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 the MEDC’s new 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 is made up of a dynamic group of individuals with expertise 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.

2. RRSites marketing and promotion
   The RSTeam will collect and organize integral data on the priority RRSites in certified RRCs to disseminate via a number of different marketing and promotional mediums. Each certified RRC will be asked to provide up to three priority sites of which the RSTeam will focus their marketing efforts on. Promotional print materials, property information packages, web content, and listing on various real estate development platforms 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.

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.

MEET THE REDEVELOPMENT SERVICES TEAM

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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
- Development or refinement of community-supported vision
- Other expenses as approved by RRC

Service delivery: Site promotion via www.miplace.org and Zoom Prospector

Service delivery: Developer matchmaking events