



FOR IMMEDIATE RELEASE
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CAPITAL REGION COMMUNITY FOUNDATION ANNOUNCES NEW STRATEGIC DIRECTION

LANSING, MICH. – Our Community Foundation announced big news last night about its new strategic leadership direction, which focuses on placemaking projects to create vibrant communities to enhance economic prosperity in our region. Hundreds of Foundation leaders and their guests filled the room at its Community Leadership Reception to hear the news.

The Foundation defined placemaking as a collective community vision and process of re-imagining public spaces (such as neighborhoods, downtowns, waterfronts, parks, plazas, markets, etc.) and the arts and activities that create culture and a social environment.

“Placemaking is an investment that attracts and retains a talented workforce, employers and jobs, which develops our region’s economy,” said Dennis Fliehman, president and CEO of the Capital Region Community Foundation. “An improved economy helps everyone, especially the disadvantaged.”

The Foundation will focus first on the region’s urban core, defined by the Michigan Avenue/Grand River Avenue corridor. In early 2017 the Foundation will launch a community-wide contest to capture ideas that will help create an attractive corridor.

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The persons, businesses or organizations who submit one of the top 100 ideas will each receive a \$25 cash prize.

The Capital Region Community Foundation was created in 1987 by the community to support the charitable needs and philanthropic interests of people living in Ingham, Eaton and Clinton counties. **The Foundation's three priorities are to build the community's charitable endowment, provide services to donors, and act as a proactive community leader.** Currently the Community Foundation has approximately \$88 million in assets, and the earnings generated by over 400 funds are returned to the community each year in the form of grants. In 2015 the Community Foundation awarded 700 grants totaling more than \$3.3 million. The Community Foundation also helps donors achieve their philanthropic goals and create everlasting legacies, while providing community leadership and collaboration to build a prosperous region.