

## **2012 NCSHA Awards**

**HFA: Michigan State Housing Development Authority (MSHDA)**

**Category: Communications**

**Subcategory: Creative Media**

**Entry Name: MIplace**

### **Innovative/Replicable/Reach Targeted Audiences**

“Placemaking” is a relatively recent term used by economic developers. In a 2010 report prepared by the National Endowment for the Arts, it was noted that “in creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities ... [it] animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.” Research studies of placemaking models in cities both large and small across the country show it to be key to igniting and driving a region’s economic development.

With that in mind, the administration of new Michigan Gov. Rick Snyder has challenged the Michigan State Housing Development Authority (MSHDA) to serve as the state’s lead organization in educating key stakeholders and promoting awareness about placemaking.

In 2012, MSHDA launched a communications/marketing placemaking initiative unprecedented in the agency’s 46-year history. Michigan’s placemaking education campaign includes such innovative efforts as:

- The April debut of [www.MIplace.org](http://www.MIplace.org), Michigan’s one-stop website for everything about placemaking – what it is, where it’s happening across the state, and how to get started. The site offers inspirational firsthand accounts of Pure Michigan placemaking success stories, rich photography and videos, and the opportunity to engage in lively group discussions through the MIplace Facebook page at [facebook.com/MIplace2012](https://facebook.com/MIplace2012).
- A MSHDA-produced MIplace video that explains in clear, concise terms the principles of placemaking. Upon request, MSHDA has customized and distributed the video for replication and use by other key stakeholder partners.
- The May launch of the MIplace Sweepstakes, [miplace.org/sweepstakes](http://miplace.org/sweepstakes) + [facebook.com/MIplace2012](https://facebook.com/MIplace2012). The promotion encourages the citizens of Michigan to tell the world at [facebook.com/MIplace2012](https://facebook.com/MIplace2012) why they choose Michigan as their place to live, work, play and share the dream of homeownership.
- MIplace and MIplace Sweepstakes marketing collateral (poster/flier/web ads/e-blasts/Crain’s Detroit Business magazine advertorials).

MSHDA’s messaging and communications vehicles have been embraced and replicated in videos, marketing collateral materials, websites and social media updates among all of MSHDA’s key stakeholder audiences. Key stakeholders have included but are not limited to internal MSHDA staff as well as the general public, news media, state and local government policymakers and elected officials, and placemaking dialogue “influence” leaders such as the Michigan Association of Realtors (MAR), Michigan Economic Development Corporation (MEDC), Michigan Municipal League (MML) and Small Business Association of Michigan (SBAM), among others.

### **Achieve Measurable Results**

MSHDA’s development of an innovative, replicable model that informs understanding of placemaking has overwhelmingly exceeded target audience outreach expectations.

The news media have reported hundreds of print, radio and TV stories across Michigan about the idea of placemaking and encouraged audiences to experience MIplace.org and enter the MIplace Sweepstakes.

As of July 2, 2012, MIplace.org has received 2,527 total visits from 1,752 unique visitors. People are visiting the Placemaking (with the video/latest place news) and Neighborhood pages the most. The MIplace Sweepstakes Facebook page has generated 627 “likes,” 90 sweepstakes submissions and nearly 400 people “talking about us” (by sharing our status, posting about MIplace, etc).

### **Provide Benefits that Outweigh Costs**

To spur interest in placemaking, MSHDA enlisted the support of MAR and Warren (Michigan)-based Art Van Furniture, one of the state’s oldest and best-known retailers. Art Van’s participation marks the first time in the company’s more than half-century history that it has participated in a private-public promotional partnership. All MIplace Sweepstakes entrants will automatically receive a \$50 Art Van gift card (good with any purchase of at least \$499). The grand prize is a \$3,000 Art Van shopping spree. Michigan residents can enter the MIplace Sweepstakes by submitting written or video testimonials at [facebook.com/MIplace2012](https://www.facebook.com/MIplace2012) from Memorial Day, May 31, through Labor Day, Sept. 3, 2012. The winner will be announced after September 4, 2012.

Many of the early testimonials tout Michigan’s most iconic places and attractions, such as Sleeping Bear Dunes, the Chevrolet Detroit Belle Isle Grand Prix and our numerous lakeshore vistas. Others laud less-heralded but still cherished activities such as drinking Michigan’s self-proclaimed best chocolate milk at the Calder Dairy in Carleton or watching summer movies at the Cherry Bowl Drive-in Theatre in Honor.

But among the most consistent testimonials are those that highlight the uniquely Michigan pleasure of attending some of the state’s 4,000-plus fairs and festivals that celebrate our state’s fruit, cheese, beer, wine, music, the arts, holidays, seasons, cultures, industries, hobbies, geography and history. Examples range from the Upper Peninsula’s Humongous Fungus Festival in Crystal Falls to the Mushroom Festival in Mesick to the FishFly Festival in New Baltimore, among many others.

The events spur local pride but also provide a boost to local economies. In 2011, about 35 million people attended Michigan festivals and generated at least \$700 million in economic activity, according to the Michigan Festival and Event Association.

### **Demonstrate Effective Use of Resources**

To expand outreach and grow placemaking awareness among state legislators, MSHDA produced a dozen low-budget 30-second web video testimonials in late June with a scripted lead-in and lead-out that asked a racially, regionally and gender-diverse array of Democratic and Republican legislators to tell the world “Why I Choose Michigan” as their place to live, work, play and share the dream of homeownership. The web videos will be delivered to legislative staff in July to submit as entries to the MIplace Sweepstakes via Facebook. MSHDA also is asking the state legislators to disseminate the web video testimonials to their respective databases of constituents and encourage them to enter the MIplace Sweepstakes. In addition, MSHDA is developing a press release based on the production to obtain free earned media coverage about the MIplace Sweepstakes in select media markets.

And, by embracing MSHDA’s innovative strategies and new partnerships such as the MIplace Sweepstakes, the Michigan Association of Realtors is earning national praise for selling homes, building better neighborhoods and stabilizing communities, according to MAR Board President

Beth Foley. MAR, for example, is leveraging its unique access to Michigan homebuyers by distributing MIplace Sweepstakes promotional materials to new homeowners as well as promoting the MIplace Sweepstakes through its online tools, including its website, newsletter, bimonthly magazine and web presences of local Realtors associations.

All of this was done with total out-of-pocket costs of \$80,000, a bargain for a campaign of this magnitude. MSHDA kept expenses low with such creative measures as using already purchased advertising space and repurposing it for the MIplace Sweepstakes and receiving in-kind contributions from our partners – MAR and the Art Van Furniture chain.

### **Achieve Strategic Objectives**

Through implementation of MIplace.org and MIplace Sweepstakes earned and paid media/marketing communications strategies, MSHDA successfully achieved its strategic objectives. MSHDA estimates the promotion's reach by Labor Day will be as follows:

- **Social Media** – Through nearly 22,000 total Facebook fans of sweepstakes partner pages and MSHDA partnership affiliates, and given the knowledge that the average Facebook user has approximately 130 friends, each post/share across these pages has the potential to reach more than 2.86 million people on Facebook alone. Based on research of the reach of an average post, our goal is to reach 15 percent of that fan base (approximately 3,520 people per post). Additionally, research shows that the average Facebook user shares/interacts five times per day. So as fan following grows, as entrants become engaged, and as potential Facebook ads are served to targeted audiences, reach continues to grow.
- **Realtor Interactions** – With approximately 70,000 homes sold in 2011, and higher numbers anticipated in 2012, there is potential to reach a minimum of 70,000 customers through interactions with Realtors. If each of these 70,000 homes is sold to a family of two or more – and dependent on the number of interactions a buyer has with a Realtor near/following closing – reach grows.
- **Exposure to Art Van Staff/Promotional Materials** – With 37 stores statewide and over 4,000 employees, any given customer is reached through a sales representative or by advertising through promotional materials at least once if they enter a store. Dependent on the number of customers that enter an Art Van Furniture store per day and the number of interactions they have with promotional materials or various Art Van employees who can share the promotion, reach grows.

As a result of MSHDA's leadership, a rich smorgasbord of organizations are now helping neighborhoods, cities, regions and downtowns promote "place" as a way to spur economic development and restore Michigan to prosperity. In the news media, MSHDA is the acknowledged driver behind the growing consensus that people, companies and talent do not move to specific communities – they move to regions. Thriving communities and successful regions are places that are attractive to employees, where connections can happen, where productivity and creativity increase, and where professional networks foster collaboration and innovation.

# Website

# Web Ads

You could win a  
**\$3,000** Art Van  
shopping spree!



Win a **\$3,000** Art Van Furniture  
shopping spree!



Like **Miplace™** to enter!



Communities to invest in.  
Communities to grow in.™

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Communities to grow in.™

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Win a **\$3,000** Art Van Furniture  
shopping spree!



Like **Miplace™** to enter!



# Web Ads

Win an  shopping spree.  
Click to enter.

Win a \$3,000  shopping spree.  
  for your chance.

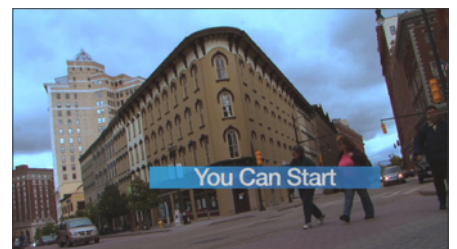
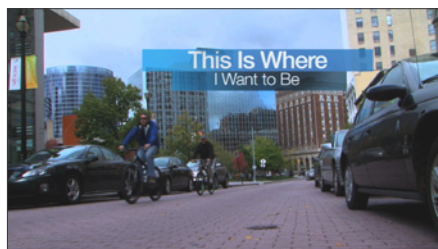
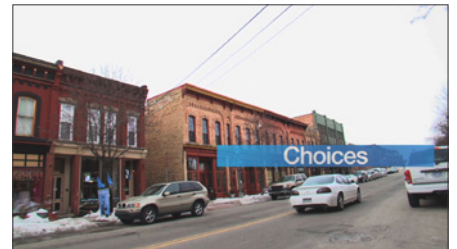
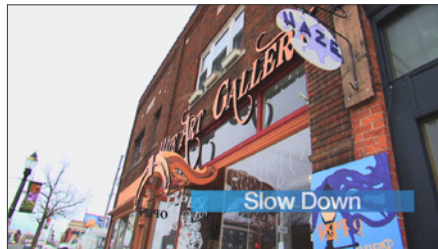
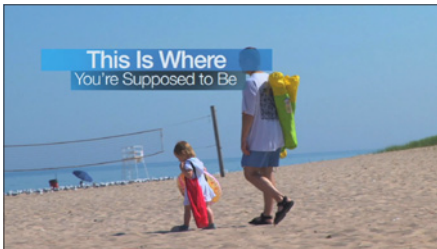
Win a \$3,000  shopping spree.  
  for your chance.

Win a \$3,000  shopping spree.  
  for your chance.


# Video



# Email Blasts

**mi place™**  
Communities to invest in. Communities to grow in.™

## You could win a shopping spree with MIplace™!



**Share your story for a chance to win a \$3,000 Art Van Furniture shopping spree!**

We're celebrating the homes and residents of Michigan by giving away a \$3,000 Art Van Furniture shopping spree. Simply like us on Facebook and tell us why you love living in Michigan.

You'll be entered to win the \$3,000 shopping spree grand prize, and you'll get a \$50 gift card for your next purchase of \$499 or more just for entering! Be sure to enter by Labor Day, September 3, 2012.


**Like us to get started!**  
facebook.com/MIplace2012  
Like 164

**Art Van** **MICHIGAN ASSOCIATION OF REALTORS** **MSHDA** **PURE MICHIGAN**

A list of prizes and the official rules may be viewed at facebook.com/MIplace2012.

**mi place™**  
Communities to invest in. Communities to grow in.™

## Don't forget to enter!



**Enter today to win an Art Van Furniture shopping spree!**

Like us on Facebook and tell us why you love living in Michigan. You'll be entered for the grand prize—a \$3,000 shopping spree—and you'll automatically get a gift card for \$50 off your next Art Van purchase of \$499 or more! Hurry, sweepstakes ends Labor Day, September 3, 2012!


**Like us and win!**  
facebook.com/MIplace2012  
Like 164

**Art Van** **MICHIGAN ASSOCIATION OF REALTORS** **MSHDA** **PURE MICHIGAN**

A list of prizes and the official rules may be viewed at facebook.com/MIplace2012.

**mi place™**  
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## There's still time to share your story!



**You could win a \$3,000 shopping spree!**

Tell us why you love living here, and win! You'll be entered to win a \$3,000 Art Van Furniture shopping spree, and you'll get a gift card for \$50 off your next Art Van Furniture purchase of \$499 or more. Hurry, sweepstakes ends Labor Day, September 3, 2012.

**Like us and win!**  
facebook.com/MIplace2012  
Like 164

**Art Van** **MICHIGAN ASSOCIATION OF REALTORS** **MSHDA** **PURE MICHIGAN**

A list of prizes and the official rules may be viewed at facebook.com/MIplace2012.




# Facebook Sweepstakes

facebook  First Lastname Home

Miplace Miplace Sweepstakes Like

## miplace Sweepstakes

**LIKE US NOW** FOR A CHANCE TO WIN A \$XX,000 DREAM ROOM MAKEOVER



Enter the Miplace™ & Art Van Dream Room Makeover Sweepstakes!




Submissions will be accepted from May 28 - Sept. 4, 2012

Michigan is more than a beautiful state. It's made up of unique features and vibrant communities that create a truly exceptional place in which to live, grow, work and play. We're proud of this state – and we're sure you are, too. That's why we'd like you to share your story.

**Have you recently purchased a home in Michigan?**

If you purchased a home through a REALTOR® in 2011 or 2012, we'd love to hear your story. Tell us why you choose to live in Michigan and what makes your community special.

- Like our page
- Upload a video or story telling us why you choose to call Michigan your home
- You'll be entered to win great prizes, including a dream room makeover from Art Van Furniture.

# Advertorial and Legislative Testimonial Videos

Advertisement



## Building Pure Michigan places begins with celebrating great places.

Now through Labor Day, residents across our state have the chance to win fantastic prizes by answering one simple question: Why do you choose to call Michigan home?

At the Michigan State Housing Development Authority (MSHDA), the Michigan Association of REALTORS® (MAR) and Art Van Furniture, we are committed to placemaking – the idea that people are attracted to great places and vibrant communities. We're uniting to help reimagine Michigan through the lens of placemaking. But we need your help! Enter the MIplace™ Sweepstakes. Tell the world at [facebook.com/MIplace2012](https://facebook.com/MIplace2012) why you choose Michigan as your place to live, work, play and share the dream of homeownership.

### Celebrating great places.

Michigan is blessed with great places. Thriving neighborhoods from Hamtramck to Lansing. Dynamic downtowns, from Ann Arbor to Traverse City. Small-town gems, from Alpena to Mackinac City.

The goal of the MIplace™ Sweepstakes is to inspire individuals, communities and organizations to develop even more Michigan great places. Our mission begins with one easy step: Celebrating the great places that are uniquely Michigan.



Read about Mackinac Island's Grand Hotel and more Michigan success stories at [MIplace.org](http://MIplace.org).



### Share why you choose Michigan at [facebook.com/MIplace2012](https://facebook.com/MIplace2012).

Tell us what makes your Michigan place great – from new homes and condos to renovated houses and repurposed lofts, family-friendly neighborhoods with parks and gathering places, or walkable downtowns with a variety of restaurant, shopping and transportation options. Everyone has a story – we want to hear yours. It's fast, fun and rewarding.

To enter the MIplace™ Sweepstakes, submit a video or written testimonial at [facebook.com/MIplace2012](https://facebook.com/MIplace2012). Art Van Furniture – which celebrates 53 years of doing business in Michigan – is providing prizes, including a Free Shopping Spree Extravaganza. The bonus reward? Enjoying more pride in your Michigan home.

Michigan residents can submit a testimonial and enter the sweepstakes at [facebook.com/MIplace2012](https://facebook.com/MIplace2012) until Labor Day, Sept. 3, 2012.



Rep. Jase Bolger  
Speaker of the House




Randy Richardville  
Senate Majority Leader




To learn more about Michigan placemaking, go to [MIplace.org](http://MIplace.org).

# Print Collateral



Celebrating Michigan.  
Growing Community.


## Pocket Card




Celebrating Michigan.  
Growing Community.

**Tell us why you love Michigan and win!**  
facebook.com/Miplace2012


**Everyone has a story, and we want to hear yours!**  
We're committed to placemaking—the idea that people are attracted to great places and vibrant communities. Share your story with us on Facebook at [facebook.com/Miplace2012](https://facebook.com/Miplace2012)



Michigan is blessed with great places. From Hamtramck to Lansing, Ann Arbor to Grand Rapids, and Alpena to Marquette. Learn about them and discover why Michigan is the place to invest in community.




Check out [miplace.org](http://miplace.org) to discover more about our great communities and the people who are helping Michigan thrive.




**Tell us why you love Michigan and win!**  
facebook.com/Miplace2012

**Share your story and win!**  
Now through September 3, 2012, you can win fantastic prizes by answering one simple question: **Why do you choose to call Michigan home?**




Enter the Miplace™ Sweepstakes, and tell the world through a video or testimonial at [facebook.com/Miplace2012](https://facebook.com/Miplace2012). You could win the grand prize of a **\$3,000 Art Van Furniture shopping spree**, and just for sharing your story you'll get a gift card for \$50 off your next purchase of \$499 or more!



**mi place**  
Communities to Invest In.  
Communities to Grow In.™


Share your Michigan story with us to win a shopping spree.  
[facebook.com/Miplace2012](https://facebook.com/Miplace2012)




# Poster


## Flyer

# Love MI Like Miplace™ Win Prizes




Communities to Invest In.  
Communities to Grow In.™






[facebook.com/Miplace2012](https://facebook.com/Miplace2012)


Like us on Facebook and submit a video or brief testimonial telling us why you love living in Michigan. You'll be entered to win a \$3,000 Art Van shopping spree and you'll get a \$50 gift card for your next purchase of \$499 or more!



A list of prizes and the official rules may be viewed at [facebook.com/Miplace2012](https://facebook.com/Miplace2012).


# Win a shopping spree with Miplace™!





[facebook.com/Miplace2012](https://facebook.com/Miplace2012)

Like us on Facebook and submit a video or testimonial telling us why you love living in Michigan. You'll be entered to win a \$3,000 shopping spree and you'll get a \$50 gift card for your next purchase of \$499 or more just for entering!



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A forum for ideas to shape mid-Michigan's future.

# A GREATER LANSING OUTLOOK

**F**  
SUNDAY  
JUNE 24, 2012

EDITOR: ELAINE KULHANEK | OPINIONS@LSJ.COM | 377-1038 | WWW.LSJ.COM



## THE POWER OF PUBLIC ART

Works can define a community's culture, beauty and values

### Everyone benefits from art

Public art is as old as the cave paintings of prehistoric times and as new as the postmodern murals on today's buildings. Public art is designed specifically for the general public, is usually outside, accessible to all and commonly free of charge. The meanings and functions of these artworks vary widely and are based on the values of the community, individual or institution that created them.



CATHERINE BABCOCK

In the past, most American public art consisted of monuments to our heroes and war memorials. In the 1960s, society learned that it was acceptable to make "art for art's sake." In recent years, cities across the nation have embraced public art by presenting outdoor sculpture exhibitions. These exhibits serve to increase the awareness of the visual arts and expose artists and non-artists alike to creativity.

Who benefits from these exhibits? Everyone. These exhibits can be interactive and provide an educational and artistic moment in a person's everyday life. Exhibits such as these have gained appeal because of their accessibility and affordability. They improve the quality of life, make cities beautiful, and provide artists with a venue to showcase, and sometimes sell, the artwork. Public art brings the exhibit to the people, exposing a new audience

See BENEFIT, Page 2F

## Public art critical to 'placemaking'



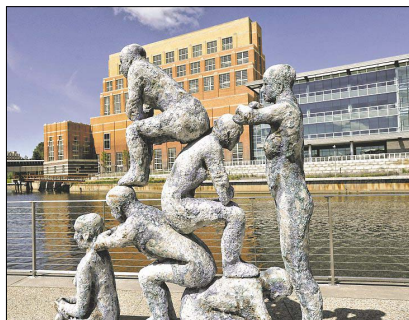
STEVE CURRAN is CEO of Harvest Music



JULIE PINGSTON is senior VP of the Greater Lansing Visitors and Convention Bureau

In the world of placemaking, Greater Lansing is breaking new ground — literally. Without question, The Eli & Edythe Broad Art Museum set to open in the fall is at the core of our cultural expansion, and with it we will continue to see even more pockets of inspired artistic expression begin to take shape throughout our region. This is a very big deal, because in order to drive economic growth, retain and attract new talent, and create a new economy, we must commit to enhancing our communities by making them more vibrant places to live and to visit. Perplexed by this "placemaking" lingo? You are not alone. It's a relatively recent term used by economic developers. In a 2010 report prepared by The National Endowment for the Arts, it was noted that, "in creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities ... [it]

See PLACEMAKING, Page 2F



Meditation Tower: The clay sculpture by Williamston artist Mark Chatterley is one of 10 pieces in the on the River Trail in downtown Lansing through Aug. 30. Visitors can use cellphones to listen to descriptions and to vote for a People's Choice Award. At top, the stainless steel "Inspiration" sculpture is located on Lansing's River Trail. BOB SAWYER/LSJ



## Sweepstakes asks Michigan residents to brag a bit

Why do you choose to call Michigan home?

In times such as these, it can be a risky question to ask ... "I don't. I'm stuck here" comes to mind as a possible answer.

However, it's also true that many state residents (most, in my unscientific opinion, based on talking to a lot of 'em for years) have a deep affection for the state and are always eager to share a favorite place, fond memory or family lore about an ancestor who came to these peninsulas generations ago in search of work — and put down roots.

So who's asking?

Well, the folks at the Pure Michigan promotion campaign, Art Van Furniture, the Michigan Association of Realtors and the Michigan State Housing Development Authority. These otherwise-unrelated entities have combined to launch the Miplace Sweepstakes, offering a grand prize of a \$3,000 Art Van shopping spree for somebody who answers the question.

You enter on-line by going to [facebook.com/Miplace2012](http://facebook.com/Miplace2012), click the "like" button on the right and then click the Sweepstakes button on the page. That takes you to a Sweepstakes page where you click on "enter now" at the top. You can submit a

response either in writing (up to 250 words) or video (no more than two minutes long.) The winner will be chosen after Labor Day in a drawing, so every entry has a chance.

Gov. Rick Snyder tweeted about the Miplace Sweepstakes during the Detroit Regional Chamber's annual policy conference on Mackinac Island this week, where he also lamented that Michigan people "don't brag well" about a state that has so much to offer.

"Building Pure Michigan places begins with celebrating great places," Joe Borgstrom, director of MSHDA's Michigan Main Street programs, said in a news release announcing the sweepstakes. "The goal of the Miplace Sweepstakes is to inspire individuals, communities and organizations to develop awareness of even more great Michigan places by sharing stories of why they are proud of where they live."

The contest runs through Labor Day, Sept. 3.

Advertisement







It's part of a multi-pronged effort to **educate** people about "placemaking" — the concept that, generally, if you build it they will come. Create and promote a thriving, successful region, an environment conducive to creativity and productivity, and economic activity will grow there, the theory goes.

Once a Sweepstakes entry is published online, the participant will receive an e-mail including a link to the story and will be encouraged to share that link with friends, family and networks. Video submissions will also be posted to the MIplace **Facebook** gallery page, with individual "Like" buttons allowing page visitors to view and share videos they like.

The Sweepstakes already has attracted several dozen entries from all across Michigan, spokesman Mike Nowlin said Friday.

"This is one way to circulate a lot of positive feeling about the state," he said.

All entrants will receive a \$50 Art Van gift certificate good with any purchase of at least \$499.

So we ask you to fill in the blank: "I call Michigan home because \_\_\_\_\_."

Advertisement









# Contest: Why is Michigan home?

**LANSING** — A new contest is asking Michigan residents why they choose to call the state home.

Officials announced this week that the MIplace Sweepstakes will encourage people to discuss why Michigan is the place where they live, work and play.

The state's "Pure Michigan" tourism ad campaign, Art Van Furniture, the Michigan Association of Realtors and the Michigan State Housing Development Authority are involved.

People who enter will get a \$50 Art Van gift card that's good with any purchase of at least \$499. The grand prize is a \$3,000 Art Van shopping spree.

Written or video entries may be made on the [MIplace Facebook page](#) through Sept. 3. The winner will be announced afterward.

Advertisement





## [The Detroit News](#)

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MAY 31, 2012

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BY ASSOCIATED PRESS

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