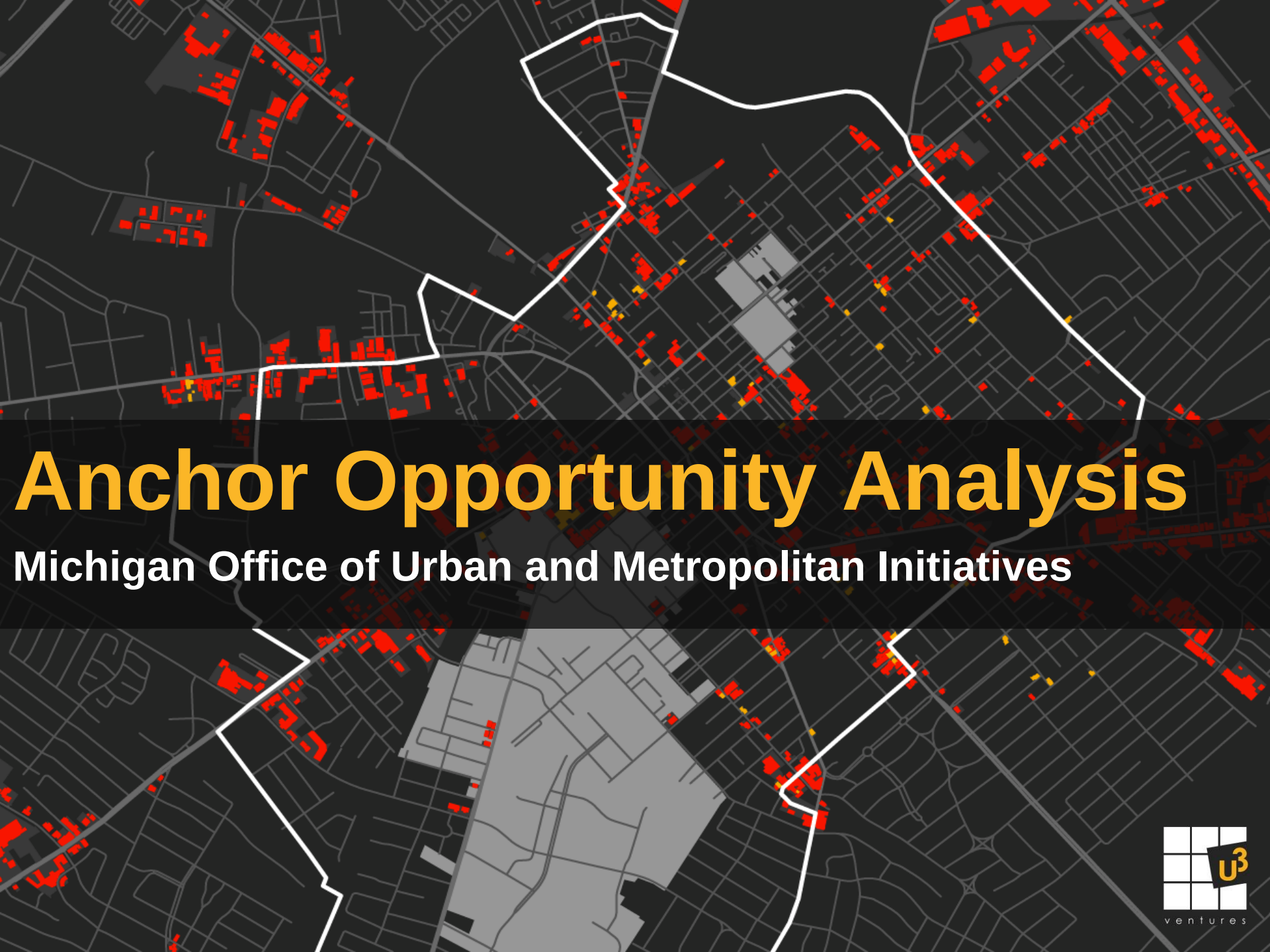


Anchor Opportunity Analysis

Michigan Office of Urban and Metropolitan Initiatives

U3 ventures


Anchors Matter
Centers of employment
Destination for students
Purchasers of goods and services
National centers of research
Curator and generator of arts and culture
Drivers of economic development

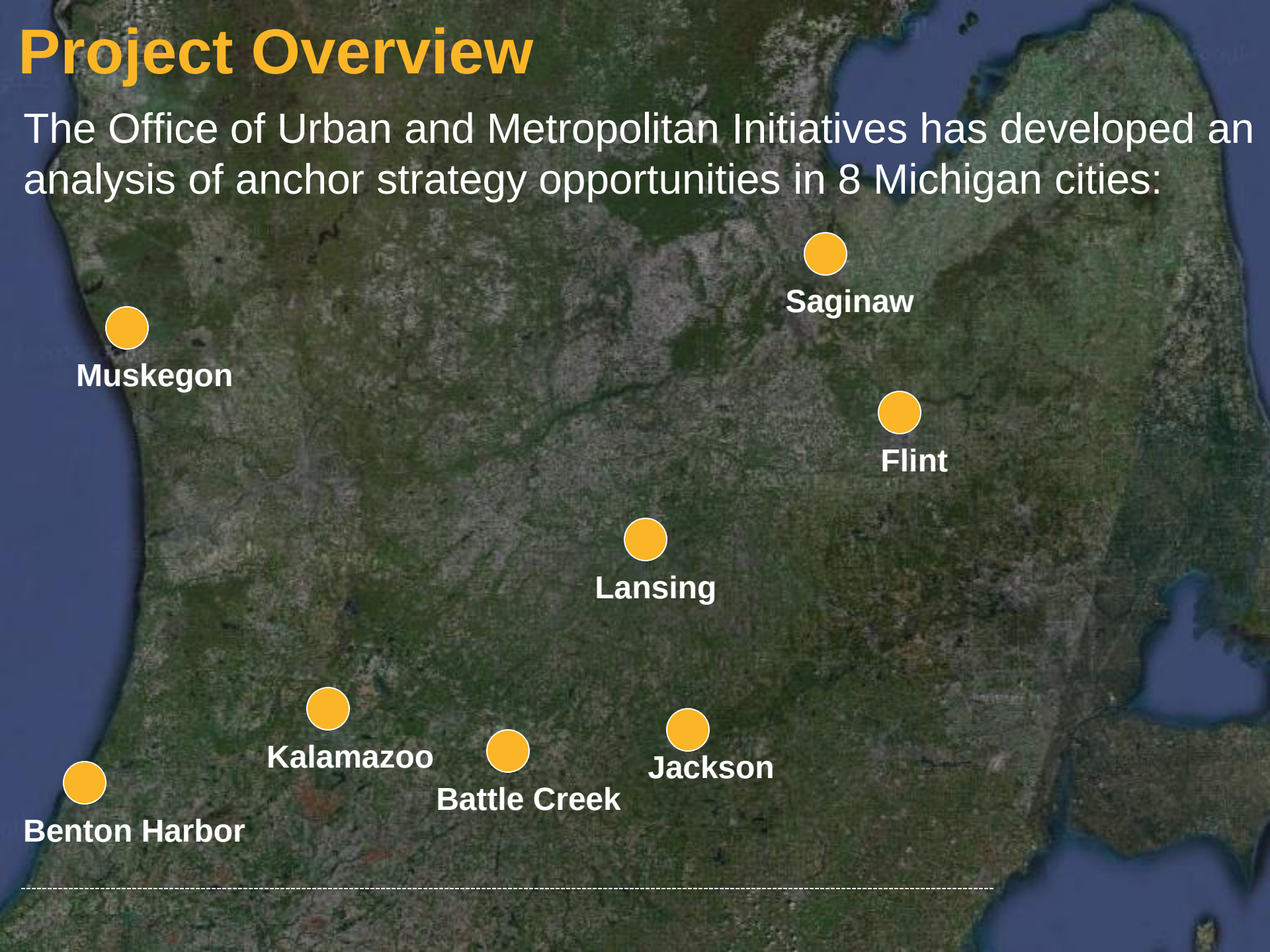
Project Overview

Increase **stability** and **density** of the study cities through: increasing the number of employees and students **living in close to the institution**, increasing **economic activity** in target districts, creating **vibrant, walkable mixed use corridors**, increasing **research commercialization** and new venture retention, and increasing the **overall economic competitiveness** of the target cities and the State as a whole.



Project Overview

The Office of Urban and Metropolitan Initiatives has developed an analysis of anchor strategy opportunities in 8 Michigan cities:



Project Overview

Building on the success of Midtown Detroit's anchor strategy, this project focused on understanding the opportunity for interventions around three core strategies:

1. Live Local

- **The opportunity to encourage employees and students to live close to and adjacent to the anchor institutions**

2. Buy Local

- **The opportunity to direct more purchases of goods and services to local businesses**

3. Local Opportunities

- **The opportunity to leverage anchor research into commercialized enterprises, create community development organizations focus on secondary school education, or other interventions**

Process

U^3 Advisory took a data driven approach to analyzing the potential for interventions in the study cities, supplemented by stakeholder meetings, city visits and street-level research:

1. **Data Gathering**
   - **Employee and Student Addresses**
   - **Procurement Spending**
   - **Applied Research Activity**
   - **Demographics, Land Use and Market Data**
2. **City Visits**
3. **Initial Analysis of Interventions**
   - **Live Local**
   - **Buy Local**
   - **Local Opportunities**
4. **Anchor Feedback/City Re-Visits**
5. **Final Analysis**

Place Based Strategies – Study Areas



Battle Creek:
Downtown



Benton Harbor:
Downtown



Flint:
Downtown and University Avenue



Jackson:
Downtown



Kalamazoo:
Downtown



Lansing:
Michigan Ave. Corridor



Muskegon:
Downtown



Saginaw
Downtown and Old Town