

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.

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 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.

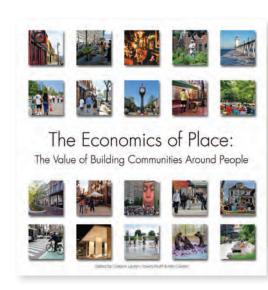
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Go to www.mml.org for additional resources.



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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 and at the
economicsofplace.com blog.









Eight Assets of 21st Century Communities

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.

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.

2. Entrepreneurship

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

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.

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.

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.

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.

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.