



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

CD OVERVIEW & POST COVID-19 PRIORITIES

MAY 6, 2021

COMMUNITY DEVELOPMENT
Michigan Economic Development Corporation

MEDC IS COMMITTED TO ENABLING LONG-TERM ECONOMIC OPPORTUNITY FOR ALL MICHIGANDERS



MISSION

Achieve long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide



VISION

Make Michigan's economy the nation's fastest growing, most equitable and most resilient by:

Achieving 'Top 10' status for:

- Job growth in targeted sectors
- Equitable job growth
- Real median household income growth

Attaining the largest net gain of talent in the Midwest.

GUIDING PRINCIPLES



Sustainable, long term growth

Catalyze long-term job growth. Ensure resilience of Michigan's economy against downturns and automation potential.



Regional impact

Empower and support every region – from rural areas to urban cores – in improving economic outcomes.



Equitable, high-wage growth

Drive equitable pathways toward high-wage growth by enabling industries, communities and businesses that provide opportunities for all.



Customer focus

Ensure a customer (businesses, communities, entrepreneurs) and partner orientation in all we do.

STRATEGIC FOCUS AREAS



Attract, retain and support businesses

Aggressively work to attract and retain companies in target industries that support growth in jobs, wages and investment



Foster high-wage skills growth

Collaborate on efforts to produce, attract and retain the skills needed for in-demand and high growth occupations in focus industries



Develop attractive places

Attract talent through innovative placemaking and streamlining development processes at the community level to transform underutilized properties into vibrant areas



Catalyze entrepreneurship

Strengthen the ecosystem that enables more entrepreneurship, commercialization and new business creation



Market the state

Promote Michigan's image as a world-class business location and travel destination

Community Development

Supporting the growth of vibrant, diverse
and sustainable communities across Michigan





REDEVELOPMENT READY
COMMUNITIES®



REDEVELOPMENT READY COMMUNITIES

RRC empowers communities to shape their future by building a foundation of planning, zoning and economic development best practices and integrating them into their everyday functions.



redevelopment ready communities®

BEST PRACTICES



1. Plans & Public Engagement
2. Zoning
3. Development Review
4. Boards & Commissions
5. Economic Development & Marketing
6. Redevelopment Ready Sites®

RRC LEVELS: ESSENTIALS & CERTIFIED

RRC offers two levels: "Essentials" and "Certified." Communities can determine which level is most appropriate for their needs based on capacity, community goals and other local factors. Communities are encouraged to consult with their assigned RRC planner if they are unsure which level they would like to pursue.



Communities who have achieved Essentials status have all the key documents and practices in place to provide a predictable development experience and meet local planning and zoning responsibilities under Michigan law.

RRC Certified communities have integrated all the Best Practices into their local processes and proactively seek out community development opportunities while providing a predictable development experience.



Certification is the signal that your community is open for business



Technical assistance match funding

3rd party review



Continued technical assistance



On-going partnership



Prioritization for community development funding tools



REDEVELOPMENT SERVICES

Suite of Services



Baseline
Community Visits



Priority Site Identification &
Promotion



Predevelopment Assistance



Developer
Matchmaking



Design/Build Package



MICHIGAN MAIN STREET

OPEN



Michigan Main Street Program Levels



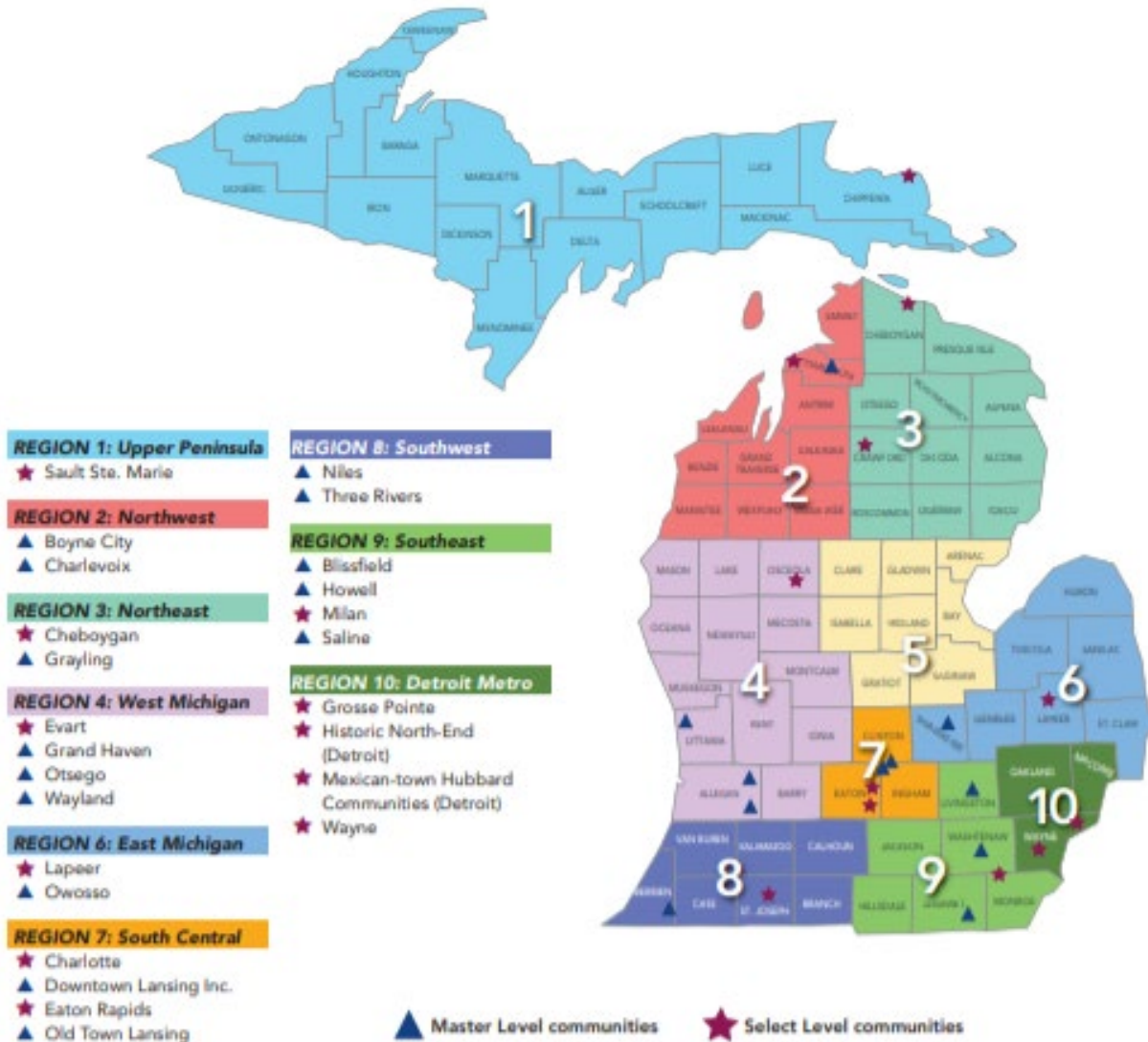
Learn:
Training
Series

Start:
Engaged
1-3 years

Progress:
Select
5 years

Maintain:
Master
At least 2 years

Michigan Main Street Communities 2020



Comprehensive Impact of Main Street

ECONOMIC VITALITY



DESIGN



PROMOTION



ORGANIZATION





SMALL BUSINESS SERVICES

Technical Assistance

- Business Retention Tools
- B Corp education & training

Access to Capital

- Match on Main
- Community Capital

Partnership / Referrals

- MI-SBDC
- National Main Street Center
- Local resource providers

Technical Assistance

- Business Retention Tools
- B Corp education & training

Access to Capital

- Match on Main
- Community Capital

Partnership / Referrals

- MI-SBDC
- National Main Street Center
- Local resource providers

BUSINESS RETENTION TOOL

- Small businesses may access an online learning portal through a partnership with the MEDC & Northern Initiatives
- Training series for local units of government, DDAs and Main Street programs to support businesses within your district and how to navigate the available resources

Date	Contact	Business	Years in Business
1 Year Goal(s)			
3-5 Year Goal(s)			

Step 1: Use the self-assessment scores to identify support areas	This is something I need to learn.	I understand this but have not yet applied.	I understand and apply, but could improve.	I understand this and apply it effectively.
MONEY	1	2	3	4
Creating a Profit & Loss (Income Statement)				
Creating a Balance Sheet				
Using financial statements (Income Statement and Balance Sheet) to make business decisions				
Creating and using cash flow projections				
Reading and improving my credit score				
Understanding and implementing good bookkeeping practices				
Calculating break-even and profit needed to reach goals				
Understand and stay current on all of my business tax obligations (i.e., sales, payroll, income, etc.)				
MARKETING	1	2	3	4
Defining and reaching target market				
Communicating product/service features and benefits effectively				
Communicating my competitive advantage				
Aligning my marketing plan to support my revenue and profit goals				
Creating/utilizing a brand that represents my business clearly				
Increasing the effectiveness of my website				
Improving my social media marketing efforts				
Engaging customers through email marketing				
Identifying and understanding digital advertising				

Michigan Economic Development Corporation
miplace

PROGRAMS REDEVELOPMENT READY SITES SMALL BUSINESS

Getting Started with Initiate

June 30, 2020 at 10 a.m.
[REGISTER NOW](#)

In this training, we introduce you to Initiate, an online learning portal with more than 100 resources on money, marketing and management to support the launch and growth of small businesses. Also, we will share an assessment tool you can use with local businesses to help them evaluate their skills and align corresponding resources.

Who Should Attend:

- Downtown development authority executive directors, main street directors, and other downtown management organization or municipal staff who desire to support small businesses
- Financial institutions, CDFIs, and other resource providers who utilize MEDC's Capital Access program

Objectives:


- Learn how Initiate was developed and how it's being used to support small businesses in 31 states
- Walk through the Initiate platform and associated small business resources
- Tips to get started with the Initiate platform
- Recommended resources and preparation for the second training

DOING GOOD

- Through a partnership with Good For Michigan, offering support to businesses interested in making a positive impact on their employees, their local community and the natural environment.
- WHY? Resiliency, talent attraction, sustainability!



The Small Business Guide to B Corporations in Michigan



Brought to you by

AMERICA'S SBDC MICHIGAN

POWERED BY SBA U.S. Small Business Administration

MEDC MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

In partnership with: GOOD FOR MICHIGAN

What you need to know about B Corporation Certification for small businesses in Michigan.

Companies who make a positive social, environmental, and economic impact are often considered "doing good." Some of these companies have gone on to become a certified B Corporation and explicitly use business as a force for good.

The Certified B Corporation designation is earned by companies that are focused on environmental and social change in addition to monetary profits (the triple bottom line). B Corps are certified by B Lab, a nonprofit organization that believes in unifying companies around the world with their goal of making high ethical standards for business practices the new norm.

Technical Assistance

- Business Retention Tools
- B Corp education & training
- ReopenMainStreet.org

Access to Capital

- Match on Main
- Community Capital

Partnership / Referrals

- MI-SBDC
- National Main Street Center
- Local resource providers

MATCH ON MAIN

- Small Business grant program administered in partnership with eligible communities including Michigan Main Street & Certified RRC communities
- Supports new and expanding businesses by providing up to \$25,000 for interior renovation and working capital for inventory, marketing and other eligible expenses.



COMMUNITY CAPITAL

Community capital is simply money that comes from the community and goes to the community. This can include donation-based crowd funding like PSCP to investment-based crowdfunding that is a potential tool for small businesses.

Michigan's First Investment Crowdfunding Campaign, Tecumseh Brewing Co., a Success

May 2, 2014



Tecumseh Brewing Co. Owners

Michigan's first Investment Crowdfunding campaign under the new Michigan Invests Locally Exemption - MILE - has successfully reached its maximum goal. The Tecumseh Brewing Company this week reached \$175,000 in local investments from Michigan residents.

The company is the first in Michigan to raise funds under MILE, also known as RA264 of 2013, which uses an investment model of crowdfunding rather than a rewards based model like Kickstarter. The difference between a Kickstarter campaign and a Michigan Investment Crowdfunding campaign is that supporters are also investors, and have the opportunity to receive a financial return on their investment," said Chris Miller, City of Adrian economic developer, who was intimately involved in the introduction and passage of the legislation.

The Detroit News

News Sports Autos Business Michigan Life + Home Entertainment Opinion Obituaries

BUSINESS

Detroit Soup, funding ideas one bowl at a time

Stephanie Steinberg The Detroit News
Published 11:46 p.m. ET May 25, 2016 | Updated 11:53 p.m. ET May 25, 2016

View Comments

Cracked ceilings and cement floors might bother some people, but for Detroit resident Any Kaherl, the imperfect aesthetics of Ponyride are motivators.

"I love that there's drywall behind us because it always feels like there's something else that needs to happen," she says, wedged in her few feet of space on the second floor. "It makes me feel like the work's not done."



Kaherl's to-go cup from the Anthology coffee house downstairs hints that the 34-year-old former pastor, who deejays at Old Miami bar on the side, doesn't stop.



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

INVESTMENT-BASED CROWDFUNDING FIELD GUIDE

September 2016

Technical Assistance

- Business Retention Tools
- B Corp education & training
- ReopenMainStreet.org

Access to Capital

- Match on Main
- Community Capital

Partnership / Referrals

- MI-SBDC
- National Main Street Center
- Local resource providers

SBDC RESOURCES

- Business Counseling, Growth Team Consultants, and On-demand trainings
- CARES Act Plan
 - Contracted service providers to assist small businesses
 - Additional business consultants available
- Comeback Kit



HOW WE HELP



Business Consulting
Accounting
Budget Planning
Buy/Sell a Business
Cash Flow Management
Customer Relations
eCommerce
Franchising
Government Contracting
International Trade
Legal Issues
Managing a Business
Human Resources &
Organizational Development

Start-Up Assistance
Tax Planning
Technology/Computers
Market Research
Search Engine Optimization
(SEO) Analysis
Export Strategy
Transition Planning
Business Plan Development
Financial Management
Marketing Strategy
Cybersecurity
Loan Package Development

In-Person Training
Workshops
Live Online Training
On-Demand Online
Training
Technology
Roadmapping
Investor Readiness
Commercialization
Strategy
Business Accelerator
Fund
Emerging Technology
Fund
SBIR/STTR Proposal
Review



HISTORIC PRESERVATION



Identification

- Survey is the process for identifying and gathering data on a community's historic resources. It helps:
 - Communities to prioritize preservation projects for technical assistance, grant applications, and local funding
 - Property owners and developers to prepare National Register nominations, which enable use of historic preservation tax credits
 - Planners to develop land use policy and promote responsible decision-making
 - Community organizations to develop heritage tourism and educational programming





Designation

- Local Historic District (PA 169)
Enables communities to establish local historic district ordinances to protect historic properties and incorporate preservation into community planning
- National Register of Historic Places
Provides a tool that allows communities to recognize and honor important places and enables certain properties to access preservation incentives





Tax Credits


- 20% Federal Rehabilitation Tax Credit
 - Receive roughly 35 new applications per year
 - Approve approximately 25 Part 3 application per year
 - Representing an annual average of \$138M in direct investment
- 25% State Rehabilitation Tax Credit
 - Not yet actively accepting projects



Michigan Lighthouse Assistance Program (MLAP)

- Planning and Rehabilitation Grants
 - \$60,000 maximum award
 - 50% of grant award match required
 - Governmental units and non-profits
- Funded by the “Save Our Lights” license plate
 - Over \$2.4 million awarded since 2000
 - \$25 from each new plate and \$10 renewal to fund





Certified Local Government (CLG) Program

- Federal-State-Local Partnership
- Any local unit of government—county, city, township, or village—willing to meet program requirements
- CLGs support and integrate preservation into master planning and community development processes
- CLGs are recognized as active partners in the national historic preservation program and gain special access to technical assistance, **grant funding**, and other benefits





MEDC COMMUNITY DEVELOPMENT FUNDING PRIORITIES

COMMUNITY DEVELOPMENT GOALS

Local & Regional Impact

- Project supports the vision and goals stated in the local master plan, downtown plan, capital improvements plan and/or economic development strategy.
- Community financially supports the project as demonstration that the project is a priority.
- **Project strengthens connections to local/regional workforce and career opportunities to the community, region and/or state's overall workforce and opportunities particularly in support of the growth and development of the MEDC's strategic focus industries.**
- **Located in a Geographically Disadvantaged Area**
- **Project is coordinated with or supports other state investments in the community.**
- **Readiness of infrastructure – utilities, housing, transportation, public transit and other community services. Is project filling available capacity or creating need for new community or state investments in infrastructure/resources?**
- **Emerging developers who seek to generate community development projects that serve as a catalyst for community impact, specifically in geographically disadvantaged areas.**
- **The community has a documented public participation strategy for engaging a diverse set of community stakeholders.**

COMMUNITY DEVELOPMENT GOALS

Place Considerations

- Evaluated in concert with the basic tenets of urban design; has mass, density, building type(s), and scale appropriate to the neighborhood context and positively contributes to the pedestrian experience.
- Contributes to a traditionally dense mixed-use area and contains multi-story elements.
- Promotes mixed-income neighborhoods.
- Incorporate integrated and sustainable approaches to manage the quantity and the quality of stormwater for infrastructure improvements.
- Universal design (designed to be accessed, understood and used to the greatest extent possible by all people).
- Redevelopment meets a third-party certification for green buildings (Leadership in Energy and Environmental Design [LEED], Energy Star, Living Building Challenge, Net Zero Energy Building, Green Globes, etc.)
- **Availability of public transportation or other transportation programs to improve job access, or proximity/accessibility for workforce.**
- **Addresses improvement to non-motorized transportation.**

COMMUNITY DEVELOPMENT GOALS

Economic & Financial Considerations

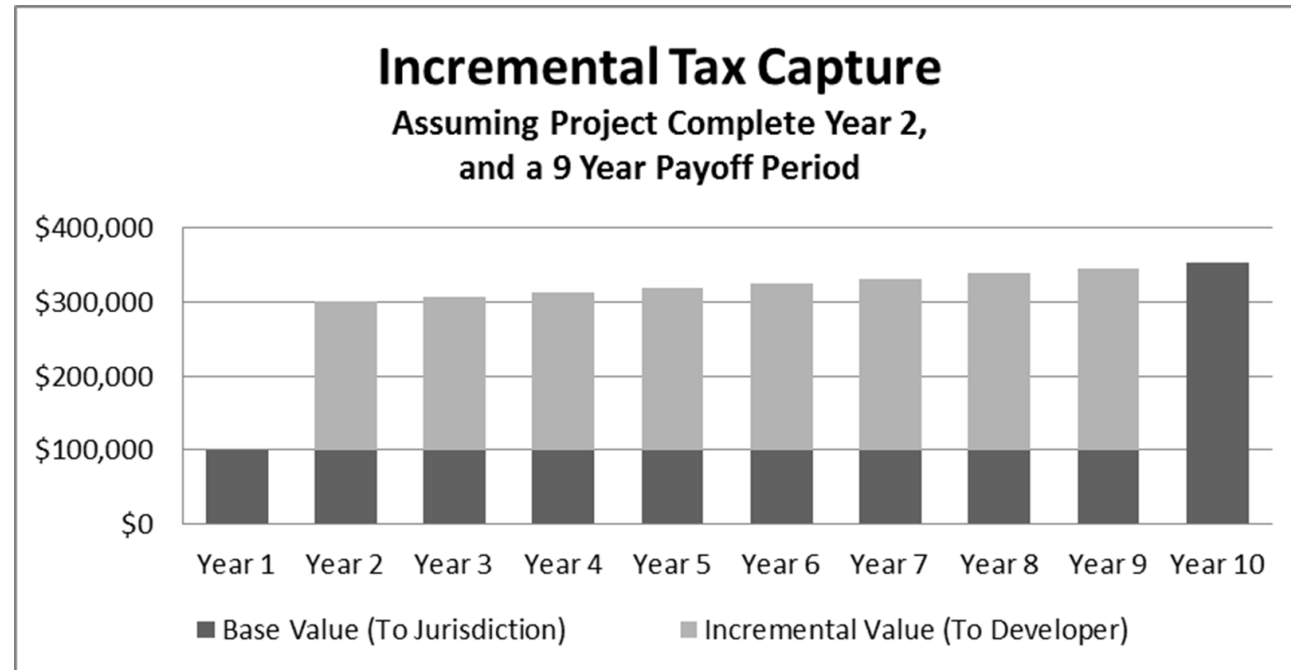
- **Senior Financing:** maximize all available senior financing with preference through a federally insured and regulated senior lender.
- **Debt Service Coverage Ratio:** ensure that the projected cash flow after MCRP incentive is applied is adequate to service debt.
- Financial need for the incentive(s) is demonstrated.
- All other potential funding resources have been explored and maximized.
- Demonstrated financial commitment towards the project by developer/owner equity contribution (generally 10–20% of total development cost) and deferred developer fees. Flexibility on these contributions will be given to emerging developers.
- Developer and non-third-party fees (including management, guarantee, and project coordination fees, etc.) should be deferred through available cash flow as a general rule.



FUNDING PROGRAMS

BROWNFIELD TAX INCREMENT FINANCING

- Eligible Project: property or building that is contaminated, functionally obsolete, blighted, historic resource
- Adjacent and contiguous properties
- MEDC administers non-environmental activities
- EGLE administers environmental activities
- Industrial, commercial, residential, etc.
- Eligible Non-Environmental Activities:
 - Brownfield & Act 381 Work Plan preparation
 - Interest (case-by-case basis)
 - Demolition
 - Lead & asbestos study, abatement
 - Site preparation & infrastructure (CORE communities only)



COMMUNITY REVITALIZATION PROGRAM (CRP)

State Gap Financing for Private Redevelopment Projects

- Competitive. Need-based. Performance-based.
- Annual appropriation from Legislature
- Grants, direct loans, loan participation, equity investments
- Grants up to \$1.5M per statute (limited to \$750k per parameters). \$10M into any single project.

Property Eligibility: contaminated, blighted, functionally obsolete, historic resource

Eligible Investment: demolition/site improvements, rehabilitation, new construction, architectural/engineering, M&E, Furniture/fixtures




COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

- US Department of Housing and Urban Development (HUD) allocates CDBG funding to the State, funds flow from MEDC to local municipality
- Eligible Projects must meet at National Objective and must have an Eligible Activity
- National Objectives:
 - Benefit persons of Low to Moderate Income: Job creation, Area benefit, Housing
 - Prevention or Elimination of Slum or Blight: Spot, Area wide, Historic preservation
 - Urgent Need
- Specific requirements related to prevailing wages, bidding, contracting
 - Work closely with your CATeam and CDBG program specialist to ensure compliance
- Currently funded incentives: rental rehab, water related infrastructure (WRI)

REACH OUT TO YOUR COMMUNITY ASSISTANCE TEAM SPECIALIST AS EARLY AS POSSIBLE!

Public Spaces Community Places (PSCP)



DOWNTOWN EAST LANSING
DAYTIME. NIGHTTIME. ANYTIME.

📍 EAST LANSING, MI


Daytime. Nighttime. Anytime. Place Project

This project will activate public spaces in our downtown and provide the community with more opportunities to socialize safely and engage in the local

\$22,085 of \$50,000 **23** days left

★ Matching Grant: Michigan Economic Development Corporation

[VIEW](#) [⚡ SUPPORT](#)



📍 MUSKEGON, MI


Muskegon Rails Project

Prepare and paint murals on two railroad overpass bridges along Seaway Drive

\$25,562 of \$50,000 **33** days left

★ Matching Grant: Michigan Economic Development Corporation

[VIEW](#) [⚡ SUPPORT](#)



📍 BATTLE CREEK, MI

Splash Pad at Claude Evans Park

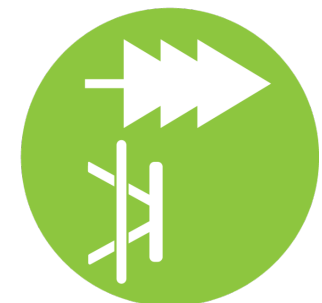
The splash pad would be a fun and unique addition to Claude Evans Park, where it would encourage more families with young children and youth to gather.

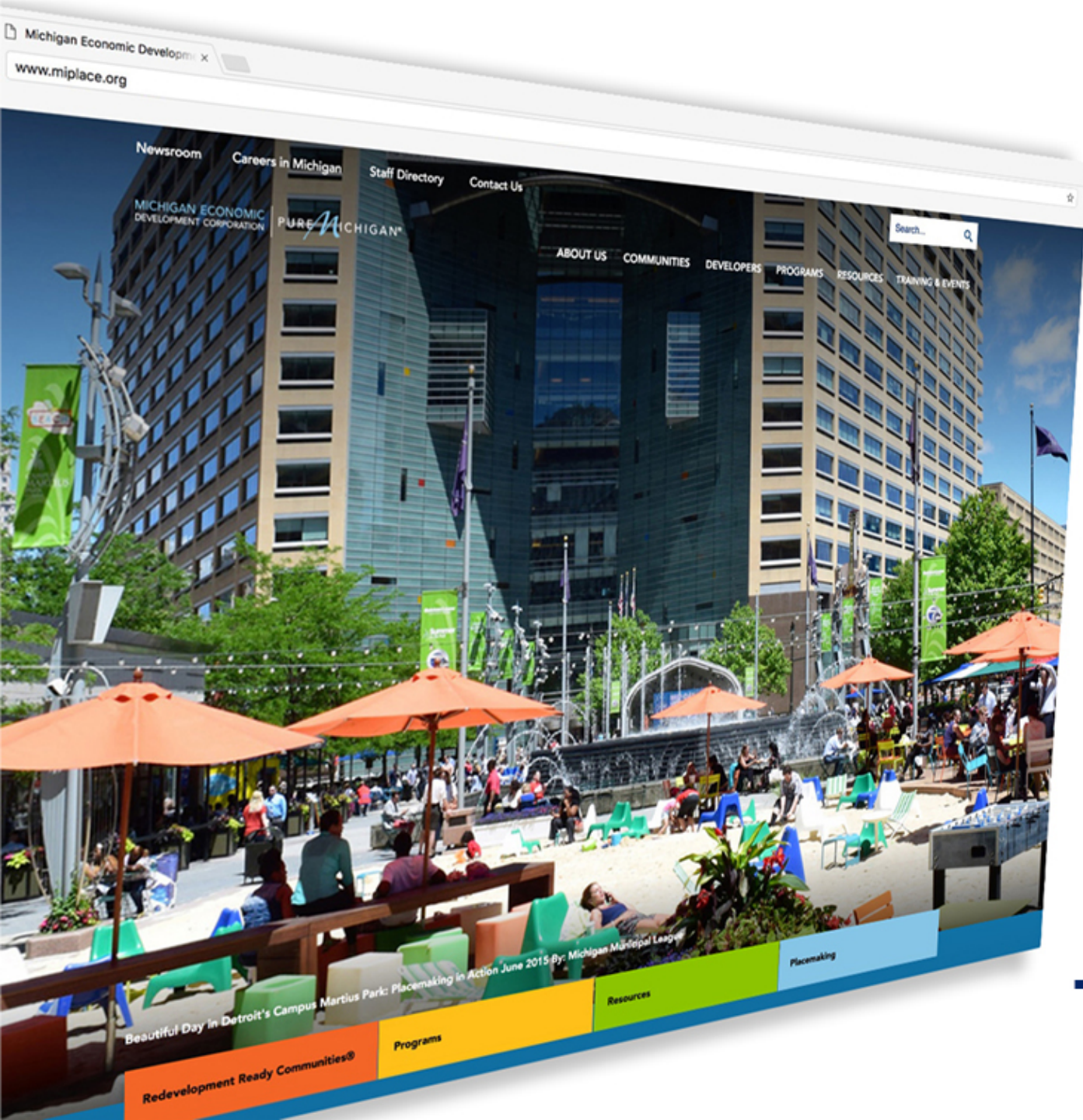
\$60,483 of \$50,000 **Project Closed**

★ Matching Grant: Michigan Economic Development Corporation

[VIEW](#) [⚡ SUCCESS!](#)

PUBLIC SPACES
COMMUNITY PLACES





RESOURCES

www.miplace.org

LinkedIn:

MEDDC Community
Development

Facebook:

@MiPlaceNews

Twitter: @MiPlaceNews

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Dominic Romano

*Community
Assistance Team
Specialist*

313.418.7568

romanod@michigan.org



Phone



Music



Safari



Camera