

CREATING *Vibrant* COASTAL COMMUNITIES

Techniques, Tools and Resources to
Advance Placemaking in Waterfront Areas



JULY 11, 2013 • HOLIDAY INN MUSKEGON HARBOR • MUSKEGON, MI • www.glc.org/spac/workshop-july2013

Workshop Overview

The workshop will introduce placemaking as a strategy to fuel economic growth and community revitalization. It will showcase resources and provide training on how to develop and implement placemaking strategies. The workshop will focus on placemaking opportunities in coastal communities and illustrate examples of how local leaders are leveraging Michigan's bountiful water resources to advance economic growth and build a higher quality of life in their communities. The preliminary agenda is online at <http://glc.org/spac/workshop-july2013>.

Who Should Attend

This is an introductory workshop intended both for planning professionals and others working on economic development, tourism, waterfront development, watershed management and coastal restoration. More detailed training workshops will follow later to build on this initial introduction.

About Placemaking

Placemaking is the process of creating quality places that people want to be in. It embraces a wide range of projects and activities and is pursued by public agencies, the private sector, nonprofit groups, and others. *Strategic* placemaking is a targeted process for creating places that attract new businesses and talented workers who will create jobs and help grow vibrant, economically healthy communities.

Placemaking in Michigan

Michigan leads the national movement for placemaking and substantial resources are being devoted to advancing both local and regional placemaking strategies. The Michigan State Housing Development Authority, the Michigan Municipal League, the Michigan State University Land Policy Institute, and other statewide organizations have launched the MI-Place Partnership Initiative (<http://miplace.org/>) to help Michigan communities learn about and implement placemaking as a strategic economic development initiative.

Registration

The workshop is open to all interested parties, but advance registration is required. The registration fee is \$40. Online registration is available at <http://glc.org/spac/workshop-july2013>.

Coastal Restoration and Placemaking Tour and Dinner Cruise

An optional tour of coastal restoration and placemaking sites around Muskegon Lake will take place on Wednesday, July 10, the day before the workshop, followed by a dinner cruise on Muskegon Lake and Lake Michigan. These events are open to all interested parties, even if they don't attend the workshop. Advance registration is required; see the workshop website for details (<http://glc.org/spac/workshop-july2013>).

Sponsors

The workshop is sponsored by the Statewide Public Advisory Council for Michigan's Great Lakes Areas of Concern Program, Michigan Office of the Great Lakes, Michigan Department of Environmental Quality, the Michigan State Housing Development Authority, the Michigan Municipal League, the Michigan State University Land Policy Institute, Michigan Sea Grant, West Michigan Shoreline Regional Development Commission, Muskegon Lake Watershed Partnership, White Lake Public Advisory Council, and the Great Lakes Commission.

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