



# IT'S TIME TO CELEBRATE YOUR DEVELOPMENT PROJECT!

## Michigan's success starts with your development.

Large-scale changes that keep communities vibrant don't happen all at once. It takes individual development projects like yours to create the places where people want to live and do business.

Every place rehabilitated, underutilized property developed and historic feature preserved is another win for the entire community, and it's important to spread the word. Each

success story helps bring your business attention and your community direct funding and support.

Use this timeline and checklist and see how you can celebrate your project through an event like a ribbon-cutting or groundbreaking with help from the Michigan Economic Development Corporation (MEDC).

**1 MONTH BEFORE**

**PLAN**  
Read the planning guide.

**3 WEEKS BEFORE**

**ANNOUNCE**  
Get your message out.

**DAY OF EVENT**

**CELEBRATE**  
Honor your accomplishment.

**THE DAY AFTER**

**SHARE**  
Tell everyone about your successful event.



Visit [miplace.org](https://miplace.org) to stay up to date on the latest funding, educational programs, technical assistance and more through economic development partners across your region and state.

**DEVELOPER'S TOOLKIT:** Learn more about our resources for developers [@miplace.org/developers](https://miplace.org/developers).

*All files linked below will either direct download to your computer or open a PDF file. If you would like to view all files in one place, please visit the Developer's Toolkit web page included above.*

## 1. PLAN

### One month before, start planning.

[Read the planning guide](#) to begin an event plan with speakers, tours and a ribbon cutting or groundbreaking. Reach out to your local, regional and state partners to begin getting the word out. Start with your contact at the MEDC, who can help you with event logistics, like inviting local and state representatives. Next, [review the communication strategy](#) to develop your approach for promotion.

## 2. ANNOUNCE

### Three weeks before, get your message out.

You can let everyone know what this project will do for the community and how people should communicate it to the world by filling in the [press release template](#) (see a [sample press release here](#).) The [media alert template](#) will show you how to invite news outlets, partners and your community to the event (see a [sample media alert here](#).)

## 3. EVENT

### On the day of, celebrate your development project.

When the big day finally arrives, use the [press kit](#) and [talking points document](#) to help others understand why your project is so important and the partners that worked together to make it happen through a strong narrative, facts and figures.

## 4. SHARE

### The day after, share your event.

This event is over, but the story isn't. Beyond news and announcements, your project can continue its impact. Post event photos and stories on social media and submit them to the MEDC. Then, [review the sample case study](#) to see how your story can make sure your community and the state know about the great things that happen when developers take the lead in building up business.

## 5. CONTINUE

### Going forward, continue your community's growth.

Whether this is your first project or you're an experienced developer, stronger bonds and new relationships are always waiting in the economic development community.

## EVENT CHECKLIST

### 1. PLAN

- Read the planning guide
- Review the communication strategy

### 2. ANNOUNCE

- Press release template
- Press release sample
- Media alert template
- Media alert sample

### 3. EVENT

- Press kit
- Talking points document

### 4. SHARE

- Review the sample case study

