

News Release

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New Website Highlights Placemaking Efforts in Northern Michigan

New Community Placemaking Guidebook Also Available

NORTHWEST, MI—A new website highlighting placemaking efforts in northern Michigan is available from the Northwest Michigan Council of Governments (NWMCOG). CreateMiPlace.org is designed to give communities a better understanding of what placemaking is and how it can be implemented.

"CreateMiPlace.org is an interactive website that will give communities in northwest lower Michigan an opportunity to share their placemaking experiences and how it is helping them build prosperity," said Matt McCauley, NWMCOG's director of regional planning and community development.

CreateMiPlace.org will give communities a a quick and easy way to see placemaking stories from communities around the region. Communities will also be able to post stories and information about their placemaking efforts and upload placemaking videos to the website.

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 our communities distinctive, economically viable, accessible, and visually pleasing.

Governor Rick Snyder recognizes the importance of placemaking. In his message on Community Development and Local Government Reforms, Governor Snyder said, "A community without place amenities will have a difficult time attracting and retaining talented workers and entrepreneurs, or being attractive to businesses."

(MORE)



Along with the CreateMiPlace.org website, a Northern Michigan Community Placemaking Guidebook is also being provided by NWMCOG. The Guidebook provides information and resources to help communities implement placemaking. It includes case studies of placemaking projects in six northern Michigan communities. The Guidebook can be downloaded from the CreateMiPlace.org website.

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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: <http://nwm.org/media.asp>

The Northwest Michigan Council of Governments, founded in 1973, facilitates and manages services and programs for 10 counties in the region. These programs include Regional Planning and Community Development, Northwest Michigan Sustainable Business Forum, Northwest Michigan Works, Workforce Development Board, Michigan Small Business and Technology Development Center Region 2, Hospitality Skills Alliance, the Procurement Technical Assistance Center program, KAL-TEC, Healthcare Skills Alliance of Northwest Michigan, and the Regional Repository for US Census data.

Some services of NWMCOG are in direct support of the counties, some are independent services provided to the public and businesses at large. NWMCOG is able to leverage several collaborative partnerships to extend limited resources and provide economies of scale for projects that operate on a regional basis. NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.