



Momentum Midland

Creating a more vibrant Midland



DOWNTOWN MIDLAND INVESTMENT INITIATIVE



Farmers' Market

Looking Back → Moving Forward

1860s-1890s

Larkin and Patrick
Lumber Mill and
Salt Block

1890s-1930s

City of Midland
Landfill

1930s- 1950s

Abandoned
Property

Farmers' Market

Looking Back → Moving Forward

“And then a *different* kind of **visionary thinking** set in during the 1950s, led by Alden Dow and other community leaders who started making comments about Midland realizing the potential of developing a wonderful riverfront parkland.”

- Gary Skory, Quote from Midland Daily News Article

Farmers' Market & Riverfront

A Decade of Discussion

2006

Project for
Public Spaces

2007

Hamilton
Anderson & LSL
Consultants

2008

Riverfront
Survey
Conducted

2014

MML
conducted
PlacePlan Study

Exploring Our
Future

2015

Momentum
Midland

Momentum Midland Purpose

A local collaborative effort dedicated to building upon Midland's existing features and culture to enhance economic development and quality of life.



Downtown Investment Initiative Goals

- **Turn** Downtown into a more vibrant destination
- **Reconnect** the city with Downtown
- **Strengthen** Downtown as a community hub
- **Landmark**, leverage and link the riverfront
- **Transform** Downtown into a liveable neighborhood

Challenges Facing Current Site

- Flooding
- Parking & Congestion
- Vendor Waiting list
- Limited infrastructure—covered stalls, restrooms, power
- Limited ability for capital investment

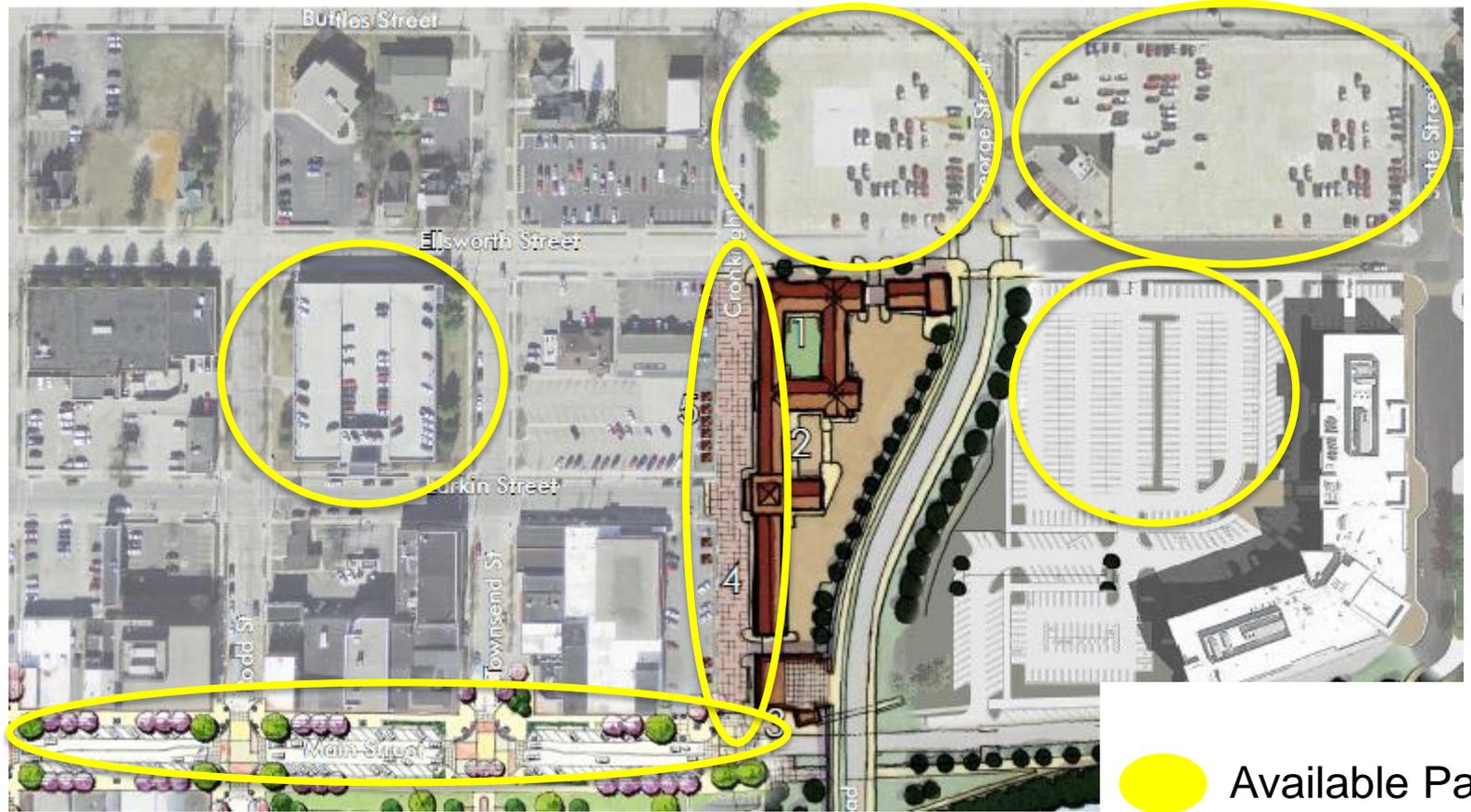
Common Questions

Size of Proposed Location



Common Questions

Parking



Common Questions

Indoor/Outdoor Vendor Space







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Common Questions

Riverfront Area





Common Questions

Funding

Philanthropy

Federal
Grants

State Grants

New Market
Tax Credits

Today's Request

- City Council to initiate a review of the proposed site for a new, upgraded Farmers' Market by referring to the following City boards and commissions for review and recommendation
 - Downtown Development Authority
 - Parks and Recreation Commission
 - Planning Commission



Momentum Midland

Thank you!



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