

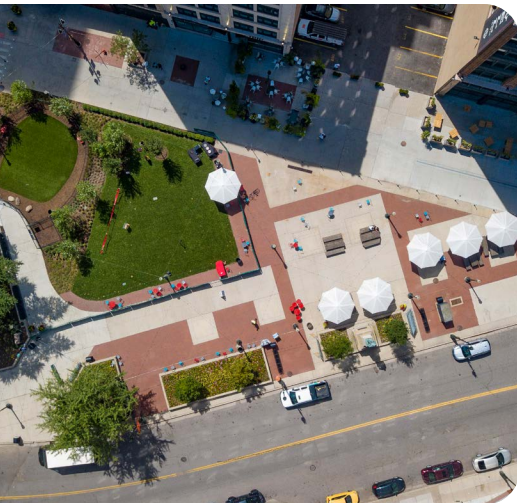


MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

2024 ANNUAL REPORT

Public Spaces Community Places

Celebrating 10 Years of Building
Vibrant Communities Across Michigan



PUBLIC SPACES
COMMUNITY PLACES

Patronicity





BOYNE FOREST TRAIL BIKE PARK

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“After supporting placemaking across the Mitten for the last 10 years, I can confidently say that Michiganders are the most driven, creative, and community-oriented placemakers in the country. From makerspaces that support entrepreneurs, to nature playscapes that transform concrete urban landscapes, to universally accessible playing fields that redefine what public accessibility means, the impact of Public Spaces Community Places can be seen from our smallest towns to our major cities.”

– Mahala Clayton, Michigan Director, Patronicity



BUILD INSTITUTE



RICC PARK



BOWERS HARBOR PICKLEBALL COURTS

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 (MML) and Patronicity, **PSCP was the first program of its kind in the country**. The MEDC remains committed to supporting these efforts across Michigan and has contributed \$13 million in matching grant funds since 2014.

How It Works

PSCP is a matching grant program that utilizes donation-based crowdfunding to generate public support and funding to create new public spaces or revitalize vacant public spaces. Community-led placemaking projects can use PSCP to obtain the final funding needed to open a new space and gain public support and awareness in the process. Potential projects must focus on activating public spaces and 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 can secure funding for developing strategic projects with a matching grant of up to \$50,000 or \$75,000 for universally accessible projects, from the MEDC. Communities, nonprofits, and municipalities can submit projects by creating a Patronicity crowdgranting campaign.

As these projects affect the lives and well-being of entire communities, it's essential that they establish public

awareness, gain local momentum, and earn the support of their "crowd" to reach their goal of creating or maintaining a local landmark.

The crowdgranting model engages the public, allowing residents to be involved in achieving place-based improvements and instilling community pride as they invest in their surroundings.

This program increases Michigan's ability to attract and retain knowledge-based talent by taking advantage of unique placemaking assets across the state, making it a valuable funding mechanism for community investment.

Do you have an idea for a new public space in your community?

Learn more and get started at www.patronicity.com/puremichigan

Impact by the Numbers

This report highlights projects funded through the Fiscal Year 2024 Budget Allocation for Public Spaces Community Places.

Total Matched



\$1,358,500

2024

\$13,388,068

LIFETIME

Total Crowdfunded



\$1,571,037

2024

\$15,396,983

LIFETIME

Total Projects



32

2024

389

LIFETIME

Total Patrons



5,687

2024

72,926

LIFETIME

97% Success Rate

PROJECT CREATORS BY ENTITY TYPE

Municipality: 28%

Nonprofit: 72%

\$8,971,528

LEVERAGED FUNDING

**7.73:1 Total
Project Investment Ratio**

For every \$1 invested by the MEDC,
\$7.73 was invested privately.

\$10,504,650
Total Project Investment

CROWDFUNDING AND LEVERAGED FUNDING



HIGHEST RAISE

Masons Corner
had the highest
crowdfunding
campaign raise
of **\$88,324.**

SMALLEST CAMPAIGN GOAL

Community
Connect Center
had the smallest
crowdfunding
campaign goal of
\$5,000.

LARGEST NUMBER OF PATRONS

Hana's Garden had
the largest number
of patrons with
1,263 contributing
to the campaign's
success.

\$49,095

AVERAGE RAISE

\$44,016

AVERAGE GOAL

178

AVERAGE PATRONS

9

UNIVERSALLY ACCESSIBLE PUBLIC SPACES

6

PROJECTS ACCESSED ADDITIONAL FUNDING THROUGH
THE PSCP UNIVERSAL DESIGN EXTENSION

SMALLEST COMMUNITY

Honor
Population:
337

LARGEST CITY

Detroit
Population:
639,111

8

NEW COMMUNITIES
PARTICIPATED IN THE PROGRAM
FOR THE FIRST TIME

MICHIGAN MEDIAN
HOUSEHOLD INCOME

\$66,986

AVERAGE MEDIAN HOUSEHOLD
INCOME OF PROJECT LOCATIONS

\$55,931

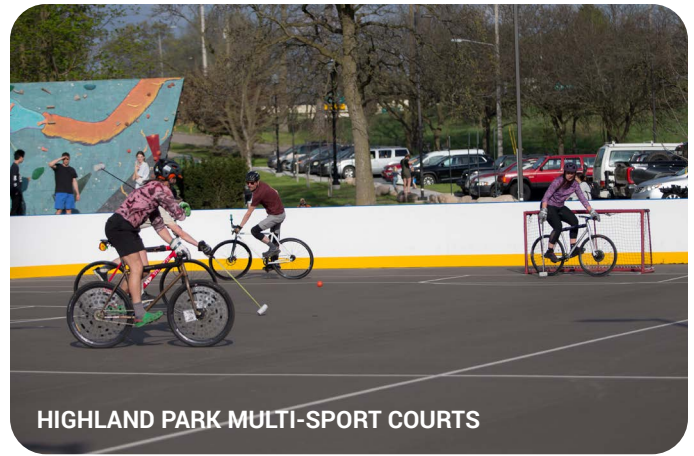
PERCENT OF PROJECTS THAT
TOOK PLACE IN COMMUNITIES
WHERE THE MEDIAN
HOUSEHOLD INCOME WAS
BELOW THE STATE'S AVERAGE

80%



Celebrating 10 Years of Public Spaces Community Places

This year marks the 10th anniversary of Public Spaces Community Places. In celebration of this milestone, the MEDC, along with the MML and Patronicity, toured the great state of Michigan to visit groundbreaking public spaces supported by the program. Along the way, we met passionate changemakers and placemakers, explored dynamic public spaces, and were inspired by the program's lasting impact.



HIGHLAND PARK MULTI-SPORT COURTS



"We are excited to be celebrating this important milestone for the PSCP program. Over the past 10 years, PSCP has been a part of activating places where people play and gather, resulting in nearly 24 million square feet of public space for Michiganders to enjoy."

— Paula Holtz, Regional Prosperity Managing Director, MEDC

"Celebrating 10 years of the Public Spaces Community Places crowdfunding program is a milestone in innovation, public and private partnerships, and how communities can play a role in identifying, building, and funding incredible projects meaningful to their residents and citizens."

— Ebrahim Varachia, President and Co-Founder, Patronicity



Groundbreaking Public Spaces from 10 Years of Public Spaces Community Places

Over the summer, the MEDC and Patronicity visited the state’s 10 Community Development Regions and projects from each year of our program’s lifetime. From the shores of Lake Superior to the Motor City, we visited sensational places and met the movers and shakers, creating vibrant public spaces across the Mitten.

Factory Two

FLINT, MICHIGAN	REGION 6
CROWDFUNDED: \$66,400	CROWDGRANTING MATCH: \$50,000
POPULATION: 81,252	PATRONS: 122

Flint’s first community makerspace, Factory Two is a place for residents, students, entrepreneurs, artists, small businesses, crafters, and inventors to call home. Factory Two in downtown Flint provides tools, equipment, and training, as well as a co-working space. In 2017, a crowdfunding campaign was launched to develop the space, raising \$66,400 and unlocking a \$50,000 match from the MEDC. The project builds on Flint’s innovative spirit and offers budding entrepreneurs and residents the opportunity to learn and create.

“Flint is a city full of hope and initiative, but resources are very limited. The idea behind Factory Two is that everyone deserves the tools, equipment, and training available at a makerspace.”

– Joel Rash, Program Coordinator, Factory Two

[Learn More](#)



ArtPath

LANSING, MICHIGAN	REGION 7
CROWDFUNDED: \$59,727	CROWDGRANTING MATCH: \$55,000
POPULATION: 112,644	PATRONS: 147

ArtPath, an annual public art program on the Lansing River Trail, was designed to simultaneously highlight Michigan’s creative talent and revitalize blighted spaces with temporary works of public art along the path. Led by the Lansing Art Gallery & Education Center, ArtPath has been activating space along the historic Lansing River Trail through public art since 2018 with the support of PSCP. In its seven iterations, the projects have raised \$59,727 through crowdfunding and received an additional \$55,000 in matching funds from the MEDC.

“What’s important about ArtPath is it’s providing this opportunity for artists to produce public art, which not a lot of artists have the opportunity to do, and sometimes it’s their first time doing it.”

– Sarah Hopkins, Exhibitions Director,
Lansing Art Gallery & Education Center

[Learn More](#)

Middle of the Mitt Miracle Field

MIDLAND, MICHIGAN	REGION 5
CROWDFUNDED: \$51,500	CROWDGRANTING MATCH: \$50,000
POPULATION: 42,547	PATRONS: 206

In 2020, the city of Midland announced plans to build a fully accessible, soft-surfaced baseball field to allow children and adults with special needs to enjoy the sport. Middle of the Mitt Miracle Field is the first universally designed playing field supported by PSCP and helped to encourage the development of the universal design funding extension, which expands the MEDC’s impact on improving accessibility in communities. The field includes accessible parking, dugouts, bleachers, and restrooms, with a concession area and cooling room. Thanks to the Middle of the Mitt Miracle Field, the Midland area is able to offer accessible recreational opportunities for its residents.

“The Miracle Field is so important because until we built this facility, there was no outdoor recreation opportunity for kids and adults who have a disability.”

– Marcie Post, Assistant Director of Public Services, City of Midland

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Curtis Jones Park

DETROIT, MICHIGAN	REGION 10
CROWDFUNDED: \$52,925	CROWDGRANTING MATCH: \$50,000
POPULATION: 639,111	PATRONS: 106

The Curtis Jones Park project in Detroit is a continuation of the public placemaking work by hyperlocal nonprofit NW Goldberg Cares, which works to make their neighborhood better one space at a time. The neighborhood transformed a vacant lot into a beautiful park featuring a dual-purpose outdoor basketball court and event space that honors a local basketball prodigy.

“It’s really for me about changing the hearts and minds of my people, understanding that in this work, there can be a change, there can be a resolve, there can be overcoming, there can be better for them. And that’s why we do this work. So I tell people, you can marvel at their physical transformation, that’s great. But what I marvel at is seeing the hearts and minds of my people changing. And that happens every day on this court, happens every day at all of our spaces.”

–Daniel Washington, Executive Director, NW Goldberg Cares

[Learn More](#)



Children’s Nature Playscape

KALAMAZOO, MICHIGAN	REGION 8
CROWDFUNDED: \$57,014	CROWDGRANTING MATCH: \$50,000
POPULATION: 73,598	PATRONS: 132

Children’s Nature Playscape at Bronson Park is a transformative project that brings greenspace and a natural playscape to the landscape of Downtown Kalamazoo. The space includes climbing features, an obstacle course, running water features, native plantings, and accessible pathways. In 2022, a crowdfunding campaign was launched to assist with phase one construction of the playscape, which was designed using community input to best serve the children of Kalamazoo.

“There was anticipation about what was going to happen here. And there were people who really wanted to be a part of that.”

– Nora Seilheimer, Executive Director,
Children’s Nature Playscape

[Learn More](#)



TOP Riverfront Pavilion

OTSEGO, MICHIGAN	REGION 4
CROWDFUNDED: \$52,692	CROWDGRANTING MATCH: \$50,000
POPULATION: 4,120	PATRONS: 155

In 2019, the Otsego Main Street Downtown Development Authority led a project to create a year-round community gathering space along the Kalamazoo River near downtown Otsego. Since then, the public pavilion has been used for numerous community events, including the summer nights concert series, an artisan market, the winter ice rink, and a seasonal farmer’s market. With the TOP Riverfront Pavilion, residents can experience events, purchase local foods, and gather in a communal space year-round.

[Learn More](#)



Marquette Area Skate Plaza

MARQUETTE, MICHIGAN	REGION 1
CROWDFUNDED: \$12,470	CROWDGRANTING MATCH: \$10,000
POPULATION: 20,629	PATRONS: 86

The second campaign to launch through PSCP, the Marquette Skatepark project raised \$12,470 in September 2014 and received a \$10,000 match from the MEDC. Funds went toward landscaping, benches, and skate-able art, further enhancing the Marquette Area Skate Plaza that opened after eight years of work by the community and over \$200,000 from individuals, corporations, foundations, and the city. The skatepark has provided a gathering place for people of all ages in the Marquette area to enjoy.

“Giving the kids this spot where they can all congregate – where they can all explore and learn and better themselves together in a safe way – has been huge. The kids needed that opportunity to have it in a safe place. There’s been a lot of studies on that sort of individual play and how that helps the development of kids; it really allows them to become creative. And I think the business community and the entire community has really embraced it.”

– Jon Swenson, Director of Community Services,
City of Marquette

[Learn More](#)



The Market at Cadillac Commons

CADILLAC, MICHIGAN	REGION 2
CROWDFUNDED: \$57,715	CROWDGRANTING MATCH: \$50,000
POPULATION: 10,371	PATRONS: 75

The Market at Cadillac Commons is an open-air farmer’s market structure, home to the community’s two established community markets, the Cadillac Made in Michigan Artisan and Farm Market and its traditional farmer’s market. In 2016, PSCP helped to fund both the performing arts pavilion adjacent to the city park and the market structure at Cadillac Commons, providing the final funding to finish the gathering space with a fireplace, splash pad, and small synthetic ice rink for children.

“The Market site was dilapidated buildings that were cleaned up, and contaminated soils were hauled away. The entire downtown has been transformed with the development of the Cadillac Commons area which includes the Market. Cadillac Commons is drawing more people than ever to the downtown area.”

– John Wallace, Community Development Director,
City of Cadillac

[Learn More](#)

AuSable Artisan Village Performing Arts Center

GRAYLING, MICHIGAN

REGION 3

CROWDFUNDED: \$67,200

CROWDGRANTING MATCH: \$50,000

POPULATION: 1,867

PATRONS: 225

In 2023, the AuSable Artisan Village expanded its impact by creating a new cultural arts space in downtown Grayling. The new performing arts center expanded Artisan Village's impact as a cultural hub. The campaign raised \$67,200 and received a \$50,000 match from the MEDC. Its grand opening was held in April 2024. The project gives Grayling-area residents further exposure to the arts and opportunities to enjoy live performances.

"We hear it a lot where people think, 'OK, Grayling is really Up Northy and outdoorsy.' And then they tend to look around and see this is a very artsy town. There are lots of concerts happening, there's lots of that kind of vibrancy."

– Radal Rosin, Assistant Director, AuSable Artisan Village

[Learn More](#)



Ypsilanti Farmers MarketPlace

YPSILANTI, MICHIGAN

REGION 9

CROWDFUNDED: \$86,600

CROWDGRANTING MATCH: \$65,000

POPULATION: 20,648

PATRONS: 283

In 2015, local nonprofit Growing Hope created the Ypsilanti Farmers MarketPlace by reclaiming an unused warehouse and former bank drive-through in the center of Ypsilanti's downtown and transforming it into an indoor-outdoor farmers market. The project reclaimed two underused properties in the community's city center, extended food assistance at the market year-round, and strengthened the local food economy.

"Being a space where people can come and congregate and make memories, build community, and equip our community with, whether it's actually the physical things that they need or want, or just knowledge, experiences."

– Julius Buzzard, Executive Director, Growing Hope

[Learn More](#)



Visit patronicity.com/puremichigan to explore more projects supported by Public Spaces Community Places



Public Spaces Community Places

patronicity.com/puremichigan



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**MICHIGAN ECONOMIC
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