



## Building 21st century communities

Experts from around the world—in academic, business, and public sectors alike—agree that investing in communities is a critical element to long-term economic development in the 21st century. Michigan's future depends on its ability to attract and retain knowledge-based workers. Central to attracting this priceless commodity is *place*. Research proves that successful 21st century communities effectively leverage the assets summarized in this brochure. Learn more and stay engaged at [mml.org](http://mml.org).

## Who we are...

The Michigan Municipal League is the one clear voice for Michigan communities. We are a nonprofit, but we act with the fervor of entrepreneurs; our people are dynamic, energetic, and highly approachable, passionately and aggressively pushing change to achieve better communities and a better Michigan.

## What we know...

Never before have so many diverse interests, from academic researchers to the business community to government leaders, shared a single conclusion: Michigan's future depends on its ability to attract knowledge-based workers. And what is central to attracting this priceless commodity? *Place*, specifically vibrant 21st century communities.

## What we offer...

Through its Center for 21st Century Communities (21c3), the League provides education, technical assistance, public outreach, and unprecedented access to experts and resources. The 21c3 is a "one-stop-shop" for communities interested in creating and sustaining livable, desirable, and unique places that attract the highly skilled, creative, and talented workforce of the next century.

## 21c3 Resources

The 21c3 provides a wide range of placemaking resources and services for member communities. Go to [mml.org](http://mml.org) to discover...

**TRAINING** and educational opportunities

Resource clearinghouse with **RESEARCH**, information, samples/best practices

**TECHNICAL ASSISTANCE** including community audits and consulting

**SPEAKER** and **EXPERT BUREAU**

Links to related **PARTNERSHIPS** and organizations

Public education strategies and **TOOLKITS**

Through these activities 21c3 is committed to building our members' capacity to become and remain vibrant communities for the 21st century, one asset area at a time.

## CONTACT

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Go to [www.mml.org](http://www.mml.org) for additional resources.



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The Economics of Place:  
The Value of Building Communities Around People



The Michigan Municipal League has published a book on placemaking as an economic development tool, *The Economics of Place: The Value of Building Communities Around People*. The book is available on [Amazon.com](http://Amazon.com) and at the [economicsofplace.com](http://economicsofplace.com) blog.

 michigan municipal league  
[www.mml.org](http://www.mml.org)



# The Center for 21st Century Communities

Creating a Prosperous Michigan







# Eight Assets of **21st Century Communities**

## **1. Physical Design & Walkability**

Millennials and boomers alike want to live in neighborhoods with walkable downtowns, access to cultural, social, and entertainment opportunities, and a variety of housing and transportation options.

## **2. Entrepreneurship**

The new economy is being built at the local level, growing jobs by ones and twos through entrepreneurs and small businesses.

## **3. Transit**

Developing effective transit options supportive of all users—pedestrians, bikers, public transit riders and drivers—is a necessary tool for attracting and retaining residents, workers, and businesses.

## **4. Cultural Economic Development**

A healthy creative sector attracts and retains residents and businesses, and produces economic benefits including jobs, a stronger tax base, downtown and neighborhood revitalization, and tourism.

## **5. Green Initiatives**

“Thinking Green” is a critical asset for any community intending to be viable in today’s economy; it impacts our natural resources, our quality of life, and our financial bottom line.

## **6. Diversity/Multiculturalism**

Our global economy is fueled by the talent and ingenuity of people not only born here, but from around the world. Successful communities are welcoming to all.

## **7. Messaging & Technology**

Next generation internet and communication technologies are connecting people and allowing them to share information in the virtual world in unprecedented ways. 21st century communities must keep pace.

## **8. Education (K-16)**

Education institutions, kindergarten through college, play a central role in growing a knowledge-based economy and encouraging a more engaged citizenry.