

News Release

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Northwest Michigan Council of Governments Receives National Award for Placemaking Guidebook

TRAVERSE CITY, MI—The Northwest Michigan Council of Governments (NWMCOG) has received a 2012 Innovation Award from the National Association of Development Organizations (NADO) Research Foundation for the *Northern Michigan Community Placemaking Guidebook*.

NWMCOG released the Guidebook earlier this year to provide information and resources to help communities implement placemaking. It includes case studies of placemaking projects in six northern Michigan communities.

Placemaking is a community-based approach to the planning, design, and management of spaces that have local and regional importance. It involves the discovery and implementation of practices that make communities distinctive, economically viable, accessible, and visually pleasing.

"This national recognition is indicative of the commitment the region has to highlighting and bolstering its unique places," said Matt McCauley, NWMCOG director of regional planning and community development. "The Northern Michigan Community Placemaking Guidebook represents best practices used throughout northwest lower Michigan for years and provides a how-to guide for anyone looking to implement placemaking activities in their community. The Northwest Michigan Council of Governments is proud to accept this award on behalf of the many communities in the region who have chosen to integrate placemaking into local policy making as a means to increase quality of life and economic development opportunity in their community."

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NADO is a Washington, DC-based association that promotes programs and policies that strengthen local governments, communities, and economies through regional cooperation, program delivery, and comprehensive strategies. The Association's Innovation Awards program recognizes regional development organizations and partnering organizations for improving the economic and community competitiveness of our nation's regions and local communities.

"The creativity and significant, long-term impact of programs and projects like the Community Placemaking Guidebook are the key to advancing the economic growth and sustainability of our nation's regions and communities," said NADO President Russell Cowley.

For more information about placemaking and to view or download a copy of *The Northern Michigan Community Placemaking Guidebook* visit the website CreateMiPlace.org.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at tomwhite@nwm.com.mi.us and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at: nwm.org/media

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, YouthBuild, Small Business & Technology Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services NWMCOG offers if you visit our web site, nwm.org

NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.