

City of Allegan “Place for Talent:



Placemaking

As the first of 5 cities in Michigan to participate in Placemaking, through the MML, Allegan is focused on:

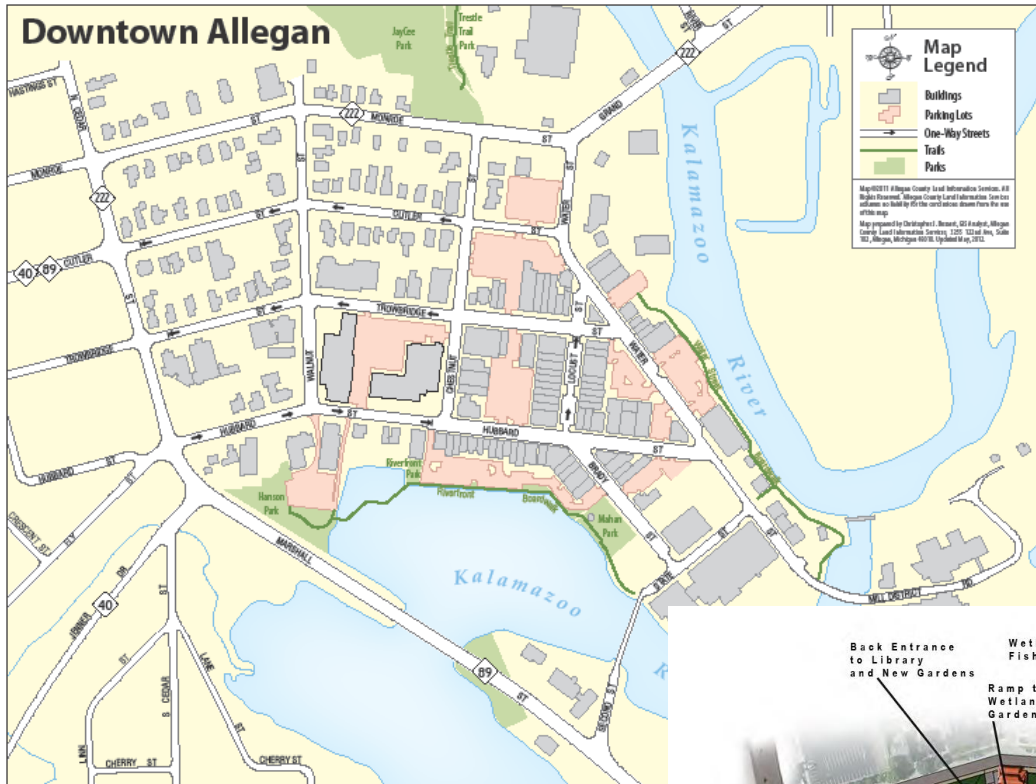
- Creating a Place for Talent
- Revitalizing downtown
- Bringing the community together
- Community partnerships
- Property acquisitions
- Downtown entertainment initiative (new riverfront)
- Enhanced business and property owner relationships



Placemaking: Citizen Vision

A citizen vision, followed by an election which authorized \$500,000 in seed money, is helping to make the downtown redevelopment plan a reality. Since then over 200 citizens, and dozens of area organizations are working together to design a new riverfront supported by the following:

- \$500,000 Sinking Fund by Allegan
- \$130,000 General Fund by Allegan
- \$35,000 contribution by Allegan Downtown Development Authority
- \$250,000 Core Communities Grant through MEDC
- \$52,812 Grant through Michigan Council of Arts and Cultural Affairs
- \$100,000 Land and Conservation Grant through MDNR



Community Marketing



A group of Allegan citizens started “Positively Allegan”, a guerrilla marketing campaign, which raises awareness of the many citizen initiatives in the Allegan area.

- Website presence
- Email newsletter
- Facebook presence

Marketing Outcomes

By following the Main Street model, the Positively Allegan campaign engaged 4 committees (Organizational, Promotions, Design, Economic Restructuring) to achieve the following:

- Logo contest
- Volunteer engagement
- Media outreach
- Community outreach



Marketing Outcomes

As a result of citizen initiatives, Allegan was named the fourth “Coolest Small Town in America” by national magazine, Budget Travel.

- Social media campaign aimed directly at the contest
- Community engagement
- Community pride



Transparency

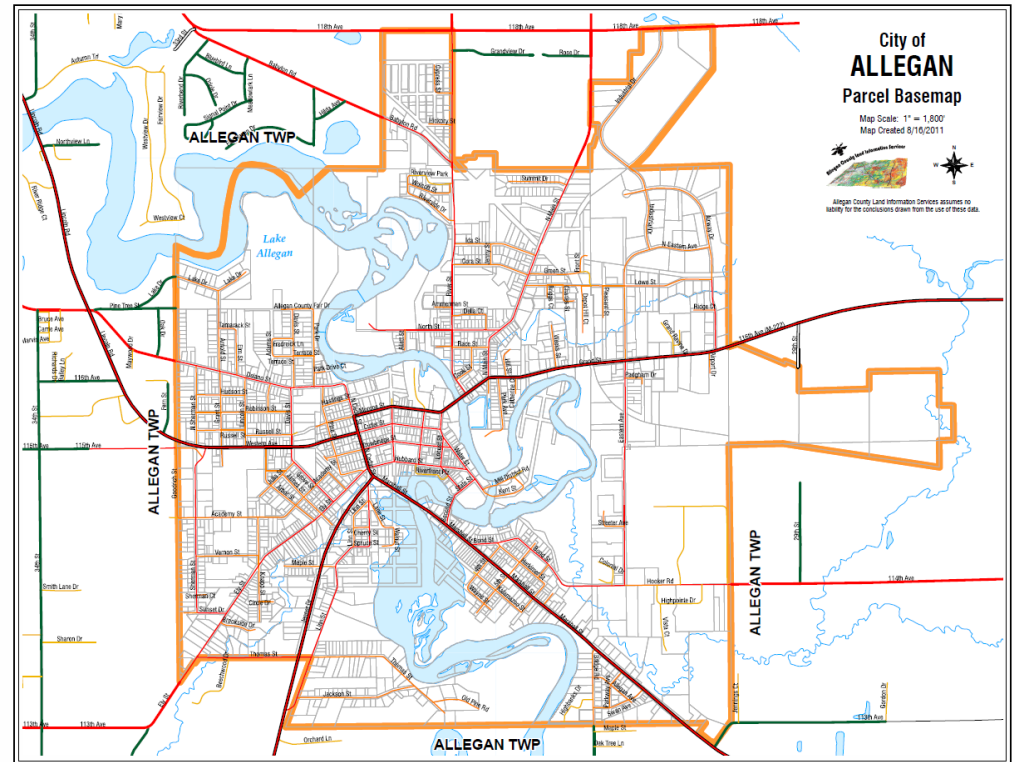


Transparency is critical in signaling appropriate projects and direction from the citizens and city on community goals. These efforts have led to:

- Allegan being one of the first communities in the state to be Redevelopment Ready Certified
- Updated plans and streamlined regulations to assist citizens and developers in making a difference in Allegan

Examples in Action

- PlacePlan initiative through support of Michigan State University, the Michigan Municipal League, and MSHDA
- Redevelopment Ready Communities Certification through The Michigan Economic Development Corporation
- Michigan Main Street Associate Level training through the Michigan Economic Development Corporation



Allegan: A Place for Talent

3-Pronged Approach



Thank you for your consideration!