

IONIA COUNTY ECONOMIC DEVELOPMENT CORPORATION - BROWNFIELD REDEVELOPMENT AUTHORITY  
MARKETING PLAN 2017 - 2020

The original EDC/BRA marketing document state the following (verbatim):

- 1) A Brownfield site is real property where expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.
- 2) Our purpose is to promote the revitalization of environmentally distressed areas located throughout the County. We are looking for developers for redeveloping Brownfield sites. We provide TIF, Tax Credits, Community Improvement, and Greenspace Preservation.
- 3) Who are we: \*A sanctioned Authority created to address Brownfield sites in Ionia County. Established under the Brownfield Redevelopment Financing Act. An entity that assists local government through use of tax increment financing, grants, loans, and other incentives. 2004 recipient of two U.S. EPA Brownfield Assessment Grants benefitting Ionia County.

Marketing Plan for 2017 - 2018

- 1) Update the BRA information on the Ionia County website as any changes occur.
- 2) Continue to distribute the BRA pamphlet where appropriate, i.e. townships, villages, cities, real estate offices; and upon request.
- 3) Maintain regular contact with local, regional, and state economic development organizations, such as the DEQ; Ionia County Economic Alliance; The Right Place; Ionia County Land Bank; Michigan Association of Counties; and the Michigan Economic Development Corporation.
- 4) Respond promptly to all inquiries and requests for BRA information.

Revised and approved: April 25, 2017  
Revised for 3-year cycle: 02/26/17