

MEDC's Redevelopment Ready Community Certification & Community Image Builders (CIB)



Redevelopment Ready Communities (RRC)

As a technical assistance consultant for MEDC's RRC Certification program, CIB has helped many Michigan communities plan for new investment and reinvestment, identify assets and opportunities, focus limited resources, attract and retain businesses, and streamline development approval processes. CIB's team of passionate, committed experts have the real-life experience and every-day practice that goes beyond consulting—by **integrating economic development strategies with place branding & marketing strategies**, we build customized, thorough, and creative step-by-step plans for communities of all sizes.

Economic Development, Branding & Marketing Strategies

CIB was selected as the technical consulting team when the **City of Romulus** and the **City of Hart** initiated the RRC process. The team identified assets, priority goals and objectives, key messages, and target markets. The implementation plan and recommended marketing tactics were customized to fit the needs of each unique community, and the strategic plan will officially be adopted in the Fall of 2019. CIB is also currently working with **Flint Charter Township** to complete an economic development, branding, and marketing strategy through the RRC process. Additionally, and with the assistance of SmithGroup and Gibbs Planning Group, the team hosted a workshop and created redevelopment plans for the Genesee Valley Mall conversion into a mixed-use center with retail, housing, office, and entertainment.

Economic Development Strategies

CIB works closely with many Michigan communities to develop economic development strategies that include detailed implementation plans customized for each community. The communities that have benefitted from this work include the **City of Grand Blanc**, the **City of Laingsburg**, and the **City of Swartz Creek**.

Master Plan Updates

CIB has led the master plan updating process for many Michigan municipalities through the RRC program, including the **City of Owosso**, the **City of Wayne**, the **City of Wyandotte**, the **Village of Lexington**, the **City of Newaygo**, and the **City of Big Rapids**.

Zoning Ordinance Updates and Review

The cities of **Vassar**, **Swartz Creek**, **Oak Park**, and **Ironwood** have worked with CIB for assistance with zoning ordinance updates and review.

Tax Increment Financing Support

CIB Planning, working with Advanced Redevelopment Solutions and the **Meridian Township DDA**, developed a gap-funding financing tool to assist in the downtown's redevelopment through a rebate program that includes an application review process with evaluation criteria.

RRC Best Practices Training

CIB team members Carmine Avantini and Justin Sprague lead RRC Best Practices training sessions including Best Practice Two: Zoning, Best Practice Three: Development Review Process, and Best Practice Five: Community Development.