

The 21c3 provides a wide range of resources and services for member communities committed to implementing projects and programs that relate to one or more of the asset areas.

Training and educational opportunities

Resource clearinghouse with **research**, information, samples/best practices

Technical assistance including community audits and consulting

Speaker and expert bureau

Links to related **partnerships** and organizations

Public education strategies and **tool-kits**

Through these activities 21c3 is committed to building our members' capacity to become and remain vibrant communities for the 21st century, one asset area at a time.

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The Center for 21st Century Communities:

Creating a Prosperous Michigan



Who we are . . .

The Michigan Municipal League is the one clear voice for Michigan communities. We are a nonprofit, but we act with the fervor of entrepreneurs; our people are dynamic, energetic and highly approachable, passionately and aggressively pushing change to achieve better communities and a better Michigan.

What we know . . .

Never before have so many diverse interests, from academic researchers to the business community to government leaders, shared a single conclusion: Michigan's future depends on its ability to attract knowledge-based workers. And what is central to attracting this priceless commodity? *Place*, specifically vibrant 21st century communities.

What we do . . .

Through its Center for 21st Century Communities (21c3), the League provides education, technical assistance, public outreach and unprecedented access to experts and resources related to the issue of creating and sustaining vibrant communities. 21c3 is a "one-stop-shop" for communities interested in creating and sustaining livable, desirable, and unique places that attract the highly skilled, creative and talented workforce of the next century.

Eight Assets of 21st Century Communities



1. Physical Design & Walkability

Millennials and boomers alike seek dense, urban settings where buildings go up rather than out, and where they have easy, walkable access to places where they live, work, shop and play.



2. Green Initiatives

"Thinking Green" is a critical asset of any viable community; it impacts our natural resources, our quality of life, and our financial bottom line.



3. Cultural Economic Development

The knowledge workers of the 21st century are attracted to places that offer a full range of arts, culture and entertainment opportunities that can keep pace with their busy lifestyles and appetite for excitement.



4. Entrepreneurship

The new economy is fueled by small start-ups and entrepreneurs who grow jobs by ones and twos.



5. Diversity/Multiculturalism

Our global economy is fueled by the talent and ingenuity of people not only born here, but from around the world.



6. Messaging & Technology

People communicate differently today than they did last year, five years ago and ten years ago. 21st century communities must keep pace.



7. Transit

Thriving regions in the U.S. and abroad have effective transit systems, and the knowledge-based workers we need, demand this as part of their lifestyle.



8. Education (K-16)

Education is key in competing for jobs, including K-12, community colleges, universities and other key anchor institutions.