

P E O P L E

PAL
PEOPLE AND LAND



Building a
New and
Prosperous
Michigan



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THE PEOPLE OF PAL OUR VISION.

In 2000, the W.K. Kellogg Foundation began supporting People and Land (PAL) to ignite a dialog around the need to fuel our state's prosperity and growth while preserving the essential character of Michigan and its rich natural resources of agriculture, forests, and waters. That work continues today as a group of Michigan leaders has stepped forward to propose a bold and achievable vision for Michigan's future.

These leaders come from diverse groups including:

- Michigan Chamber of Commerce
- Michigan Farm Bureau
- Michigan Association of REALTORS®
- Michigan United Conservation Clubs
- NAACP – Detroit Branch
- Michigan Environmental Council
- Michigan Suburbs Alliance

How we strategically plan our state's growth and economic development is at the heart of re-creating a prosperous, vibrant Michigan. We hope you will examine the issues and find a way to lend your own voice to this work as we build a constituency for Michigan's future. Our state's economic prosperity and our quality of life depend on it.

WHAT MICHIGAN MUST HAVE TO SUCCEED

The PAL vision for Michigan's future is one shared by businesses, researchers, and thought leaders. Together, we are planning a Michigan that will have a key role in the new knowledge-based economy. Michigan is poised to provide a uniquely beautiful home for New Economy growth by applying strategic planning and smart policies that focus on what we must have to succeed. Together, we must focus on six key pillars for prosperity that will serve as a foundation for Michigan's future.

Successful regions in Michigan have gathered together with one objective – to plan for the kind of growth that would make them good places to live, work, and play. Working together with Michigan's universities, the Michigan State University Land Policy Institute, and Public Sector Consultants, PAL is providing technical assistance and funding planning initiatives in regions that have demonstrated the leadership to bring about change.

LEADERSHIP NEEDED: APPLY NOW

To learn more about PAL and its ongoing work, visit www.peopleandland.org

Our Website will be regularly adding resources you can use to help build a constituency for change, for Michigan's future and the future of your community.

THE SIX PILLARS FOR MICHIGAN'S PROSPERITY. OUR BEST AND FUTURE HOPE.

1

Attractive Cities and Neighborhoods

From major cities to small towns, we need vibrant neighborhoods where people want to live and raise families.



2

Highly Competitive Schools and Lifelong Learning Opportunities

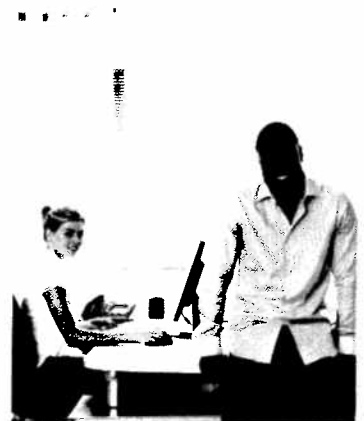
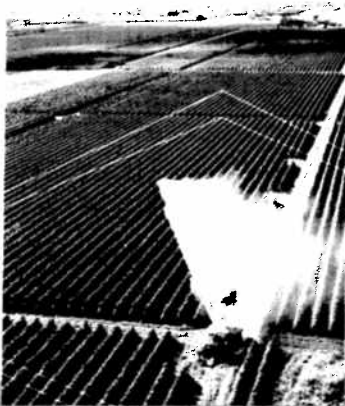
Education creates the skilled workers we need to compete in a global marketplace.



3

Knowledge-Based Technologies

Job growth in Michigan will come from new and creative businesses.



These pillars have proven successful in other regions of the country, regions with less fertile ground on which to grow an economy. Michigan has been blessed with a natural environment and university network that can spur these essential features of a New Economy. The opportunity is ours, the future ours, if we enable the innovation and economic growth we all want and need.

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**MICHIGAN'S
STRENGTHS**

**MICHIGAN'S
FUTURE**

Strong, innovative people and beautiful, productive land: these are Michigan's core strengths. Today Michigan faces a 21st-century global economy. Business is changing. People are leaving. What will it take to succeed? What can we do?

People and Land is a coming together of diverse business, environmental, social justice, and agricultural thought leaders who have laid out a vision for Michigan's future. Read on. Learn about this vision for Michigan's future. And join us.



**Innovation
and
Collaboration
Required**



THE PAL VISION

To attract diverse and talented people, Michigan's core assets of abundant natural resources, agricultural strength, educational opportunities, and urban potential must inspire the creation of vibrant, welcoming communities.

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"Vibrant neighborhoods look and feel the same whether you're in a small community or a hustle-and-bustle community. They have to be safe. They have to offer qualities people need to enjoy living there. They need a range of housing stock. They have a spirit, a feeling, a sense of connection to the larger society."

*Heaster Wheeler, Executive Director
NAACP – Detroit Branch*

"In order to compete in a global marketplace, we need highly skilled people. It's ironic that in Michigan we have highly skilled jobs that are not being filled because the workers aren't there. We've got to change public attitudes toward the importance of high school and ongoing education."

*Jim Barrett, President
Michigan Chamber of Commerce*

"The knowledge economy creates jobs. In Michigan, knowledge-based industries have been secondary to more traditional industrial and manufacturing roles. Now we need to provide support to create the kind of places where people can gather to innovate together."

*Conan Smith, Executive Director
Michigan Suburbs Alliance*

"Agriculture stands in the best position to utilize the land and water we have around us. Agriculture can also play a huge role in generating new forms of energy, and in sustaining some of our rural communities so that Michigan can attract not only new people, but new businesses."

*Wayne Wood, President
Michigan Farm Bureau*

"Healthy lakes, waters, and air are important to attract new young people into our state. Our future is dependent on making sure that we keep our natural resources clean, productive, and available."

*Donna Stine, Deputy Director of Policy
Michigan United Conservation Clubs*

"Inclusiveness and entrepreneurship are the currency of the New Economy. It's no longer the big company, but it's the big idea that's going to jumpstart the next big business. We need to start thinking more about talent, and talent comes in all shapes and all sizes and all colors. Michigan needs to embrace that."

*Brad Garmon, Land Programs Director
Michigan Environmental Council*

"We've got to learn to do things differently here in Michigan and move the state toward prosperity, rather than stay mired in political arguments based on Old Economy thinking."

*Gil White, Past President
Michigan Association of REALTORS*

