The Michigan Association of Planning (MAP) and the Michigan Economic Development Corporation (MEDC) have collaborated to deliver a package of workshops, tools, and resources to help your community thrive in the cold winter months. From physically adapting public outdoor spaces and programming winter friendly events, to reinforcing messages that change minds and behaviors about being outside in the cold, The Michigan Winter Cities Package delivers.

Geared toward community planners, city managers, and community development professionals, along with local officials, this collection of resources provides a variety of tools to enliven and activate your public spaces, even in winter. The package includes the following:

**Winter is Coming Keynote Presentation | Pre-Recorded 1.5 AICP CM | 1.5 Master Citizen Planner CEU | Watch On Demand**

Originally delivered at MAP’s Planning Michigan Conference in October 2020, this 1.5 hour presentation was the star of the conference. The COVID-19 pandemic has created unprecedented demand for being outdoors in Michigan. Experts predict that COVID-19 will be with us for the foreseeable future, so business owners and policy makers must look at increasing opportunities for outdoor recreation, active mobility, and community space. This session highlights successful programs and policies implemented by planners and policymakers who embrace the cold, and create excitement about being outside in Winter Cities.

Patrick J. Coleman, AICP, North of 45 LLC | Amanda O’Rourke, 8 80 Cities | Isla Tanaka, City of Edmonton, Canada | Scott Allen, City of Eau Claire, Wisconsin

**Winter is Coming LIVE Q and A with an International Panel PLUS Michigan Winter Cities Success Panel | January 14, 2021 | 2 PM to 3:30 PM | 1.5 AICP CM | 1.5 Master Citizen Planner CEU**

The Winter is Coming Key Note Presentation international experts will gather live on zoom to answer your questions, and interact on winter planning and implementation issues. In addition, Michigan specific Winter City Case Studies will be highlighted live, with local leaders sharing implementation tactics. This session will be recorded so you can watch it again if you missed any information the first time around.

**Winter Strategies Guidebook**

Developed through a partnership between Michigan Main Street a program of the Michigan Economic Development Corporation and Winter Cities expert Pat Coleman, AICP, the guide includes several principles and strategies to help communities make the most of winter's opportunities and create innovative solutions to ensure our downtowns are considered one of the best places to visit during the winter season! This How To Guide provides a range of actions your community can implement as an immediate response to COVID-19 and for the long-term to make your Michigan community a Winter City.

**Michigan Reopen Main Street Winter Strategies Webinar | Pre-Recorded | Watch On Demand**

This video, produced by the MEDC’s Main Street Program, accompanies the Winter Strategies Guidebook to provide a concise overview of the winter city planning principles and strategies for downtowns and business districts contained within the guide.

**Michigan Planner magazine | Look for it in February**

The January/February 2021 issue will be devoted to Winter Cities. Articles will be authored by the international experts on the Winter Cities Keynote Session as well as case studies from around Michigan. The issue covers what you need to know to get your residents out during the winter, keep businesses open, and activate those public spaces typically only used during the warmer Michigan months.

MAP Member Price: $20   Nonmember Price: $30   Student Member Price: $15

MEDC Redevelopment Ready Communities (RRC) and Michigan Main Street (MMS) communities should contact MAP for PROMO CODE.

Register at www.planningmi.org