



Community Development Fellowship host communities

This information was provided by each host community for candidates to review as they decide the community for which they want to apply.

St. Ignace

Saint Ignace is a small city whose economy is primarily tourist driven. We engaged with MEDC in the RRC process in 2018. We are making progress on our best practice tasks, slowly but surely. We have just finished and adopted a major update of our City Master Plan, where we incorporated many of our Redevelopment Ready Community goals into the Action Plan. We have completed our first CIP, and are ready to start working new information and project requests into it for the upcoming 2021 budget year. Our Master Plan process and several other community initiatives involved a great deal of community outreach, and we plan to continue close interaction with community leaders, residents, businesses and others who share our interest in promoting economic development in St. Ignace. In 2017, we worked with the Sustainable Built Environment Initiative (Warren Rauhe and colleagues) from MSU to develop a community vision for a multi-use recreation pathway in our city. We need to write several grants to get that project started. In addition to the list below, if our Fellow has time on his or her hands, and would like to help us to find granting agencies and develop a strategy to get our pathway going, I'm all in! I look forward to meeting our Fellow- St. Ignace is a great place to live, especially if you like the great outdoors. You will be working closely with the Mayor and the Planning Commission- see you soon!

Projects:

- 1) Support our Capital Improvement Plan: help organize meetings, review upcoming proposals from City departments, and in tally/record responses from raters.
- 2) Lead development of an Economic Development Plan, Marketing Plan strategies, and Parking Plan.
- 3) Evaluate and update the Development Review policy and procedures

Charlevoix

Charlevoix is one of the premiere resort communities on the great lakes and features an outstanding downtown and public spaces but like many small communities, we struggle with challenges of housing and attracting year-round, sustainable jobs. We are excited to host a fellow who will help the community finalize its RRC Certification, detail redevelopment and housing development sites, and research the expansion of broadband in our community. The Charlevoix community is civically active and full of unique resources that will provide a unique fellowship experience.

Projects:

- 1) Housing and Redevelopment Sites- The fellow will do in-depth analysis of publicly owned sites and selected privately owned land; these will be assessed for viability as housing or redevelopment ready sites. This will include using GIS resources to identify available public utilities, site restrictions, and unique benefits. With consultation of City staff and the Planning Commission, sites will be recommended for action to City Council with the prospect for development incentives and coordination with local partners. This process will be built upon public input and consensus. The fellow will work with City staff and consultants as needed to execute this planning. Success for this project will be measured by the agreement of housing and redevelopment sites.
- 2) RRC Certification- Under the broad banner of "process conclusion," the fellow will tie up loose ends, coordinate final drafts of documents with City staff and assist with website updates to ensure the City is fully certified as an RRC Community. This experience will also be used to give the fellow a project to present and interact with City Council as the point person for this project. Success for this project will be measured by the timeline to achieve full RRC Certification.
- 3) Fiber Internet Expansion- Several vendors have approached the City wishing to work on expanding fiber service in the City. As a municipal power company, the City has infrastructure and resources to move in this direction but there are steps to remain compliant with Michigan law. The fellow will play an instrumental role in this by researching the pitfalls and lessons learned in other communities who have ventured into the provision or contracting for fiber service. This research will lead to a decision process to be followed by the city including an RFQ/QBS process in working with vendor(s) for the expansion of fiber. Success for this project will be measured by the degree to which a process is in place for decisions to be made and the degree to which we can demonstrate interest by businesses and residents for this service.

Oscoda Township

Set peacefully along the shores of beautiful Lake Huron and the mighty AuSable River, Oscoda Township offers more than 120 square miles of pure Michigan. From canoeing to sunbathing to our four-season trails and hunting, the natural resources of our community provide activities for any outdoor enthusiast. In addition to our natural resources, few places offer budding entrepreneurs and industrial based business operators a place to grow and thrive like Oscoda Township.

For the Fellow, Oscoda Township offers an exciting opportunity to impact many aspects of our community from a holistic perspective. In 2019, the Township partnered with consultants Place + Main to develop our PlaceLEAP strategies. These strategies include work to revitalize our downtown business corridor, promote our community for commercial and industrial growth and solve for our multi-family and residential development needs. Along with that, the Township has prioritized the need to achieve MEDC's Redevelopment Ready Communities Certification. Ultimately, the Fellow will be working on a team of talented and energetic professionals who have developed a specific and focused roadmap for our success.

Projects:

- 1) Participate on the planning commission sub-committee for updating the Master Plan.
- 2) Work with the zoning administrator in drafting and finalizing the Guide to Development.
- 3) Author and coordinate the processes for board recruitment, training, training report-outs and joint meetings.
- 4) Support the process of a complete makeover for the Township website. The Fellow will work closely with the Township executive secretary on the creation and design of the new website. Duties relating to that will include but may not be limited to web designer vendor selection, design and content input, coordination with public participation work sessions and progress communications.
- 5) Spaceport Licensure: The Township is at the very beginning stages of Phase II of the Spaceport licensure process. Phase I was the site selection effort to nominate a preferred site. Phase II will be to support Michigan Aerospace Manufacturers Association's (MAMA) pursuit of the FAA Spaceport licensure application. The FAA process requires an environmental impact study as well as an economic impact study

required for the application. The Township will need to participate in the economic impact study as well as coordinate public meetings and provide structured feedback. While the Township's role in this process will be evolving, the Fellow will be assigned as an integral part of the economic improvement team to ensure the success of the project.

Shelby

The Village of Shelby is a small rural community of roughly 2,256 people with its roots in agriculture and related commerce positioned approximately eight miles from the eastern shore of Lake Michigan, in Oceana County. Shelby is surrounded by stunning scenery—sweeping dunes, beautiful Lake Michigan, sundry of inland lakes, orchards and plenty of fruit trees dotting the landscape.

The vision for Shelby includes a more inclusive community, with a beautiful downtown that is connected to the William Field Memorial Hart-Montague Rail Trail. There would be a variety of attractive and affordable housing options, higher paying jobs, and lots of things for kids to do.

Projects:

- 1) Draft and finalize a downtown plan and corridor plan and ensure coordination between the Master Plan, capital improvements plan, downtown plan and corridor plan.
- 2) Help the Village create and implement a Façade Grant Program, likely in collaboration with the Foundation and/or local bank.
- 3) Work on identifying and marketing priority Redevelopment Ready Sites throughout the Village to assist in stimulating the real estate market for obsolete, vacant and underutilized property.
- 4) Work on a plan to re-develop the main alleyway in Shelby which connects the Downtown to the popular William Field Memorial Hart-Montague Rail Trail.
- 5) If the Village successfully receives a grant from the DNR, work on the revitalization of the Historic Getty Park. If the grant is not received, then develop ways the Village can still revitalize Historic Getty Park, within the means of our budget.

Frankenmuth

Frankenmuth is a small city of 5,000 residents that ebbs and flows to anywhere from 15,000 to 70,000+ on any given weekend. We are looking for a Fellow who is committed to working in a collaborative environment with residents, stakeholders and elected officials. The perfect Fellow for our City will have a great work ethic and be comfortable with residents high expectations for service and delivery. We have a very small staff who often pitch in outside their areas of expertise and work in a team environment.

Projects:

- 1) Provide an audit and review of the City's existing development review system and process and help create a revised, streamlined process that is transparent, easy to understand and sustainable.
- 2) Lead the coordination of the City Township Growth Master Plan Update for 2020. While we intend to secure a consultant to help with some of the Master Plan project, this position would spearhead the project, organize and make recommendations to the planning commissions, work with the City Manager to set agendas, make recommendations to update best practices and the overall process.
- 3) Coordinate the Frankenmuth Heart and Soul initiative; including the steering committee, communications with sponsoring organizations and public outreach; planning interesting and interactive events for broad community participation and determine the best way to help Frankenmuth residents to share what matters most to them. Help Heart and Soul translate this "public input" into meaningful action.

Cass City

The Village of Cass City is located in the center of the Thumb amid the Amish Community. Cass City is a safe rural community surrounded by agriculture; small town living in a community that cares for each other. Cass City offers many opportunities to experience nature trails and outdoor activities in addition to concerts, festivals, parades, and other fun events. The Village of Cass City is in the process of obtaining certification from the Michigan Economic Development Corporation, Redevelopment Ready Communities (RRC) Program. The Master Plan has been completed, and a contractor is currently updating our Zoning Ordinance.

Projects:

- 1) The first project would be the Marketing Plan for the Village.
- 2) The second would be the Economic Development Strategy for Cass City.
- 3) The third project would involve the Strategic Planning Goal of revitalization of the Downtown Corridor which has many components i.e. attracting new business; assisting existing businesses to grow; expanding housing on second and third floor of retail establishments; beautification or seasonal decoration projects, etc. The Fellow would have the opportunity to choose and design their own Downtown Revitalization Project.

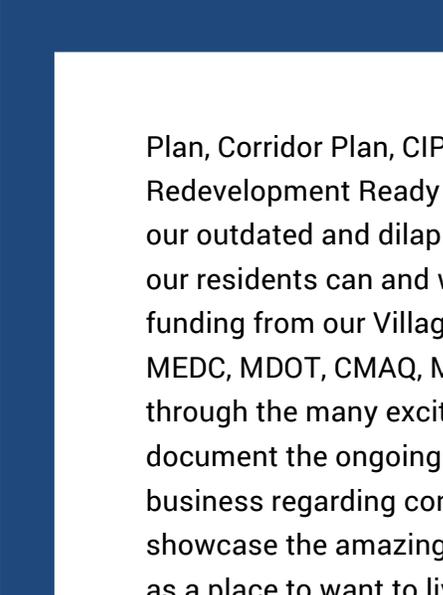
St. Johns

Projects:

1. Work with the city to identify 3-5 redevelopment ready sites and develop an associated economic development strategy for these sites.
2. Work directly with the Clinton County Economic Alliance and DDA/PSD executive directors to develop marketing materials that would promote economic development activities in the St. Johns area.
3. Work with city staff to upgrade the zoning ordinance in compliance with the recently overhauled Master Plan(s).
4. Develop a facade grant program for the DDA/PSD
5. Work with the city, DDA/PSD, and Clinton County Economic Alliance on the expansion of the DDA TIF boundaries.

Cassopolis

The Village of Cassopolis is the County Seat of Cass County, a small rural area in Southwest Michigan. We aspire to provide a community that will make our residents proud and have diligently worked towards that goal over the last several years. With a new Master Plan, Parks



Plan, Corridor Plan, CIP and in the final stages of becoming certified through the Redevelopment Ready Communities program, the Village of Cassopolis is poised to transform our outdated and dilapidated community, including our downtown, into something that all of our residents can and will enjoy and take pride in. With an approved \$7.5 Million dollars funding from our Village Council and grant funding of close to \$4 Million combined, from MEDC, MDOT, CMAQ, MNRTF, MSHDA and RTF, it will be great to have our Fellow work through the many exciting projects and the various grants with us. Utilizing our Fellow to help document the ongoing construction progress and help communicate with our residents and business regarding construction timing and schedules as well as helping the Village to showcase the amazing transformation will be critical to our goal of branding our community as a place to want to live and visit! Updating amenities, expanding community resources and opening untapped resources express not only community pride, but it's an open invitation for those looking for a place to settle, whether for opening a business or starting a family. These development projects are also invitations for people who already reside in Cassopolis to be a part of the next chapter of the community story, and the story of the little Village that could is just waiting to be told. We are looking forward to having you help us tell that story!

Projects:

- 1) We would like the Fellow to work on the marketing & branding strategy for the Village. We believe that we are lacking in our message to our residents, investors and potential newcomers. Working through the marketing plan and helping to simplify and effectively communicate through social media would greatly benefit the village.
- 2) The Village would have the Fellow working on our housing initiative and on the creation of the revolving loan fund. We would like them to look for and help with potential grants and outside investors for this program, work to bring more community members and business to the table to partner on this, with the ultimate goal of building and selling 4 houses during their tenure.
- 3) Consistent training is important for both employees and members of our boards and councils. With some new trustees coming onto our board and new members of planning, and zoning having someone take some additional time to review training and/or host training with them would be beneficial. In addition, we like to host monthly lunch and learns with our employees, and we would like the Fellow to take that on and host some and secure outside parties to come in as well.

Ypsilanti

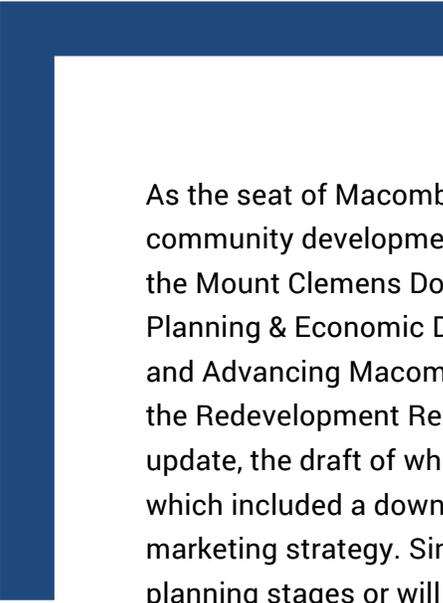
The City of Ypsilanti is a small city of 4.3 square miles in southeastern Michigan. Located in Washtenaw County, it is within 15 miles of Detroit Metro Airport, 10 miles of Ann Arbor and 35 miles from Detroit. A distinctly urban place, its population density is one of the highest in Washtenaw County, at roughly 6.4 people per acre. Ypsilanti is a historic community. It was the second city to incorporate in the State of Michigan, and has the fifth largest historic district in the state. Eastern Michigan University (EMU) was founded here in 1849.

Since the decline of the automotive and manufacturing sectors, Ypsi has become a unique and creative destination for people of all walks of life and its economy has evolved considerably. Several sectors have potential to bring new vitality – small manufacturing and craft production, creative economy, renewable energy, and food. Summer events are a regional draw, and more recent efforts such as the Krampus Festival, Mittenfest and the revamped Heritage Festival foster the growing arts and music communities. Solar Ypsi and other groups support renewable energy efforts, while the Historic District Commission has adopted guidelines for solar panels. A growing reputation among foodies also has helped Ypsilanti secure its place in the region for both every day and destination restaurants. The City prides itself on its diversity. Ypsilanti has been a leader in civil rights, as the first City in Michigan to pass a living wage ordinance and an ordinance banning discrimination in housing, employment and public accommodation based on sexual orientation, gender identity/transgender status, or body weight.

Projects:

- 1) Review and update the city's marketing strategy.
- 2) Adopt an economic development strategy.
- 3) Work to implement the City's newly adopted Public Participation Plan and work with staff on community engagement efforts.
- 4) Assist with Historic District Commission, Planning Commission, and Zoning Board of Appeals.

Mount Clemens



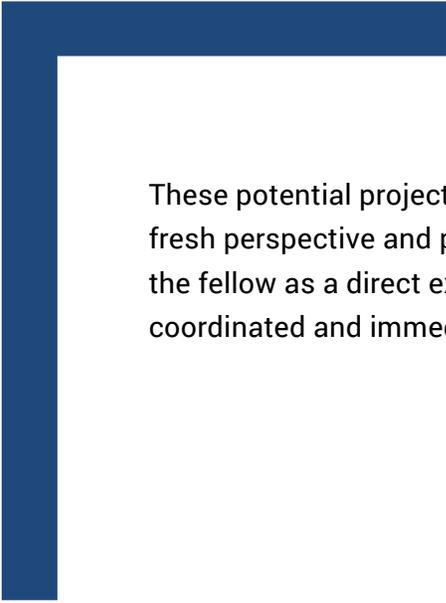
As the seat of Macomb County, Mount Clemens offers unique opportunities for economic and community development projects, along with strong partnerships with organizations such as the Mount Clemens Downtown Development Authority, the Macomb County Department of Planning & Economic Development, the MEDC, the Macomb County Chamber of Commerce, and Advancing Macomb. The city is currently in the final stages of becoming certified through the Redevelopment Ready Communities program, with the final item being a zoning ordinance update, the draft of which is complete. The City adopted an update to its Master Plan in 2016, which included a downtown plan, redevelopment plan, an economic development and marketing strategy. Since then, the city has several exciting new projects that are either in the planning stages or will be occurring, such as a downtown farmers market, an Artspace development, the opening of a children's museum, and increased riverfront activities.

Being the largest downtown in Macomb County, and with the Clinton River running through it, Mount Clemens is well positioned to become "Macomb County's Downtown". With several high profile buildings and properties available for redevelopment, the city's growth potential is immense. The city is seeking an economic development professional to build upon its recent successes and prepare for the next stage of growth, including completion of the RRC certification, creating a dynamic downtown with new residents and entrepreneurs, and launching a new brand for the city that will showcase its many strengths.

Projects:

The city envisions several potential projects for a fellow, including:

- 1) Updating and/or creation of marketing materials for priority redevelopment sites; creating an interactive commercial property database
- 2) Updating the city's Online Guide to Development.
- 3) Creating an entrepreneur/business resource guide.
- 4) Identifying resources to help with a brand development project for the city.
- 5) Exploring the expansion of the city's brand through social media, digital newsletters/email blasts, and the website.
- 6) Working with the Artspace Steering Committee on identifying resources to further this project.



These potential projects are not an exhaustive list and the city seeks a fellow that will bring a fresh perspective and possible new ideas to the city's potential. In that thread, the city sees the fellow as a direct extension of city staff, being provided the full resources of the city with coordinated and immediate oversight by the city's community development director.