



PAL UPDATE

Building a New and Prosperous Michigan

September 2008



Successful **regions** in Michigan have come **together** with **one objective** – to plan for the kind of growth that would make them good places to live, work, and play.

PEOPLE AND LAND AWARDS REGIONAL PROSPERITY INITIATIVE GRANTS

After many weeks of reviewing 26 proposals submitted by the deadline of May 12, 2008, the People and Land (PAL) Leadership Council has selected nine recipients of the 2008 PAL Regional Prosperity Initiative grants. The rigorous review process was completed in late August, after several months of preparation and planning the initiative, then reviewing proposals.

“The Leadership Council strictly adhered to the criteria it had developed,” said Julie Metty-Bennett, of Public Sector Consultants, who managed the process for PAL. “They knew what kind of regional leadership and partnerships would be essential to the success of the projects, and the parameters they wanted followed.”

The criteria established by the Leadership Council were forged over several months, as a result of the Council's conviction that the best opportunity to create positive and sustainable change in Michigan is at the regional level, given the state's inability to lead on the issues where economic, environmental, and social concerns converge. The Council first developed Six Pillars for Prosperity, which provide a focused agenda for changing Michigan's economic direction.

Next, the Council created the Regional Prosperity Initiative, making available multiple grants that require efforts to foster multi-sector and multi-jurisdictional collaboration at the regional level as a means to advance economic, environmental, and social progress. Eligible proposals were required to create and enhance a regional identity, work across multiple counties and provide sustained support and leadership for the collaborative work of opinion leaders in their region. In addition, the proposals had to make a convincing case for advancing their region's prosperity by responding to needs specific to that region and addressing one or more of PAL's Six Pillars for Prosperity.

Three types of grants were available: readiness, mobilization, and sustainability. The first, readiness grants, will allow key stakeholders within a region to build support and commitment for collaborative
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2008 REGIONAL PROSPERITY INITIATIVE GRANTS: A CLOSER LOOK

“It is clear that the future of a prosperous Michigan rests in cohesive and forward-looking regions,” said Jim Barrett, past president of the Michigan Chamber of Commerce, and one of the seven members of the PAL Leadership Council. “The Council is frankly excited by the prospects for success of these nine grantees. People and Land represents multiple sectors of the Michigan economy, and we believe that supporting regional collaborations will influence decisions about Michigan’s prosperity by applying land-related strategies that include economic, environmental, and social innovation.” The grantees for this initiative are at various stages in co-creating successful regional collaborations – some are relatively new, while others have been developing their partnerships for nearly 20 years. For more detailed descriptions of grantee projects, visit www.peopleandland.org.

Developing the D – Detroit Metro Convention & Visitors Bureau (DCVB)

Under the banner of “Developing the D,” the Tourism and Economic Development Council of the DCVB is building a Destination Districts initiative. The project expects to create urban destinations that provide opportunities and experiences that attract and retain residents, visitors, and investment by focusing on the uniqueness of a series of destination districts within the Detroit metro area. It will foster the capacity of local leaders to work with each other on a district or sub-regional basis and also on a region-wide basis by creating strategies to link districts. The Michigan Suburbs Alliance (MSA) will support with recruitment/engagement of city leaders and millennials. Policies that need the support of the entire region will be supported by the Millennial Mayors Congress developed by MSA.

survey West Michigan voters, as well as interested stakeholders, in the eight-county area to gauge the effectiveness and value of its work. 2) Utilizing PAL expertise, WMSA will enhance the diversity and sustainability of its funding sources. 3) It will improve its performance measurement processes. 4) As a critical piece of its Green Infrastructure effort, WMSA will create a “Tool Shed” of the most useful land use planning tools.

Grand Vision to Grand Action – Rotary Camps and Services

Through January 2009, project leaders will focus on successfully completing a Grand Vision Decision process, a public outreach campaign seeking the active participation of more than 15,000 regional residents in selecting a regional growth strategy. The project will employ a promotional effort to build awareness of the

regional opportunity around the Grand Vision through video, Web-based interactivity, events, and marketing. In the process, Grand Vision will identify and engage regional leaders, a network of collaboration to implement the recommendations of the citizen-selected regional strategy.

Millennial Mayors Congress – Michigan Suburbs Alliance (MSA)

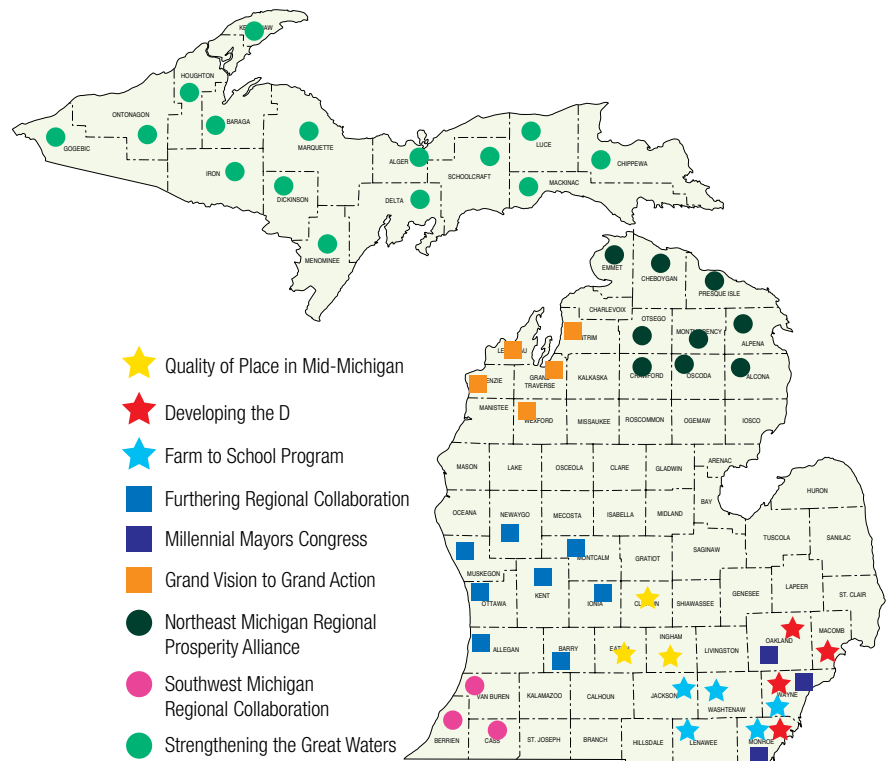
Through a Millennial Mayors Congress, MSA aims to create a system for engaging a broad, cross-sector leadership and cultivate a new generation of public problem solvers. The fundamental premise is that creating attractive places is best done by listening to the voices of the kinds of young, talented people cities and regions want to attract. Essentially, the Congress will bring together city leaders and young adult residents

Farm to School Program – Food Systems Economic Partnership (FSEP)

FSEP plans to expand a Farm to School Program to increase student consumption of healthy local foods; increase student knowledge of the food system; demonstrate how local food can mitigate the current food system’s negative social, economic, and environmental impacts; provide increased business opportunities for struggling local farmers; and engage community partners in schools with projects demonstrating the importance of local food.

Furthering Regional Collaboration in West Michigan – West Michigan Strategic Alliance (WMSA)

WMSA’s project is designed to enhance this mature organization on several fronts, building on its experience of leading collaboration in West Michigan. 1) To strengthen its collaborative process, WMSA will



PAL PILLARS FOR MICHIGAN'S FUTURE

PROSPERITY DEFINE LAND USE

As PAL grantees and advocates have learned over the past few years, explaining land use issues has never been easy, and certainly not to legislators, public officials, or the public. Those in the PAL “choir” have always had a pretty good idea what we were talking about, but we’ve struggled to find the right language to explain “land use,” which people as a rule don’t understand. The only thing that has really broken through is to give audiences examples of what successful land use looks like.

To help people understand how the principles of wise land use can be employed to create a more prosperous and livable Michigan, the PAL Leadership Council began discussions that examined research on the key drivers of successful economies and on the key land-based assets Michigan must focus on in order to drive its own prosperity. The Council found common ground on six key land use issues critical to Michigan’s future prosperity. These took the shape of the Six Pillars

for Prosperity that we outlined in the April issue of the PAL Update. Briefly, the pillars are:

- 1. Attractive Cities and Neighborhoods:** From major cities to small towns, we need vibrant neighborhoods where people want to live and raise families.
- 2. Highly Competitive Schools and Lifelong Learning Opportunities:** Education creates the skilled workers we need to compete in a global marketplace.
- 3. Knowledge-Based Technologies:** Job growth in Michigan will come from new and creative businesses.
- 4. Thriving Agriculture:** Michigan’s second-largest industry can provide food, fuel, and innovation while preserving beautiful rural landscapes.
- 5. Natural Resources for Recreation and Job Creation:** Michigan is blessed with natural resources that enrich our quality of life and enhance our economy.
- 6. Inclusive and Entrepreneurial Culture:** Innovation, new ideas, new people, new businesses: this is the currency of the New Economy.

Each of these pillars contains critical elements of land use applied to create a thriving economic environment for our state and its citizens. All of them are also inextricably intertwined. Two-page, research-based explanations of each pillar were developed by a collaboration of the PAL Leadership Council and the Michigan State University Land Policy Institute. They are available online at www.peopleandland.org.

In addition, two other communications tools were developed and are available on the Website. One is a printed and e-brochure explaining People and Land and the way wise land use is exemplified by the Six Pillars for Prosperity. The other is an eight-minute video on the Pillars endorsed by the seven members of the PAL Leadership Council and the co-directors of PAL, Bill Rustem and Dr. Soji Adelaja.

(millennials) of their communities to co-create the places and opportunities that attract New Economy investment. The Congress will also share its findings and goals with the Detroit CVB.

Northeast Michigan Regional Prosperity Alliance – Northeast Michigan Council of Governments (NEMCOG)

NEMCOG will begin its regional work by convening leaders from all sectors – business, industry, colleges, agencies, organizations, and governments – to collectively create a Regional Prosperity Alliance for the region’s economic and future sustainability. It will organize and implement educational forums to address the key issues that all leaders must understand in order to create prosperous communities and implement a Regional Prosperity Action Plan.

Southwest Michigan Regional Collaboration – Southwest Michigan Planning Commission (SWMPC)

SWMPC will take advantage of its position as a convener of the region’s 360 Group, a network of

multi-sector, multi-jurisdictional leaders that have met bi-monthly for two years to discuss the potential of the southwest Michigan region. The Commission will further develop a “curriculum” of presenters and information resources to enhance the 360 Group’s understanding of the state of the region’s economic development, create a common vision, and develop regional goals and objectives.

Strengthening the Great Waters – Northern Initiatives (NI)

Northern Initiatives will build on its previous Great Waters environmental tourism work with the Leveraging the Great Waters Framework, a project to increase awareness of the UP as one of the world’s greatest natural and cultural destinations. NI plans to create new economies through the identification, protection, and enhancement of natural, cultural, historic, and regional resources in collaboration with communities and their leaders. By actively engaging youth in the planning process and in direct preservation opportunities, NI plans to encourage future ownership of the promotion

and preservation of UP assets. NI is collaborating with the Sault Tribe of the Chippewa to develop a system of sharing tribal heritage as part of the region’s sustainable tourism offerings.

Quality of Place in Mid-Michigan – Lansing Economic Area Partnership, Inc. (LEAP)

LEAP is creating a pilot project with the Mid-Michigan Environmental Action Council (Mid-MEAC), and the Michigan Trails and Greenways Association (MTGA) that will transfer the region’s overall economic development strategy into actionable and measurable activities. MTGA’s work developing a green space preservation plan and Mid-MEAC’s “complete streets” initiative are important pieces in the region’s Quality of Place product. The pilot will serve as a model for LEAP to engage other community organizations to achieve community renewal. Another essential activity will be to convene community listening sessions to develop a full inventory and understanding of the region’s assets and develop plans to align, brand and market them in a global economy.

