

the review

November/December 2014

the official magazine of the  michigan municipal league

DICK BOLEN

NEW LEAGUE PRESIDENT

2014 
CONVENTION
HIGHLIGHTS

“... IF YOU’RE **FAIR,**
HONEST, AND CONSISTENT IN
YOUR **VIEWS** AND **VALUES,**
PEOPLE WILL **RESPECT YOU**
FOR WHAT YOU’RE DOING
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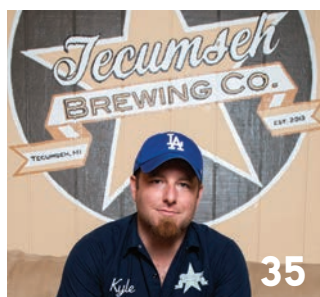
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Dick Bolen lives 528
miles from our state's
capital, on the western
edge of the U.P. He's
the fourth president to
represent a city from
the U.P., and intends to
do so with honor and
distinction. The cover
photo was taken at
the city of Wakefield's
Veterans Memorial
park at Sunday Lake.



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michigan municipal league

the review

The official magazine of the Michigan Municipal League

Volume 87, Number 6

Better Communities. Better Michigan.

The Michigan Municipal League is the one clear voice for Michigan communities. Our goals are to aid them in creating desirable and unique places through legislative and judicial advocacy; to provide educational opportunities for elected and appointed officials; and to assist municipal leaders in administering community services. Our mission is that of a nonprofit, but we act with the fervor of entrepreneurs to passionately push change for better communities and a better Michigan.

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Please recycle this magazine

Small Communities, Big Success Stories

Municipalities are a lot like people. They come in all shapes and sizes. Some are healthy and wealthy; others are struggling just to stay alive. Also—just like people—bigger isn't always better. Yuri Gagarin, the first person to travel in space, was a mere 5 ft. 2 inches tall. Beethoven only had an inch more than that. Gandhi, Houdini, Charlie Chaplin...if size was all that mattered, this world would be a much duller, poorer place.

Here in Michigan, there's no doubt that all our economic fates are at least partly tied to Detroit and our other major urban centers. But there are also plenty of smaller success stories to tell, and they all add up to a pretty big picture of Michigan's hope for the future. These are also the stories that say the most about the vast majority of us. Our smaller communities are the biggest share of who we are as municipalities. A whopping 74 percent of our cities and villages have a population below 5,000. Of those, 35 percent are cities and the rest are villages.

Like former Olympic gymnast Mary Lou Retton (a mere 4 ft. 9 inches and 93 pounds!), our smaller communities may be small but they're tough and capable, with unique assets and advantages. Anyone who ignores their potential is missing out on some of our best opportunities for future prosperity. With creative vision and strong leadership, they can respond to change and challenges as well as their bigger brethren, and can often see bigger impacts from smaller investments in a shorter period of time.

And that's exactly what many of them are doing.


Dowagiac (4.5 square miles with a population of just over 5,800) reclaimed its downtown by undertaking the behemoth task of relocating a state trunkline from downtown to a side street. The city and DDA gave the downtown a facelift, burying overhead lines and creating a pedestrian-friendly environment with public art in pocket parks all over the city.

Litchfield District Library may be one of the smallest libraries in Michigan, but it bested several much larger community libraries to win the 2013 State Librarian's Excellence Award for the impressive way it serves its 2,400 patrons.

These are the type of things we need to keep in mind when we talk about economic development and revitalization in our communities. Even as Detroit's bankruptcy continues to cast a big shadow on the world's view of Michigan, countless historic downtowns throughout the state have held on and even prospered through these tough economic times. Main Street is back, largely due to innovative investments in placemaking strategies.

Elsewhere in this issue you'll read about the first ten years of the Michigan Main Street Center and the communities it has impacted. Over \$200 million has been invested in Main Street buildings, infrastructure, and public improvements. More than 1,300 new jobs have been created in Main Street districts. The building improvements alone increased local property tax revenues more than \$3 million this year, while 250 new Main Street businesses are paying at least \$3.1 million in annual sales taxes to the state.

Main Street successes include downtown living in Howell (population 9,489), with approximately 125 residential rental units in the Main Street district, located in the upper floors of two-, three-, and four-story historic buildings; and Hart (population 2,126), which re-energized its sense of community by transforming a former gas station site into a public green space and amphitheater.

These are just a few of the small success stories worth shouting about, as you'll find throughout this issue on Michigan's small communities. Together, they add up to a whole that's just as big as our biggest parts. Without them, this state of ours would indeed be a duller, poorer place. And that's a pretty big deal, no matter how you measure it. 



Daniel P. Gilmartin
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TEN YEARS *of* EXCELLENCE

The Economic Impacts of Main Street in Michigan

By PlaceEconomics



Main Street is economic development in the context of historic preservation. It uses a strategy that capitalizes on existing assets to make each community competitive through differentiation rather than imitation. Michigan has based much of its economic development strategy on the concept of place-making which has been described as follows:

By engaging in placemaking, policymakers attempt to capitalize on local assets in order to create appealing and unique places where people want to live, work, and play. When used for economic development, placemaking seeks to help a community attract and retain talented workers and the businesses that seek them. That could well be used as the description of Main Street as well.

MAIN STREET FOUR-POINT APPROACH

After many downtowns experienced decline in the late 20th century, the Main Street program was created to bring life back to downtown commercial districts. The concept is simple: use each community's historic assets as the base upon which their downtown revitalization effort is based. Developed by the National Trust for Historic Preservation, the Main Street Four-Point Approach® to commercial district revitalization—Organization, Economic Restructuring, Design, and Promotion—has become part of the vocabulary of successful economic development throughout the country. The Main Street approach also includes eight guiding principles that set it apart from other economic development strategies.

- | | |
|------------------|--|
| 1. Comprehensive | 5. Identifying & capitalizing on existing assets |
| 2. Incremental | 6. Quality |
| 3. Self-help | 7. Change |
| 4. Partnerships | 8. Implementation |

SUMMARY OF IMPACTS

The Michigan Main Street Center (MMSC) assists communities in creating an economic environment where local businesses thrive. Each Michigan Main Street community is locally organized, run, and funded. The Main Street communities seek to refill vacant store fronts, focus reinvestment in the downtown district, and support small businesses.

Rehabilitating dilapidated buildings puts properties back into the tax rolls, paying for police, schools, and public infrastructure. Main Street is an incremental process that ultimately can make a dramatic difference.

Since the Michigan Main Street Center was established:

- Over \$200 million has been invested in Main Street buildings, infrastructure, and public improvements;
- For every \$1 invested in MMSC, Michigan Main Street districts have seen downtown building investment of \$67;
- In the last ten years, over 250 buildings have been purchased in Main Street districts;

- Volunteers play a critical role in Main Street organizations. Cumulatively, the value of the hours of Michigan Main Street volunteers totals nearly \$8 million;
- For every \$1 invested in MMSC, localities provided \$16 in public improvement investments;
- 250 net new businesses have been established;
- Over 1,300 net new jobs have been created in Main Street districts;
- Rehabilitation and façade projects in Main Street districts have generated an average of 214 Michigan jobs and over \$9 million in paychecks every year since the program began;
- Just the improvements to Main Street district buildings have meant an increase in local property tax revenue of in excess of \$3 million this year; and
- Conservatively, the annual sales taxes paid to the state from the net new businesses in Main Street districts are approximately \$3.1 million dollars.

In the past ten years, Michigan has seen the ups and downs of the national economy; a loss of jobs and industry; the bankruptcy of its major city Detroit; and economic challenges in every part of the state. Through it all, its historic downtowns with the support of the Main Street program have persevered and ultimately prospered. The words Main Street may remind some people of warm summer nights at a downtown festival—but they also signify real return on investments and renewed community commitment.

MICHIGAN MAIN STREET COMMUNITIES

MASTER COMMUNITIES:

Boyer City
Calumet
Grand Haven
Howell
Iron Mountain
Lansing (Old Town)
Marshall
Niles
Portland
Scottville

SELECT COMMUNITIES:

Blissfield
Grayling
Hart
Lansing (downtown)
Manistee
Otsego
Owosso

Three Rivers
Saline
Wayland
Wayne

ASSOCIATE COMMUNITIES:

Allegan
Almont
Alpena
Benton Harbor
Cassopolis
Central Lake
Charlevoix
Chesaning
Davison
Dundee
East Jordan
Flat Rock
Flint
Gaylord
Grand Blanc

Grayling
Hamtramck
Kalkaska
Lake City
Lapeer
Lincoln Park
Middleville
New Buffalo
Port Huron
Saginaw (West Saginaw)
Three Rivers
Wayne
West Branch
Ypsilanti
Zeeland

GRADUATE COMMUNITIES:

Calumet
Clare
Muskegon

Boyer City has come a long way since it first entered the Main Street program. Team Boyer, established in 2007, helps connect community leaders with local talent. Notable projects include the Stroll the Streets music concerts and a year-round farmers market (indoors November-April).

PLACEMAKING

In 2011, Michigan undertook a new state economic development strategy: placemaking. The strategy is based on the idea that people choose to settle in places that offer amenities, employment and social opportunities, and support thriving lifestyles. While this statewide strategy focuses on how to best take advantage of the unique assets in Michigan, in reality the Michigan Main Street Center has been “place-making” since 2003. Michigan leaders recognize the power of Main Street and have included it in the fundamentals of their placemaking strategy. This strategy has identified eight specific components:

- TIDE (Talent, Innovation, Diversity and Environment)
- Housing
- Historic Preservation
- Green Space
- Entrepreneurialism
- Transportation
- Michigan Main Street
- Talent

The samples selected below illustrate how Michigan Main Street communities have been fulfilling some of these placemaking fundamentals.



HOWELL—HOUSING

Howell (population 9,489) implemented a Main Street program in 2005, and enjoys a vibrant restaurant scene and only two percent downtown storefront vacancy. In Howell, unlike many other Main Street communities, downtown housing did not decline in the

mid-to-late 20th century. There has always been an impetus for downtown living in Howell; 80 percent of buildings have market-rate apartments. There are approximately 125 residential rental units in the Main Street district. It is important to note that there are no skyscrapers in Howell—these residential units are located in the upper floors of two, three, and four story historic buildings in the downtown.



NILES—HISTORIC PRESERVATION

Niles (population 11,600) instituted a Main Street program in 2004 and shortly thereafter undertook a large initiative named “The Big Brown Take Down.” Niles had once been the home to the Kawneer Corporation, which installed brown metal slip coverings on nearly every

building on Main Street. In 1999, when a planning firm was in town, an architect said in a public meeting “your buildings are an embarrassment.” The removal of the metal slip coverings revealed original brick buildings and exposed second floor

lofts to sunlight again. The Niles experience illustrates that not all historic preservation is museums; it is about returning buildings to functional spaces again.



HART—GREEN SPACE

Hart (population 2,126) is a small town in Oceana County located on Lake Hart. The most prominent waterfront location in the community is a former gas station site recreated into the Hart Commons, a waterfront public green space and amphitheater. It is also the hub for the community’s free WiFi. Hart has continually placed the environ-

ment at the top of its priority list when it comes to planning decisions. John Gurney Park features 84 tent sites within walking distance of downtown and a 22-mile bike path connects Hart to nearby Montague. [mi](#)

This is an excerpt of a report by PlaceEconomics, Washington D.C., considering the first ten years of the Michigan Main Street Center and Michigan Main Street communities. Visit [miplace.org](#) to view the full report.

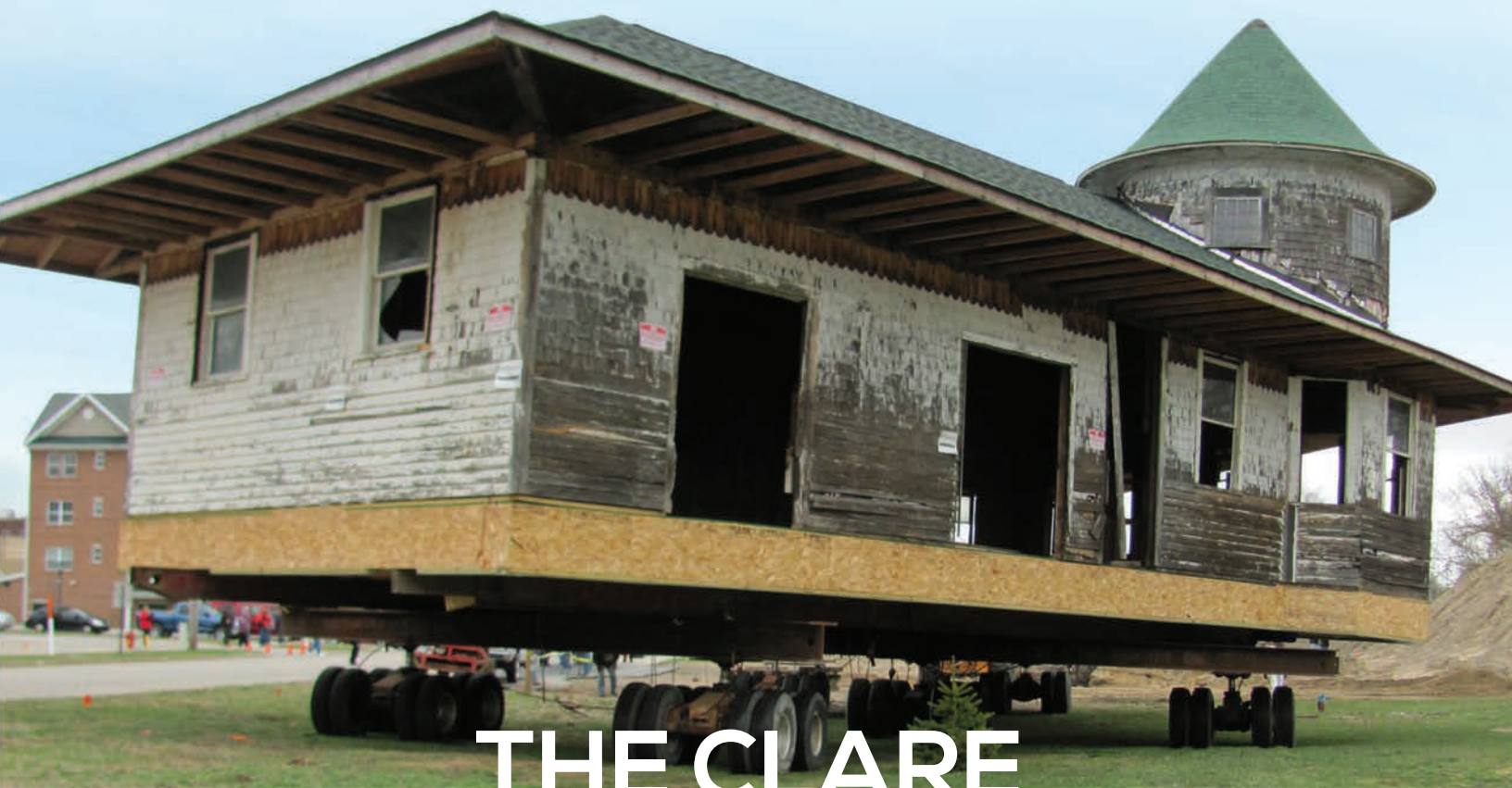
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THE CLARE UNION DEPOT

COMPILED BY KIM CEKOLA

Realizing the multiple community benefits associated with the re-use of historic buildings, the city of Clare decided to relocate and rehabilitate its historic train depot. The building itself will serve as a downtown centerpiece and focal point contributing to the city's placemaking vision, while adding to the already distinctive, historic charm of downtown.

The Clare Union Depot has a unique design with its "Queen Ann" architectural style that has two separate wings—one to accommodate each of two railroad lines. It is the only known one of its kind in Michigan, and one of the few remaining in the country. The depot was built in 1887, destroyed by fire in 1894, and rebuilt in 1895. Constructed by the Pere Marquette & Ann Arbor Railroads, it was used for passenger service on the Ann Arbor line until 1950, and on the Pere Marquette Line for a few years more.

The city purchased the depot in 2005 for \$10,000. Shortly thereafter, a local resident and businessman donated \$10,000 to the city to defray the purchase costs. The city

had been in negotiations with the railroad company for approximately four years prior to the actual sale. As a condition of sale, the city was required to relocate the building due to its inaccessibility to the public (it was located on Great Lakes Central Railroad property, adjacent to two active rail lines, and further surrounded by other privately owned property) and the potential liability for the railroad company and the city associated with the access restrictions. Great Lakes Central Railroad officials were extremely accommodating, allowing the building to remain on its original site while the city secured a new location for the depot and raised funds (approximately \$150,000) to move it.



Upper right: Clare City Manager Ken Hibl lends a hand to the Depot rehabilitation process.

COMMUNITY-USE PLAN

After purchasing the building, the city charged the planning commission with developing a community use plan and providing recommendations regarding relocation sites. The planning commission conducted a study and suggested three potential sites—all within one block of the current location, and contiguous to an active rail, thus attempting to retain the historic significance of the depot building.

The planned uses for the depot include permanent office space for the Clare Area Chamber of Commerce and the Clare County Visitor's Bureau; offices, a studio, and an education center for the Clare County Arts Council; and a community museum with historic railroad memorabilia and artifacts displays. In addition, it will be a welcome center/trailhead for visitors and users of the rail-trail. Clare is often a whistle stop location for excursion trains between Owosso and the Cadillac/Traverse City area.

When the MidMichigan Community Action Agency (MMCAA), a former partner in a senior housing development and senior center in downtown Clare, was informed of the planning commission's recommendation, it donated two lots to the city and offered to assist in acquiring the additional property needed to accommodate a suitable relocation site. With MMCAA's assistance, the city purchased the additional property, thus providing the needed space for the depot, planned parking area, and other elements associated with the planned trailhead.

A steering committee was formed, comprised of representatives from all the primary planned tenants: two planning commissioners; representatives of MMCAA and the Michigan Department of Transportation; and city staff. Today, the committee has more than forty active community

members. A four-member board of directors, consisting of local business leaders, was appointed to provide direction and oversight, particularly in fundraising efforts.

TRAILHEAD FOR RAIL-TRAIL SYSTEM

The trailhead serves as a visitor's information and welcome center. Trail users have access to display information (usually maps or brochures) regarding the trail system, local points of interest, restaurants, campgrounds, etc. In the case of the depot, trail users will be able to actually talk to a local community volunteer or employee of the Chamber of Commerce, Visitor's Bureau, museum, or Arts Council during operational hours.

MUSEUM

The vision for the museum includes numerous historic displays and exhibits including historic railroad memorabilia, photographs and art work, and documents. These displays will likely be periodically changed and continuously expanded by members of the railroad aficionados group. Efforts are also underway to obtain a railroad caboose and/or Pullman cars

to display adjacent to the depot building. The depot committee will also have railroad theme items (hats, shirts, photos, cards, train whistles, prints, patches, etc.) for sale, with proceeds being used to maintain and continue improving the depot experience.


ECONOMIC BENEFITS

Serving as a central visitor's information and welcome center, the depot building will project an image of Clare that will be unique and long-remembered by tourists and visitors. The inclusion of the museum and art component being planned for the building will significantly contribute to the expansion of cultural awareness, events, and opportunities for community members as well as visitors. The relocation site is contiguous to the downtown commercial district, which will add an economic benefit for merchants, hoteliers, and restaurant owners.

“Once rehabilitated, the depot will again become one of the cornerstones of the continuing development of our downtown and a landmark building in our placemaking vision—just as it was nearly 120 years ago.”

—CLARE MAYOR PAT HUMPHREY

Clare Mayor Pat Humphrey says of the depot, “The city has long recognized the importance of retaining and maintaining the historic elements of its past and weaving those elements into its economic development and placemaking goals and objectives. The historic Clare Depot is a huge part of Clare’s history, and we are elated that the community has embraced the city’s vision of re-introducing and integrating this marvelous historic building into its future. Once rehabilitated, the depot will again become one of the cornerstones of the continuing development of our downtown and a landmark building in our placemaking vision—just as it was nearly 120 years ago.”

For more information, visit: claredepot.com. 



Kim Cekola is the research specialist/editor for the League. You may reach her at 734-669-6321 or kcekola@mml.org.

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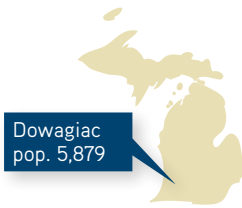
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Relocating State Trunkline Transformed Downtown **DOWAGIAC**

By Lisa Donovan

Spiky icicles hung from the rooflines as Mayor Don Lyons and his councilmembers gazed across the snow-covered street at one of downtown Dowagiac's last remaining vacant buildings. A step inside confirmed their worst fears—the icicles had taken up residence inside as well. The roof was leaking, so a decision had to be made. Spend a few dollars to demolish the boarded-up structure and leave a gaping hole in the middle of downtown. Or, spend quite a few more dollars to renovate it and shore up the city they had worked so hard to revitalize. They chose the latter.



In an unusual turn of events, Larry Seurnyck, owner of a local design and restoration company that had been hired to renovate the building, expressed an interest in turning the site into an Italian restaurant. With some assistance from the city, he soon opened Wood Fire Italian Trattoria and made it a popular feature of community life.

The city's actions exemplify the care and commitment that has turned Dowagiac's central business district into a thriving, eclectic mix of retail, fine and casual dining, and residential—all while retaining a friendly small-town feel.

"The city has been aggressive about not letting properties that don't sell become problem properties," said Don Lyons, who has served as mayor for almost 20 years. "We buy them and rehab them to get them back on the market. At one time or another, we've owned 25 percent of downtown."





LET THE TRANSFORMATION BEGIN

The picture was much different in 1985. Back then, the city's downtown was on the brink of demise. "About 60 percent of the downtown buildings were boarded up. The city had been rated as one of the worst downtowns in Michigan," said Dr. Fred Mathews, a downtown business owner and founder of Southwestern Michigan College.

One of the city's first steps to resuscitate the central business district was to establish a Downtown Development Authority (DDA). That move improved the community's cash flow and enabled the sale of bonds to fund local improvements. "The initial goal of the DDA was simply to create a downtown that had a future, because the 1985 one didn't have a future," said Lyons, who praises the DDA as the visionary and driving force behind Dowagiac's rebirth.

What did exist was a state trunkline that ran right through the middle of town. "About 1,000 cars and trucks came down the street every hour," said Mathews, who was called on to head the DDA in 1988. "It was so noisy, you couldn't stand on the street and talk to someone." Not only was Front Street an auditory nightmare, but the state owned the entire roadway, making it impossible for the city to initiate improvements.

“The reality is, if a trunkline goes through downtown you don't really own your downtown. Once we got ownership of downtown back, things really started to change.”

—Dowagiac Mayor Don Lyons

Reclaiming Front Street became the centerpiece of downtown Dowagiac's renaissance. The city made a deal with the state to trade Front Street for Division Street, which bypasses downtown. The only catch was that Division Street had to be brought up to state specifications, a major challenge for a cash-strapped city. But in a stroke of luck, the state approved funding in 1990 for small towns that wanted to reroute traffic around their central business district. Dowagiac, with engineering plans

already drawn up, jumped to the front of the line and received a \$750,000 grant.

"The reality is, if a trunkline goes through downtown you don't really own your downtown," said Lyons. "Once we got ownership of downtown back, things really started to change."

SHINING UP THE CENTRAL BUSINESS DISTRICT

Working hand-in-hand, the city and the DDA gave Front Street a facelift from top to bottom. Overhead lines were buried, ancient water and sewer lines were replaced, and smooth new pavement was laid. To boost the charm quotient, a streetscape project created a pedestrian-friendly environment full of brick walkways, ornamental landscaping, and Victorian-styled benches and lamp posts. And



Dowagiac's DDA created a Façade Incentive and Architectural Design Services Program. Eligible businesses could receive \$1,000 along with design assistance. Shabby BouChic's owner used the funds to install an attractive new awning over her business.

two downtown parks got a new lease on life, including public art and a community bandstand.

Next on the city's to-do list were the deteriorating buildings along its newly revamped main street. The DDA created a Façade Incentive and Architectural Design Services Program. Eligible businesses could receive \$1,000, along with design assistance, for either the historic or tasteful renovation of their front façade. The program was successful in enticing the majority of downtown businesses to participate.

"It was like a domino effect. At first there was interest from a core group of business owners, and that inspired others to fix up their buildings," said Vickie Phillipson, program director of the DDA as well as the Greater Dowagiac Chamber of Commerce.

As the spruced-up buildings began to fill up, the city turned its attention to the neglected floors above the unique shops and aromatic restaurants. "We thought about how to ensure downtown's long-term viability and concluded that if your downtown is a place where people want to live, everything will flow from that," said Lyons.

To get the ball rolling, the DDA instituted the Downtown Rental Rehabilitation Program, which is primarily funded by the Michigan State Housing Development Authority. Participants can receive \$40,000 to construct new apartments above downtown businesses, or \$25,000 to renovate existing apartments.

"This program is one of the state's major placemaking tools," said Marilyn Smith, owner of Smith Housing Consulting, who administers the program. "The community benefits and so do the individuals who can live downtown."

FRESHENING UP

Almost three decades have passed since Dowagiac began reclaiming its downtown, but the city isn't resting on its laurels. The DDA recently reinstated its façade incentive program for business owners like Toysa True, who used the funds to install an attractive new awning over Shabby Bou-Chic. "We look like we fit in with what's going on downtown now," she said.

And the Wood Fire restaurant recently changed hands. The second floor is no longer filled with icicles but with apartments that new owner James Kramer describes as rivaling gorgeous Chicago-style lofts. "This city has done so much for me," said Kramer, who also owns several restaurants in New Buffalo and St. Joseph. "No one has been as encouraging as Dowagiac." 

Lisa Donovan is a communications coordinator for the League. You may contact her at 734-669-6318 or ldonovan@mml.org.

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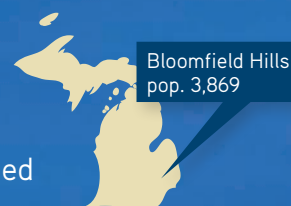
Preservation BLOOMFIELD

PRESERVING HISTORY, BUILDING COMMUNITY

Cooperation among municipalities is being stressed these days by the state government, but the folks in the Bloomfield area have taken that a step further than might be expected.

The story dates to 2007 when some Bloomfield Hills city officials learned that one of the oldest homes in the city, the Barton farmhouse dating from the 1830s, was going to be demolished by a developer to make way for some luxury homes.

The city was celebrating its 75th anniversary, and there was a focus on its past. Patricia Hardy, who was mayor at the time, and City Commissioner Dave Kellett, did some initial research into the history of the house and realized its historical significance. The Bloomfield Historical Society concluded that the house was one of the oldest in the area and should be preserved.



Bloomfield Hills Mayor Pat Hardy says, "Our story proves that wonderful things can happen when the community decides to support a preservation project."

A MUNICIPAL FEAT: FOUNDING THE 4-B'S

In an unprecedented step, leaders of the city of Bloomfield Hills, the Charter Township of Bloomfield, Bloomfield Hills Schools, and the Bloomfield Historical Society joined together to hold a public meeting to gauge both interest and feasibility in reserving the house. As a result, the school board voted to provide space in a newly created education park on the school district's Bowers School Farm, and the 4-B's, as they were called, formed a nonprofit corporation to determine a way to save and move the house.

The resulting organization, Preservation Bloomfield, sought and received significant contributions from members of the community—and from the most recent owners of the home, the daughters of Carl O. Barton, the founder of the international construction company Barton-Mallow.

Currently, the board of directors of Preservation Bloomfield consists of two members each of the founding organizations, an additional member representing the community, and one representing the volunteer fundraising Friends of Preservation Bloomfield.

DEMOCRATIC IDEALS IN THE MICHIGAN TERRITORY

Nationally acclaimed preservation architect Gene Hopkins, FAIA, was engaged to assess the physical history of the house and the feasibility of moving it. He determined that the core of the structure was an early 19th century Greek Revival house consisting of what was called an "Upright"—a story-and-a-half portion containing a main parlor and bedrooms and a "Wing"—a single story that originally contained two small rooms and a larger room that served as a kitchen and gathering room.

On July 14, 2008, with a neighborhood pots-and-pans band, a police escort, and a host of utility trucks to raise power and phone lines, the house made its way in two sections about a mile north to the Bowers Farm. Owned by the Bloomfield Hills school district, it is a working farm, used as a land laboratory.

Ron Campbell, principal planner/preservation architect for Oakland County, said at the time, "The simple Greek Revival lines of the Barton House reflect the ideals of a young, struggling nation....This house reflects the eagerness and determination of this country's populace to carry the ideals of democracy even into the unsettled regions of the Michigan Territory. Its hand-hewn beams reflect the technology of the day and natural resources that were once bountiful but are now no longer available. The simple and strong mortise and tenon construction reflects the craftsmanship of a vanished skill. The care in which it has been expanded and maintained shows the appreciation of beauty and culture across time and generations. Does the Barton House tell a story? Yes; it tells the founding story of our community."

FROM RURAL AGRICULTURE TO SUBURBAN COMMUNITY

Bloomfield Township was once the southern forty percent of Oakland County when Michigan was being formed as a territory. Throughout its history, Bloomfield followed a trans-

itional path from an early settlement—clearing the "oak openings" for agriculture, to converting the early farms to country estates to substantial subdivisions of the estate properties.

By the end of the 19th century, Bloomfield agricultural products were being shipped by rail to consumers all over the Midwest as well as in the east. That would soon change as wealthy Detroit manufacturers began to buy up the gently rolling farmland in order to build weekend retreats or "country homes." By the 1930s and '40s, the country estates were being subdivided into neighborhoods that featured large lots and winding roads. Additions to the farmhouse had turned it into a large, comfortable suburban home on twenty-plus acres. It wasn't until 2007 that a developer proposed a plan to turn the Barton site into a community of two-acre lots—displacing the farmhouse in the process.

PRESERVATION BLOOMFIELD'S WORK

In the wake of the assessment report, the board of Preservation Bloomfield began restoring the farmhouse. Early on

“Bringing the boards of the “4-B’s” together for the first time to collaborate on this project was a feat in itself...Our story proves that wonderful things can happen when the community decides to support a preservation project.”

—Bloomfield Hills Mayor Patricia Hardy




a decision was made to create two distinct, yet complementary, spaces. The front of the “Upright” and the “Wing” would be brought back to the “period of significance,” the 1850s. The back portion of the “Wing” and a small addition would utilize the principle of “adaptive reuse” and become a community space with a meeting room and small kitchen, rather than function as a strictly museum setting.

As the restoration project evolved, amidst the economic downturn which greatly reduced the flow of significant individual contributions, it became clear that additional funding was needed. The volunteer Friends of Preservation Bloomfield launched a series of community-based fundraisers that have resulted in a slow but steady path toward completion of the project. Fundraisers have included a host of annual events such as a summer corn roast at the Bowers farm, a Spring Fling vintage fashion show, the Bee Hive Ball, and popular Gingerbread Brunch. All have served to bring the community into the preservation process.



In July 2008, with a neighborhood pots-and-pans band, a police escort, and a host of utility trucks to raise power and phone lines, the house made its way in two sections about a mile north to the Bowers Farm.

Bloomfield Hills Mayor Patricia Hardy reflected, “Preservation is a very expensive endeavor; painstaking effort is required to save something rare. Bringing the boards of the “4 B’s” together for the first time to collaborate on this project was a feat in itself. Subsequently, many solid relationships have been formed, as we have worked together to save the pre-Civil War farmhouse. Our story proves that wonderful things can happen when the community decides to support a preservation project.”

To read more, visit preservationbloomfield.org. Information on the Barton Farmhouse and its neighbor on the farm, the equally historic Craig Log Cabin, is at bloomfieldhistoricalsociety.org. 

Materials provided by the Bloomfield Historical Society.

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The Economics of Place:

The Art of Building Great Communities

The Michigan Municipal League's new book, *The Economics of Place: The Art of Building Great Communities*, goes beyond placemaking as a concept, to offer real-world examples of economic drivers and agents of social and cultural change in Michigan's own backyard. They represent some of the many place-based catalysts that can spark the kind of transformational changes that reinvent and revitalize a community, with tangible payoffs in terms of livability, social and cultural enrichment, and economic development. But most of all, they show us that placemaking is an art, not a science, and displays itself in as many shapes, sizes, and colors as a community can imagine.

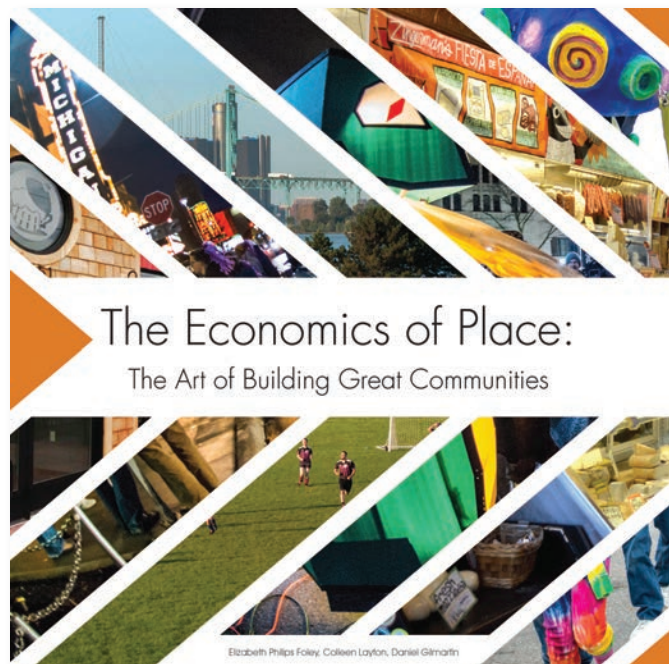
The stories run the gamut from marketing campaigns and municipal projects, to special events and recreational opportunities. Some were large-scale efforts involving significant funds and long-range planning. Others were small ideas that led to big impacts. Some were organized strategies in a larger placemaking vision. In other cases, someone simply wanted to launch a business or improve a community asset that became part of a larger movement—maybe without even realizing that what they were doing was part of this thing we call “placemaking.”

Each page takes the reader on a virtual journey across the state to discover how these large and small efforts have transformed communities. Get a taste of how Baroda and Paw Paw have cultivated the local wine industry into a growing tourist attraction. Feast your eyes on Traverse City's Film Festival and Ludington's Sculpture Garden that bring in art aficionados from near and far. Get ready to pedal through scenic pathways, like Oakland County's Paint Creek Trail and Marquette's Noquemanon Trails Network—along with thousands of others who frequent the trails as well as the surrounding communities. Kick your civic engagement practices over the goal line as you read Detroit's playbook on using sports and food to bring the community together.

For those longing to tap into their community's entrepreneurial spirit, turn on your taste buds as you read about the recipes for success that an Ann Arbor deli uses to turn fledgling entrepreneurs into successful business owners. Food is also the headline topic of another chapter, where locally sourced farmers markets have added a level of vitality to the downtowns of Kalamazoo and Flint, equal to the life found in the brightly colored produce filling the booths. The streets of Ann Arbor and Detroit take on new life each spring as throngs of excited onlookers jam the sidewalks for a one-of-a-kind street celebration. And the book winds down with stories of Marquette's Lake Superior shoreline and St. Joseph's Silver Beach, places where the waterfront is once again beautiful and inviting to residents, tourists, and businesses alike.

These in-depth case studies are presented as storytelling narratives meant to engage and inspire readers with the power of placemaking. But they are also intended to provide a path to replicate their successes. Each chapter includes valuable resources, data, and teaching tools related to the specific topic. The book also contains case-specific examples of public policies and programs, legislation, action initiatives, community partnerships, and economic drivers that can facilitate similar efforts. *The Economics of Place: The Art of Building Great Communities* is now available at economicsofplace.com and Amazon.com.

For more information, contact Colleen Layton at 734-669-6320 or clayton@mml.org.



A Small Community
with Big Vision
and Big Success



NORTHPORT

BY DEBI TURLEY

Children are shuttled to daycare and baseball games. Adults travel to and from work, have lunch at a local restaurant with friends, or enjoy the local parks with their family. Tourists visit the community with sunshine and relaxation on their mind, and boaters enjoy the newly improved municipal marina. And, typically, not one of them thinks about the foresight and hard work of the local government officials in the background, getting the infrastructure and utilities in place and allowing the community to grow at a controlled and thought-out pace.



The story of Northport fits this scenario perfectly.

Located on the placid waters of Grand Traverse Bay, Northport is home to fewer than 600 people. With such a relatively small head count, one would think the village would be fairly anonymous. But the same quality of life and undeniable natural beauty that is irresistible to locals has also attracted celebrities such as chef Mario Batali and comedian Tim Allen. Northport's attributes have made their way into the pages of one of the biggest publications in our country—the *New York Times*, with a feature on some of the rich and famous that make their homes (or home away from home) there.

PREPARING FOR FUTURE GROWTH

We frequently hear about the most successful communities today building a sense of place to attract and retain new residents and businesses. As part of this philosophy, Northport's officials have focused on utility improvements with an eye to future growth and enhancing the local recreational facilities.

The results can be seen in many areas around the village. New restaurants, a golf course, and a bowling alley are all recent additions to Northport. The surge of growth and economic vitality since completion of its sewer system is striking.

"What I hear most often from our business people and residents is that the wastewater project has produced a renaissance in Northport," shared Village President Barb Von Voigtlander.

“What I hear most often from our business people and residents is that the wastewater project has produced a renaissance in Northport.”

—Northport Village President Barb Von Voigtlander

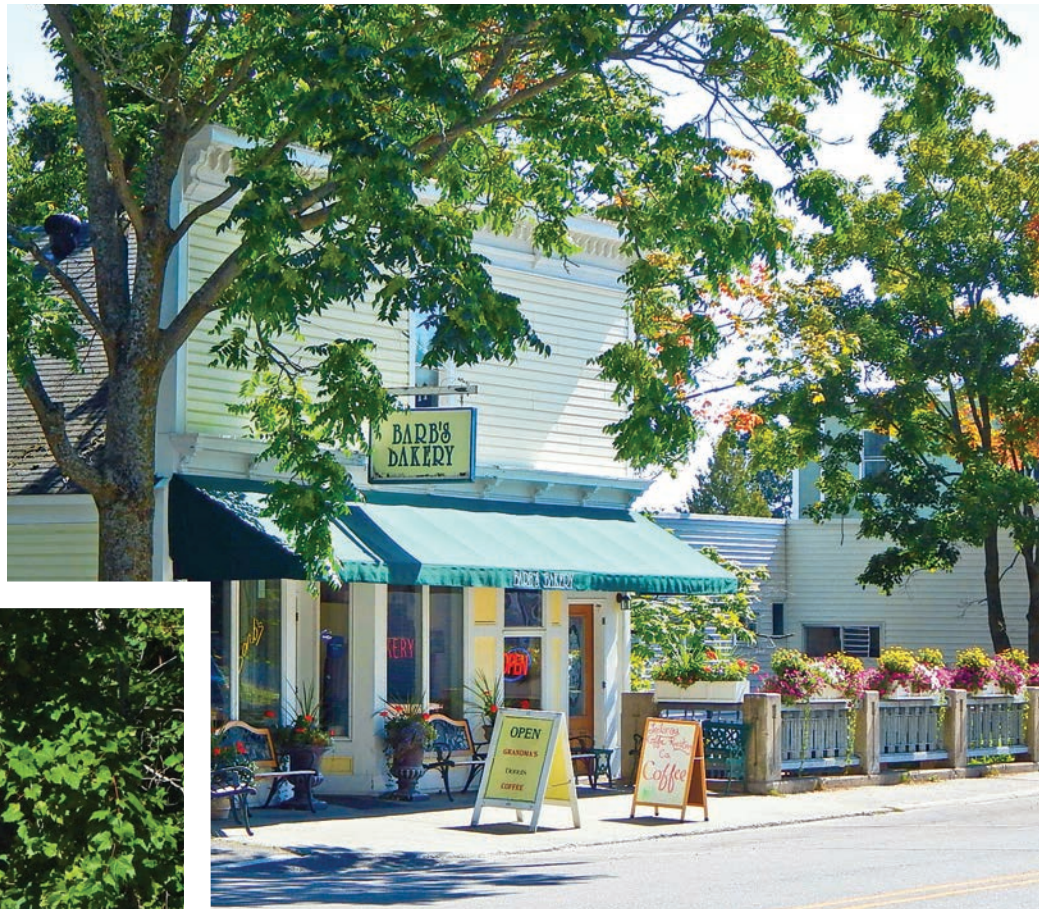
UNSEWERED NO LONGER

Just six years ago, Northport was an “unsewered” community. Several of the residential and commercial onsite septic systems were either failing or non-conforming to health department standards. Commercial establishments, including two restaurants, were financially burdened by the need to frequently pump out holding tanks. Undeveloped residential lots in the village and Leelanau Township were unbildable due to unsuitable conditions for onsite septic systems.

A sanitary sewer system Needs and Feasibility Study was completed that analyzed the environmental and economic impacts for wastewater collection and treatment. As a part of this study, testing and sampling indicated that the failing or non-conforming onsite septic systems were negatively impacting the Northport Creek watershed and Grand Traverse Bay. The resulting State Revolving Fund (SRF) project included a new Moving Bed Biofilm Reactor (MBBR) wastewater treatment facility, along with several miles of new collection system and pump stations.

OUTSTANDING ENGINEERING

The plant was the first MBBR to be used in Michigan, and, as far as we know, the first in the world to incorporate a primary lagoon for de-nitrification. The innovative project won Eminent Conceptor (first place) in the American Council of Engineering Companies' annual



Northport is working on all types of infrastructure to enhance the quality of life in the community. Improvements to the waterfront park and marina include a trail system to promote connectivity, beach and stream restoration, and renovations to the harbor promenade.

competition for outstanding engineering projects for 2011. Along with the treatment facility, a new collection system was designed for Northport that eliminated over 500 individual septic tanks. The system included both gravity sewers and a low-pressure system due to the undulating terrain.

MORE QUALITY OF LIFE IMPROVEMENTS

Northport is working on all types of infrastructure to enhance the quality of life in the community. Northport's waterfront park and marina have long been the "place-making" focus of this vibrant community, and in 2012, multiple grant applications were made to revitalize this important part of the village.

Northport's officials have focused on utility improvements with an eye to future growth and enhancing the local recreational facilities

Improvements included a trail system to promote connectivity, a new restroom building, beach and stream restoration, a new boater facility, a new marina dock house, and renovations to the harbor promenade. The project utilized four separate grant programs to maximize local funds.

"We're currently working on a Drinking Water Revolving Fund project to improve our water well situation," noted Von Voigtlander. "Streetscapes are also on our agenda, as well as more beautification projects."

But according to this savvy official, you can't sit back and hope for better things to come. It takes planning to see the kind of growth Northport is currently experiencing.

"You need to have the cake before you get the icing," she advises other municipalities. "Focusing on the infrastructure is what you have to do first. If you can get community support from the majority of the people for your projects, it (the money you expend) will come back to you."

FUTURE ECONOMIC DEVELOPMENT

According to Von Voigtlander, Northport is seeing a continued increase in building. Two new houses are going up and some others are being renovated. A nine-room inn is being planned for the downtown area and a microbrewery opened its doors in mid-June.

The next time you think a small community can't have a big vision, think about Northport. Or even better, stop by for a great dinner and a walk on the waterfront.

Northport is open for business. 

Debi Turley is a marketing assistant for Fleis & VandenBrink. You may contact her at 616-977-1000 or dturley@fveng.com.



Northport is a small general law village in Leelanau County on Grand Traverse Bay. Pictured at right is Village President Barb Von Voigtlander.

Just six years ago, Northport was an "unsewered" community. Village officials have focused on utility improvements with an eye to future growth. The surge of growth and economic vitality since completion of its sewer system is striking.



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By Matt Bach

His Sense of Service RUNS DEEP



New League President Dick Bolen lives 528 miles from our state capital. In fact, his Wakefield home in the western edge of the U.P. is closer to the state capitals in Wisconsin, Minnesota, Illinois, and Iowa than it is to Lansing.

Wakefield
pop. 1,851



Dick Bolen may be far from the politics and chaos in Lansing, but that doesn't mean he's going to be a distant or removed League president. Quite the contrary. "I told Dan (Gilmartin, League executive director and CEO) that if there's an important meeting or hearing in Lansing, that it would be perfectly acceptable to me to hop in my vehicle and drive overnight to Lansing," Bolen said. "I know, for me, it will be a long year as League president, but it can also be a rewarding year, especially if we get some things accomplished in Lansing."

"As League president, I want to be the biggest cheerleader I can for League initiatives. The League president has to be available and has to be willing to go the extra mile to show the rest of our members

that we are serious about getting things done.”

Bolen, who has served on the League board since 2011, became the fourth League president from the U.P. “Being only the fourth League president from the U.P. in the 115-year history carries an immense responsibility that I do not take lightly,” Bolen said. “I know I will be in a small group of men who served with honor and distinction, and I intend to serve in the same manner.”

GOALS FOR TERM

His goals as League president include continuing to carry the torch started by previous League presidents in the areas of transportation funding, revenue sharing, and fixing the state’s system for funding municipalities.

“It seems unconscionable to me that the state that created the automobile has roads in many areas that are not fit to drive on,” Bolen said. “I hope in the next legislative session we can get over the hump with a transportation bill. But that will take some persistence and some resilience.”

He’s also deeply concerned over how the state has diverted more than \$6 billion in revenue sharing in the last decade in order to fill budget holes at the state level.

“The municipal finance system is broken and the Legislature and the governor cannot say Michigan is back on the road to prosperity when we have cities and villages across our state that are hurting. The majority of us have cut our budgets and streamlined wherever we can—there are no surpluses left. Part of that is due to the loss of our state revenue sharing. In Wakefield, we’re getting 60 percent of what we had in the past. We have to find a way to have bipartisan support from the Legislature to come up with a long-term solution to get this fixed.”

LOCAL POLITICS

Bolen is no stranger to politics. Prior to joining city council in 2004, he served on the Wakefield Board of Education, including nine years as board president. Serving on an elected board in a small community is no easy task—practically every decision you make impacts someone you either know, or are related to. “Absolutely the hardest thing is making a tough decision that may affect friends, family, or neighbors. You’re at ground zero. There’s no place to hide and you can’t run. But I believe that if you’re fair, honest, and consistent in your views and values, in the end then people will respect you for what you’re

DICK BOLEN AT A GLANCE

- Served on Wakefield City Council since 2004, including eight years as mayor
- Past member and president of the Wakefield School District Board of Education
- Vietnam Veteran, with time served in 1971
- Active in veteran’s affairs as a member of the Wakefield VFW and American Legion posts
- Selected as a Paul Harris Fellow in 2013, the highest individual honor awarded by Rotary International
- Forester for Gogebic County from 1978 until his retirement in 2010, including nine years as director of forestry and parks
- Married to wife Colleen for 40 years; two sons and three grandchildren
- Favorite things to do: Hunting, fishing, and “go camp.” “Up here we call it ‘go camp;’ it’s the kind of place where you go and relax and hunt. It’s the culture up here.”
- People he most admires: Presidents Harry S. Truman and Ronald Reagan. “Truman was a Democrat and Reagan was a Republican and both displayed uncompromising courage in always doing what was best for the country. In a word, they were statesmen—that’s what is so sorely needed in this country today.”



A Vietnam War veteran, Wakefield Mayor Pro Tem and League President Dick Bolen is active in veteran’s affairs. He’s especially proud of Wakefield’s Veterans Memorial, which lists the names of every veteran who lived in Wakefield or Wakefield Township, living or deceased.



doing for the whole community. They may not love you, but at least they know where you stand and can depend on you as a leader.

"After one decision I made on city council, a fellow in my church wouldn't talk to me for a year. It took a while, but we're on speaking terms again, so that's good."

MILITARY SERVICE


His interest in local politics probably stems from his strong sense of duty and

service to his country. He was in the Army from 1970 to 1972, including a stint as a medic in Vietnam in 1971. To this day, he keeps in touch with his fellow Vietnam servicemen and is active in both the Wakefield VFW and American Legion.

"After serving your country in the military, you realize we live in the greatest nation in the world and there is a responsibility there to give back to your community," Bolen said. "Being in the military gives you a little edge on

others that haven't served because you realize how precious freedom really is, and so you want to get involved."

He's especially proud of a successful effort to raise funds and construct a Wakefield Veterans Memorial which was completed and dedicated in 2013. It was a two-year project that raised more than \$75,000.

"Most memorials are dedicated to deceased veterans, but this one is dedicated to all veterans who ever lived in Wakefield or Wakefield Township and served in the military, both living and deceased," said Bolen, whose name is on the memorial with nearly 900 others. "Initially, we thought 150 names on a monument would be quite a feat; but as of this summer, it has more than 850 names." 

Matt Bach is the media director for the League. You may reach him at 734-669-6317 or mbach@mml.org.

NEW LEAGUE BOARD OF TRUSTEES

The Michigan Municipal League's Board of Trustees is responsible for developing and guiding the organization's strategic public policy initiatives, legislative agenda, and internal workings, all leading to Better Communities. Better Michigan.

Completing our 18-member board, the following new members will serve three-year terms, effective October 2014

Terms expire in 2017

Catherine Bostick-Tullius, Commissioner, Lapeer
Kim Corcoran, Mayor, Ironwood
Ken Hibl, City Manager, Clare
Marcus Peccia, City Manager, Cadillac
Adam J. Umbrasas, Village Manager, Three Oaks
William Vajda, City Manager, Marquette

Terms expire in 2015

Steve Baker, Councilmember, Berkley
Susan Baldwin, Commissioner, Battle Creek
Steve Brock, City Manager, Farmington Hills
Bobby Hopewell, Mayor, Kalamazoo
Rebecca Hopp, Councilmember, Ferrysburg
Nathan Triplett, Mayor, East Lansing

Terms expire in 2016

Rosalynn Bliss, Commissioner, Grand Rapids
Daniel Greer, Councilmember, Jackson
Edward Klobucher, City Manager, Hazel Park
John B. O'Reilly, Jr. Mayor, Dearborn
Mark Vanderpool, City Manager, Sterling Heights



For more information on the League's Board of Trustees, visit www.mml.org/about/mmlboard.htm

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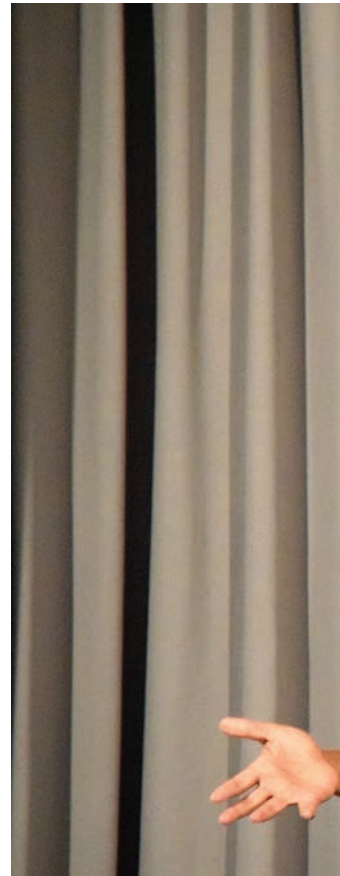


BRONZE



2014 ANNUAL CONVENTION

The League welcomed hundreds of Michigan municipal officials to its annual Convention for three days of exhilarating networking, learning, and sharing opportunities. Through the parade of flags, Community Excellence Awards, and affiliate events, local government officials were part of a community.



Highlights included mobile workshops that got attendees out into the fresh Upper Peninsula air to learn how the city of Marquette dramatically transformed its waterfront from an industrial harbor to a tourist destination.

OCTOBER 15-17 NORTHERN MICHIGAN UNIVERSITY • MARQUETTE



Convention attendees expanded their knowledge on everything from crowdfunding and placemaking like a developer, to empowering citizens with technology.



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For all the photos from this year's Convention and other League events, go to mml.org/flickr.

AWARDS

Honorary Lifetime Membership Award



Jeffrey Jenks
Mayor Pro Tem, Huntington Woods

Special Awards of Merit



Larry Nielsen (Village Manager, Paw Paw)
Kurt Dykstra (Mayor, Holland)
Not pictured: Issue Media Group,
Susan Dana (Comptroller, Calumet)

Legislator of the Year Awards



Senator John Pappageorge (R-Troy)
Senator Tom Casperson (R-Escanaba)
Not pictured: Representative Nancy Jenkins
(R-Clayton)

Elected Officials Academy



Level 1 Graduates

Stacy Smith, Marlon Brown, Cyndy Stek
Not pictured: Pam Beegle, Dan Duderstadt,
Andrew Morse, Dayne Walling, Joshua Freeman



Level 2 Graduates

Brenda McNabb-Stange,
Cyndy Stek



Level 4 Graduates

Joshua Meringa
Nathan Triplett

Level 3 Graduates

No graduates from Level 3 this year.



EOA Special Recognition Award

Michael McGee, Miller Canfield

AWARDS



Race for the Cup Winner—Harbor Beach

THE COMMUNITY EXCELLENCE AWARD CUP

Convention attendees voted for one of six community projects, and when the votes were tallied, the city of Harbor Beach was selected as the winner of the 2014 “Race for the Cup.” The city of Harbor Beach won for its self-performed dredging project. With water levels on the Great Lakes being so low last summer, many communities like Harbor Beach had to do emergency dredging in order to accommodate boats in its municipal marina. The city administered the dredging project using its own equipment and personnel.



SAVE THE DATE

MICHIGAN MUNICIPAL LEAGUE CAPITAL CONFERENCE

March 24-25, 2015

Lansing Center, Lansing

Litchfield's COMMUNITY LIVING ROOM

By Elizabeth Ann-Philips Foley



“People move to a small community because of schools and libraries. In a...community like Litchfield, where most of the population is low-income, the free services we offer are actually pretty essential.”

—LIBRARY DIRECTOR JANET BARTON

What can you do to serve 2,400 people with an annual budget of less than \$67,000? Quite a lot, it seems, if you're the Litchfield District Library.

Even though it's one of the state's smallest libraries, Litchfield earned the 2013 State Librarian's Excellence Award. The prestigious statewide honor is given out each year to recognize one Michigan library that best exemplifies excellence in customer service.

This fall, Litchfield's librarians are passing the torch on to the next recipient at the annual Michigan Library Association conference in Lansing. But the kudos keep coming. They are now in the running for the 2015 Best Small Library in America Award, sponsored by the Bill and Melinda Gates Foundation.

It is a valuable reminder that these ages-old institutions—regardless of size or funding—still play an essential role in creating and nurturing a community's sense of place.

“People move to a small community because of schools and libraries. In a small, rural community like Litchfield where most of the population is low-income, the free services we offer are actually pretty essential,” said Janet Barton, library director. “For example, we are the only place in town with free WiFi, free beginner computer classes, and free public computer access. We're also

the only movie place within 15 miles, and rent out DVDs at 50 cents apiece. We average 80-100 patrons every day that we're open. We function practically on crumbs, so I'm real proud of all the things we've been able to do."

The library is located in the center of Litchfield, a 2.5-square-mile city in rural Hillsdale County. It has existed virtually as long as Litchfield itself, which incorporated as a village back in 1877, a generation after the first farm families arrived to plant corn and grain crops—and a full century before it became a city in 1970. Litchfield's original library was established right around the time they added sidewalks, a fire department, and a "real" downtown where the cattle, sheep, and hogs were no longer allowed to run in the streets at will. In fact, Litchfield had a library well before its first telephone line (1885) or street lamps (1889). In an era when travel and communication were rare commodities in remote rural regions, a city library was a highly valued asset for a community's cultural enrichment.

In Litchfield, it still is.



Beyond Books—Fresh and Creative Programs

Self-described as "the community's living room," Litchfield District Library prides itself on offering local residents a friendly and convenient place to gather for events, information, entertainment, and services.

Gone are the days when the library was simply the place to borrow a nice book to read on a lazy summer afternoon. Like most modern libraries, Litchfield has changed throughout the years as technological advances continue to redefine what a library is—from a card catalog linked to a quiet set of bookshelves, to a whole array of digital and mixed media resources intended to meet the ever-evolving needs of its patrons to connect and communicate with the larger world. Today's libraries aren't silent study halls; they are active, dynamic places filled with people and life.

In its crowded 1,200-square foot space, Litchfield's four-person staff has used every available inch to offer 22,000 books; more than 1,800 DVDs; 1,335 audiobooks and CDs; and a newspaper archive. Five computers are available for use with a free WiFi connection. Michigan Electronic Library Services (MelCat) allows patrons to order library materials online from all over the state. Patrons can also connect to the Secretary of State's ExpressSOS.com for vehicle tab renewals and other SOS services.



Litchfield's library runs virtually on crumbs. It has adapted over the years from simply a place to borrow a book to filling a role of creating and nurturing the community's sense of place.

Serving Low Income Residents

For the past six years, the library has partnered with the Community Action Agency Head Start Program to bring a weekly story time to preschoolers, 90 percent of whom live below the poverty line. The library also partners with the Litchfield United Methodist Church and Local Emergency Outreach to provide free summer lunches three days a week for children in need. In 2012, they worked with local retailer Patty's Bridal Shop to offer affordable prom dresses to teens from low-income families.

"Because libraries like ours are not profit-making businesses, people sometimes believe we are not as much of a value as businesses which sell items. What they don't understand is, our currency is not cash—it is the services we provide to the community," said Barton.



Summer Reading encourages kids to keep up their skills, and the end-of-the-summer reading party draws a huge crowd.


The "community living room" sentiment is obvious with even a quick glance through the library's calendar. During Litchfield's annual Sweetcorn Days festival, the library held a short story contest, plus sidewalk chalk and duct tape art contests with the winners chosen by penny votes. Summer Reading encourages grade school kids to keep up their skills over the vacation break. The end-of-summer reading party draws a huge crowd of families to the balloon-filled town circle where brand new bikes were given out as prizes to one boy and girl.

Getting Teens to the Library

To attract teens, regular Saturday offerings include Wii gaming, chess, and other board games. *The Hunger Games* was a highlighted selection on the book club's summer reading list. Children's crafts projects blend nature with art on everything from bats, bees, and trees, to fish and animal footprints. A Guitar Hero contest, Battle of the Bands, "Drumunity" drum circle, and Quilt Club bring all ages together in fresh and creative ways.

Library Board Vice Chair Patsy Hart described it thus: "a place where friendships are formed, dreams are dreamed, local history is brought to life, computers make the world smaller, conversations on the 'what ifs' in the world are pondered, current events are debated, and yes, books and authors are discussed."

Recently, library staffers posted this Henry Ward Beecher quote on its Facebook page: "A library is not a luxury but one of the necessities of life."

There is no place those words ring truer than in Litchfield. 



Elizabeth Ann-Philips Foley is a freelance writer. You may contact her at eshaw@mml.org.

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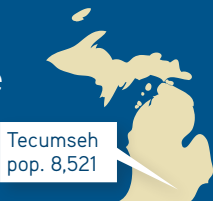
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TECUMSEH BREWING COMPANY



Photo by Doug Coombe

Crowdfunding successfully matched a local entrepreneur with local investors to capitalize a new downtown business, directly impacting talent retention and downtown redevelopment. Until Michigan's crowdfunding legislation passed in December 2013, 93 percent of local investors were denied the opportunity to put their money where their hearts are—the local businesses they know, trust, and love—because they are “unaccredited” investors (meaning not rich!)



ACCOMPLISHMENTS

- ★ Tecumseh Brewing Company founders raised \$175,000 (their funding goal) through 21 investors, in advance of their fundraising deadline.
- ★ Over 100 investors expressed interest in Tecumseh Brewing Company; 16 of the 21 investors had no prior relationship with Tecumseh Brewing Company.
- ★ They were fully funded in half the time anticipated and had to turn away interested investors.
- ★ They plan a total investment of half a million dollars in the community.
- ★ They plan to locally source as much as possible, including materials, labor, food, supplies, etc. to create even more positive economic ripples in the local community.

- ★ Their business philosophy is to be a brewpub for the community, including being active in hosting and sponsoring community events that add to the vibrancy of the downtown, the community at large, and the success of their business.
- ★ The brewery is completing a rehab and retrofit of a building in the heart of downtown Tecumseh, including residential apartments on the second floor.
- ★ The city of Tecumseh retained smart, creative, talented people willing to put down roots and grow their success and the community through crowdfunding.


PARTICIPATION

Local economic development entities connected Tecumseh Brewing Company to myriad resources, most importantly crowdfunding and Lenawee Now (formerly the county economic development corporation). The city of Tecumseh and Tecumseh DDA provided assistance in building acquisition, rehab process, outdoor seating expansion, and permitting.

FUNDING

Seed funding was provided through family and friends, with gap funding of \$175,000 raised through crowdfunding, and a substantial amount to come through traditional bank financing. Property improvement/façade grants were available through the DDA and other sources.

LESSONS LEARNED

- Do not take the first or easiest option in locating. Tecumseh Brewing Company waited for just the right spot in the heart of downtown to drive success.
- Spend the time discovering and articulating what makes your idea unique. Tecumseh Brewing Company is proud of its approach to brewing, which is a distinct break from a corporate brew structure, and is excited to be a community business with strong, deep roots in Tecumseh.
- Tell your story and give people an experience. Crowdfunding works well when there is a local, emotional connection, as well as a great business case. Tecumseh Brewing Company hosted tasting events where potential investors could see the future space, view pictures/sketches, logos, sample menus, etc. and, most importantly, meet the owners. This personal connection helped get Tecumseh Brewing Company fully funded in half the allotted time.
- If you are prepared to be a true community-based business, shout it out loud and proud! If you plan to sponsor downtown events, reinvest in the community, and hire and source local, let everyone know it. It will make investing a good economic decision as well as a heartwarming one. 

For more information contact Heather Van Poucker, director of information and policy research for the League at 734-669-6326 or hvanpoucker@mml.org.

HOW-TO

- 1 Find what you love to do and decide where to do it.
- 2 Do your research and make use of local resources and information. The city of Tecumseh's blueprint study (Hyatt-Palma study commissioned in the late 2000s) was a key source of information that Tecumseh Brewing Company used in backing their intuition with data.
- 3 Identify a couple of champions in the system to help guide you and assist you in breaking down walls (literally and figuratively!). The city and DDA staff and Lenawee Now were extremely helpful in guiding Tecumseh Brewing Company through the process of property selection and acquisition, building rehab, permitting, licensing, etc.
- 4 Get the boring stuff together early—business plans, articles of incorporation, etc. Have these foundational documents in order before beginning any formal fundraising.
- 5 Cultivate a following through community ties, family, social media, and good old fashioned word-of-mouth. These are your potential investors and customers! (But be careful not to solicit investors for crowdfunding on social media... this could violate the intrastate investment requirement.)
- 6 Find ways to make your local business a community business by sourcing whatever you can locally. It adds to your authenticity, it is good for the environment, and it super-charges the local economy. Tecumseh Brewing Company will offer grilled cheese made from a local creamery's cheese.
- 7 Rehab what is already there and reclaim bits of the community to work into your space wherever you can. Old stuff is cool and usually less expensive.
- 8 Start selling swag early, even before the opening, to generate buzz and following. Use social media but also start establishing a presence in the community at various events.
- 9 Use a well-established crowdfunding platform with proven success. Tecumseh Brewing Company used Localstake (localstake.com).
- 10 Be prepared to give an "elevator pitch" about what crowdfunding is and how it works. Crowdfunding is new to people so you'll be selling not only your business opportunity, but the mechanism for investment. Be sure "legitimate" community representatives are well versed as well (the Chamber, DDA, local leaders, etc.)



CROWDFUNDING is the process of soliciting funds from the general public, including individuals who do not meet "accredited" investor requirements, to create projects or fund new or existing businesses.

PLACEMAKING CASE STUDIES

Placemaking Case Studies available at placemaking.mml.org.

Cultural Economic Development

The Alley Project

Professional artists, teens, and neighbors built infrastructure for creative expression and community responsibility.

Artist Village Detroit

A once-abandoned commercial strip serves as a creative hub for artists, students, business owners, and neighbors in the heart of Old Redford.

Growing the Economy through Arts and Culture

Ludington was poised to celebrate its past and future, bringing art, nature and history together, and provide an impetus for future development.



St. Joseph Public Art

Fills downtown with unique sculptures from the area's artists and has helped turn the community into a tourist destination.

Welcoming

Detroit City Futbol League

A recreational, adult, co-ed neighborhood soccer league that brings people together while marketing different areas of the city.

Detroit Soup

A grassroots initiative to bring neighbors together to build relationships, share ideas, and raise money for community projects.

Education

Clark Park Coalition

This grassroots, nonprofit coalition has grown to offer positive activities for nearly a thousand neighborhood youth each year.

Frankfort Historic Landmarks Arts Center

A re-purposed Coast Guard Station that serves as a popular community hub for residents and visitors.

Entrepreneurship

Hatch Detroit

Promotes a vibrant urban community by awarding money and empowering local entrepreneurs with capital and support to succeed and grow.

Mark's Carts – Ann Arbor

Capitalizing on a national food cart trend, Mark's Carts offers local food and communal seating, in a once empty downtown lot.

Ponyride

Subsidizing shared workspace, Ponyride provides cheap space for artists and entrepreneurs to work and share knowledge, resources, and networks.

Rust Belt Market

Features artists, collectors, local food products, musicians, and community events in a re-purposed big box commercial building in Ferndale.

Green Initiatives

Dequindre Cut

A 1.35-mile recreational path that offers a pedestrian link between the Detroit Riverfront, Eastern Market, and many residential neighborhoods.

Recycle Here

A creative approach turned a traditional drop-off center into a community gathering place and a showcase for artists and musicians.



Messaging & Technology

Hubbard Farms Emergency Alert System

Frustrated by slow police response times, residents used a free cell phone texting system to alert neighbors of crimes.

Love Muskegon

A group of young professionals in Muskegon started an online branding and marketing campaign to promote their city.



Physical Design & Walkability

Boyne City Main Street

A group of volunteers organized to improve, promote, and create greater vitality around the Boyne City downtown.

Downtown: The Heart & Soul of a Community

Business owners in West Branch brought together local officials and residents to start "Fabulous Fridays" to create a more fun, viable downtown in the summer.

Heart of Downtown: Sundquist Pavilion in Riley Park

Farmington transformed a parking lot into an attractive landscaped park with a pavilion that now serves as the focal point for numerous community events.

Live Midtown

To boost the number of homeowners and renters in Detroit's Midtown, a nonprofit organized a live-where-you-work incentive program.

Main Street Community Partnership

A group of Adrian residents and leaders, inspired to invest in their own community, chipped in to buy and rehab a historic structure on Main Street.

Transit

Tour de Troit

A small group of people exploring Detroit by bike has grown into Michigan's largest bike ride, promoting safer streets for non-motorized users.

Around MICHIGAN

The Village of Jones Officially Becomes a City

After nearly a three-year process, the village of Jonesville has officially become a city. The voter-approved city charter was filed by city officials at the State Office of the Great Seal on August 14. The historic filing occurred at 1:24 p.m. in the shadow of the State Capitol, a building whose construction was once managed by Jonesville's own Ebenezer Grosvenor.



The filing with the state marks the final step in Jonesville becoming a city. A similar filing with the Hillsdale County Clerk occurred earlier.

Voters approved the Jonesville city charter at the primary election held on August 5, 2014.

Neighborhood Stabilization Program 2 (NSP2) Funding

The Community Development Division (CDD) of the Michigan State Housing Development Authority (MSHDA) has announced six recipients will receive NSP2 funding income. The \$2.55 million awarded in the first funding round will help finance blight demolition and senior housing projects in Berrien, Calhoun, Genesee, Ingham, and Kalamazoo counties.

First round recipients:

City of Battle Creek/Calhoun County Land Bank Authority: \$264,990, for the demolition of 24 single-family residential blighted structures.

City of Kalamazoo: \$181,500, for the demolition of 19 single-family residential blighted structures.

Berrien County Land Bank Authority: \$119,000, for the demolition of 12 single-family residential blighted properties.

Genesee County Land Bank Authority: \$396,440, for the demolition of 34 single-family residential blighted structures.

Ingham County Land Bank Authority: \$155,540, for the demolition of eight single-family residential blighted structures and the deconstruction of four single-family residential blighted properties.

Kalamazoo County Land Bank Authority: \$1,429,310, for the creation of 10 additional units of senior housing within the city of Kalamazoo's Prairie Gardens Development.

These funding efforts demonstrate MSHDA's commitment to placemaking, and the role it plays in building a thriving future for Michigan through programs that help create places where people want to live and work. CDD supports affordable housing and vibrant places by providing financial resources and technical assistance training to local and statewide partners.

2014 Clerk of the Year Award Winners

The Michigan Association of Municipal Clerk's announced its Clerk of the Year Awards at its Summer Conference in Grand Rapids. The award celebrates excellence: clerks who care passionately about their work, who are not satisfied with "good enough" but strive for the highest quality, and who are excited to learn and stretch and grow. This year the honor was bestowed upon:

- **Pamela B. Smith**
Clerk, City of Farmington Hills
- **Katie M. Cotey**
Clerk, Village of Parma

The awards were presented by the 2012 and 2013 Clerks of the Year, and Secretary of State Ruth Johnson was also on hand to recognize these outstanding clerks.

Grant Recipient Manistee to Restore Theatre

A \$60,000 federal grant will be used to help fully restore the historic Vogue Theatre in Manistee.

U.S. Sen. Debbie Stabenow made the announcement on August 27. The money is being made available through the U.S. Department of Agriculture's Rural Business Enterprise Grant program.

The Vogue Theatre was built in 1938. It reopened to the public late last year after being closed since 2005.

Stabenow sent a letter of support in January urging U.S. Agriculture Secretary Tom Vilsack to consider the Vogue Theatre's grant application. She calls the two-screen theater "a historical treasure for moviegoers in northern Michigan." (*Associated Press*, August 27, 2014).

Constitutionality of cell phone search

FACTS:

David Riley was stopped by a police officer for driving with expired registration tags. In the course of the stop, the officer also learned that Riley's driver's license was suspended. The car was impounded and an inventory search of the car was conducted. The search resulted in Riley's arrest for possession of firearms. Riley was also searched incident to the arrest and a "smart phone" was seized from his pocket. The contents of the phone were searched and information relating to gang activity was discovered, including photographs of Riley standing next to a car that had been involved in a shooting a few weeks earlier. Riley was ultimately charged with various offenses related to the shooting, including attempted murder. At trial, Riley moved to have all charges relating to the cell phone search suppressed since no search warrant was obtained prior to the search as required by the Fourth Amendment to the U.S. Constitution. The prosecution argued that no search warrant was required since the search was made "incident to an arrest," one of the recognized exceptions to the search warrant requirement.

QUESTION:

May a police officer, without a warrant, search digital information on a cell phone seized from an individual who has been arrested?

THE ANSWER ACCORDING TO THE TRIAL COURT: YES. The trial court rejected Riley's arguments and allowed police officers to testify about the photographs and other information found on the cell phone. As a result of the testimony, Riley was found guilty.

THE ANSWER ACCORDING TO THE CALIFORNIA COURT OF APPEALS: YES. The court affirmed, relying on a California Supreme Court decision which held that the Fourth Amendment permits a warrantless search of cell phone data incident to an arrest, so long as the cell phone was immediately associated with the arrestee's person.

THE ANSWER ACCORDING TO THE UNITED STATES SUPREME COURT: NO.

The Court acknowledged that it was well accepted that a search of a legally arrested person constitutes an exception, within certain parameters, to the Fourth Amendment's search warrant requirement. However, the Court discussed the doctrine when applied to modern cell phones, "which are now such a pervasive and insistent part of daily life that the proverbial visitor from Mars might conclude they were an important feature of human anatomy." Because cell phone data found on smart phones did not constitute a risk of harm to police officers or destruction of evidence, the Court held that police must obtain a warrant before conducting a search of the data. The Court noted, however, that other case-specific exceptions to the search warrant requirement may justify a warrantless search.

Riley v California, No. 13-132 (June 25, 2014).

This column highlights a recent judicial decision or Michigan Municipal League Legal Defense Fund case that impacts municipalities. The information in this column should not be considered a legal opinion or to constitute legal advice.

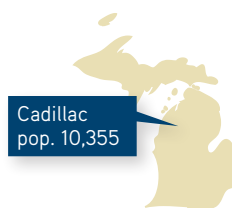
LONG-TIME CITY ATTORNEY RECEIVES NATIONAL AWARD

Daniel Matson, DeWitt city attorney, was awarded the James H. Epps III Longevity of Service to a Community Award from the International Municipal Lawyers Association (IMLA) for the significant achievement of having the political and legal skills necessary to represent the same community for at least 30 years.



(l to r): Bill Mathewson, League General Counsel; Lori Grigg-Bluhm, Troy City Attorney, MAMA President; Marlene Matson; Daniel Matson; Peter Letzmann, MAMA Education Chair; Abigail Elias, Ann Arbor City Attorney.

CADILLAC'S DOWNTOWN SCULPTURE PROGRAM



The life-like sculptures Cadillac brought to its downtown, City Park, and the shores of Lake Cadillac, attributed to a 13-percent increase in attendance at downtown events and festivals, and an 8-to 15-percent increase in gross receipts for downtown businesses.

On May 29, 2012 Cadillac's population increased by eleven residents. That may not seem significant—however, these new citizens were subsequently responsible for an estimated 22,000 visits to downtown Cadillac during the ensuing summer months, were photographed well over 100,000 times (with many pictures later appearing on social websites such as Facebook), were responsible for increased levels of attendance at several downtown events and festivals by rates approaching 13 percent, and were instrumental in amplifying gross receipts for a number of downtown businesses by 8 to 15 percent.

Who were these folks and why were they so influential? Our new residents consisted of eleven life-size bronze statues by famed artist Seward Johnson on loan from The Sculpture Foundation, Inc. The Sculpture Foundation is a private operating foundation dedicated to providing exhibitions and contemporary public artworks for communities, universities, parks, museums, and cultural institutions. The statues represented people cast in acts of everyday life. Their entry into the downtown was organized by the Cadillac Area Friends of the Library, who saw the program as an opportunity to advance awareness of the importance of the arts and culture in the greater Cadillac area and have fun in doing so.

The 350-to 800-pound figurines were strategically positioned out-of-doors in downtown Cadillac along Mitchell




Street (the downtown's main street), the Cadillac City Park, and near the Lake Cadillac shoreline. Most of the statues were placed with limited separation distance between them as a way to encourage people to walk from statue to statue versus driving. Their location and neighboring proximity had the added benefit of moving people in and through the downtown, thus exposing them to local

shops and eateries. The statues frequently drew small crowds of people captivated by their realism. It was common to watch people—particularly young children—gently touch the life-like figures as though inviting them to speak or move.

Surveys revealed that approximately 29 percent of those visiting the sculptures were tourists, with a majority living from 50 to 125 miles of the city. Within Michigan, the Lansing, Grand Rapids, Manistee, and Traverse City regional areas were identified as the most common locations from which tourists originated. For those residing outside the state, Indiana provided the greatest number of visitors, followed by Ohio. An estimated 70 percent of the tourists were first-time city visitors, while 30 percent had previously visited at least once. Most of the repeat visitors had not done so for many years. For these visitors, the overwhelming majority voiced positive thoughts and impressions of the city expressing delight at how well the city and downtown had progressed. Virtually all tourists surveyed indicated a return visit would be considered.

Based on the success and popularity of the 2012 program, the Cadillac Friends of the Library repeated the effort in 2013 bringing in ten new residents. That program included figurines depicting a wider range of ages, from young children to older adults. Program cost for 2013 was approximately \$30,000 which included the fee for the three-month loan of the figurines, shipping, and the preparation and printing of program flyers and walking tour maps. A number of local civic organizations, businesses, and individuals provided financial support for the project including the Cadillac Downtown Development Authority.

The 2013 program closely mirrored the 2012 results pursuant to the attraction of visitors, positive economic impacts, and the like. Notwithstanding the importance of these effects, perhaps the most significant outcome has been the heightened sense and display of community pride by city residents. This is evidenced by the frequent times one overhears affirmative conversations about the sculptures at local coffee shops and other public gathering spots. As the saying goes, for Cadillac, such conversation is priceless. 

Gerald L. Adams is the community development director for the city of Cadillac. You may reach him at 231-775-8755 or planning@cadillac-mi.net.

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Rob Ferrari EXECUTIVE EDITOR

Date
10/1/2014

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

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Q: Our clerk and treasurer are both appointed, rather than elected. Do they have to live in the municipality?

A: No—an appointed clerk and treasurer do not have to live in the municipality. In December 1999, the Michigan Legislature passed the Residency Act which restricts public employers from requiring that certain employees reside within certain geographic boundaries as a condition of employment or promotion. The Act is designated as 1999 PA 212. Additional information on The Residency Act can be found in the League's One Pager *Plus* Fact Sheet at mml.org.

Q: Are council committees subject to the Open Meetings Act? What if there are no councilmembers on the committee?

A: The Open Meetings Act defines a public body as “any state or local legislative or governing body, including a board, commission, committee, subcommittee, authority, or council.” So, according to the OMA, the answer is “yes.” There are a number of One Pager *Plus* Fact Sheets on our website at mml.org that will help with Open Meetings Act questions, including one with basic definitions and requirements.

Q: How many cities have term limits for elected officials?

A: There are 25 city charters with provisions term limiting elected officials: Allen Park, Big Rapids, Caspian, East Grand Rapids, Essexville, Ferrysburg, Frankfort, Harbor Springs, Hart, Hillsdale, Livonia, Ludington, Marquette, Melvindale, Negaunee, Orchard Lake Village, Owosso, Plymouth, Rochester Hills, Rockwood, Roosevelt Park, Southgate, South Haven, Warren, and Whitehall.

Q: Where can I find a listing of municipal consultants?

A: The League has a “Yellow Pages” of municipal service providers and a Business Alliance Program (BAP) of municipal vendors. We have a listing of our BAP participants on our website at mml.org, searchable by category (engineering, planning, software, etc.) and by company name.

Q: What are the new changes to MISS DIG regulations?

A: New legislation passed in 2013 removing all governmental immunity for damages to utility facilities while excavating. This new law prescribes penalties for violating the Act. It is critical that local units of government call MISS DIG and comply with the requirements to avoid potential fines.

The potential penalties for local units of government are as follows:

- For a first violation, a civil fine of not more than \$5,000.
- For a second violation in 12 months, a civil fine or not more than \$10,000 and the governmental entity is required to provide training to its personnel engaged in excavating.
- For a third violation in 12 months, a civil fine of not more than \$15,000. In addition, if the violation caused damage to the facilities, the governmental agency must pay for the cost of repairing the facilities.

This legislation does not prohibit a local unit of government from making an emergency excavation. If there is an emergency, excavation may be performed to address the conditions of the emergency. The League has a One Pager *Plus* Fact Sheet on the new legislation; please visit mml.org to obtain a copy.

Q: Our new mayor would like to perform marriage ceremonies, but doesn't know how much to charge. What do other cities charge for their mayors to perform marriage ceremonies?

A: Cities charge a range of fees, some as low as \$10, others \$100; the typical fee is \$50. If your mayor needs assistance or guidance, the League publishes a helpful book—*The Civil Marriage Ceremony Handbook for Mayors*. It is available as an electronic book on our website at mml.org.

The League's Information Service provides member officials with answers to questions on a vast array of municipal topics. Send your municipal inquiries to info@mml.org, or call 1-800-653-2483.



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ROGERS CITY



"Rogers City: intriguing history, pleasing present, and bright future." This phrase is more than just a promotional line—it is a true statement. If you browse the city's website (rogerscity.com), you will find evidence to demonstrate the truth of these words. But to really understand a community, you must visit it and get to know the people. This is the true nature of Rogers City community profile: hard-working, honest, and friendly people. In addition to its people, Rogers City boasts a location on the shore of Lake Huron, surrounded by State Parks and the Herman Vogler Conservation Area. With miles of clean beaches, it truly is a paradise for nature lovers, hunters, fishermen, boaters, and anyone seeking a pristine and beautiful location. In addition to essential services, Rogers City is vibrant and affordable.

In 2012, Rogers City decided to embark on a placemaking journey. The placemaking effort includes a streetscape upgraded with people-friendly amenities including new LED lighting, ADA ramps, flower baskets, and wayfinding signage. Ten percent of the city's existing downtown storefronts opened with new destination businesses. New events, programs and amenities

to bring people downtown include recreational trails and pocket parks, a new downtown museum annex, two new public art projects and several exciting new library programs. Social life has been enhanced with such festivities as "Purple Martin Mania," a downtown street dance to celebrate nature and help at-risk children. The effort has paid off with as many as 100 new jobs in a city of 2,827 people.

"It is small town activism at its best," said then Mayor Beach Hall. "We've been concentrating for several years on building back our downtown, and it's working. We've got new things happening—new storefronts and new businesses going in."

"We're definitely on an upturn and it's largely been through community activism on the part of the city in encouraging entrepreneurship and developing the downtown." Then City Manager Mark Slown also credited the success to new cooperative economic development efforts between local city and county governments and private businesses.

