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Crowdfunding campaign launched for Reading’s “Michigan Street Pavilion/Green Space” project *\$50,000 goal to win matching grant through MEDC’s Public Spaces Community Places initiative*

LANSING, Mich. – Downtown Reading will transform a long vacant building into a vibrant event and gathering space through a new [crowdfunding campaign](#), the Michigan Economic Development Corporation and city of Reading announced today. The campaign is being offered through Michigan-based crowdfunding platform Patronicity.

If the campaign reaches its crowdfunding goal of \$50,000 by September 13, the project will win a matching grant with funds made possible by MEDC’s Public Spaces Community Places program. For project details and to donate, please visit: patronicity.com/reading.

“This pavilion and green space will transform a vacant downtown property into a well-programmed space that will host and highlight the Reading community,” said MEDC Senior Vice President of Community Development Katharine Czarnecki. “We are pleased to provide resources for this project through our Public Spaces Community Places program.”

In accordance with the revitalization happening in Reading, this project will provide a space that will attract attention to downtown, while also providing a place for the community to access locally grown products and handmade items as part of the new and highly popular Farmers and Artisans Market.

The pavilion will help maintain many traditions and events in the area, such as Reading Festival Days, Oktoberfest, and “Old Fashioned Christmas.” The Michigan Street Pavilion/Greenspace will also provide a space for public entertainment, such as live music and movies in the park.

“The Public Spaces Community Places program will allow us to finally transform this white elephant of a building into a stunning revitalized pavilion and green space that will bring our community together,” said Reading City Manager Kimberly Blythe. “The effort is the result of a shared vision for downtown Reading, and we are very excited to bring it to life.”

[Public Spaces Community Places](#) is a collaborative effort of the MEDC, the Michigan Municipal League and Patronicity, in which residents can use crowdfunding to be part of the development of strategic projects in their communities and be backed with a matching grant from MEDC. Communities, nonprofits and other business entities can apply at <https://patronicity.com/puremichigan>.

““Activating public spaces with arts and culture is key to great placemaking,” said Dan Gilmartin, CEO and executive director of the Michigan Municipal League. “Reading’s pavilion will attract residents and visitors alike along with breathing new life into an old downtown building.”

The Public Spaces Community Places initiative started in 2014 with MEDC providing matched funding of up to \$50,000 for community improvement projects throughout Michigan. As of June 24, 2019, MEDC has provided \$6,580,696 in matching grants. Since the launch of the program, 215 projects have been successful in reaching their goal, with \$7.7 million raised from 40,243 individual donors.

About Michigan Economic Development Corporation (MEDC)

The Michigan Economic Development Corporation is the state’s marketing arm and lead advocate for business development, job awareness and community development with the focus on growing Michigan’s economy. For more information on the MEDC and our initiatives, visit www.MichiganBusiness.org. For Pure Michigan® tourism information, your trip begins at www.michigan.org. Join the conversation on: [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#).

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