



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

2023 ANNUAL REPORT

Public Spaces Community Places

Building Vibrant Communities Across Michigan

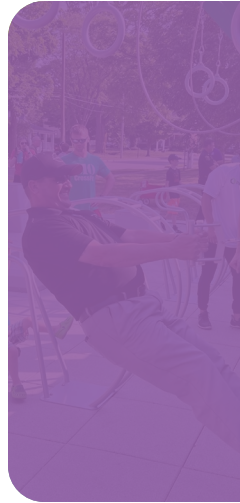




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About Public Spaces Community Places

Thriving places help define a community's economic vitality—from bike trails and pocket parks to public sculpture projects, they contribute to a strong quality of life, help attract and retain talent and grow stronger local economies.

Public Spaces Community Places (PSCP) is a powerful crowdgranting program and public placemaking initiative that builds vibrant communities across Michigan. Created by the Michigan Economic Development Corporation (MEDC)

in 2014 in collaboration with the Michigan Municipal League and Patronicity, PSCP was the first program of its kind in the country. Through PSCP, local residents can use crowdfunding to be part of the development of placemaking projects in their communities and receive a matching grant of up to \$50,000 from the MEDC. MEDC remains committed to supporting these efforts across Michigan and has contributed \$12 million in matching grant funds since 2014.

How It Works

PSCP is a matching grant program that utilizes donation-based crowdfunding to generate public interest and funding to create new public spaces or revitalize vacant public spaces. Michigan's ability to attract and retain knowledge-based talent is greatly increased by taking advantage of unique placemaking assets, making this a valuable funding mechanism for community investment.

Community-led placemaking projects can use PSCP to obtain the final funding needed to open a space and gain public support and awareness in the process. Potential projects must focus on the activation of public spaces creating well-used community places.

Projects are guided through the crowdfunding campaign process with one-on-one coaching by Patronicity. Through crowdfunding on Patronicity, communities are able to secure funding for the development of strategic projects with a matching grant of up to \$50,000 from the MEDC.

The crowdgranting model engages the public, allowing residents to be involved in the process of achieving place-based improvements, instilling community pride as they invest in their surroundings. As these projects affect the lives and well-being of entire communities, it is important that they establish public awareness, gain local momentum, and earn the support of their "crowd" to reach their goal to create or maintain a local landmark.

Do you have a passion to help make a great new public space in your community?

Learn more at
www.patronicity.com/puremichigan



Prioritizing Accessibility: Adoption of the Universal Design Extension

In 2023, PSCP expanded the program to incentivize inclusive design and accessibility in public spaces. Universal Design (UD) encourages the development of spaces, products, and services that are easier for ALL users—both with and without disabilities—to access and enjoy.

The Americans with Disabilities Act (ADA) remains landmark civil rights legislation; yet the ADA Accessibility Guidelines are a minimum compliance standard born out of a naturally imperfect legislative and regulatory process. In contrast, UD aims to achieve the highest standard of accessibility and inclusivity.

PSCP now offers an additional (up to) \$25,000 match for new public space projects that incorporate universal accessibility and design, the highest level of accessibility through a space. This is in addition to the maximum \$50,000 match provided for the activation of new public spaces.

Since implementing the extension, six projects have achieved universal accessibility and design in their space plans. We have worked with our program partners at Disability Network Michigan (DNM) to help project applicants navigate UD by providing information, education, support, advocacy, and guidance in design.

This extension also expanded the program’s reach. The program is now available to existing public spaces that are upgrading with UD elements and applicants can request up to a \$50,000 1:1 match to make these spaces more accessible to all. Two of the six projects that implemented UD added universal accessibility to existing spaces. Existing public spaces were previously ineligible for PSCP funding. The extension also removed geographical barriers to allow all communities to apply for funding. In addition, all projects must meet ADA requirements at a minimum to qualify for the program at any level.

This program expansion and extension is a major milestone and advancement for our program. PSCP continues to evolve to meet community needs, and increase equity and inclusion wherever possible by creating new standards and expectations for public space design. We are confident that this program will continue to influence inclusive public space development across the state of Michigan.



Impact by the Numbers

This report includes projects from the Public Spaces Community Places Fiscal Year 2023 Budget Allocation.

Total Matched



\$1,580,000
2023

\$12,029,568
LIFETIME

Total Crowdfunded



\$1,723,739
2023

\$13,825,945
LIFETIME

Total Projects



41
2023

375
LIFETIME

Total Patrons



12,241
2023

67,239
LIFETIME

97.5% Success Rate

109% Funded

AVERAGE OF SUCCESSFUL CAMPAIGNS

\$16,409,852

LEVERAGED FUNDING

\$18,133,591
Total Private Investment

CROWDFUNDING AND LEVERAGED FUNDING

12:1 Total Private Investment Ratio

For every \$1 invested by the MEDC,
\$12 was invested privately.

\$39,500

AVERAGE GOAL

\$43,093

AVERAGE RAISE

306

AVERAGE PATRONS

HIGHEST RAISE

Boggs Park had the highest crowdfunding campaign raise of \$82,994.

Percent of projects by nonprofits organizations, municipalities, or other entity types

42.5% Municipalities
57.5% Nonprofit Organizations

SMALLEST CAMPAIGN GOAL

The Crowell Ice Rink and Community Internet in Detroit project's had the smallest campaign goals of \$5,000.

MICHIGAN MEDIAN HOUSEHOLD INCOME

\$63,202

AVERAGE MEDIAN HOUSEHOLD INCOME OF PROJECT LOCATIONS

\$48,567

LARGEST NUMBER OF PATRONS

Huron Waterfront Boardwalk at Connors Park had the largest number of patrons with 4,589 contributing to the campaign's success.

Percent of projects that took place in communities where the Median Household Income fell below the state's Median Household Income

85%

SMALLEST COMMUNITY

Republic, Michigan
Population:
470

LARGEST CITY

Detroit, Michigan
Population:
639,111

COMMUNITY WITH LARGEST NUMBER OF PROJECTS

Detroit
7 projects





Patron in the City: Anna Colby

In 2021, the Eastside Lansing Food Co-op (ELFCO) in Lansing, Michigan launched a [crowdfunding campaign](#) to re-open its doors and provide a year-round market to support local farmers, food producers, and the community. ELFCO has a long history in the Lansing area, operating from 1976 through 2017 in East Lansing.

The co-op had the desire to re-open in the Allen Neighborhood Center's [Allen Place](#), a food innovation hub, and saw a unique opportunity for collaboration as part of the new, mixed-use development project.

The crowdfunding campaign had a goal of \$50,000 and went on to raise \$52,000 from 228 patrons. By reaching their goal, the project unlocked a matching grant from the MEDC through the PSCP crowdfunding program.

During her time as a board member of ELFCO, Anna Colby played a key role in the crowdfunding campaign and its success.

At Patronicity, we believe that passionate individuals can spur change in their communities. We refer to those individuals as Patrons in the City, dedicating their time, sweat, and tears to building vibrant communities. We asked Anna for advice on finding inspiration and getting involved in your community.

PATRONICITY: What could other cities learn from your community or project?

ANNA: I think that it's really important to look at what has been successful in other places, but also be really flexible and be able to customize to the situation, and the context, and the specifics of the community that you're in.

There's a lot to learn from what other people are doing. There's a lot of inspiration! So, how do you mold that idea into something that's going to work for you and for your community?

PATRONICITY: If someone wanted to become more involved in their community, what advice would you give them?

ANNA: The first step is to look inward and think about what your passions are and what skills can you really bring to the table. Then, look at the opportunities within your community to use your skills. If those opportunities don't currently exist, can you create those opportunities to really use your skills and bring your passion to the community?

We spoke in-depth to learn more about her passion for food, community, and how she serves as a *Patron in the City*.

Read more at resources.patronicity.com.

Groundbreaking Public Spaces

Explore a few of Michigan's newest public spaces.

Enterprise Pocket Park in Downtown Farmington

FARMINGTON, MICHIGAN

CROWDFUNDED: **\$80,507**

CROWDGRANTING MATCH: **\$75,000**

POPULATION: **11,597**

PATRONS: **296**

Main Street Farmington formed a vision for a new pocket park in 2013. Ten years later, this vision is finally becoming a reality. The pocket park will activate a tired, asphalt lot into a vibrant, green, and warm park space. The space will include new public art, string lights and firepits, outdoor seating, and landscaping. The park will be a shared public and private space that will be a welcoming hub for all users to enjoy live music, gather with neighbors, and enjoy a bite to eat. This was the first project to utilize the new UD extension, by designing the pocket park to be universally accessible, with grade ground to barrier free conditions and turf greenspace.

[Learn More](#)



PASC Detroit's New Studio at The LANTERN

DETROIT, MICHIGAN

CROWDFUNDED: **\$54,925**

CROWDGRANTING MATCH: **\$50,000**

POPULATION: **639,111**

PATRONS: **147**

Progressive Art Studio Collective (PASC), a program of Services to Enhance Potential, launched a crowdfunding campaign to build out an art gallery and studio in the LANTERN building, a mixed-use redevelopment project. This fully ADA accessible, professional gallery and studio space will provide a platform for artists with developmental disabilities and mental health differences to create and share their creative expression with the community. This space will offer them opportunities to build careers and earn an income from their chosen profession as an artist. This will be the first permanent public gallery and studio for artists with disabilities in Detroit.

[Learn More](#)



Groundbreaking Public Spaces (Continued)

Holland Community Ice Skating Park

HOLLAND, MICHIGAN

CROWDFUNDED: **\$51,766**

CROWDGRANTING MATCH: **\$50,000**

POPULATION: **34,378**

PATRONS: **85**

The City of Holland is fulfilling its mission to “Maximize Livability” by transforming Window on the Waterfront into a destination for year-round recreation with the addition of a refrigerated outdoor ice rink, courtyard, concessions and skate rental facility, and public restrooms.

Designed to blend seamlessly into the natural landscape, the Holland Community Ice Skating Park will feature a large “pond” area and a “ribbon” of ice that loops north around landscaped islands.

As one of the largest ice rinks of its kind in North America, it will accommodate at least 300 skaters at a time without overcrowding.

[Learn More](#)



Boggs Park

DETROIT, MICHIGAN

CROWDFUNDED: **\$82,994**

CROWDGRANTING MATCH: **\$75,000**

POPULATION: **639,111**

PATRONS: **432**

The Boggs Educational Center Project Team, in partnership with The James and Grace Lee Boggs School, launched a campaign to create an inclusive and innovative community park with a playscape, public art, gathering and green spaces to serve the greater Boggs School community and its neighbors.

The park’s universal design recognizes the need for a broad range of options for community members of different ages, learning styles, and with variations in mobility. The park design includes rich possibilities for gathering, relaxing, and playing including quiet garden seating, exciting and accessible play equipment, and terrain.

[Learn More](#)



Public Spaces Community Places

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**MICHIGAN ECONOMIC
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