Economic Development 101
Knowing enough to figure out what other questions you have
Housekeeping

QUESTIONS
Feel free to send questions as we go along using the chat feature on the left side.

MUTE
We’ve muted all participants to avoid background noise. But take a second to doublecheck you’re muted, especially if you’re on the phone.

POST-EVENT ACCESS
We will post the slide deck immediately in the RRC Library. We are working to create recordings.

FEEDBACK
We will send a follow up survey to gauge the effectiveness of today’s webinar. Please provide feedback to improve future sessions. The survey will be available for 48 hours.
1. Overview of today’s session
2. Introduction & State Level: Christopher Germain, MEDC
3. Local Level: Kim Marrone, Oak Park
4. Supporting role: Michigan Economic Developers Association (MEDA), John Avery
5. Redevelopment Ready Communities – Creating an economic development strategy
6. Wrap Up & Questions
What is economic development?

*There is no universally agreed upon definition of economic development.*

“...process by which the economic well-being and quality of life of a nation, region or local community are improved.” - *Unknown*

“...broadly based and sustainable increase in the overall *standard of living* for individuals within a community” – *Dahney Greenwood and Richard Holt*

Oftentimes synonymous with terms such as ‘industrialization’, ‘westernization’ or ‘modernization’
How do we measure economic development?

It’s different for every community, state, organization, etc. depending on their goals.

Jobs Created
Gross Domestic Product (GDP)
Educational Attainment

Average Wages or increases

Business Investment

Number of businesses or startups

Population

Tax Revenue

Housing Prices

Percentage of ALICE Households

Infrastructure
Many partners involved in ED

- Michigan Economic Development Corporation (MEDC)
- Dep of Transportation (MDOT)
- USDA Rural Development
- Michigan Department of Labor and Economic Opportunity (LEO)
- Regional Economic Development Orgs
- Department of Env., Great Lakes & Energy
- Local Communities & Non-Profits
TALENT WANTS PLACE

TALENT ENHANCEMENT
Through community revitalization, RRC assists Michigan in keeping and attracting the educated, creative, and innovative workforce needed to grow and diversify its economy.

COMMUNITY VITALITY
RRC facilitates the reinvigoration of cities and villages across Michigan, which creates community vitality. Community vitality attracts and retains both talent and business growth.

BUSINESS INVESTMENT
By fostering community vitality, RRC creates an environment for communities to provide high-value services for retaining, growing, and diversifying Michigan businesses.
Overview of MEDC Development Programs

Business Development

• Business attraction
• Business retention
• Economic gardening
• PlanetM
• International trade services
• Access to capital
• Site selection services
• And much more at www.michiganbusiness.org

Community Development

• Financial programs to assist with downtown redevelopment
• Historic preservation services
• Technical assistance Programs
• Small business services
• Public Spaces, Community Places Crowd funding
• And more at www.miplace.org
Historic Vogue Theatre – City of Manistee
The Outfield – City of Lansing
Mill End Lofts – City of Bay City
Department of Labor and Economic Opportunity (LEO) provides the connections, expertise and innovative solutions to drive continued business growth, build vibrant communities, create affordable housing, generate tourism and attract and retain key talent to fill Michigan’s vast pipeline of opportunities.

Learn more: https://www.michigan.gov/leo/
Brownfield properties are those in which the redevelopment or reuse of the property may be complicated by the presence or perception of contamination. Revitalizing and redeveloping these properties protects the environment, reuses existing infrastructure, minimizes urban sprawl and creates economic opportunities.

In the 1990s, the city developed a master plan to redevelop its obsolete railroad and waterfront infrastructure to meet the city’s growing health care, education, and tourism-based economy. The city partnered with the Michigan Department of Environmental Quality (DEQ) to strategically invest in its brownfields and revitalize its downtown waterfront.

Learn more: [https://www.michigan.gov/egle/0,9429,7-135-3311_29262---,00.html](https://www.michigan.gov/egle/0,9429,7-135-3311_29262---,00.html)
### Other commonly used state programs

<table>
<thead>
<tr>
<th><strong>MDOT Office of Economic Development</strong></th>
<th><strong>US Department of Rural Development - Michigan</strong></th>
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<tbody>
<tr>
<td>• Safe Routes to School (SRTS)</td>
<td>• Housing (single and multifamily)</td>
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<td>• State Infrastructure Bank</td>
<td>• Infrastructure</td>
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<tr>
<td>• Transportation Alternatives Program (TAP)</td>
<td>• Alternative energy</td>
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<td>• Transportation Economic Development Fund (TEDF)</td>
<td>• Community facilities</td>
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<td>• Business &amp; industry support</td>
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<td>• And more!</td>
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Oak Park Economic Development Strategy

Report completed by Hamilton Anderson in 2014

• Public Image and Experience
• Community Development
• Policy in Action
• Transportation
• Public Spaces
• Housing
• Commercial Sub-Districts
Public Image and Experience

**Promotion**
- Create marketing material/branding
- Attend trade shows
- Highlight community assets with events

**Commercial Facades and Signage**
- Create a façade grant program
- City welcome signage

**Streetscape**
- Redesign streets and streetscapes
Community Development

Business Development
- No Chamber
- Retention Calls

Arts Community
- AC/DC Commission
- DIA Inside Out

Faith Based Organization

Emerging Workforce
- MiCareer Quest Oakland County
- Local company started a robotics club
Policy in Action

Development Readiness
• Outstanding Customer Service
• One Stop Ready
• RRC

Off Street Parking
• Make changes to encourage a more walkable community

More Flexible Use Categories (Zoning)
• Mixed Use District Created
• Rewriting all zoning ordinances

Blue and Green Infrastructure
• New zoning changes encourage and reward green infrastructure
Transportation

Complete Streets
• Adopted a complete streets plan

On-Street Parking
• Meters still not used but under consideration for the future

Non-Motorized Transit Planning
• Collaborative grants with surrounding communities
• MOGO
• SEMCOG

Mass Transit Planning
Public Spaces

Innovative Public Space Planning
• Tactical Urbanism

Privately Owned Public Spaces
• Encourage public space as part of new developments

Public Art
• Encourage murals and other forms of art
Housing

Multi Family Residential
• Include diverse options of housing – senior, affordable, townhomes, etc.

Live-Work
• Allow live work when housing is on the upper floors

Adaptive Reuse
• Mixed Use – old and obsolete Industrial buildings into mixed use
Commercial Sub Districts

Identified 6 sub areas and identified either a new design or ideas for improvement. Create density, interest, walkability
Business Recruitment

Networking Events
Industry Specific Trade Shows
Identify available properties on website
Brewery Recruitment

Second Brewery
Coming Soon
Nine Mile Redesign
Lessons Learned

**Economic Development and Planning should work together**
- Save developers time and money
- Planning Commission develops trust in Economic Development Department
- Changes to zoning and zoning ordinances to reflect the current market

**Let your Plans guide the way**
- Master Plan
- Economic Development Plan
- Strategic Plan

**Retention calls are important**
Questions

Contact Information

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MICHIGAN ECONOMIC DEVELOPERS ASSOCIATION

Purpose: Lead Michigan economic development through education, networking and advocacy

Over 500 members across Michigan
Representing both urban and rural communities
WHO WE REPRESENT:
MEDA MEMBERSHIP CONSISTS OF PROFESSIONALS FROM THE FOLLOWING AREAS OF ECONOMIC DEVELOPMENT THROUGHOUT THE ENTIRE STATE OF MICHIGAN:

- Brownfield Redevelopment
- Business Finance
- Chambers of Commerce
- Community Development
- Consulting
- Downtown Development
- Environmental Consulting
- Higher Education
- Municipalities
- Planning
- Private and Public Economic Development Organizations
- Real Estate Development
- State Agencies
- Utilities and infrastructure
- Workforce Development
- Others interested in economic development
Economic Development prior to 1990 was primarily defined as “Smoke Stack Chasing”

Today we define it as a holistic effort to make communities more viable and vibrant.
ON ANY GIVEN DAY MEMBERS CAN BE WORKING ON:

• Talent attraction
• Streetscapes
• Housing challenges
• Parks and green space issues
• Business retention/attraction
• Helping a start-up.
CURRENT ISSUES:

• Talent
• Housing
• Perception of Economic Development
EXHIBIT 3. Expectations of Economic Developers

- Attract new businesses to a community through marketing: 92% (95%)
- Retain businesses already in a community: 85% (92%)
- Support entrepreneurs in a community: 76% (82%)
- Identify and market physical locations for investment: 82% (79%)
- Advise local government about economic development tools: 74% (78%)
- Help build a resilient workforce: 46% (47%)
- Develop a sense of community: 46% (46%)
- Champion placemaking and quality of life: 41% (45%)
- Provide educational opportunities: 38% (34%)
- Improve and expand affordable housing: 27% (21%)
- Other (please specify): 4% (3%)
- I don’t have any expectations of economic developers: 2% (4%)
ECONOMIC DEVELOPMENT IS A SOMEWHAT COMPLICATED ENVIRONMENT WITH MANY MOVING PARTS.

KNOWLEDGE, AWARENESS AND CONSISTENCY IS THE KEY TO SUCCESS

- Know the players
- Know the programs
- Know your community
- Stay the course
QUESTIONS

www.medaweb.org
avery.john@medaweb.org
RRC assists communities in building the foundation for successful community-driven economic development through a set of best practices.
Best Practice 5: Community Prosperity

**EVALUATION CRITERIA 5.1.1**
The community has an approved economic development strategy.

**EXPECTATIONS**
- ☐ The economic development strategy is part of the master plan, annual budget or a separate document.
- ☐ The economic development strategy connects to the master plan and capital improvements plan.
- ☐ The economic development strategy identifies the economic opportunities and challenges of the community.
- ☐ The economic development strategy incorporates recommendations for implementation, including goals, actions, timelines and responsible parties.
- ☐ The economic development strategy coordinates with a regional economic development strategy.
- ☐ The economic development strategy is accessible online.

**EVALUATION CRITERIA 5.1.2**
The community annually reviews the economic development strategy.

**EXPECTATIONS**
- ☐ Progress on the economic development strategy is reported annually to the governing body.
Best Practice 5: Community Prosperity

**ECONOMIC DEVELOPMENT VISION/MISSION**

*City name*, Michigan strives to be a place of economic opportunity. From traditional employment options to entrepreneurial endeavors and development opportunities, *(city name)*, Michigan is a fully supportive partner in private efforts to create local prosperity. Where necessary, *(city name)*, Michigan will take steps to help create the physical and social environment conducive to economic success and wealth creation.

**PROJECTS AND INITIATIVES**

Three downtown infrastructure projects will be completed over the next six years. Two municipal parking lots will be improved and a segment of Main Street will be upgraded. Improvements will include pedestrian amenities, signage, improved lighting, and storm water management.

**BUSINESS PARK DEVELOPMENT STRATEGY**

*(City name)*, Michigan will capture a share of regional development opportunities related to new manufacturing and supportive business operations. Accomplishing this requires an adequate inventory of development-ready sites and a streamlined development approval process.

**REDEVELOPMENT AREA STRATEGY**

*(City name)*, Michigan has identified areas in town with unique redevelopment needs. These areas include functionally obsolete buildings with early signs of blight. Focused attention to these areas is warranted to encourage redevelopment.

**PROJECTS AND INITIATIVES**

Plans are nearly complete for a 25-acre expansion of the business park that will provide development-ready sites for new industry. These sites will be properly zoned and fully serviced by public infrastructure and utilities.

**PROJECTS AND INITIATIVES**

A planning effort will be launched to consider new redevelopment options in *(name)* neighborhood. This work will include a market study, neighborhood plan and new zoning recommendation.

**PROJECTS AND INITIATIVES**

The M ___ Corridor leading into town shows signs of disinvestment. Rapid commercial turnover is evident and non-motorized transportation options are non-existent. Planned

**PROJECTS AND INITIATIVES**

The city has conducted an "audit" of development review processes and has found opportunities to streamline.

Check out the RRC Library ([www.miplace.org/rrclibrary](http://www.miplace.org/rrclibrary)) for a guide and examples from other RRC communities.
Virtual Office Hours
Every other Tuesday (see www.miplace.org/events for details – bottom of the page) | FREE MEDC Community Development staff will be available to answer questions, talk through potential projects at a high level, or just hear what’s on your mind related to community development.

MiPlace eLearning Webinar Series
Next session: February 6 @ 10:00am – Historic Preservation 101 | FREE | REGISTER
Historic preservation can be an economic engine for communities, creating a sense of place that makes a community truly unique for residents, businesses and visitors. Join staff from MEDC – including the State Historic Preservation Office – to learn the basics of historic preservation and what you should know as a local elected official. See the full list for 2020 at www.miplace.org/elearning.

RRC Best Practices 1/2/3 – Downtown Lansing
Tuesday, February 4th | 9:00am – 4:00pm | FREE | REGISTER
Join RRC staff and outside presenters to learn more about RRC Best Practices 1/2/3. Light breakfast and full lunch provided. Great for new officials, staff, consultants or anyone looking for a refresh. See additional training sessions at www.miplace.org/events.
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