

REDEVELOPMENT SERVICES TEAM

With experienced and dedicated staff focused on a proactive approach to site redevelopment, the Redevelopment Services Team (RSTeam) is the next frontier of the RRC program.

Michigan's communities, small and large, are rich with sites ripe for redevelopment. These properties may be in the form of vacant land, a superfluous surface parking lot, a former industrial site, a historic building that has fallen on hard times, or even vacant storefronts or upper stories along a traditional commercial street. Pushing these properties into more productive uses will help community leaders meet multiple goals, from increased tax revenue to a better quality of life for existing residents. Enter MEDC's Redevelopment Services Team (RSTeam).

OUR GOAL: Deploy a team focused on the proactive packaging of priority redevelopment sites throughout certified Redevelopment Ready Communities® across the state of Michigan.



The Redevelopment Services Team (RSTeam) is the next frontier of the Redevelopment Ready Communities® (RRC) program with experienced and dedicated staff focused on a proactive approach to site redevelopment. Upon RRC certification, communities gain the expertise of the RSTeam focused on proactive site redevelopment on their priority Redevelopment Ready Sites (RRsites). The team is built upon three foundational focus areas as we engage with each certified RRC community.

1. High-quality and in-depth technical assistance

The RSTeam expertise is in areas such as community planning, organizing, and consensus building, building design and construction, urban design, historic preservation, project management, and redevelopment finance and incentives. Equipped with this suite of knowledge and skills the team will engage with certified RRCs across the state, and through personal and direct one-on-one professional support, assist in the eventual redevelopment of their priority sites.

Service delivery: Pre-development assistance

- Site analysis
- Financial analysis
- Market analysis
- Environmental assessments and testing
- Appraisal
- Traffic impact analysis
- Development of RFQ, RFP, or other site marketing documents
- Site design
- Architectural services
- Other expenses as approved by RRC

2. RRSites marketing and promotion

The RSTeam will assist in the selection and promotion of priority RRSites in certified RRCs. Each certified RRC will be asked to provide 3–5 priority sites of which the RSTeam will focus their marketing efforts on. Promotional materials and property information packages via web content will be used by the RSTeam to promote priority RRSites. The RSTeam will also travel to various local, state, and national conferences to market and promote identified priority RRSites.

Service delivery: Site promotion via Zoom Prospecter

3. Developer relationship building and matchmaking

Through research and survey of the development community in Michigan, the MEDC has learned that many of the community development deals emerge organically through personal and community connections. Building on years of service and delivery on community development projects, the RSTeam will continue to cultivate relationships with known, successful developers in the state of Michigan and beyond while connecting them directly to real estate opportunities in certified RRCs.

Service delivery: Developer matchmaking

YOUR REDEVELOPMENT SERVICES TEAM



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