West Michigan Prosperity Alliance

General Session
October 10, 2014
Michigan State Senate Districts

Source: Michigan Center for Geographic Information
552 Michigan Public School Districts

Source: Michigan Center for Geographic Information
Michigan Works Regions

1. Area Comm. Services Emp. & Training Council
3. Calhoun Intermediate School District
4. Capital Area Michigan Works!
5. Central Area Michigan Works! Consortium
6. Detroit Workforce Development Department
7. Eastern Upper Peninsula Michigan Works!
8. Genesee/Shiawassee Michigan Works!
9. Great Lakes Bay Michigan Works!
10. Michigan Works! The Job Force Board
12. Livingston County Michigan Works!
13. Macomb/St. Clair Workforce Development Board
14. Muskegon/Oceana Consortium
15. Northeast Michigan Consortium
17. Oakland County Michigan Works!
18. Ottawa County Michigan Works!
19. Michigan Works! Region 7B Emp. & Training
20. South Central Michigan Works!
21. Southeast Michigan Community Alliance (SEMCA)
23. Washtenaw County Michigan Works!
24. Michigan Works! West Central
25. Western Upper Peninsula Michigan Works!
Michigan Local Health Departments

- Western Upper Peninsula
- Luce-Mackinac-Alger-Schoolcraft
- Dickinson-Iron
- Delta & Menominee
- Northwest Michigan
- Central Michigan
- District #10
- Mid-Michigan
- Barry-Eaton
- Van Buren-Cass
- Branch-Hillsdale-St. Joseph

Single-County Departments
Multi-County Districts
125 Regional Representatives Attend Informational Meeting
West Michigan Prosperity Alliance 25

- Regional Transportation and Planning
- Economic Development
- Private Business/At Large Members
- Work Force Development
- Adult Education
- Higher Education

Grant Awarded January 2014
### Steering Committee

#### Regional Transportation and Planning
- **John Weiss** - GVMC
- **Dave Bee** - WMRPC
- **Erin Kuhn** - WMSRDC
- **Steve Bulthuis** - MACC

#### Economic Development
- **Bruce Adair** - Lakeshore Advantage
- **Valarie Byrnes** - Barry County Economic Dev.
- **Ed Garner** - Muskegon Area First
- **Rick Chapla** - The Right Place

#### Higher Education
- **Fiona Hert** - GRCC
- **Lynda Matson** - WSU
- **Dan Rinsema-Sybenga** - MCC
- **Simone Jonaitis** - GVSU

#### Adult Education
- **Mike O’Connor** - Adult Edu. of Zeeland P.S.
- **Kathleen Sullivan** - Adult Learning Partners of West Michigan
- **Doug Wood** - Orchard View Schools Adult Education

#### Workforce Development
- **Paul Griffith** - Michigan Works! West Central
- **Deb Groeneveld** - Michigan Works Muskegon-Oceana
- **Jacob Maas** - Kent-Allegan Michigan Works!

#### At Large/Private Business
- **Linda Brand** - Model Community Initiative
- **Jim Fisher** - Padnos
- **Roger Safford** - MDOT
- **Andy Johnston** - West Michigan Chamber Coalition
- **Jim Sandy** - Mecosta County Dev. Corp.
- **Bill Raymond** - Ottawa County Michigan Works!
- **Kevin Stotts** - Talent 2025
Regional Prosperity Plan

- Steering Committee
- Community Conversations
- Plan Implementation
- Continued Regional Cooperation
Some Simple Statistics About Our Region

- 13 Counties
- 341 Units of Government
- 1,532,851 people (15.5% of Michigan)
- 757,540 Labor Force (+1.5% since 2009)
- 7.4% Unemployment Rate (↓ 4.7% since 09)

- 8,163 square miles, about the same size as the State of New Jersey
- 130 Miles of Lake Michigan Shoreline and extends 75 miles to the heart of Michigan’s lower peninsula
- 10,000 employers, $5.7 billion in economic output
• Between 2000-2012 our population gained 86,575 or 6% while overall Michigan lost 55,500 residents.
• Over 90,000 people commute into our region for work and over 114,000 residents leave the region for their jobs.
• Employment has recovered from the Great Recession
• Between 2009 and 2012, payroll jobs in the West Michigan Prosperity Region grew by 50,025 or 8.6% percent, more than twice that of the 4.0% percent growth statewide
• 90+ school districts, 13 major colleges and universities, 70,000 college students
What are the Required Deliverables?

- A 5 Year Regional Prosperity Plan including and economic development blueprint
- A performance Dashboard and measurable annual goals.
- Monthly meetings to consider and discuss issues leading to a common vision of economic prosperity including economic development, talent and infrastructure.
Can We Agree and Prioritize 6 Projects of Significant Regional Economic Importance?
Community Conversation
Governor’s Economic Summit
March 17, 2014

180 Local and State Government Representatives and Business Leaders

**Project Criteria**
- Long term impact and sustainability
- Regional Impact
- Provide employment opportunities
- Recognize Regional Strengths and challenges
- Promotes public/private partnerships
The West Michigan Prosperity Alliance

- The West Michigan Prosperity Alliance (WMPA) will solicit projects from across the region and from across interests.
- The WMPA will evaluate each project based on criteria established by the Alliance.
- Almost 3,000 solicitations for projects were distributed.
- Thirty-one projects were nominated.
REGIONAL PROSPERITY Initiative

AN UPDATE ON STATE AND LOCAL PROGRESS
STATE PROGRESS REPORT

• Alignment of Regions by Departments
• Data Analysis by Regions
• Continued Discussion with the Federal Government
• RPI First Year Awards
• Budget and Next Steps
MEDC ALIGNMENT

- Aligned EDCs, RENs, CAT Teams, URC, SBTDCs, etc.
- Working to align PTACs and MACACA regional re-granting
- Required alignment of CDC funding priorities and RPI priorities this FY
MDOT Alignment

Alignment Work is Ongoing

A boundary busters team has been formed

Active participants in many of our RPI teams
MSHDA Alignment

- Aligned all MSHDA regions including Homeless Assistance and Community Development Regions

- Have assigned place making teams by region and are actively working to connect with RPI recipients
WDA Alignment

• Talent districts have been adopted by all!

• Reported data provided will be assessed along the Prosperity Regions

• All Mi Works Boards were eligible to participate in an RPI applications chose to participate in 1 or more
DTMB ALIGNMENT

• DTMB is providing **regional data** to help inform the RPI process

• Other offices at DTMB are working to ensure that they can support the Regional Prosperity Initiative
  – Procurement
  – State Facilities
  – Technology
MDEQ Alignment

- MDEQ explicitly states on their website that they are part of the RPI initiative and has identified contacts for each RPI team.

- In addition, they have specifically realigned their brownfield redevelopment program map.
MDNR Alignment

• Aligned DNR operations centers and include contact information by region [here](#)

• First state department to consider the importance of regional data analysis
MDARD Alignment  
Michigan Dept. of Ag. Rural Development

- MDARD has aligned ag development specialists and supplied regional contacts
DHS recently announced their new Business Service Center Regional Map.

They are working toward a more regional approach by having standout county directors coordinate regional strategies and work more closely with the department.
Department of Education

• MDE’s regions have a number of complications including
  – ISD coverage
  – Funding model
  – Connection to other state service providers like Workforce Development

• The department is analyzing how they can proceed with alignment in a measured way
  – First step is MDE regional support staff
Military and Veterans Affairs

- Reconfigured regions for regional service officer distribution
Michigan State Police

• Has worked to align District Posts with Prosperity Regions
  – MSP Director was one of the most anxious directors to receive notice of RPI recipients and begin connecting her team with local leaders

• State police only have one additional region to align, emergency preparedness regions
  – These regions are connected closely to DCH regions and require interdepartmental work to move
MDOC Alignment

- FOA regions have aligned and contacts have been assigned
- Currently working through an RPI-RFP that will conform to the prosperity regions
- Recent benefit seen through greater connection to MEDC, WDA for employment outcomes
Outliers in the regional model

- A few departments have no existing service boundaries but have been asked to assign a point of contact for the RPI effort by region and to consider reporting data on a regional basis
  - Civil Rights (MDCR)
  - Treasury (MDT)
  - Departments of Insurance and Financial Strength (DIFS)
DATA ANALYSIS BY REGIONS

- Power of data analysis by regions
- LMI and DNR were the first to begin such analysis
- Other departments have been directed to follow
- Other data sources to be considered as well
  - Gallup Well-Being
RPI Grants

• First Round-2013
  – DTMB received 11 applications, all from eligible applicants
  – Funding requests exceeded available dollars, totaling more than $3m
  – Applications were reviewed by the award committee based on evaluation criteria made available to applicants prior to submission
  – 7 successful applicants

• Second Round-2013/2014
  – Applicants who were not successful in the first round addressed specific concerns and were eligible to reapply in round two
  – All unsuccessful applicants reapplied
  – Again, funding exceeded available dollars by more than $300,000
  – 4 applicants reapplied, all were successful at some level
Applicants and winners

<table>
<thead>
<tr>
<th>Region</th>
<th>Successful Organization</th>
<th>Contact</th>
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<tbody>
<tr>
<td>1 A</td>
<td>Western Upper Peninsula Planning and Development Regional Commission</td>
<td>Kim Stoker</td>
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<tr>
<td>1 B</td>
<td>Central Upper Peninsula Planning and Development Regional Commission</td>
<td>Joel Schultz</td>
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<tr>
<td>1 C</td>
<td>Eastern Upper Peninsula Regional Planning and Development Commission</td>
<td>Jeff Hagan</td>
</tr>
<tr>
<td>2</td>
<td>Northwest Michigan Council of Governments</td>
<td>Elaine Wood and Matt McCauley</td>
</tr>
<tr>
<td>3</td>
<td>Northeast Michigan Council of Governments</td>
<td>Diane Rekowski</td>
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<tr>
<td>4</td>
<td>Grand Valley Metropolitan Council</td>
<td>John Weiss</td>
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### Applicants and winners

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<thead>
<tr>
<th>Region</th>
<th>Successful Organization</th>
<th>Contact</th>
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<tr>
<td>5</td>
<td>East =Michigan Council of Governments</td>
<td>Sue Fortune</td>
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<tr>
<td>6</td>
<td>Genesee-Lapeer-Shiawassee Region V Planning and Development Commission</td>
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<td>7</td>
<td>Tri-County Regional Planning Commission</td>
<td>Susan Pigg</td>
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<td>Southwest Michigan Planning Commission</td>
<td>John Egelhaaf</td>
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<tr>
<td>9</td>
<td>Region 2 Planning Commission</td>
<td>Steven Duke</td>
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Where we were January 2014
What a Difference in 9 Months
Governor Discusses RPI
GVMC/RPI Board Meeting
June 6, 2014

• 17 out of 20 State Agencies are Complete
• Regional Reinvention Task Force to Advance Governor’s Regional Prosperity Initiative
Review of Projects

• **Project Criteria**
  • Long term impact and sustainability
  • Regional Impact
  • Provide employment opportunities
  • Recognize Regional Strengths and challenges
  • Promotes public/private partnerships
Up Next:
Protecting Lake Michigan Water Quality through Establishment of a Dedicated Revenue Stream for Watershed Management

Presenters: Wendy Ogilvie, Director of Environmental Programs, Grand Valley Metro Council; Kathy Evans, Environmental Program Manager, West Michigan Shoreline Regional Development Commission; & Kelly Goward, Macatawa Watershed Project Manager, Macatawa Area Coordinating Council
Protecting Lake Michigan Water Quality through Establishment of a Dedicated Revenue Stream for Watershed Management

OCTOBER 10, 2014
REGIONAL PROSPERITY INITIATIVE MEETING
Project Description

- A program to generate sustainable financial resources to protect the water quality of Lake Michigan so it remains a major economic asset.
- Funding to be available for West Michigan Watershed organizations with federally approved watershed management plans.
- Efforts already prioritized based on the unique challenges facing their particular watershed.
Resources

Regional Impact

- All 13 counties in Region 4 contain one or more watersheds that drain into Lake Michigan
- 10.8 billion gal/day (30% of state's withdrawals)
  - 82% power generation
  - 10% public supply
  - 6% industry
  - 2% ag and domestic supply
Who Are Our Watershed Partners?

- Watershed Organizations – Large and Small
- Conservation Districts – County Level
- Local Municipalities – Jurisdictional Level
- Regional Planning Organizations (WMSRDC, GVMC, MACC...)
- State and Federal Agencies (EPA, DEQ, DNR, USFS, FWS, NOAA...)
- Great Lakes Programs, LAMP /Lake Michigan Watershed Academy
- Land Conservancies
- Public/Private Partnerships
Regional Watershed Diversity
Timeline

Sustainable Watershed Funding

- **Month 1**: Advisory Committee
- **Month 2**: Collect Data, Existing and Untapped Funding Sources, Organizational Model
- **Months 3-4**: RFP
- **Months 5-6**: Draft Report
- **Months 7-8**: Community Engagement
- **Months 9-11**: Select Regional Indicators
- **Month 12**: Revise Report
- **Final Report**
Tangible Benefits

- **Measurable outcomes** - more fish, open beaches, clear water, abundant wildlife = economic payoff

- **Supports Public/Private Partnerships** - stakeholder engagement, sharing resources, cost savings

- **Employment Opportunities** - many partner organizations

- **Variety of Skill Levels** - engineers, scientists, managers, educators

- **Employment Sectors** - business, government, nonprofit
Measureable Outcomes

- Water quality improvements to meet Water Quality Standards
- Meeting Lake Michigan “Lake Action Management Plan” goals
- Delisting Areas of Concern
- Sharing resources for cost savings
- Stakeholder engagement
- Economic benefits of cleanup and restoration
Example Revenue Model

Leveraging Funds

- Unrestricted Funds
- Programs
- Membership Dues
- Grants
Budget

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<td>Task 2: Request for Proposal</td>
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<td>Task 3: Collect Data</td>
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<td>Task 4: Draft Report</td>
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<td>Task 5: Community Engagement</td>
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<td>Task 6: Final Report</td>
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<td><strong>Total</strong></td>
<td><strong>$85,000</strong></td>
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What’s Next?
Collaboration and Regional Project Planning

West Michigan Watershed Partners

GVMC

WMSRDC

Macatawa Area Coordinating Council
A Cooperative Effort Among Units of Government

Together, we will make a Splash and Rise to the Top!
Up Next:
Emerge Regional Website Portal & E-Merge West Michigan

Presenters: Kevin McCurren, Stan Samuels, and Laurie Supinski
65% > 5 years

35% < 5 years

New Economic Development Model

- Entrepreneur Support Organizations (Startups / Organic Growth)
- Chamber of Commerce (Existing Businesses)
- Economic Development (Attraction & Retention)
Entrepreneurial Ecosystem

- Ideas
- Talent
- Universities
- Pillar Organizations
- Investors
- Support Service

Entrepreneurial Culture

New Companies
Business Resources You Need to Succeed

Organizations, tools, and information to support entrepreneurs, startups and small businesses in West Michigan. It’s all here!

LEARN MORE

Finding expert advice and support is key to achieving success in West Michigan. Emerge can help you make the right connections.

Emerge is a community-based initiative...

We’re a portal to the best resources for business assistance in the region. Whether it’s funding, networking or advice, you can find it here.
Phase 1

Intake & Evaluation

Business Model Mentoring

Marketing/Financial & Legal Scrub

Grants Panel / Portal

Phase 2

Due Diligence

Engineering / Scientific Assessment

Graduation

Deal Network
ESO Organizations

+ Talent 2025 Companies

Over 300 Regional Partners
Complete

*emerge web connect* launch.
Identify key stakeholders, complete business plan.

**Fall 2014**

*emerge West Michigan* organization established.

**Spring 2015**

*emerge mentor connect* launch.
Grow *emerge web connect* portal.
$430,000 (3 years)

Creates

Regional Platform
375 company assists
200 community mentors
38 new companies
300+ jobs
$37.5 Million capital
Questions:

J. Kevin McCurren: mccurrekke@gvsu.edu  
Laurie Supinski: laurie@emergewm.com  
Stan Samuel, PhD: stans@grcurrent.com
## eMerge Web Portal

<table>
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<tr>
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<th>Year 1 (Proposed)</th>
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<td><strong>REVENUE</strong></td>
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<td>Contribution from City of Grand Rapids - 2014</td>
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<td><strong>Total Variable Costs</strong></td>
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<td><strong>SG&amp;A</strong></td>
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<td>Consulting Services - Suzanne Velarde &amp; Separate Admin Fees</td>
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<td>Executive Director (GR Current)</td>
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<td>eMerge Program Manager - Salary (65,000 annual, prorated 10</td>
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<td>eMerge Marketing Assistant - Salary (20,000 part time annual)</td>
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<td><strong>OPERATING EXPENSES</strong></td>
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<td>Fringe Benefits (37.6%)</td>
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<td>Fund Balance: End of Year</td>
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## Mentoring Program

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<td><strong>REVENUE</strong></td>
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<td>10/1/16 - 9/30/17</td>
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<td>Website</td>
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<td>Fringe Benefits (37.6%)</td>
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<td>Indirect Costs (Salary + Fringe= 12.5%)</td>
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<td>Office Equipment</td>
<td>(2,500)</td>
<td>(2,500)</td>
<td>(2,500)</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>(2,500)</td>
<td>(2,500)</td>
<td>(2,500)</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING EXPENSES</strong></td>
<td>(42,935)</td>
<td>(53,210)</td>
<td>(53,210)</td>
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<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(148,592)</td>
<td>(197,913)</td>
<td>(183,214)</td>
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Up Next:
Michigan Works Strategic Redesign

Presenters: Andrew Stone, Deputy Director Michigan Works! Muskegon-Oceana
connecting the region’s workforce to its employers

STRATEGIC REDesign

MICHIGAN WORKS!
How might we create a more effective talent development system?
THE DISCONNECT
20% of people laid off in the last five years are still unemployed

Unemployed longer than 26 weeks:

- 3 million Americans
- 44,880 Michiganders
- 5,685 in Region 4
Jobs are Available

Over 90,000 Michigan Jobs are currently available and unfilled.
THE SOLUTION
How might we design a different kind of college experience that resonates with the needs and motivations of both low-income students and employers?
How might we integrate savings into people's everyday lives?
5 Michigan Works! Agencies:
• Kent-Alleagan-Barry
• Muskegon-Oceana
• Ottawa
• West Central
• Central Area
COLLABORATION
Mandatory Partners:
- 5 Michigan Works! Agencies
- Regional Employers

Potential Partners:
- Regional Training Institutions
- Community Based Organizations
TIMELINE
Once funding is secured:

6-8 weeks: Out for bid
3 months: Design Process
6 months – 1 year: Implementation
• Reduce the number of long-term unemployed
• Reduce the time it takes for employers to fill jobs
• Reduce the number of people relying on government assistance
• Increase the participation in the labor force
• Contribute to Certified Work Ready communities
COST
Anticipated Project Cost

$500,000 – To engage with top designers at an internationally recognized firm

$200,000 – To engage with a smaller, locally based firm
Up Next: Connected Community Engagement Program, Technology Action Planning

Presenter: Eric Frederickson, AICP, LEED AP
Executive Director, Connect Michigan
Connected Community Engagement Program – West Michigan Prosperity Alliance

ERIC FREDERICK, AICP, LEED AP
EXECUTIVE DIRECTOR, CONNECT MICHIGAN
context

- Connected Nation, non-profit dedicated to expanding broadband access, adoption, and use. Core competencies include:
  - Network mapping, validation, and analysis
  - Residential and business adoption research
  - Local, state, and national policy analysis and capacity building
  - *Community technology planning*

- Connect Michigan, subsidiary of Connected Nation, implementing the State Broadband Initiative program in the Great Lakes State.
  - Partnered with the Michigan Public Service Commission
  - Collaborate at all scales with a diverse group of stakeholders
  - Three in-state staff, (Eric Frederick, Dan Manning, and Tom Stephenson)
  - Broadband mapping, research, and community planning
  - Host the annual Michigan Broadband Conference (Wednesday, October 29th, 2014 in Lansing, MI)
connected overview

- **connected** provides a community engagement framework for **facilitating** the expansion of technology access, adoption, and use in a local or regional context.

- **Process includes**
  1. leadership/stakeholder identification/gathering
  2. local measurement/assessment
  3. gap identification
  4. plan development
  5. implementation
  6. connected certification
  7. continued monitoring, measurement, and reassessment
connected in michigan

- thirty-five communities engaged in Michigan
- ten Connected Certified Communities, 26 Action Plans delivered
- communities self-identify, but typically engage with counties, regions, and select sub-county areas
- more than 1,600 community stakeholders and leaders have been involved in the program over the last three years
- communities involved in the Connected program have higher broadband adoption rates, and higher rates of businesses with an online presence than the state as a whole
1,109,303 Non-Adopting Michigan Households in 2012

Awareness 29%

Cost 19%

Digital Literacy 17%

Access Elsewhere 9%

Not Available 7%

Illness/Disability 2%

Don't Know/Other 17%

- We don't need broadband/Internet: 37%
- No computer: 18%
- Broadband is not available: 2%
- Too much of a distraction/ would...: 3%
- Too expensive: 3%
- It is too complicated: 4%
- Other: 9%
- Don't know/Refused: 24%

53,000 Non-Adopting Michigan Businesses in 2013

Download Speed in West Michigan
currently engaged with eight of the thirteen counties in the region

three counties have plans (Osceola, Mecosta, and Barry), the remaining five are recent engagements, and Mecosta is Connected Certified

have not engaged with Allegan, Ottawa, Kent, Ionia, or Montcalm Counties
partners and collaborations

- connected program is designed to be inclusive of all community stakeholders

- technology team members come from every sector
  - libraries
  - schools
  - citizen groups
  - local government
  - non-profits
  - business owners
  - technology providers
  - agriculture
  - native communities
  - healthcare institutions
  - emergency management
  - chambers of commerce
  - tourism
  - financial institutions
  - planning and development
  - regional initiatives
  - higher education

- connected team meetings are often the first time these groups have all been gathered simultaneously to discuss community technology issues

- diverse team ensures synergy and solutions identification

- these groups have been engaged in active communities in the region already, and will be engaged locally in newly engaged locations
connected action plan for west michigan

- proposal is to
  - provide ongoing implementation support to Barry, Mecosta, and Osceola Counties
  - continue working with and creating Technology Action Plans in Mason, Lake, Oceana, Newaygo, and Muskegon Counties
  - begin engagements in Allegan, Ottawa, Kent, Ionia, and Montcalm Counties

- each county receives a Technology Action Plan through guided and facilitated process with Connect Michigan staff

- newly formed broadband and technology teams provide a local outlet for technology related questions that may arise in the community, increases the broadband capacity of all involved organizations
connected action plan for west michigan

- apart from receiving a Technology Action Plan and increased capacity for broadband and technology, tangible benefits include:
  - measured expansion of broadband infrastructure (as has been demonstrated in other participating communities across the state)
  - region-wide measured increase in broadband adoption and use among residents and businesses

Unserved Household Density: October 2011
69% of households with access to 3 Mbps

Unserved Household Density: October 2012
88% of households with access to 3 Mbps
connected action plan for west michigan

- timeline from engagement to plan development varies by community, but generally takes six to eight months


CMI staff continue engagements and complete plans in Mason, Lake, Oceana, Newaygo, and Muskegon Counties

CMI staff begin engagements and complete plans in Allegan, Ottawa, Kent, Ionia, and Montcalm Counties

Continue overarching data gathering and implementation support
connected action plan for west michigan

- connected implementation in West Michigan is part of Connect Michigan’s wider state strategy to develop local technology teams in all communities in the state
- limited resources do not allow us to work with every community across the state simultaneously
- would like to prioritize working with communities who are not only interested in the program but also have a need for assistance, and the WMPA region has rural infrastructure issues
- an estimated budget of $30,000 would allow Connect Michigan to prioritize work in West Michigan to facilitate the expansion of broadband access, adoption, and use
Questions?

ERIC FREDERICK, AICP, LEED AP
EXECUTIVE DIRECTOR, CONNECT MICHIGAN
Up Next:
Port of Muskegon Regional Logistics Hub

Presenters: Terry Sabo, Muskegon County Commission, Chair Muskegon County Port Advisory Committee; Ron Matthews, President & C.O.O. Verplank Trucking Co., Vice-Chair Muskegon County Port Advisory Committee; Cathy Brubaker-Clarke, Director City of Muskegon Community & Economic Development; Arn Boezaart, Director Michigan Alternative & Renewable Energy Center Grand Valley State University
Description of Project

Port of Muskegon

- The Muskegon Port has been an active commercial port for nearly 200 years.
- The Muskegon Lake navigation channel is maintained at a depth of 29 feet and is the deepest port along Michigan's west coast.
- The port services short sea shipping in the Great Lakes, and increasingly the remainder of the United States and the world through the nation's river and lock systems.

A group of regional public and private community leaders are working together to further the development of the Muskegon Port as a **Regional Logistics Hub** and an economic asset to the region.

- A logistics hub is a center or specific area designated to deal with activities related to transportation, organization, separation, coordination and distribution of goods for national and international transit, on a commercial basis.
- The Muskegon Port is serviced by a variety of multi-model assets including highway truck routes, multiple rail access points, and local international airports. It includes all four transportation infrastructure legs, and has the potential to serve as a major regional logistic hub.
- Multi-Modal Logistics Hub Vision includes:
  - Expansion of Port to include river barge and container shipping
  - Link to Port of Cleveland for direct shipping to Europe
  - Expand rail and air cargo shipping services

The successful development of the Port of Muskegon will position West Michigan with its Blue Water Economy advantage as a multi-modal logistics hub with access to domestic and global markets.
Resources Used

Studies Inventory – Partners are in the process of cataloging studies related to regional logistics and ports in West Michigan. 40 studies have been cataloged to date.

River Barge Expansion – The U.S. Coast Guard has been petitioned to allow river barges with a conditional exemption from the load line requirements onto the Calumet, IL – Muskegon route along Lake Michigan, which will significantly increase the use of the port as a regional logistics hub.

Logistics Study – As one of the stages of developing the Muskegon Logistics Hub, a logistics study is being planned to determine the amount of cargo being shipped by truck which could possibly be transported via other modes. The first phase of the logistics study was completed with 10 Grand Rapids companies by Michigan State University. Companies in the Muskegon, Holland and Zeeland areas have been asked to participate in a separate transportation study.

Muskegon Food Hub Feasibility Study – Leaders in Muskegon County are looking at the feasibility of establishing a local food hub. This feasibility study will conduct an in-depth analysis, over 7 months, to assess the potential of locating a Regional Food Hub - an aggregating, distribution and processing food business, in Muskegon. Locating this business in Muskegon provides the opportunity of leveraging water, air, rail and highway transportation systems near Muskegon, to move locally sourced foods from surrounding counties into the community, the region and beyond.

West Michigan Economic Partnership - The West Michigan Economic Partnership (WMEP) is an intergovernmental collaborative, which consists of seven municipalities: Cascade Township, City of Grand Rapids, City of Kentwood, City of Muskegon, City of Wyoming, Kent County, and Muskegon County. Partnership provides additional marketing and incentives for logistic sensitive business that require multiple modes of transportation. Muskegon’s marketing zone includes property from the Mark Dock to just south of Consumers Energy.

Muskegon County Port Advisory Committee – Committee was formed to coordinate appropriate services, anticipate future needs, provide marketing assistance, and develop long-term strategies for economic growth and environmental sustainability at the Port of Muskegon. The committee includes representatives from private shoreline landowners, local and regional economic development agencies, governmental unites and maritime/logistics experts.

American Great Lakes Ports Association – Muskegon County Port Advisory Committee became members of this organization in April 2014, and attended the 2014 AGLPA Summer Meeting. During this meeting, representatives from the AGLPA awarded Muskegon the chance to hose the group’s 2015 summer meeting. The AGLPA also signed a resolution of support for expansion of the river barge commerce from Chicago to Muskegon. This resolution was provided to the U.S. Coast Guard.

Resources Needed

EDA Technical Assistance Grant to fund the following studies:

- Infrastructure Study
- Organizational Study

Master Plan

- Identify West Michigan manufacturers who are exporting to include market, cost of exporting, and time requirements.
- Analyze Region’s current logistics infrastructures in use including Port of Muskegon, Gerald R. Ford International Airport, Muskegon County Airport, rail system, and highways.
- Align with current lake front landowners and other stakeholders to support establishment of Regional Logistics Hub.

Current Port of Muskegon Assets include:

- 5,400 feet combined dock length, with depth range from 27 to 30 feet. About 56 acres of storage area already in use.
- 200,000 square feet of indoor storage.
- Mart Dock
- Cobb Plant Dock, North and South quays
- Canonie Dock
- Up to 275 acres combine capacity at the east end of Muskegon Lake to expand manufacturing, storage and port activities.
  - Canonie Dock (14.5 acres)
  - Verplank Property (57.7 acres)
  - South Quay at Cobb Plant Dock (27.5 acres)
  - North Quay and coal storage area at Cobb Plant Dock (111.1 acres)
  - Consumers Energy vacant land east of M120 (50.4 acres)
Other partners involved and collaborations yet to happen

The successful development of a regional logistics hub will require collaboration amongst several regional partnerships some of which have already been established through various groups.

The Muskegon County Port Advisory Committee
West Michigan Port Operators
Local/State/Federal Governments
Economic Development Agencies such as Muskegon Area First and The Right Place
West Michigan Economic Partnership (Next Michigan Development Corporation)
Regional Planning Organizations such as WMSRDC and WMRPC
Transportation Planning Agencies (MPOs)
Environmental Groups
Grand Valley State University/Michigan Alternative & Renewable Energy Center
Michigan Energy Technology Coalition
Lake Express
Consumers Energy
Genesee & Wyoming Inc.
Action Plan with Timelines

- Project Scope Complete
- Pre-feasibility Assessment Complete
- Feasibility-Infrastructure Study 6-12 months
- Feasibility-Organizational Study 6-12 months
- Present Findings & Recomm.
- Develop Public-Private Financing Partnerships
- Implement Study Plans
Tangible benefit to W. Michigan region with measurable outcomes

The successful development of the Port of Muskegon will result in the following measurable outcomes:

• Cost effective distribution and logistics support to manufacturers in Kent, Ottawa and Muskegon Counties.
• Increased growth potential among West Michigan’s agricultural fruit belt.
• Increased activity for the Port of Muskegon, greater use of current assets and capabilities.
• Position West Michigan as a Logistics Hub, attracting outside investment and job creation.
• Provide a sustainable business climate that will assist with expansion of the region’s manufacturers.
• Linkage with transportation and logistical needs of growing renewable energy sector
• Great example of what Public/Private partnerships can accomplish.
Estimated Cost – preliminary budget

**EDA Grants**

$100,000 – Infrastructure Study

$25,000 – Organizational Structure Study

50% Match from private sector and other sources
Comments or Questions?
Up Next:
Michigan Work Ready Communities

Presenter: Kevin Stotts, President Talent 2025
Tests for three most common criteria sought by employers:
• Reading for Information
• Locating Information
• Applied Mathematics

Matches to necessary skills:
• Bronze – 35 percent of jobs
• Silver – 67 percent of jobs
• Gold – 90 percent of jobs
• Platinum – 98 percent of jobs
VALUE TO BUSINESS

Employers cite a lack of qualified talent among recent high school graduates and adults in the workforce.

The National Career Readiness Certificate (NCRC) and WorkKeys System offers a nationally recognized credential that validates a job applicant’s trainability and employability.
VALUE TO BUSINESS

- 86% confirm that its benefits justify its cost
- 67% report a reduction in organizational turnover
- 63% report improved employee on-the-job productivity
- 82% state that the NCRC is important for meeting organizational goals
DATA DRIVEN EFFORT

The NCRC validates an individual’s employability and trainability.
REGIONAL COLLABORATION

Launch
✓ Governor Snyder launched initiative
✓ 100+ stakeholders present at launch

Key Partners
✓ Community colleges
✓ Economic development
✓ Employers
✓ K-12 education
✓ Region 4’s Workforce Investment Boards
✓ Regional Prosperity Board

Employer support
✓ Confirmed 40+ Employers

www.miworkready.org
WHAT DOES MiWRC ACCOMPLISH?

• **Links** workforce development to education
• **Aligns** with the economic development needs of communities, regions and states
• **Matches** individuals to jobs based on skill levels
EVERYONE BENEFITS

• **Individuals** understand what skills they bring to an employer

• **Business** can identify talent with the required skills

• **Educators** can integrate NCRC/WorkKeys into career pathways and connect it to other stackable industry-recognized credentials

• **Economic developers** can promote the quality of their workforce
RESOURCES

Today

• Website
• Employer brochure
• Employer outreach
• Convening stakeholders

Estimated direct and in-kind expenses: $50,000

Future

• Funds for additional testing
• Outreach to employers
  – Education and training events
  – Sharing best practices
• Outreach to communities

Estimate: $20,000-$50,000
WHAT ROLE CAN THE ALLIANCE PLAY?

Endorsement by the West Michigan Prosperity Alliance would add further credibility to Michigan Work Ready Communities.

Michigan Work Ready Communities:
1. Enhances alignment within the region
2. Engages four of the alliance’s five sectors
3. Directly supports economic and workforce development
4. Leverages existing investment with very little new dollars
COUNTY APPLICATION PROCESS

1. WIB Prepares and Approves County Application
2. Local Governing Body Approves Application
3. Regional Prosperity Board Validates County Meets Criteria
4. Governor’s Talent Board Affirms the County Application

Counties Acknowledged on Website
West Michigan Prosperity Alliance

General Session
October 10, 2014
Next Steps

- Review and Prioritize the 6 Projects
- Insert the projects in the Prosperity Plan
- Steering Committee approves Prosperity Plan
- Application for 2015
- Continue to Promote Regional Cooperation and Collaboration while providing assistance to the 6 Regional Projects
- Expand the Steering Committee to Include Foundations and Non-Profits
Thank You for Your Participation!