



Placemaking in Michigan: Innovative Strategies for Connecting People, Places, and Careers

Wuhan, China
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Dan Gilmartin, CEO & Executive Director
Michigan Municipal League











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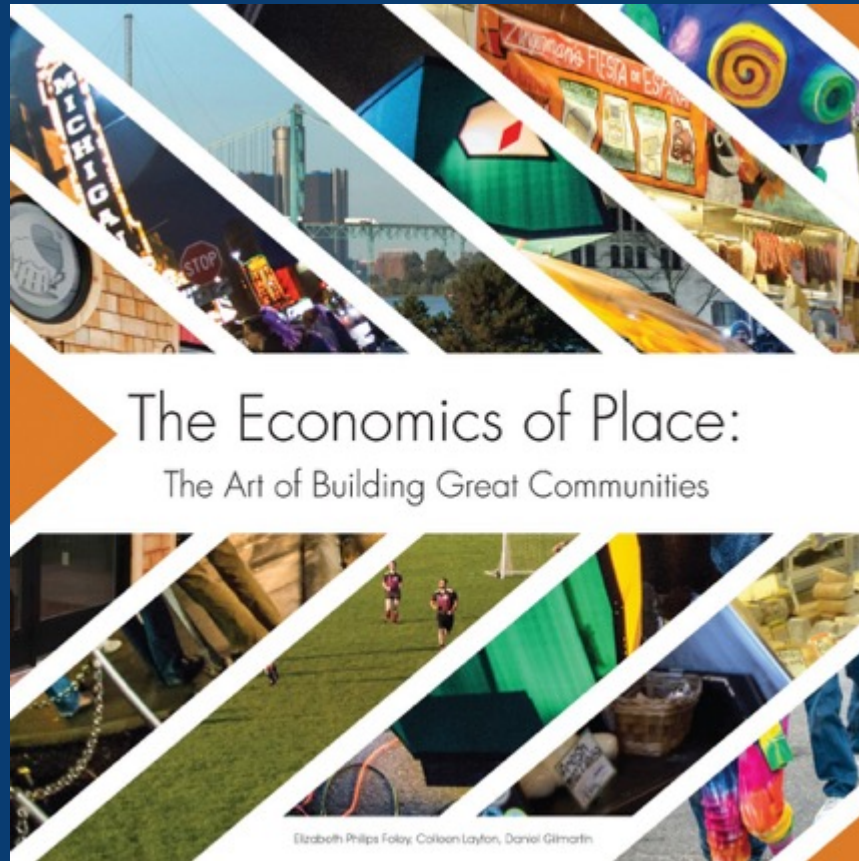
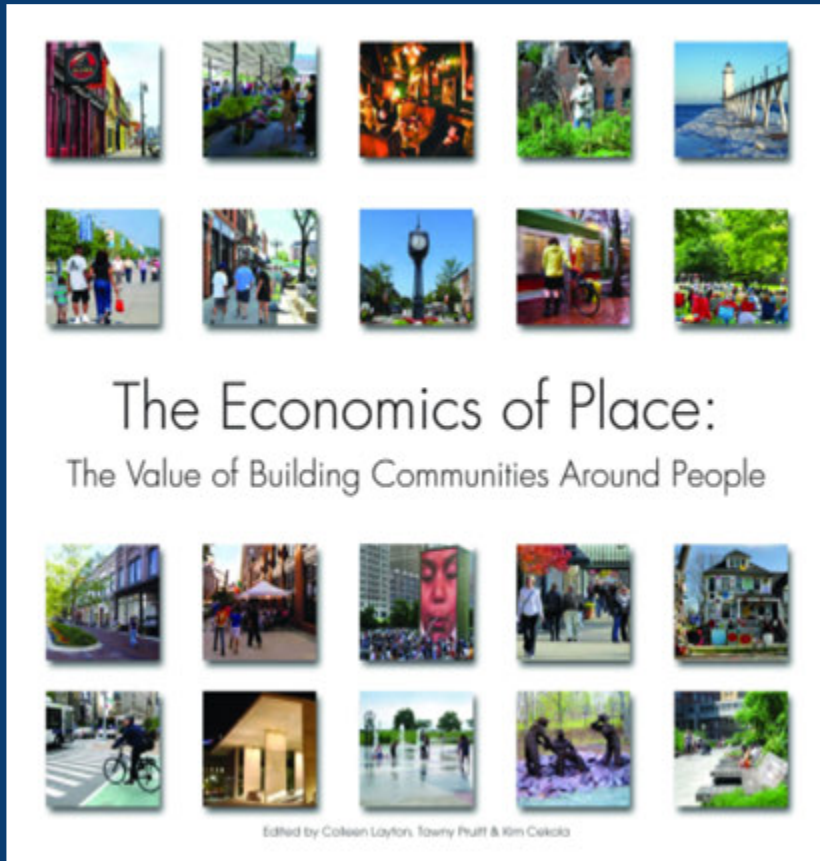
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Quality of life and of place has declined

- 30th in per capita income 2016 – Bureau of Economic Analysis (<http://www.bea.gov/regional/index.htm>)
- 36th in GDP per capita (wealth indicator) Wallet Hub analysis based on U.S. Census Bureau data for last 2 data points
- 34th in taxes paid per capita – Wallet Hub analysis based on U.S. Census Bureau data for last 2 data points
- 42nd in employment as a share of population (Glaser, 2015)
- Michigan's two biggest metropolitan areas are also low-prosperity regions. Metro Detroit is 38th in per capita income and metro Grand Rapids 49th of 52 metropolitan areas with populations of one million or more.

2010



Today

The Packard Plant breaks ground on first phase of massive redevelopment

It's happening

By Robin Runyan | May 16, 2017, 12:33pm EDT

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Michelle & Chris Cerard

The largest renovation project in North America officially broke ground on Phase One of a multi-phase, long-term redevelopment on Detroit's lower east side. The long-abandoned [Packard Plant](#) now officially starts construction on the renovation of the Administration Building and bridge across East Grand Boulevard.

The \$16 million Phase One for the Administration Building should be completed by the end of 2018. [Tenants](#) are already lined up to move in. The building will be renovated for offices, with restaurant, gallery, and event space on the first floor.

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Manufacturing as we know it is gone, and we are not adapting fast enough to the knowledge-based economy

- Manufacturing sector has rebounded and grown in the last few years, but is still below pre-recession levels
- Michigan from 2010-2016 has been one of the nation's leaders in job growth, ranking 16th with job growth of 1.8 percent compared to 1.9 percent for the nation (Bureau of Economic Analysis). But since 2010, Michigan has recovered only about half of the total employment level that was lost from 2001 to 2009 (DTMB 2016)
- In 2015, Michigan ranked 34th in the proportion of adults with a four-year degree or more (U.S. Census Bureau American Community Survey)





Placemaking is simple...

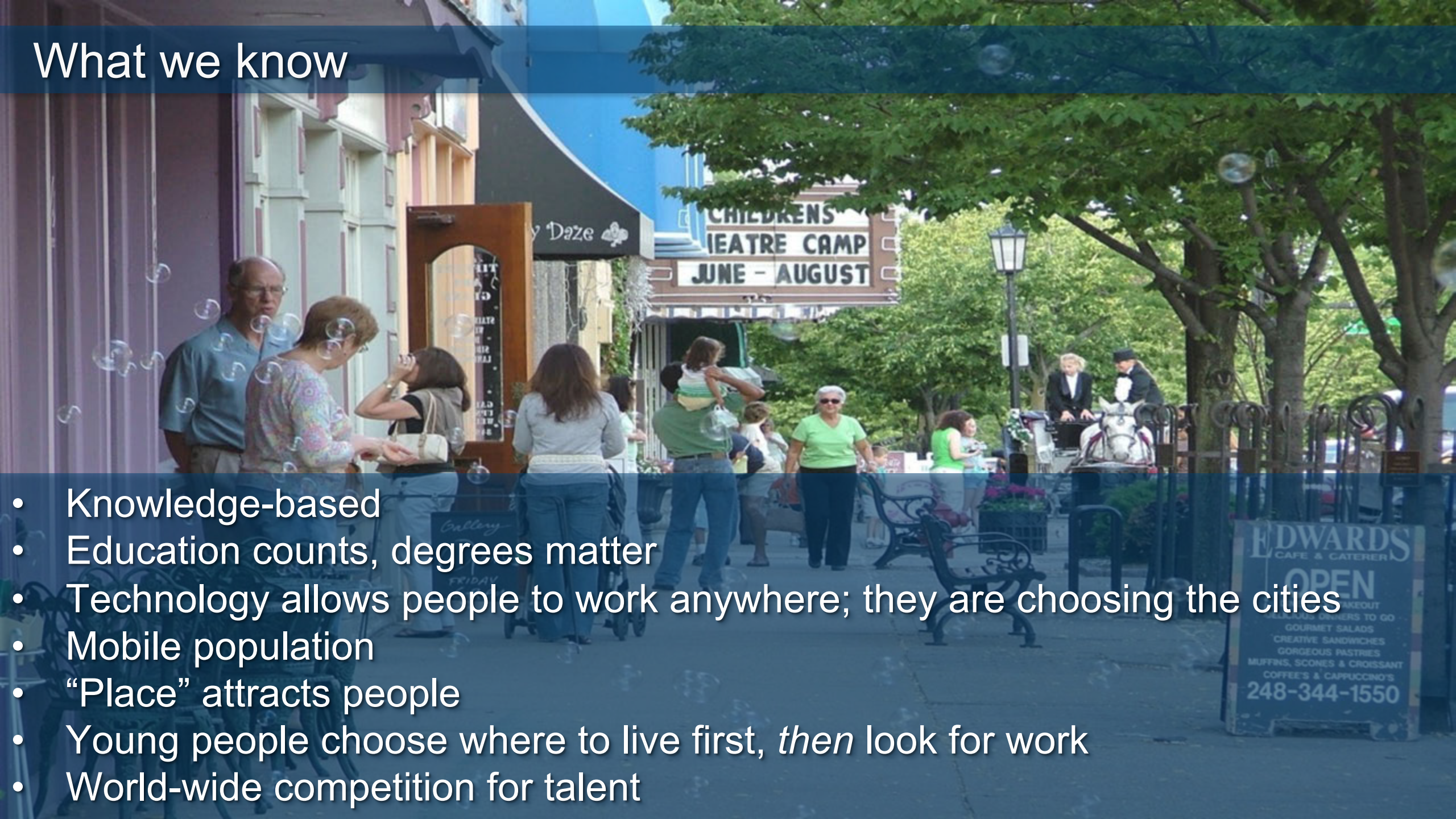
“It is about improving the human experience.”

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What we know

- Knowledge-based
- Education counts, degrees matter
- Technology allows people to work anywhere; they are choosing the cities
- Mobile population
- “Place” attracts people
- Young people choose where to live first, *then* look for work
- World-wide competition for talent

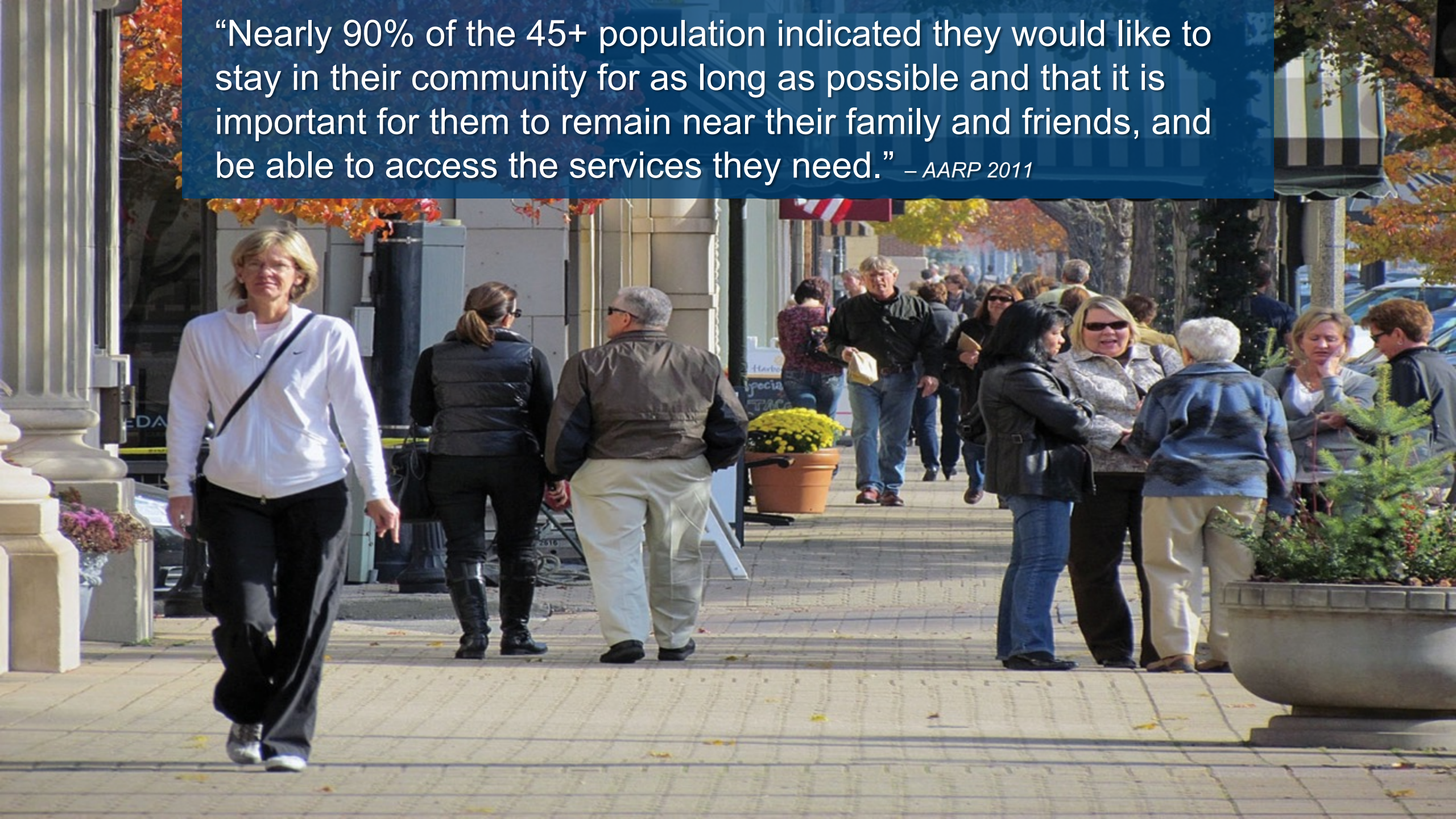


“The most valuable resource in the 21st century is brains. Smart people tend to be mobile. Watch where they go! Because where they go, robust economic activity will follow.”

Rick Karlgaard
Publisher, *Forbes*



“Nearly 90% of the 45+ population indicated they would like to stay in their community for as long as possible and that it is important for them to remain near their family and friends, and be able to access the services they need.” – AARP 2011



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Education



Creating 21st Century Communities

“Expecting early 19th century or even mid-20th century governance structures to handle the challenges of the early 21st century is not realistic.” – Chris Leinberger, President, LOCUS





Questions?



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