



MICHIGAN MUNICIPAL LEAGUE **CONVENTION2025**



M M L
CONV
2025

Crowdfunding and Civic Development

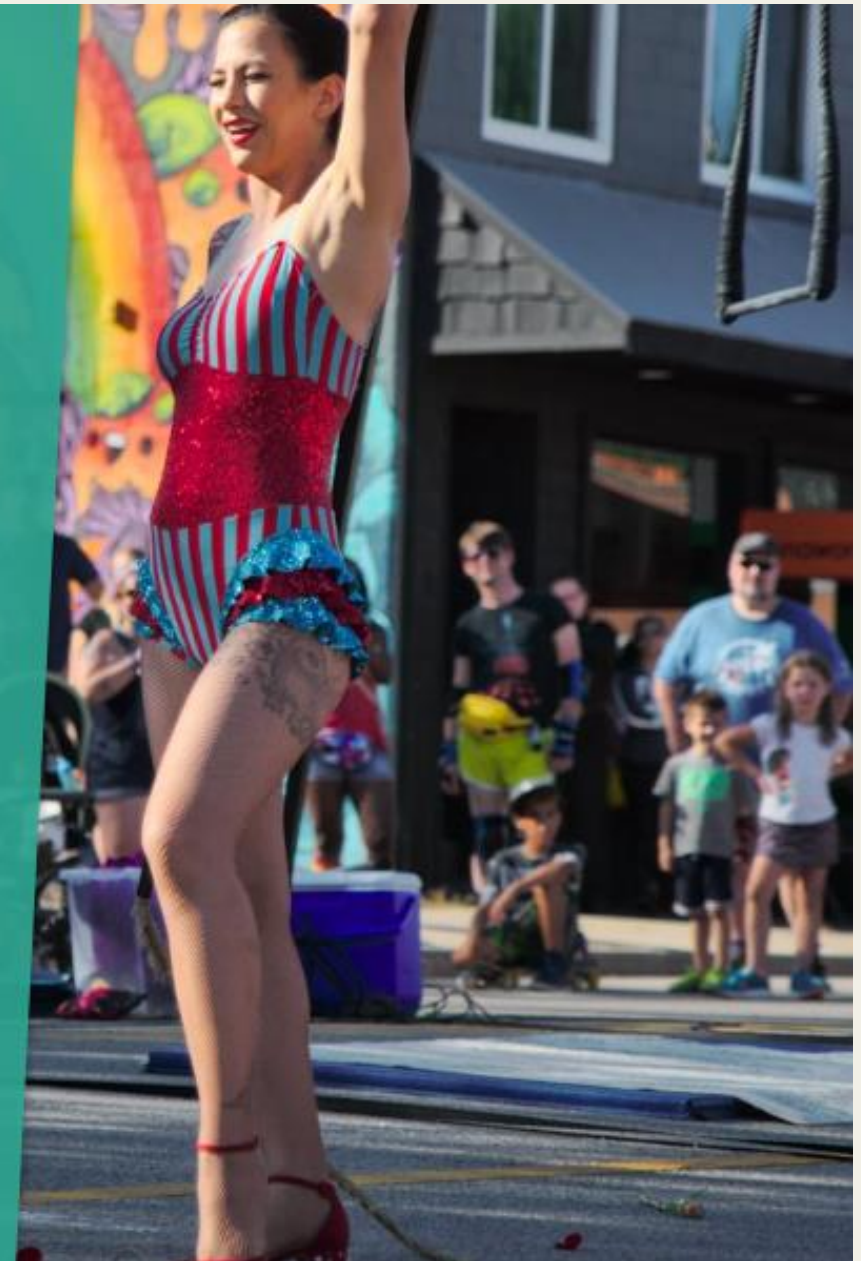


THE BIRTH OF PATRONICITY

Patronicity was founded in 2013 in Detroit, Michigan. Our founders, Chris Blauvelt and Ebrahim Varachia, saw the opportunity crowdfunding offered as a catalyst for placemaking and community development in their city.

Our name comes from the idea that individuals could become “Patrons in the City,” supporting the growth and development of their communities.

Then, our founders had an idea to differentiate us from all other crowdfunding platforms: the matching grant. We coined it as crowdgranting. Although the matching grant is not a new concept for traditional granting organizations, which often require organizations to raise a certain amount of funds in order to receive matching grant dollars, this was the first time matching grant dollars had been paired with crowdfunding.



Crowdfunding 101

What is crowdfunding?

- Put simply crowdfunding is a tool for fundraising using an online platform to gather donations and create a donor database during a time specific campaign.
- Think of GoFundMe, Kickstarter, or Indiegogo; these are all popular crowdfunding platforms.

The Basics of Crowdfunding

1. An **Idea**
2. A **Team**
3. A **Campaign Page**
4. A **Fundraising Strategy**
5. An active **Crowdfunding Campaign** for 30-60 days
6. A successful raise and a vested donor base!



What types of projects work well for crowdfunding?

Any project is fundable so long as you are willing to do the work of pushing and promoting a campaign and having asks of your networks and people. These are a lot of work BUT **crowdfunding campaigns are exactly like traditional fundraising in their efforts** and actions; having events, having personal asks, and getting local press are still the best forms of fundraising and crowdfunding.

The best and most successful projects for the civic and municipal space are when you are at that *final* portion of funding needed to fully complete a space or a project . This way are able to generate a sense of urgency and excitement around this being the final push to making this project a reality i.e; *“IF we hit our goal this new façade will be completed and will finish off our new downtown streetscape project!”*

Creekside Trailhead and Bike Park

Adding an amenity rich trailhead and mountain bike skill park adjacent to the Hancock Beach and Campground Maasto Hiihto Churning Rapids trail system.



Story

Updates

Patrons

Bringing a Bike Park to the SunnySide

Hancock, MI
Community
Other

Educational
Placement

\$53,510

USD
funded of \$50,000 USD goal

108

patrons

9

days left

Contribute



A Campaign Page on Patronicity



Downtown Hancock, MI

Our Vision

A glimpse into the future if this project is completed:

It is a warm sunny day in Houghton County and you're looking for a fun activity to do with your family or friends. You drive or ride down to the Hancock Recreation Area where not only an action packed beachfront awaits you, but a connected neighboring trailhead harboring a mountain bike park filled with skills features for all ages.

Give \$10 or more

4 claimed

Supporter Level

Thank you note from HTC

Give \$25 or more

16 claimed

Roller Level

Recognition at the end of the capital campaign through the list at the bottom and entrance into Rhythm Bike Shop Giveaway.

Give \$50 or more

13 claimed

Skinny Level

Recognition on HTC social media after the completion of the capital campaign and giveaway tickets.

Give \$100 or more

What is involved during a crowdfunding campaign to have success?

- **Traditional Fundraising Efforts:**
 - Events (sponsored dinners at local restaurant, potluck dinners, bake sales, rummage sales, live music events).
 - Local Press and Media.
 - Partnering with traditional civic clubs like Rotary, Lions, Kiwanis, Optimists, JCI, Churches, etc. on a fundraising event.
- **Non-Traditional Fundraising Efforts:**
 - Email Blasts, Text Message Blasts, and Social Media blasts - all with a "call to action" leading back to your campaign page to donate.

○ **NOTHING beats a personal ask!**



Public Spaces Community Places (PSCP):

Our First and Best Crowdgranting program

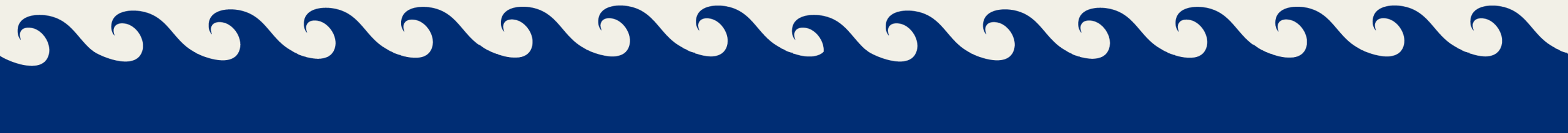


- Launched in 2014 with the MEDC leading the way
- Provides the final portion of funding for the creation of new public spaces or the activation of vacant public spaces
- **97% success rate**
- 419 projects and counting
- Over \$14.3 million dollars granted out and over \$16.5 raised by community leaders across Michigan
- Projects are 113% funded on average

A PSCP Success Story: Bridgman Courtyard



- Lead by the Greater Bridgman Area Chamber of Commerce and Growth Alliance, this project transformed a vacant parking lot into a vibrant gathering spot for markets, live music, festivals, and public events. The highlights of the space are the overhead string lights, a painted “rug mural” completed by the high school art club students, a pergola, a patio and a fire pit.
- Had a campaign goal of \$50,000 and raised \$53,251 from over 154 donors.
- *“Working with Patronicity to crowdfund our community project and receiving matching funds from the Michigan Economic Development Corporation's Public Spaces Community Places program was an absolute game-changer. It exemplified the power of collective action and community engagement, turning our vision into a reality and all with an easy-to-use platform and excellent support from our Campaign Coach along the way. Together, we built not just a project, but a stronger, more connected community.”* -Julie Strating, Bridgman Courtyard Project Creator
- The space won the MML's 2023 Community Excellence Award!



Crowdfunding Misconceptions

- Crowdfunding requires you to be tech savvy
- If you put it/post it online they will come and donate
- I can do it all on my own
- No one will want to give to this effort or my crowd is overtapped
- My community is too rural or too economically distressed to use crowdfunding
- I can use this for phase 1 of a project

A low-angle, upward-looking photograph of a street in a historic city. The buildings are multi-storied with ornate architectural details. The building on the left is painted a deep blue with white trim around the windows and doors. It has two large, arched windows with bright yellow doors and small balconies with black wrought-iron railings. A black lantern-style light fixture is visible in the bottom left corner. The building in the center is a warm yellow or ochre color, also with white trim and arched windows. It has several balconies with black wrought-iron railings. To the right, a portion of a light green building is visible. The sky is a clear, bright blue with scattered white clouds. Numerous small, colorful paper flags or confetti in shades of green and yellow are suspended in the air, creating a festive atmosphere. The word "TRENDS..." is superimposed in the center of the image in a large, white, sans-serif font.

TRENDS...

**Design your
space for
everyone with
Universal
Design and
Accessibility
(*UDX*)!**





L3C's: Agricole in Chelsea

An L3C is a
Low-Profit
Limited
Liability
Company.



Pickleball Mania!

Q & A



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