



THINKING OUTSIDE CITY HALL: MAKING FUNDING A COMMUNITY DECISION

MAM Summer Workshop

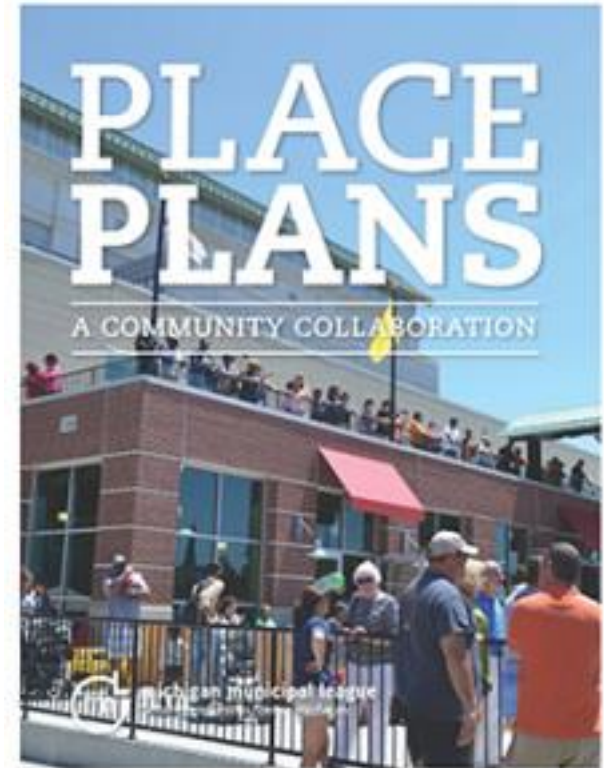
August 7, 2015

LET'S TALK ABOUT US FOR A MINUTE

- Michigan Municipal League Foundation
 - How many of you knew we had a foundation?
 - History
 - Goals
 - 2015 goals
 - Where are we going?
 - Check out www.mmlfoundation.org
 - Website goals

SUPPORT CURRENT LEAGUE INITIATIVES

- MiPlace
 - PlacePlans
 - Implementation
- Green Communities Challenge
- Education



HOW HAVE WE TRADITIONALLY FUNDED PUBLIC PROJECTS?

- Local unit's general fund
 - Largely taxes, fees, revenue sharing
- New taxes or fees
- Bonds
- Tax Increment Financing



WHY DO WE NEED TO THINK CREATIVELY?

- State has cut more than \$6 billion in revenue sharing since 2001
- Local property taxes values hit hard in recession
- Constitutional caps prevent proper growth in property tax revenue
- Requires us to think of new partners. Who's out there?



THE GREAT REVENUE
**SHARING
HEIST**

COMMUNITY FOUNDATIONS

- Have been evolving into community and economic development organizations.
- Engaging through meetings, presentations, webinars.

community foundation

Michigan

community foundationsSM

For **good.** For **ever.**[®]

CMF Council of
Michigan
Foundations

STAR PUPILS: COMMUNITY FOUNDATION OF ST. CLAIR COUNTY

- Blue Water River Walk owned by the Community Foundation
- Shoreline property donated by local philanthropist (valued @ \$15 million)
- Grants from NOAA and US Fish and Wildlife = \$2,225,000
- Project has leveraged \$6 million total investment



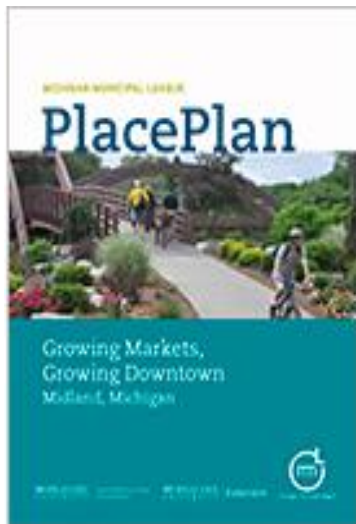
MANISTEE COUNTY COMMUNITY FOUNDATION & ALLIANCE FOR ECONOMIC SUCCESS

- The Vogue Theatre in Manistee
- Penny Park
- Bear Lake



PLACEPLANS CREATIVITY: MOMENTUM MIDLAND

- Midland estimates \$6 million in private investment leveraged from their PlacePlan.



Michigan Invest Locally Exemption - MILE

- 4th state to have a law/regulation – dozen now have one on the books
- Allows businesses to raise capital
 - Up to \$1 million without audited financial statements
 - Up to \$2 million with audited financial statements
- Investors
 - Accredited can invest unlimited amount
 - Non-accredited can invest up to \$10,000 in any one campaign

CROWDFUNDING MI
Invest on Main Street



PUBLIC SPACES COMMUNITY PLACES PARTNERSHIP WITH MEDC

- Kicked off July 2014
- Dollar for dollar matching grant for public space improvements up to \$100,000
- Community/Organization must crowdfund for public project through Patronicity and get match from MEDC if they meet the target
- **97% success rate in the first year!**
- 33 of 34 projects have met fundraising goals

CIVIC ENGAGEMENT

- Best projects involve the entire community (yes...even *those* people...the ones who hate everything.)
- Engage potential funders from the beginning (ex: 2015 PlacePlans)
- Check out civic engagement handbook on www.mml.org



LET'S TALK ABOUT YOU FOR A MINUTE...

- What types of place based projects are you working on?
- How are you funding them?



WHAT IS THE ROLE OF LOCAL GOVERNMENT?

- Network and engage potential funders.
- Be creative.
- Be flexible.
- Be open minded.
- Listen.
- Maybe...get out of the way.



WE'RE HERE FOR YOU!

- This is your foundation – we want to be a resource for you.
- Donate to your foundation!
- www.mmlfoundation.org
- Contact me: sharkins@mml.org
- Or (517) 908-0306

