



Ernesto Sirolli



Armory Arts Village

Consumers Energy Presents:
A unique message at a unique venue...

Enterprise Facilitation[®]
at the
Armory Arts Village

January 14, 2008 2:00PM and 6:00PM
Armory Arts Village, 100 Armory Ct.
Jackson, Michigan

“If we could be successful in helping people transform their dreams into a meaningful enterprise that provides a rewarding livelihood and the potential for jobs for others, we would profoundly change the economic fortunes for the entire community.”

Ernesto Sirolli

Increasingly, community leaders and citizens are realizing that their future and economic prosperity will depend more on what they do with their own assets and capabilities rather than what might come to them as part of a pure industry recruitment effort. Perhaps the greatest of these assets are the dreams of our citizens to use their respective talents and passions to improve themselves.

Consumers Energy presents Dr. Ernesto Sirolli, author and Chairman and CEO of the Sirolli Institute. In 1985, Ernesto Sirolli pioneered Enterprise Facilitation[®], a unique economic development approach based on harnessing the passion, determination and resourcefulness of the local people of Esperance, a small rural community in Western Australia. The striking result of “The Esperance Experience” has prompted communities around the world to adopt a responsive, person-centered approach to local economic development. The first U.S.-based program in a rural Minnesota community, started in the early 1990’s, has accounted for the creation or expansion of 250 small enterprises and nearly 750 jobs... all in a county with a population of 6,500.

The journey to and principles of Enterprise Facilitation® are outlined in Ernesto's book: "Ripples from the Zambezi - Passion, Entrepreneurship and the Rebirth of the Local Economy." The book has helped introduce the concept to a new generation of economic developers and civic leaders interested in growing their communities from within, one passionate person at the time.

Dr. Sirolli is the Founder of the Sirolli Institute, an international nonprofit organization that teaches community leaders how to establish and maintain Enterprise Facilitation® projects in their community. He is a noted authority in the field of sustainable economic development, and is in demand as a speaker worldwide.

The Armory Arts Village is a bold, innovative project using the arts, culture, creativity and innovation as a catalyst for invigorating and reinventing the community. It was the original Jackson State Prison until the 1920's and an Armory since the early 1930's. Today, the 19-acre site includes 250,000 sqft of historic prison buildings and a stunning 25ft. high turreted stone wall forming the perimeter of the property.

Through a combination of adaptive reuse of the historic prison buildings and compatible new development on the site, this unique place is being transformed into Armory Arts Village, a one-of-a-kind creativity-focused mixed-use neighborhood. Economic and cultural activities will be grounded in arts, creativity and innovation and grow from a critical mass of artist entrepreneurs. The Village will foster small business start-ups, create jobs, and attract new businesses, residents and visitors from around the state and beyond. The Armory Arts Village is designed to serve as a catalyst for community revitalization and an engine for economic growth.

The core of the Village is Armory Artswalk Apartments featuring 62 affordable living and work spaces tailored to meet the needs of emerging artists, musicians, designers and craftsmen with the passion and commitment to turn their creativity into micro-enterprises, small businesses and other entrepreneurial ventures. Additionally, individual studio space is available as are three large specialized shared workspaces for resident artists including a two-story large-scale industrial art production space, a ceramics/sculpture studio and classroom/work rooms.

The Village will offer professional development programs and services to provide residents with the knowledge and skills to function as successful artist entrepreneurs and small business owners. These will include: (1) packaging and marketing of the collective works of the artists and events, (2) partnerships between the resident artist community and education, health care, social service agencies, businesses, neighborhood groups and artists from around the country, and (3) development and maintenance of an online marketplace of artistic products and services created and provided by the resident artists.

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