



**PUBLIC SPACES  
COMMUNITY PLACES**

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**In 2014, Michigan faced a dilemma confronted by states and municipal governments across the US:  
Declining public revenues and budgetary concerns.**

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## Our Thinking...

- 1) How can we empower communities to support and invest in developing community/public spaces during difficult economic times?
- 2) And how can we support communities so they can be an attractive place to live, work and play?



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# Placemaking & Public Space

“THE ART AND SCIENCE OF DEVELOPING PUBLIC SPACES THAT ATTRACT PEOPLE, BUILD COMMUNITY BY BRINGING PEOPLE TOGETHER, AND CREATE LOCAL IDENTITY”



-Project for Public Spaces

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## Our Solution

- 1) A simple and innovative way to raise donations to revitalize or create public spaces
- 2) Engages public participation and community pride



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## The Program

- MEDC partnership with Patronicity and the MML
- Communities and non-profits can submit projects by applying to Patronicity for an online crowdfunding campaign.
- Patronicity handles Project Administration



[www.patronicity.com/puremichigan](http://www.patronicity.com/puremichigan)

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# Patronicity

Patronicity is a civic crowdfunding & crowdgranting platform bringing together local citizens and sponsors to support great initiatives in their communities.

### Crowdfunding Overview

#### Yesterday

A **crowd** of people come together to **fund** a project.

**\$34.4 Billion Worldwide**

~100% Annual Growth

#### Today

A **crowd** of people come together **online** to **fund** a project


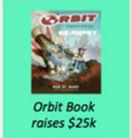


**\$100+ Billion**

World Bank estimate for crowdfunding in the developing world has the potential to be a \$100+ billion market by 2025

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# Crowdfunding Types

<p><b>DONATION</b></p> <p>Money raised for a cause</p> <p><b>Incentive:</b> good cause, sentimental rewards</p> <p>\$100-\$100,000</p>  <p>REACH raises \$49k for arts center</p>	<p><b>PRE-SALE</b></p> <p>Pre-selling a product</p> <p><b>Incentive:</b> the product, support entrepreneurship</p> <p>\$5,000-\$500,000</p>  <p>Orbit Book raises \$25k</p>	<p><b>DEBT</b></p> <p>Low/no-interest loans</p> <p><b>Incentive:</b> empower individuals</p> <p>\$100-\$10,000</p>  <p>Tony raises \$3k for camera</p>	<p><b>EQUITY</b></p> <p>Raising investment</p> <p><b>Incentive:</b> Return on investment</p> <p>\$50,000-\$500,000</p>  <p>Tecumseh Brewing raises \$170k for local shop</p>
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# How it Works

- Projects that meet fundraising goal can receive a matching grant from MEDC of up to \$50,000.
- For supporting, patrons receive unique rewards specific to each project.

**Give \$50 or more**

48 of 100 claimed

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**Kick Off Level**

Kick off this project and receive a custom t-shirt at the Party At The Park.

**Give \$250 or more**

14 claimed

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**Bright Light Sponsor**

Those who give \$250 or more will receive an alley fest survival kit: A T-shirt, A Hoodie, A Coozie and a Bumper Sticker all in a Tote Bag! As well as several shout outs on our Facebook Page!



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## Eligible Applicants

- Located in Michigan communities which contain a traditional downtown
- Submitted by local communities and non-profit entities



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## Types of Projects

- Streetscape Beautification & Walkability
- Public Plaza Development
- Access to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
- Farmer's Markets, Community Kitchens, Pop-Up Retail/ Incubator Space, Art Education Centers
- Alleyway Rehabilitation
- Park Enhancements
- Bike Paths & Non-Motorized Infrastructure
- Community Theater Rehabilitation (non-profit)
- Any other project that **activates public space or a community place!**

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## Evaluation Criteria

- Located in a Customer Community (w/ Traditional Downtown)
- A defined focused project
- Overall impact of the project on the community and placemaking efforts
- Project location
  - NON-Customer - Some trail projects w/ connectivity to traditional downtown – stress link w/ applying entity
- Local financial commitment
- Current fundraising and marketing campaigns
- Project start and completion date



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## PSCP Process

1. Project Intake – First Blush
  - Community, Non-Profit
2. Engage w/ Patronicity
3. Build/Submit an online project profile
4. Patronicity application review
5. MEDC/MML application review
6. Patronicity “polishes” the project proposal
7. Crowdfunding goes live
8. Implementation



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## Keys to Success

- A Strong **Network**
- A **Team** behind the project
- The **Groundwork** (4-6 weeks)
- Pitch, Creative Rewards, Engaging Video
- Strategic **Marketing** Plan
- Many **Small** Donors- Few **Large** Donors
- **Personal** Touch- Connection matters
- **Never Quit!**



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## Successful Projects



**Ypsilanti Farmers MarketPlace**

Ypsilanti, MI, United States  
A Place Where Community Thrives!

\$86,600 Project Closed



**Pope Park Renovation - Hamtramck**

Hamtramck, MI, United States  
YOU CAN BE A PART OF THIS EXCITING RENOVATION PROJECT!

\$31,307 Project Closed



**Three Oaks Arts & Education Center**

Three Oaks, MI, United States  
A Community Improving Main Street and Building Community

\$21,848 Project Closed

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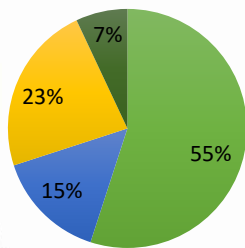
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## Case Study: REACH Arts Center

- **SUCCESS!** Raised nearly \$50,000 from 289 donors
- Majority of donors in 5-mile radius, furthest Mass

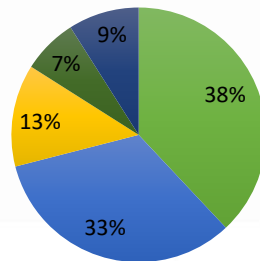
Years donating to REACH?

■ Never ■ <1 year ■ 1-5 years ■ 5+ years



How did you hear about this campaign?

■ Newspaper ■ REACH ■ Facebook ■ Patronicity ■ Other



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# Success!

- 130 projects in over 70 MI communities
- Activated 5.6M sq/ft of unique public space
- \$4.8M crowdfunded to date
- \$4.1M in grant funding provided
- Spurred over \$27M in private investment
- Lasting places that MATTER to communities and the people living there



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# It's Replicable!

**MassDevelopment**

**FUNDING CHALLENGE**

**Commonwealth Places**

MassDevelopment is excited to announce the creative funding program, Commonwealth Places initiative, in partnership with the crowdfunding platform Patroncity to help improve public spaces around the Commonwealth of Massachusetts.

 [Apply Now!](#)  
[Learn More](#)

\$722,095 Funded	4327 Patrons	25 Projects	\$544,000 Matched by Sponsor
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**ihcda** **CREATING PLACES**

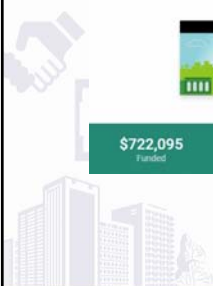
**FUNDING CHALLENGE**

**Creating Places**

The Indiana Housing and Community Development Authority (IHCDA) is excited to announce the innovative funding program, "Creating Places", in partnership with Patroncity, to help improve and/or create new public spaces around the great State of Indiana.

 [Apply Now!](#)  
[Learn More](#)

\$844,556 Funded	2871 Patrons	24 Projects	\$612,000 Matched by Sponsor
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## QUESTIONS?

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