



For more information, visit
www.redevelopmentready.org or
contact RRC@michigan.org.

PURE MICHIGAN®

Redevelopment Ready Communities® program
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REDEVELOPMENT READY COMMUNITIES® PROGRAM



Does your community plan for future investment? Welcome public input? Offer superior customer service? The Redevelopment Ready Communities® certification signals your community has worked hard to make reinvestment easy.

RRC is a state-wide certification program that supports communities to become development ready and competitive in today's economy. It promotes effective redevelopment strategies through a set of best practices. RRC looks to foster communities that creatively reuse space, embrace economic innovation and proactively plan their future —making them more attractive for investments that create places where people want to live, work and play.

TECHNICAL ASSISTANCE PROVIDED

Communities in the program receive a no-cost, comprehensive assessment, report of findings and recommended strategies and support for implementation. Evaluations are conducted through interviews, observation and data analysis. Workshops, trainings, sample plans and ordinance language are a few of the tools and resources provided by the RRC program to assist communities.

RRC BEST PRACTICES

Developed by public and private sector experts, the RRC best practices are the standard for evaluation. Each best practice addresses key elements of community and economic development. To be awarded certification, a community must demonstrate all best practice components have been met.

CERTIFIED COMMUNITIES

RRC certification formally recognizes communities for being proactive and business friendly. Certified communities clearly convey the importance of redevelopment! Once certified, MEDC will assist in promoting and marketing up to three Redevelopment Ready Sites. The community also becomes part of a network eligible for additional technical assistance and training opportunities. Certified communities will receive priority for MEDC and MSHDA funding.

REDEVELOPMENT READY COMMUNITIES



Actively engage stakeholders to strategically plan for the future.



Work to remove redevelopment barriers by building deliberate, fair and consistent processes.



Communicate in a clear and concise manner with sound internal procedures.



Provide training opportunities to officials, board members and staff.

Identify, package and market sites prioritized for redevelopment.

Actively promotes and markets itself.