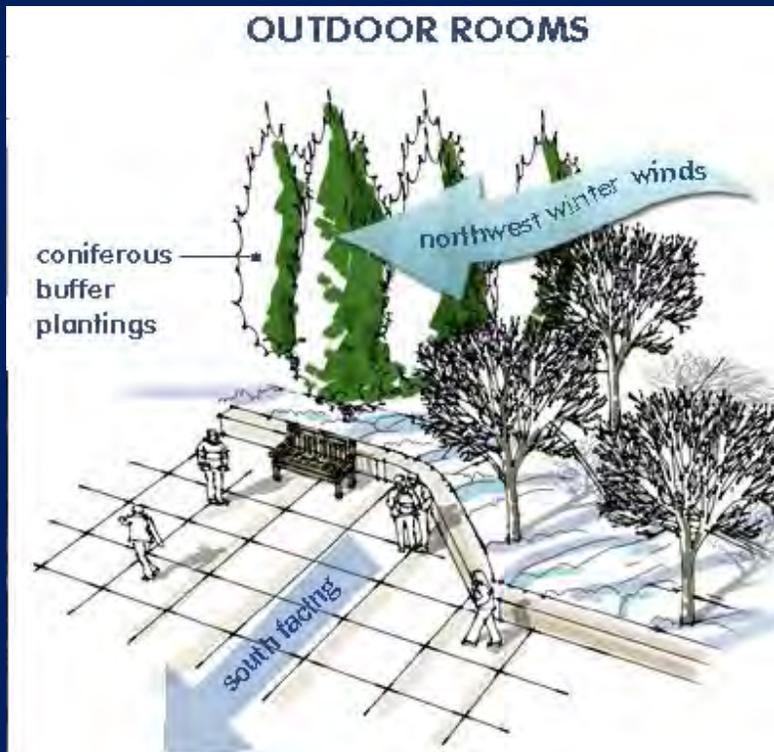


# SNOW MANAGEMENT



- Consider snow plowing and removal in the design of road improvements such as curb extensions/bumpouts, to allow for easy maneuverability of equipment around such areas.
- Design road cross-sections to provide an area for snow storage to prevent snow from being plowed onto the sidewalks when the street is cleared of snow.
- Bike lanes should not be used for snow storage, as more people are using bicycles for transportation year-round.
- Bike lanes should be maintained to the same standard as streets in order to encourage more people to commute by bicycle.
- **Map out snow management problem areas and issues to evaluate the impacts of winter winds and drifting snow on city streets and walking paths.**
- Redesign areas where wind is problematic to use earth forms and vegetation to reduce wind and drifting snow.
- Locate snow storage areas where they will receive sufficient solar radiation to encourage melt-off and provide adequate drainage.
- Store snow in a number of smaller sites, rather than one large area in order to speed up the melting process.

# VEGETATION AND LANDSCAPING



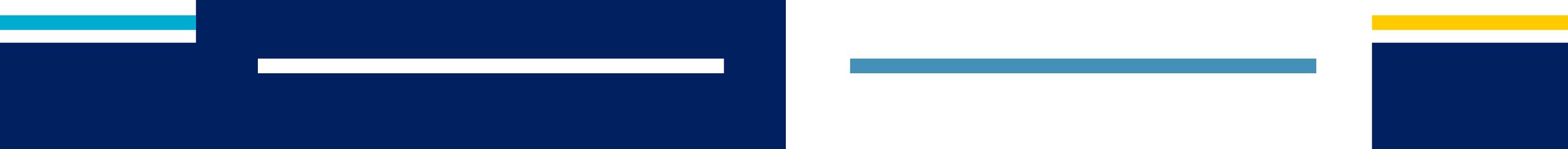
- Plant deciduous trees on the southern face of a building or outdoor area to provide cooling in the summer (when leaves are present), while still allowing sunlight to filter in during the winter (when leaves have fallen).
- Coniferous vegetation should be used on the north and west sides to protect the area from prevailing winter winds.
- **Create “outdoor rooms” using trees and vegetation to shelter exposed areas from prevailing winds.**
- Use berms and vegetation to direct snow drifts away from building entrances.
- Select appropriate landscaping for snow storage areas to minimize damage and poor growth due to compaction, pollutants, and poor drainage.
- Consider using vegetation as snow fences to protect open roadways and other areas from prevailing winter winds.
- Use landscaping plant species that offer attractive or useful winter characteristics such as twig color, fruit, and salt-tolerance.

# LIGHTING AND COLOR



- Consider color and lighting treatments for public spaces and buildings, in order to offset the darkness and monotony of the winter season.





# Use Winter as positive asset to attract business, tourism and new residents

- Collaborate with other area organizations to create a sustainable annual winter festival featuring family outdoor activities, snow/ice sculptures, winter market, food and music.
- Consider implementing a “winter market” to capture a greater share of winter tourism.
- Dress up downtown with lighting, public art, and snow/ice sculptures for the entire winter season, not just the holidays.

# CELEBRATE WINTER! STRATEGIES FOR DOWNTOWNS

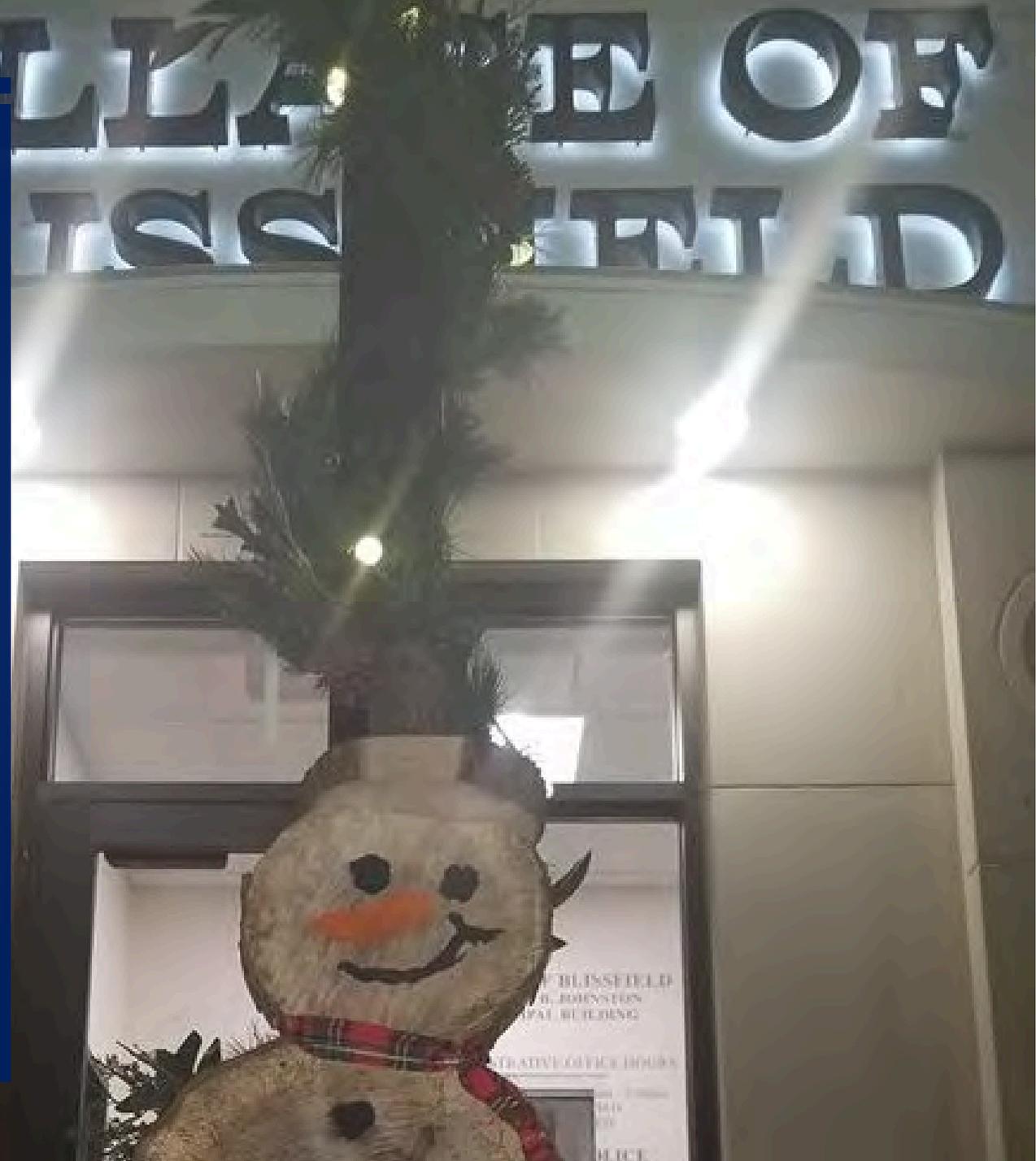
Principles and Best Practices for  
Winter City Planning for  
Downtowns

- Strategies Include:
  - Partnerships
  - Funding
  - Volunteer Opportunities
  - Snow Management
  - Public Space/Outdoor Seating Extension
  - Lighting
  - Ideas for Business Owners
  - Winter Promotion and Marketing
  - Ideas for Winter Events



## STEPS TO GET STARTED

1. Establish a local Winter Strategies Task Force
2. Take an inventory of winter assets
3. Identify local ordinances, zoning, and policies that may need to be updated



# ORGANIZATION CONSIDERATIONS



## **Partnerships**

Work with property/business owners to incentivize snow removal/winter maintenance in front of their businesses

**Build partnerships** and have conversations with City, DPW and other stakeholders to start considering options for snow removal

Work with City to extend public consumption order/waivers/permits and outdoor seating permits into the winter months so that the parklets and outdoor seating on sidewalks can be extended through the season



## **Volunteer Opportunities**

Enlist a volunteer work crew for snow removal - consider paying them in gift cards, downtown dollars, etc.

Enlist volunteers to decorate downtown for the holiday/winter season

Enlist volunteers for winter specific events



## **Fund Development**

Consider creating a co-operative agreement between local business owners and private contractors for snow removal (where business owners share the cost equally of snow removal via a private contractor)

**Create a micro-grant** for business owners to help fund expanded curb-side pick-up, outdoor patio winterization and other business solutions for the winter

**Develop a sponsorship campaign to solicit donations** for your organization to implement outdoor/winter activities (winterizing parklets, lighting, public art, winter events, etc.)

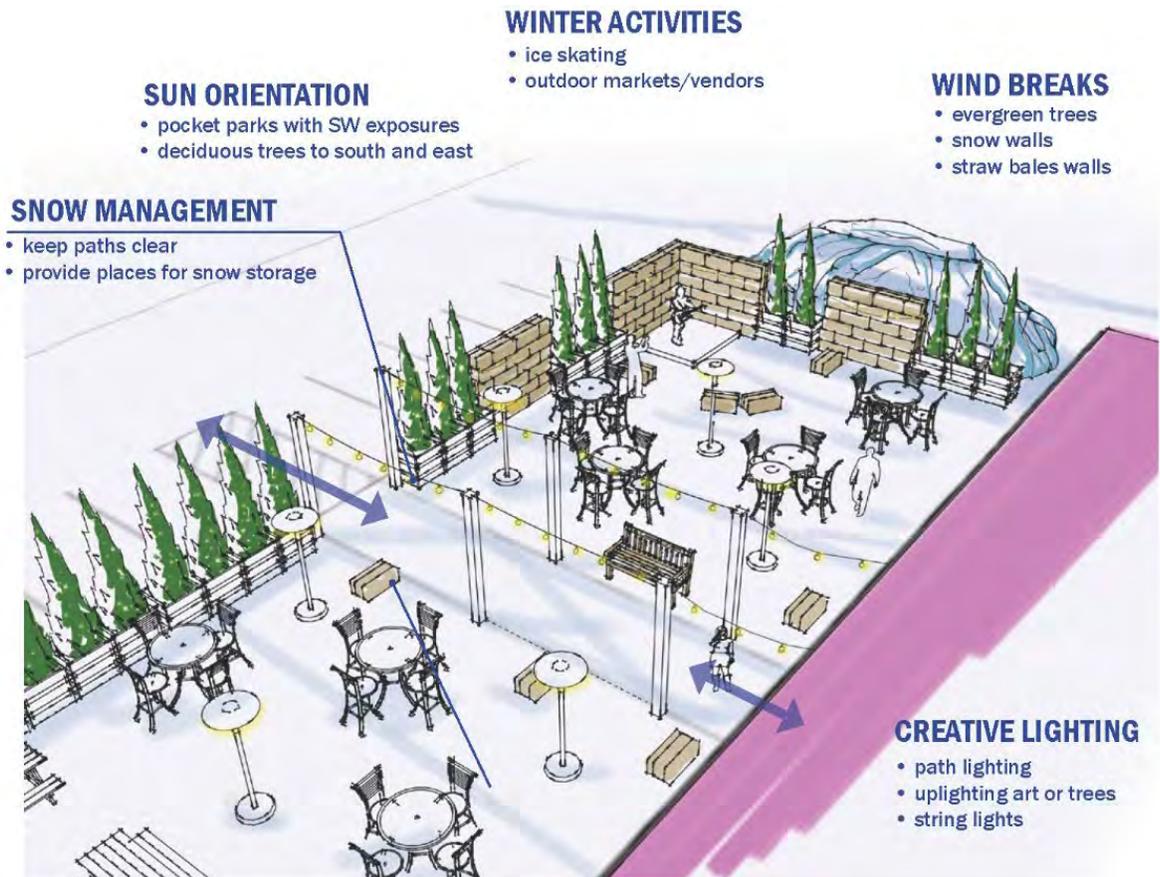
# DESIGN CONSIDERATIONS

## Strategies for the Main Street Organization

- Could snow be hauled in and used to build snow forts and castles as an alternative to prefab igloos and other shelter structures, placed as parklets, in public areas, etc.? Could double as event and/or fun competition.
- **Consider using parking decks, parking lots, plaza areas and other public spaces that are underutilized in the winter to host entertainment, activities and events**
- Encourage proper lighting throughout the district and at parklets/outdoor spaces - think of creative ways to light spaces (Edison bulbs, Christmas twinkle lights, etc.)
- Opportunities to partner with arts groups on winter-theme displays and on small scale outdoor/street theatre performances
- Strategically install heated sidewalks
- Winter biking facilities: protected bike lanes, bike parking racks, maintenance
- **Consider opportunities to create ski trails, skating paths, skating rinks, sledding hills in existing parks.**
- consider a window display competition driven through social media

## Strategies for Business Owners

- **Consider winter impact on maintaining Curb-side pick-up options**
- **Create appealing window-shopping displays**



# ECONOMIC VITALITY CONSIDERATIONS

## *Main Street Organization*

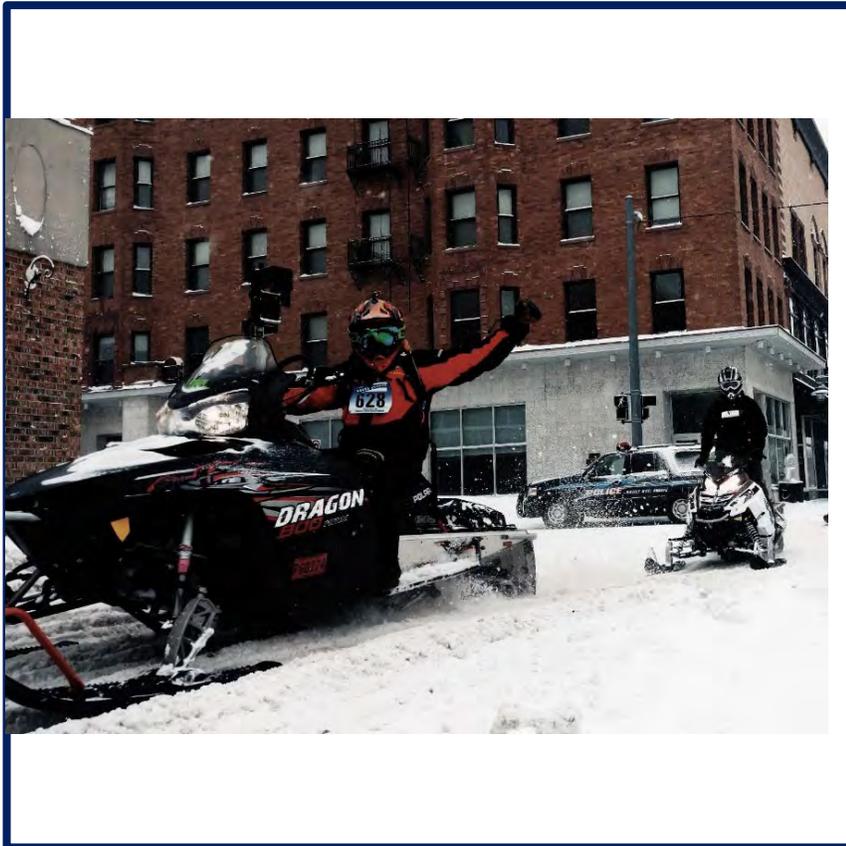
- **Develop pop-up opportunities for holiday shopping**
- Winter markets and outdoor sidewalk sales for retail; Food Trucks and Vendors
- Evaluate and **coordinate business hours** for winter operations

## *Business Owners*

- Facebook live holiday shopping events
- Place QR codes on storefront window to promote products and online shopping
- **Expand curb-side pick-up options (for restaurants consider winter menu and retail consider curbside delivery options)**
- Develop **winter themed specials**, sales, and products (restaurants and retail)
- Create positive winter themed marketing for storefronts and sales



# PROMOTION CONSIDERATIONS



## Events

- Consider themed restaurant/pub crawl style events that can take place outdoors
- **For large holiday shopping events - considerations might include:**
  - Staging large events over a longer period (i.e. 12 days of Christmas)
  - Encouraging staggered attendance by offering specials based on first letter of first or last name on different days
  - Spreading out events over a larger areas (i.e. extended parade routes, vendor exhibit halls/expo set-ups, etc.)
  - Using VIP, invite-only and RSVP events and sub-events that help to control the number of attendees at any given time, etc.
- Develop a winter ice festival
  - Examples of winter events are:
    - Fire and Ice - Rochester, MI
    - Winterfest - Grand Haven, MI
    - Snowfest - Frankenmuth, MI
    - Winter Carnival - Houghton, MI
    - Hunter Ice Festival - Niles, MI

## Winter Marketing

- Promote appropriate attire | Community branded winter wear
- **Develop winter branding for the district and businesses**
- Promote existing winter attractions, enhance connectivity, and develop partnerships with local and regional winter attractions (maybe the visitors at the attraction get discount cards for downtown businesses)
- **Change perceptions about winter in downtown (Promote positive winter attitude)**

# CREATE AN ACTION PLAN

**ORGANIZATION**  
**TO DO:**  
 a.) Identify An Action  
 b.) Assign A Leader  
 c.) Determine The Correct Official, Staff Person, Or Department Leader To Connect With

ACTION ITEM	LEADER	CONNECTIONS
1.		
2.		
3.		
4.		
5.		

**DESIGN**  
**TO DO:**  
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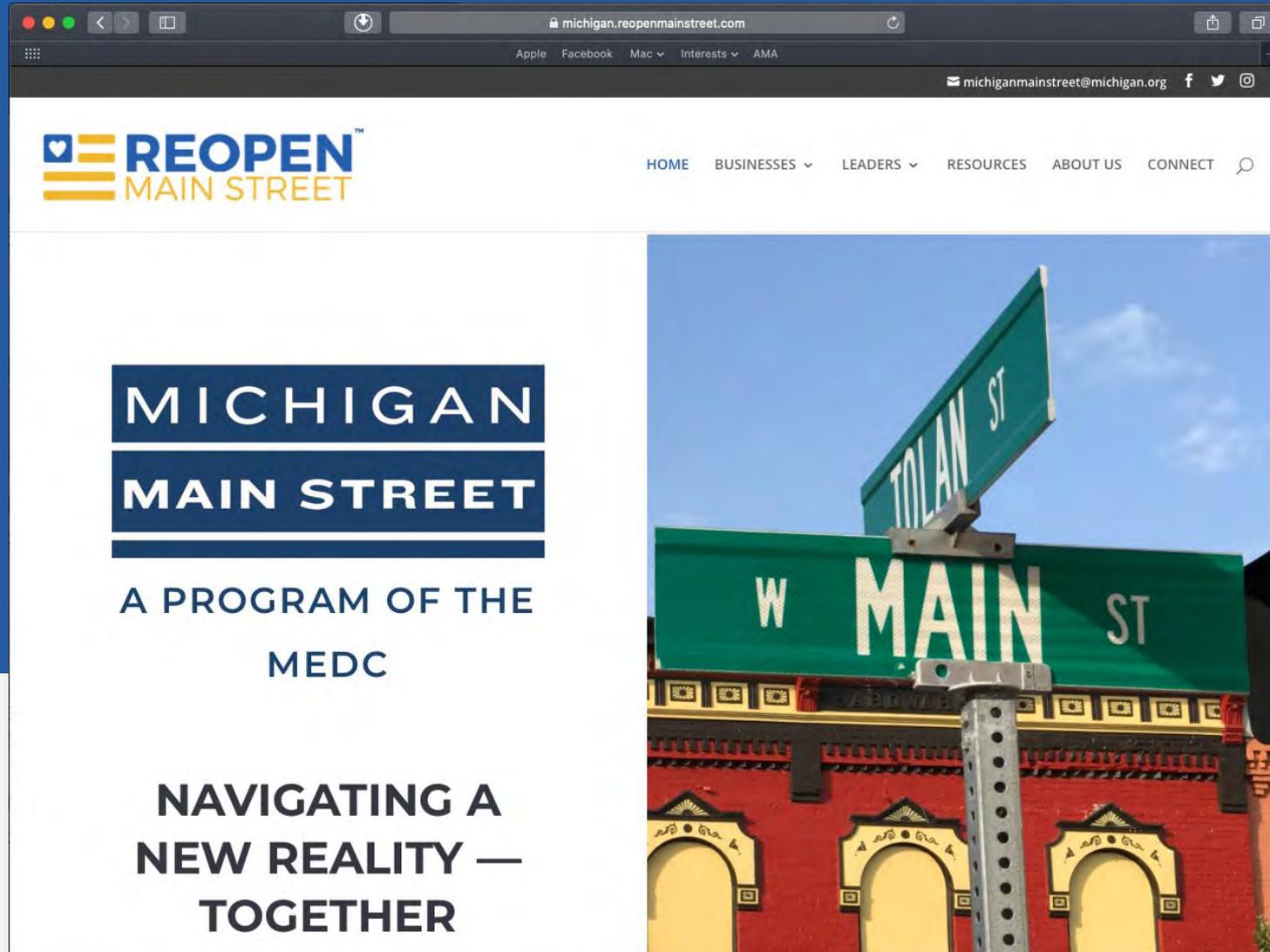
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ACTION ITEM	LEADER	CONNECTIONS
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# Michigan.ReOpenMainStreet.com





# Questions

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# Contact & Website Information

## Websites:

- [www.Michigan.gov/Treasury](http://www.Michigan.gov/Treasury)
- [Treasury Local Government Website](#)
- [Treasury COVID-19 Updates for Local Governments and School Districts](#)
- [www.house.mi.gov/hfa/Consensus.asp](http://www.house.mi.gov/hfa/Consensus.asp)

## Contact Information:

- View [Treasury Local Government Contact List](#)
- Michigan Finance Authority (MFA):  
[TreasMFA@michigan.gov](mailto:TreasMFA@michigan.gov)
- Revenue Sharing:  
[TreasRevenueSharing@michigan.gov](mailto:TreasRevenueSharing@michigan.gov)
- Treasury's CARES Act programs:  
[Treas-CARES@michigan.gov](mailto:Treas-CARES@michigan.gov)



MTA

MICHIGAN TOWNSHIPS ASSOCIATION



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Thank You!



Michigan Department of  
**TREASURY**

**MIAC**  
MICHIGAN ASSOCIATION OF COUNTIES