









# PUBLIC SPACES COMMUNITY PLACES

ANNUAL REPORT 2022















# PUBLIC SPACES COMMUNITY PLACES

### **OVERVIEW**

Public Spaces Community Places (PSCP) is a powerful crowdgranting program and public placemaking initiative that creates vibrant places 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.** 

PSCP is a grant match program that utilizes donation-based crowdfunding to generate public interest and funding to revitalize or create public spaces. By utilizing web-based donations, projects are accessible to anyone willing to donate in real-time. This model we call crowdgranting engages the public as each person plays a part in achieving place-based improvements and instills community pride as residents become invested in their surroundings.

Placemaking projects are aided by PSCP, which assists the fundraising efforts of "patrons in the city" through a crowdfunding campaign on Patronicity. This creative funding mechanism mobilizes community members to make individual contributions, with the MEDC providing a matching grant if the campaign goal is reached. Potential projects must focus on the "activation of public spaces creating community places." Michigan's ability to attract and retain young knowledge-based talent is greatly increased by taking advantage of unique placemaking assets in each of our communities, making this funding mechanism even more valuable.

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 hit their goal and maintain a local landmark.

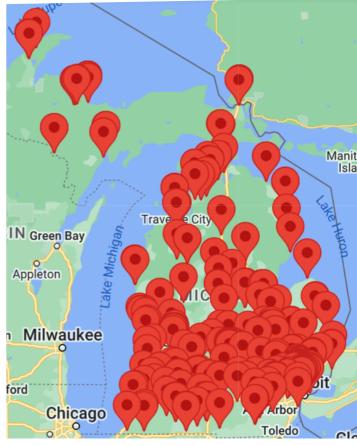
The magic of this program is the effectiveness of its model and design. Community-led placemaking projects can use PSCP to obtain the final funding needed to open a space and gain public support and awareness in the process. Through crowdfunding on Patronicity, communities are able to secure funding for the development of strategic projects with a matching grant of up to \$50,000 from the MEDC.

This year, PSCP hit a major milestone awarding \$10 million in matching funds to more than 300 projects across the State of Michigan since 2014 – from the Copper Country Curling Club in Calumet, an off-leash dog park in Detroit, and the Bright Walls Mural Festival in Jackson.

Communities, nonprofits, and municipalities can submit projects by applying for a Patronicity crowdgranting campaign. Founded in Detroit in 2013, Patronicity uses crowdfunding as a catalyst for placemaking and community development. Through Patronicity, the PSCP program has a 97% success rate for funded campaigns, which has been maintained over the last eight years!

# PUBLIC SPACES COMMUNITY PLACES LIFETIME STATS





\$12,577,052\* CROWDFUNDED 10,889,568 MATCHED

335
PROJECTS

**59,193 PATRONS** 

To date, PSCP has funded over **335 successful projects** across "the Mitten". From villages with a population as small as 291 people to cities with populations as large as 632,464. We have seen the success of placemaking projects from volunteer-led groups with three to four active members to larger foundations with over 20 members. The program has activated **over 17 million square feet of public space**. For every dollar granted it is leveraging \$7.56 of privately raised funds.

The average project using PSCP is setting a goal of raising \$34,508.62 and is raising an average of \$38,454.83, meaning on average our projects raise 113% of their goal through our program. On average, our projects gain an average of 179 vested supporters through this process, helping communities develop an engaged donor database for future projects.

THIS WAS A BIG YEAR FOR PUBLIC SPACES COMMUNITY PLACES

**2022 IN REVIEW** 

# THE BIG PICTURE

PSCP'S OVERALL IMPACT IN 2022

33 TOTAL PROJECTS CROWDFUNDED

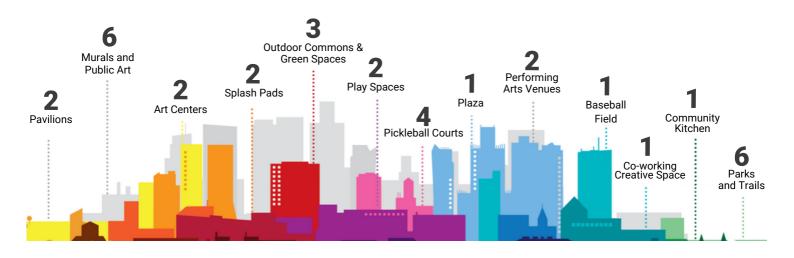
\$1,525,264

\$1,326,500 **MATCHED** 

\$8,800,444 LEVERAGED

\$11,652,208 **TOTAL FUNDS FOR COMMUNITIES** 

### **PROJECT TYPES IN 2022**













#### WHO GOT FUNDED?

There were 33 projects in total funded in the 2022 fiscal year. The average campaign goal was \$40,197 and the average raise was \$46,220. PSCP projects raised an average of 116% of their goal. About 64% of projects set out to raise a crowdfunding goal of \$50,000. The highest raise this year was the Soo Splash Pad in Sault Ste. Marie, raising \$110,110 of their \$50,000 goal.

According to the 2020 US Census, the Median Household Income in the US was \$67,521. In Michigan that number was \$59,234. **84% of all 2022 PSCP projects took place in communities where the Median Household Income fell below the state's Median Household Income.** The average Median Household Income of a PSCP community in 2022 was \$48,628 and ranged from \$30,388 (Flint) to \$93,038 (Berkley).

The most amount of projects came out of Region 7, 8, and 1. Every grant dollar in FY 2022 leveraged \$7 of privately raised funds.

#### **LOOKING AT THE NUMBERS**

- The **smallest campaign goal** was ArtPath 2022 in Lansing with a goal of \$7,500.
- 67% of our projects were developed by **nonprofits** this year, while 33% were led by **municipalities**.
- Campaigns in 2022 had an average of 232 donors per campaign.
- The total public square footage activated in 2022 was 734,684 square feet.
- The place with the **most** PSCP projects this year was Lansing with 4 projects.
- The smallest village PSCP touched this year was the Village of Marcellus with a population of 1,140, to create the FlyOver Co-Working and Creative Arts space. This small town was followed by St. Ignace (population 2,133) and Rogers City (population 2,669).
- The largest city PSCP touched in FY 2022 was Grand Rapids with a population of 199,417.





## **FOODIE COMMONS**

FLINT, MICHIGAN

#### **PROJECT OVERVIEW**

Led by the local nonprofit Communities First, Inc. (CFI), the campaign to create Foodie Commons in Flint had great success. Raising over their \$50,000 goal, this project will transform a long vacant flower shop building and the surrounding lots into a food truck and events park with ample green space. Since ending their campaign in January, they have hosted food trucks at Foodie Commons every Wednesday and Friday through October. So far in 2022, they've engaged 15 food truck partners and mobile resource vehicles, including the Flint Fresh Mobile Food Market and the Genesee Community Health System's mobile vaccine and community health units.

Along with offering physical spaces for local entrepreneurs, CFI is leveraging their network to extend additional opportunities to food truck owners on their off days. We're excited to share that Foodie Commons sellers have also been invited to vend at community events like Flint's Alley Fest and Food Truck Sundays hosted by Flint's Downtown Development Authority, as well as private events!

With the continued redevelopment of the former flower shop to complete Foodie Commons, this space will continue to foster a supportive environment for small business owners as well as creating a community destination for all.



"We're excited to be a part of the Public Spaces Community Places program and that the MEDC sees Foodie Commons @ the Flower Shop as an important investment in Flint. With support from the community, we're confident we'll be able to transform this blighted site into a community destination."

- Glenn Wilson, President/CEO of Communities First, Inc.







## **CHILDREN'S NATURE PLAYSCAPE**

DOWNTOWN KALAMAZOO, MICHIGAN

#### **PROJECT OVERVIEW**

The Children's Nature Playscape in Kalamazoo crowdfunded and implemented their project in 2022.. Led by a local church and volunteer steering committee, this project brought a greenspace and natural playscape to the hard landscape of Downtown Kalamazoo. The space includes climbing features, an obstacle course, running water features, native plantings, and accessible pathways. This project also recognizes and honors the traditional lands and practices of the Match-E-Be-Nash-She-Wish Band of the Pottawatomi people, upon which this space was developed. Tribal leadership is part of leadership in the steering committee and some design elements and programming of the space will incorporate native practices and culture. The First Congregational Church of Kalamazoo raised \$7,000 more than their \$50,000 goal despite major pre-campaign nerves about hitting their goal.



"I've noticed that this park encourages play with others. My girls always look forward to coming here because they get to play with others who share the curiosity of nature, and they get to learn together."

- a local parent







# **BRIGHT WALLS FINALE**

JACKSON, MICHIGAN

#### PROJECT OVERVIEW

In 2022 we fondly bid farewell to one of our champion PSCP projects, Bright Walls in Jackson. Led by the City of Jackson and the Jackson Young Professionals, this mural festival has changed the landscape of Downtown Jackson for good. Over the last four years the festival has hosted more than 40 different artists from across the globe. As a result, there are a total of 41 murals throughout Downtown Jackson, attracting nearly 200,000 visitors from all across the Midwest and beyond to visit specifically for the murals and festivities. In this final farewell tour the Bright Walls Finale hosted 12 internationally recognized mural artists and seven Michigan-based mural artists at a new festival site downtown. Each day of the festival included mural painting and a wide range of inclusive free activities for the entire community. The funds raised from this campaign activated an underutilized block and created 20 new high-quality murals for all to enjoy. This program shows how public art initiatives can serve as economic development and community development when done with public input and support.



"With support from the PSCP matching grant program we're able to make our community's contributions go even farther in creating an accessible gallery of world-class art in downtown Jackson. The PSCP program is helping another Michigan community excel through the work they do."

- Clay McAndrews, Bright Walls Founder and Co-Director







# PUBLIC SPACES COMMUNITY PLACES 2023 & BEYOND

EXPANDING OUR IMPACT TO ENCOURAGE UNIVERSAL DESIGN AND ACCESSIBILITY IN PUBLIC SPACES

Looking ahead to the future of our Public Spaces Community Places (PSCP) program, we are interested in providing additional incentives for projects that focus on the accessibility of public spaces. While some projects such as skate parks or rock-climbing walls are inherently not accessible projects, most public spaces can be enhanced if they are created with the intent to be accessible for all users.

We recommend the incorporation of Universal Design/Inclusive Design as the guiding framework for all new construction and major renovation projects. 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. As such, the ADA is far from being an ideal standard of accessible design nor does it achieve the most inclusive spaces. By contrast, Universal Design/Inclusive Design encourages the development of spaces, products, and services that are easier for ALL users-- both with and without disabilities-to engage with.

#### **OUR PROGRAM UPDATES ARE AS FOLLOWS:**

- PSCP will offer an additional (up to) \$25,000 match for new public space projects that are "universally designed". This is in addition to the maximum \$50,000 match provided for the activation of new public spaces. These projects will be required to obtain a letter of support from a disability advocates group to qualify for the additional incentive amount.
- The program will now also be available to <u>existing public</u> spaces that are upgrading with universal design elements applicants can request up to a \$50,000 1:1 match to make these spaces more accessible to all.
- To qualify for the additional funding applicants must obtain an accessibility/Universal Design review of their project from an organization representing people with disabilities. Please obtain a letter of support for the project.

## UNDERSTANDING UNIVERSAL DESIGN AND INCLUDING IT IN YOUR PROJECTS:

Universal Design's <u>seven guiding principles</u> as first articulated by Ron Mace, AIA, and the Center for Universal Design at North Carolina State University School of Architecture are:

- 1). Equitable Use
- 2). Flexibility in Use
- 3). Simple and Intuitive Use
- 4). Perceptible Information
- 5). Tolerance for Error
- 6). Low Physical Effort
- 7). Appropriate Size and Space for Approach and Use

The **Universal Design Guidelines 2.0** which <u>Disability Advocates of Kent County</u> has developed will inform this effort. We look forward to seeing more public spaces that are truly accessible and usable to all, and encourage development in that direction into the future.

