

Agenda

West Michigan Regional Prosperity Alliance Steering Committee Meeting

2:30 – 4:30 p.m.
February 19, 2015

Kent County Human Services Complex
121 Franklin St. SE
Grand Rapids, MI 49507
Community Action Suite---Multipurpose Room

If the parking lot behind the building is full, there is additional parking across Franklin (south side of the street) on the corner of Jefferson and Franklin. There are signs that indicate staff parking only in the south lot, but no one will be ticketed or towed.

1. Welcome & Roll Call
2. Public Comment
3. Approval of Minutes (attachment)
4. Project Review (attachment)
5. Review of Governor's Summit
6. Communications Plan
7. RPI Contract Revision (attachment)
8. Adjourn

Minutes

West Michigan Prosperity Alliance
Executive Committee
January 29, 2015
11:00 a.m.
MDOT Offices

1. CALL TO ORDER:

John Weiss called the meeting to order at 11:00 am

Present: John Weiss, GVMC
Roger Safford, MDOT
Jacob Maas, Kent-Allegan-Barry Michigan Works
Dave Bee, WMRPC
Dennis Kent, MDOT
Erin Kuhn, WMSRDC
Steve Bulthuis, MACC
Rich Chapla, The Right Place
Paul Griffith, Michigan Works West Central
Andy Stone – Muskegon-Oceana Michigan Works
Simone Jonaitis - GVSU
Valerie Byrnes – Barry County Economic Development Alliance
Dan Rinsema-Sybenga – Muskegon Community College
Ed Garner – Muskegon Area First
Bob Chapla – Community Foundation for Muskegon County
Jacob Maas – Kent, Allegan, Barry County Michigan Works
Kevin Stotts – Talent 2025
Andy Johnston – Grand Rapids Area Chamber of Commerce
Doug Wood – Orchardview Public Schools
Bonnie Hildreth – Barry County Community Foundation
Steve Wilson – Frey Foundation

By Conference Call

Bill Adair – Lakeshore Advantage
Lisa Stitch – West Shore Community College
Jim Sandy – Mecosta County Economic Development Alliance
Fiona Hert – GRCC
Bill Raymond - Ottawa County Michigan Works
Linda Brand – Model Communities Initiative
Jim Fisher – Padnos, Inc.

2. Minutes – MOTION – To Approve the December 2014 Minutes. MOVE – Kuhn. SUPPORT – Griffith. MOTION CARRIED.

3. Finance Report

John Weiss reviewed the finance report. Total expenses from the 2014 RPI grant were \$55,056 as the group was purposely frugal so that the \$194,944 remaining funds could be carried forward in 2015 to help fund projects. John has not heard anything further from the State on the 2015 grant other than they received our grant request.

MOTION – To Accept the Finance Report. MOVE – Bulhuis. SUPPORT – Maas. MOTION CARRIED.

4. Steering Committee Membership

John Weiss reported all current members have indicated they would like to stay on the committee. Deb retired and is being replaced by Andy Stone. Bill Adair was the interim representative and is being replaced by Jennifer Owens. Paul Griffith will be secretary with either Gayle McCrath or Dave Bee taking minutes.

Rick Chapla reported on the new members from the philanthropic community. Diana Sieger was asked to pick a total of five members. The representatives were chosen based on their willingness to serve, geographic area, and years of experience. Those representatives are:

Diana Sieger – Grand Rapids Foundation
Bob Chapla – Community Foundation for Muskegon County
Steve Wilson – Frey Foundation
Bonnie Hildreth – Barry County Community Foundation
Carol Paine McGovern – Paine Family Foundation

5. Executive Summary

Erin distributed the Executive Summary she and Steve put together. Erin and Steve will look at branding and logos and have something out to everyone before the next meeting so it can be approved and printed by February 19.

Discussion included talent being added to the goals as well as lifelong learning. Also suggested is the first point “economic distress” being changed to “addressing economic”.

Dave Bee pointed out that the wording was pulled right off of the plan approved at the October 2014 meeting. Changing these items would be changing the plan.

Kevin Stotts suggested it may be beneficial to review the plan.

Andy Johnston also suggested the document include a notation for further information, sign up for newsletter, web address, etc.

John Weiss asked everyone to review and have their changes back to Erin & Steve within 2 weeks so we can move forward with the finalization and printing of the Executive Summary.

6. Grant Application

Dave Bee reviewed the draft grant application.

There was much discussion on what types of questions should be asked, including timeline, milestones, and deliverables, funding and leveraged funding. It was pointed out that the 6 projects have already been approved, so this many of the typical grant application questions have already been answered. What we need to know is what they want from the RPI group: funding & how much, various types of support and connections the members have that can facilitate these projects, etc.

It was determined all 6 project groups will be invited to the next meeting and the RPI Steering Committee will present to them to let them know the expertise and connections available to them thru Steering Committee members. The project groups will be informed ahead of time as to the purpose of the meeting and asked to come prepared regarding the needs they have already identified (funding goals, etc.).

Bonnie Hildreth will contact Dave Bee to review the questions on the application which will be forwarded to the project groups prior to the February meeting.

John will contact each group to inform them of the meeting & its purpose; forward them a copy of the application; and ask that they come as prepared as possible to state the needs already identified.

John stated these should be seed projects which are helped to get started and then spun off rather than creating a dependent relationship between the project groups and the RPI Alliance.

7. Communications Plan

Rick Chapla stated he felt the next step would be to do some logo and template development. He will have the Communications committee get together and make a consensus on those items.

8. Other

The Executive Summary will be completed and distributed at the March Governor's Economic and Education Summit

9. Action Items

- **John will write letters to project groups inviting them to the February meeting, informing them of the intent of the meeting, including the application and asking them to be as prepared as possible with their requests for assistance.**
- **Bonnie will work with Dave to finalize the wording on the application.**
- **Rick Chapla will convene the Communications Committee to finalize logo and templates, and will forward that to Erin & Steve for the finalization of the Executive Summary.**
- **Everyone is to get their suggestions for the Executive Summary to Erin and Steve within 2 weeks.**

10. Next Meeting – February 19, 2:30 – 4:30

Kent County Human Services Complex
121 Franklin St. SE, Grand Rapids, MI 49507
Community Action Suite---Multipurpose Room

Agenda
Governor's Summit
Finalize Executive Summary
Meet with Projects

11. Adjourn – 1:45 p.m.

MEMORANDUM

To: Eric Frederick, Connect Michigan
From: West Michigan Prosperity Alliance
Date: February 3, 2015
Subject: Priority Projects

The West Michigan Prosperity Alliance (WMPA) developed a *Region Prosperity Plan* that identifies six priority projects of regional significance. These projects were selected by the WMPA Steering Committee from 31 projects submitted for consideration. The six priority projects were chosen based on criteria approved by nearly 200 participants at the Governor's Economic Summit, held in March of 2014.

Project Evaluation Criteria:

- Long-term impact & sustainability of project
- Regional Impact – proportion of the region potentially impacted by the project
- Provide employment opportunities to people with a variety of skill levels in a variety of employment sectors
- Recognizes Region's strengths and challenges
- Project promotes and supports public and private partnerships

Your organization's project is one of six top ranking projects. You are invited to present your project to the WMPA Steering Committee to frame a conversation around ways that we might assist meeting your goals with organizational capital, such as advocacy, networks, etc. You are requested to submit the following narrative that you may use in your presentation at 2:30 p.m. on February 19, 2015 at Kent County Human Services Complex, 121 Franklin St. SE, Grand Rapids, MI 49507 no later than February 10, 2015.

Amount requested: \$40,000

Total Project Cost: \$130,000

Other Funding Partners and amount (if any): Michigan Public Service Commission, \$90,000

Respond to the following questions. Please limit your response to two-pages (a 200 word summary of your project is included for your use on the next page).

1. Briefly summarize the purpose of your request.

Connect Michigan is working to help communities identify their technology needs and opportunities. Bolstered by benchmarking data that has been gathered through Connect Michigan's broadband mapping and research activities, the Connected Community Engagement program drills down to regional, and more local levels, to facilitate community technology planning. Through this program, communities work to expand the availability, adoption, and use of technology toward creating a more productive and technology-savvy population, a better business environment, more effective community and economic development, improved healthcare, enhanced education, and more efficient government.

Connect Michigan's Community Engagement program guides communities through an assessment of their existing broadband and technology landscape, using criteria set as a part of a national

“community certification” model. The program helps train regional leaders and supports the formation of community broadband planning teams made up of various sector representatives.

Connect Michigan has previously worked with and developed community Technology Action Plans in three of the thirteen counties in the West Michigan Prosperity Alliance, (Barry, Mecosta, and Osceola Counties), and in 25 additional communities across the state.

Our proposal for the Region 4 Prosperity Initiative is to implement the Connected Community Engagement program in the ten remaining counties in the region to address local broadband and technology issues, help accelerate broadband expansion, and establish a broadband planning process throughout the region.

2. Please list the objectives of this project and/or program.

The objective of the Connected Community Engagement Program is the establishment of a community broadband/technology planning team in each county in the region that will work with Connect Michigan to develop and implement a community Technology Action Plan. Specific objectives of the plans will vary based on the identified needs of each community as established during the facilitated program. Generally, however, the objectives of each community’s plan include the expansion of broadband infrastructure, increased adoption of the Internet and technology, and the expanded use of technology across all sectors.

3. Please describe what you will measure as an indicator of success.

In the short term, success will be measured by the establishment of a robust community broadband planning team and development of a Technology Action Plan in every county in the region without such. In the long-term, success can be measured by the expansion of broadband infrastructure to un- and underserved households in the region as well as the increased adoption of technology. The increase in both of these metrics can be measured by Connect Michigan’s ongoing statewide broadband mapping and research efforts.

4. Describe who will benefit from this project.

The Connected Community Engagement Program primarily benefits two groups of stakeholders; 1) local leaders and broadband providers that make-up the local technology planning team benefit from an increased understanding of local broadband/technology issues, a facilitated process for assessing and solving broadband issues, and ongoing access to related information and resources; and 2) county residents, businesses, and institutions benefit from increased infrastructure expansion and access to greater technology resources and awareness.

Additionally, one of the benefits of the Connected program is the discovery and dissemination of broadband/technology best practices. Over the last three years, more than 1,600 local stakeholders attended or participated in a Connect Michigan meeting, community assessment, or implementation plan. This informal network of technology advocates share best practices, ask questions, and continually evolve Michigan’s broadband discussion. With additional participating communities, and thus additional local stakeholders, the Connected program will help strengthen Michigan communities through the discovery of innovative and creative solutions to local technology issues.

Broadband and related technologies are essential for success in the 21st Century. Rural areas without adequate infrastructure, populations lacking digital literacy skills, and businesses unaware of the benefits of technology adoption will continue to be left out of the digital economy. Connect Michigan’s Connected Community Engagement Program ensures communities have the

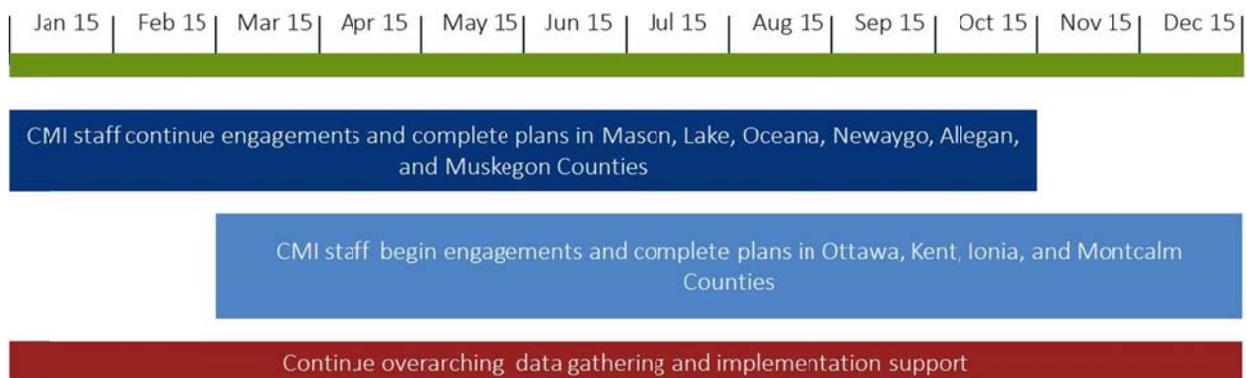
knowledge, connections, and resources available to leverage broadband for improved community and economic development.

5. Briefly describe funding options/plans for this project related to long-term sustainability.

Connect Michigan’s operational funding is provided through a partnership with the Michigan Public Service Commission (MPSC). This funding, however, only allows us to assist a certain number of communities with the Connected Community Engagement Program. Connect Michigan is actively assisting 12 communities in Michigan through the program and providing legacy support to an additional 28. Funding from the Regional Prosperity Initiative will not fully subsidize our work to implement the Connected program in the region, however, it will assist Connect Michigan in prioritizing our work there to help communities create Technology Action Plans for those who have not done so to date. The ongoing operational funding from the Michigan Public Service Commission provides long-term sustainability for the program and allows Connect Michigan staff to stay in contact and assist Connected teams beyond the completion of the Technology Action Plan.

6. Please provide a project timeline.

The timeline from engagement to plan development varies by community, but generally takes eight to fourteen months.



Connect Michigan Community Technology Advisors typically meet with each community/county once per month for eight to fourteen months, depending on the time required to complete the assessment and planning process. While this grassroots-style of engagement is more resource intensive (time and travel), it is showing results and provides the best environment for collaboration, accountability, and implementation.

7. Please describe how the WMPA can assist in moving the proposal forward.

Beyond funding to assist Connect Michigan in prioritizing Region 4 community plan development, WMPA can assist Connect Michigan in identifying champions and stakeholder representatives to participate in newly established community teams. A critical component to the success of a local Connected team and plan is the inclusion of local leaders and stakeholders early in the planning process. Broadband and technology impact every sector and are critically important for a community to compete in a global economy. WMPAs assistance in building awareness for the program and its importance among key stakeholders and helping Connect Michigan staff recruit community champions and team members would greatly contribute to the success of the program.

Project Description

Connect Michigan is helping communities identify their technology needs and opportunities. Through this

program, communities work to expand the availability, adoption, and use of technology toward creating a more productive and technology-savvy population, a better business environment, more effective community and economic development, improved healthcare, enhanced education, and more efficient government. The Connected program is comprised of four primary steps; 1) Identify community champions and gather local stakeholders, 2) Assess the local broadband/technology landscape, 3) Identify gaps and develop a technology action plan, and 4) Implement projects to increase access, adoption, and use of broadband and technology and achieve Connected Certification. Connect Michigan Community Technology Advisors typically meet with each community/county once per month for eight to fourteen months, depending on the time required to complete the assessment and planning process. While this grassroots-style of engagement is more resource intensive, it is showing results and provides the best environment for collaboration, accountability, and implementation. Our proposal for the Region 4 Prosperity Initiative is to implement the Connected Community Engagement program in the ten remaining counties in the region to address local broadband and technology issues, help accelerate broadband expansion, and establish a broadband planning process throughout the region.

West Michigan Prosperity Alliance
2-10-2015
Priority Project – Emerge West Michigan

1. Purpose of Request - To enlist the help of the West Michigan Prosperity Alliance and its resources to help Emerge West Michigan develop and sustain a vibrant entrepreneurial community.
2. Objective of project/program – The overall objective of Emerge West Michigan working in conjunction with Talent 2025 is to create a supportive entrepreneurial culture that encourages an entrepreneur’s attempts, both successes and failures, develop access to various sources of capital for all stages of business growth, attract a dynamic flow of entrepreneurial talent and management expertise and build a supportive business climate that encourages the development of new companies in the region.

Web Connect –the primary goal of the web portal is to aggregate all existing resources, clearly identify who does what, and ensure that all people can easily access the right resource at the right time. In addition, it will provide a unified platform for marketing the West Michigan brand, identifying opportunities and encouraging collaboration between resource partners. By creating a central platform for everything entrepreneurial that becomes a go-to location for resources and events, e-merge Web Connect also becomes a central point for aggregating and tracking entrepreneur activity. By monitoring and tracking encounters, activities, and engagements, emerge Web Connect will allow Emerge West Michigan to track and monitor ecosystem improvement. The outcomes of the initiative will be an increase in business success, job creation, national recognition of West Michigan as the premier place to start a business, and a more vibrant and thriving economy. The Web Connect program is modeled after Kansas City’s U.S. Sourcelink, a web based program funded in by the Kaufmann foundation. Sourcelink was identified as a best practice model by the Talent 2025 Entrepreneur Committee chaired by Mike Jandernoa.

Mentor Connect – As companies become engaged in the ecosystem the can apply and take advantage of an intense mentoring program that engages both business and technical expertise throughout the region to provide guidance and technical assistance to companies. Emerge Mentor Connect participants are matched with mentors who have related domain expertise and experience in raising capital and/or growing companies. The process lasts from 3 to 5 months and culminates with a presentation to a panel of venture capitalists, angel investors, service providers (law, insurance, accountancy/tax, commercial real estate), and industry domain experts, who provide meaningful feedback to help guide the client company’s future development. A community benefit of Emerge Mentor Connect is that it engages the community and region in the success of a company. This process creates community cheerleaders for the ecosystem’s highest potential companies. Mentor Connect is projected to involve over 200 community mentors. Mentor Connect is modeled after San Diego Connect’s Springboard program. Springboard was identified as a best practice model by the Talent 2025 Entrepreneur Committee chaired by Mike Jandernoa.

3. Indicators of Success –Each program under the Emerge West Michigan banner have a specific set of metrics to measure activity and success over the first 3 years.

	Year 1	Year 2	Year 3
e-merge Web Connect			
# website visits	10000	12500	15000
# emails/phone calls requesting assistance	300	450	600
# new partners	10	10	10
# searches using navigator	400	500	625
e-merge Mentor Connect			
# companies assisted	50	75	100
Capital Leveraged	\$5,000,000	\$7,500,000	\$10,000,000
# investor introductions	15	20	25
# jobs created	20	35	50

4. Who Will Benefit - Ultimately Emerge West Michigan hopes to create an ecosystem that is beneficial to entrepreneurs. Regions that have a thriving entrepreneurial culture have created a network of resources where collaboration is the common denominator to ensure any entrepreneur has access to the resources they need to maximize their success. The funding of Emerge and its programs is projected to produce a community return of 143 jobs, 38 new companies, and \$45M leveraged capital transactions, producing a return on investment of *X over the three year period. Companies that are created and transitioned from start-up to self-sustaining profitable companies with the assistance of Emerge West Michigan will become the foundation for West Michigan's future economy. Perhaps the greatest value created by the Emerge ecosystem is the establishment of a culture of new enterprise development, a culture that promotes exploration, creation, fast fail and restarts. It is that culture that creates the vibrant community that attracts and keeps the best talent.
5. Funding Options/Sustainability - The Emerge West Michigan Business plan includes investment into the programs through the contributions of regional entrepreneurial support organizations, Talent 2025 Companies, the City of Grand Rapids LDFA and sponsorships from additional businesses. The projects are currently funded through September of 2017. After initial funding, Emerge West Michigan will seek corporate and economic development funding to continue the program. Each program has a separate budget but collectively have a projected need for \$430,000 for operating expenses.
6. Project Timeline- The Web Connect portal launched in September of 2014 and is working on increasing the partner network to include all 13 counties that make up Region 4 and also increasing awareness of the portal and resources to the entrepreneurial community. The Mentor Connect program is targeting a May 2015

WMAAP Assistance - Any financial support that the WMPA could provide would be divided between the Web Connect and Mentor Connect programs thus increasing the ability to utilize funds in a full regional capacity. Funds currently received through the LDFA Smartzone carry some restrictions to the Smartzone limiting the manner in which they can be used. Smaller amounts of funding could be dedicated to smaller projects such as a contracting with a Public Relations firm for an annual campaign designed to increase visibility of the organizations. WMPA could also support the project by helping to increase awareness of Emerge West Michigan on a state and national level with potential other funding sources.

MEMORANDUM

To: Andy Stone, Muskegon Michigan Works

From: West Michigan Prosperity Alliance

Date: February 3, 2015

Subject: Priority Projects

The West Michigan Prosperity Alliance (WMPA) developed a *Region Prosperity Plan* that identifies six priority projects of regional significance. These projects were selected by the WMPA Steering Committee from 31 projects submitted for consideration. The six priority projects were chosen based on criteria approved by nearly 200 participants at the Governor’s Economic Summit, held in March of 2014.

Project Evaluation Criteria:

- Long-term impact & sustainability of project
- Regional Impact – proportion of the region potentially impacted by the project
- Provide employment opportunities to people with a variety of skill levels in a variety of employment sectors
- Recognizes Region’s strengths and challenges
- Project promotes and supports public and private partnerships

Your organization’s project is one of six top ranking projects. You are invited to present your project to the WMPA Steering Committee to frame a conversation around ways that we might assist meeting your goals with organizational capital, such as advocacy, networks, etc. You are requested to submit the following narrative that you may use in your presentation at 2:30 p.m. on February 19, 2015 at Kent County Human Services Complex, 121 Franklin St. SE, Grand Rapids, MI 49507 no later than February 10, 2015.

Amount requested **\$33,000**_____ Total Project Cost **\$600,000**_____

Other Funding Partners and amount (if any):

Respond to the following questions. Please limit your response to two-pages (a 200 word summary of your project is included for your use on the next page).

1. Briefly summarize the purpose of your request.

West Michigan’s economy has changed, and so have the skills employers require to fill their jobs and remain globally competitive. While there are many unemployed and underemployed individuals in our region, their skill levels have not kept pace with the needs in today’s job market and many do not understand the need for education beyond high school. West Michigan must discover a transformative solution that helps the workforce align its actions with employers’ current and future needs to provide a just-in-time pipeline of skilled talent. Utilizing the expertise of an experienced design firm, we are seeking to create long-term, sustainable

solutions to bridge the gap between employers' needs and the skills of our region's workforce.

2. Please list the objectives of this project and/or program.

The objectives of the Michigan Works Strategic Redesign Project are to:

- Reduce the number of long-term unemployed.
- Reduce the time it takes employers to fill jobs.
- Reduce the number of people relying on government assistance.
- Increase the percentage of people who successfully complete trainings that lead to in-demand jobs.
- Align curriculum and strategies to meet current and future employer demand.

3. Please describe what you will measure as an indicator of success.

The following objectives are measurable:

- Reduce the number of long-term unemployed.
- Reduce the time it takes employers to fill jobs.
- Reduce the number of people relying on government assistance.
- Increase the percentage of people who successfully complete trainings that lead to in-demand jobs.

We will set a baseline and goal for each of these objectives to measure the success of the project.

4. Describe who will benefit from this project.

In broad terms, all of West Michigan will benefit from a successful completion of this project. A skilled workforce is key in retaining and attracting employers to the region. More specifically, individuals who are unemployed, especially those who face long-term unemployment, will benefit from greater access to employment services, including high-demand training programs and employer connections. West Michigan employers, who are often critical of the community's ability to produce employees with the necessary skills, will have greater access to skilled workers, so that they can remain globally competitive.

5. Briefly describe funding options/plans for this project related to long-term sustainability.

The Region 4 Michigan Works agencies have connected with United Way to combine efforts to find funding for the initial project design. Following the initial design and implementation of the project, Michigan Works' federal and state grants will fully fund the program moving forward, maximizing public dollars to benefit the local economy.

6. Please provide a project timeline.

The design process will consist of:

- Meeting with stakeholders to determine desired outcomes and current situation.
- Researching the current landscape through employer and job seeker interviews.
- Defining opportunity areas with the stakeholders.
- Identifying design concepts to move forward.
- Prototyping and testing solutions.

- Refining solutions.
- Implementation.

The design process will take six months to complete.

7. Please describe how the WMPA can assist in moving the proposal forward.

The WMPA can help promote the importance of addressing the skills gap and the benefits of reconnecting the long term unemployed to the workforce. The WMPA could also assist by connecting the Workforce Redesign team with employer champions and potential funding sources.

Project Description

West Michigan has a history of entrepreneurship and innovation, and its job creators have led the charge out of the Great Recession. However, we are approaching a talent crisis, which will halt the progress we have made if we do not find a solution quickly. The disconnect is that people looking for work do not have the skills to fill employers' needs. Employers are critical of the community's ability to produce employees with the necessary skills so that they can remain globally competitive. Michigan Works! Region 4 desires to provide local employers with more work/skill ready employees. With the engagement of a design thinking firm, that focuses on Human Centered Design, as a partner with Michigan Works! Region 4 it will help us understand the talent needs and why many job seekers fall short of employer expectations. This project will give Michigan Works! Region 4 the advantage of closing the skills gap between employers and job seekers. This solution may also become a best practice for the State of Michigan and possibly the entire Country.

MEMORANDUM

To: Erin Kuhn, West Michigan Shoreline Regional Development Commission

From: West Michigan Prosperity Alliance

Date: February 3, 2015

Subject: Priority Projects

The West Michigan Prosperity Alliance (WMPA) developed a ***Region Prosperity Plan*** that identifies six priority projects of regional significance. These projects were selected by the WMPA Steering Committee from 31 projects submitted for consideration. The six priority projects were chosen based on criteria approved by nearly 200 participants at the Governor's Economic Summit, held in March of 2014.

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Amount requested \$ 31,250 Total Project Cost \$ 125,000

Other Funding Partners and amount (if any):

Respond to the following questions. Please limit your response to two-pages (a 200 word summary of your project is included for your use on the next page).

1. Briefly summarize the purpose of your request.
2. Please list the objectives of this project and/or program.
3. Please describe what you will measure as an indicator of success.
4. Describe who will benefit from this project.
5. Briefly describe funding options/plans for this project related to long-term sustainability.
6. Please provide a project timeline.
7. Please describe how the WMPA can assist in moving the proposal forward.

Project Description

The West Michigan Shoreline Regional Development Commission in Partnership with Muskegon County, the City of Muskegon, Muskegon Area First, and Grand Valley State University Michigan Alternative & Renewable Energy Center is submitting the Port of Muskegon Regional Logistics Hub project. A group of regional public and private community leaders are working together to further the development of the Muskegon Port as a regional logistic hub and an economic asset to the region. The Muskegon Port is serviced by a variety of multi-model assets including truck routes, rail access points, and airports. The Port of Muskegon is utilized for both recreational and commercial uses. Leaders in Muskegon County are looking at the feasibility of establishing a local food hub and the U.S. Coast Guard has been petitioned to allow river barges with a conditional exemption from load line requirements onto the Calumet, IL-Muskegon route along Lake Michigan, which will significantly increase the use of the port as a regional logistic hub. The Alternative Energy sector is interested in partnering in the development of the port. The successful development of a regional logistic hub will require collaboration amongst several regional partnerships some of which have already been established through various groups.

1. Briefly summarize the purpose of your request.
 - a. The purpose of our request is to fund an Infrastructure Analysis that will provide a detailed inventory and assessment of all four modes of transportation. The funds will also allow us to conduct an Organizational Structure Analysis which will identify Port Governance Structures ranging from a Port Authority to private ownership structure.
2. Please list the objectives of this project and/or program.
 - a. To have a detailed inventory of the ports current infrastructure capacity and identify any future infrastructure capacity needs.
 - b. Identify an organizational structure that will meet the needs to manage and/or market the port as a regional logistics hub.
 - c. Develop River Barge Shipping to Gulf
 - d. Increase international shipping, e.g., wind components from foreign OEM
 - e. Create shipping link to Port of Cleveland-Europe
3. Please describe what you will measure as an indicator of success.
 - a. Increased activity for the Port of Muskegon, greater use of current assets and capabilities.
 - b. Position West Michigan as a Logistics Hub linking water, roads and air transportation thus attracting outside investment and job creation.
 - c. Provide a sustainable business climate that will assist with expansion of the region's manufacturers.
 - d. Provide Cost Effective distribution and logistics options for manufacturers, agriculture and commercial companies
4. Describe who will benefit from this project.
 - a. The local port operators will benefit by increased movement of goods through their facilities; regional manufactures, area agricultural industry, and commercial companies can benefit through cost effective distribution and logistics options through the port; area residents will benefit through the creation of jobs generated by the regional logistics hub.
5. Briefly describe funding options/plans for this project related to long-term sustainability.

- a. Funding sources include: Economic Development Administration (50%), Regional Prosperity Initiative Funds (25%), Local Funds (25%).
6. Please provide a project timeline.
 - a. The two studies are expected to be completed by December 31, 2015.
7. Please describe how the WMPA can assist in moving the proposal forward.
 - a. Financial assistance for the Infrastructure and Organizational studies
 - b. Support/advocacy
 - c. Business and political connections to promote the port as a regional logistics hub.

To: West Michigan Prosperity Alliance

From: Michigan Work Ready Communities

Date: February 10, 2015

Subject: Prosperity Projects

Amount Requested: \$35,000

The purpose of this request is to fund a 3-6 month marketing plan and public relations campaign to increase employer engagement in the Michigan Work Ready Communities Initiative (MiWRC). The goal of the initiative is to certify every county in West Michigan (Prosperity Region 4) as a Certified Work Ready Community by September 2016. Greater employer utilization of the National Career Readiness Certificate (NCRC) is required to achieve this.

Objectives of the project and/or program:

- Increase the number of employers who utilize the NCRC as a tool for identifying entry-level talent.
- Raise awareness and understanding of the NCRC and MiWRC among West Michigan employers, educators, high school students who have taken the WorkKeys test and job seekers.

The success of this public relations campaign will be measured by the following outcomes:

1. Increase the number of employers who prefer the NCRC and are recognized as supporting MiWRC from 50 to 200.
2. Increase the number of employers who participate in an employer training session from 50 to 500.
3. Document at least 20 employer, employee, and educator testimonials documenting the benefit of the credential.
4. The number of West Michigan counties that have achieved their 'employer supporting' goal.

Individuals, businesses, educators and economic developers all benefit from this project. Individuals will have a better understanding of what skills they bring to an employer. Businesses can identify talent with the required skills to successfully perform the jobs within their companies. Educators can integrate NCRC and the WorkKeys test into career pathways and connect it to other stackable industry recognized credentials. Economic developers can market the quality of their workforce and attract employers to the region. The initiative focuses on creating a more competent, work-ready talent pipeline to promote economic stability and growth.

West Michigan's chambers of commerce, workforce development and economic development agencies will be utilized to host employer training events across west Michigan. The Michigan

Department of Education provides the WorkKeys test for free to all 11th grade public school students.

Michigan Work Ready Communities is currently sustained by leveraging dollars and in-kind support from TALENT 2025, the region's Michigan Works! agencies, Chambers of Commerce, economic development organizations, education partners and the State of Michigan to expand awareness of the initiative and utilization of the NCRC as a foundational credential to assess the trainability and employability of entry-level talent.

This grant will support and accelerate these efforts within the region. This marketing plan would create a critical mass of employers across the region using the NCRC and supporting MiWRC. This will result in a self-sustaining effort as employers will see the value in using the credential in their hiring, development and retention practices, individuals will seek to obtain the credential to enhance their employability, economic development leaders will use it as evidence of workforce quality and educators and workforce development leaders will use it in their education and training programs.

Project Timeline:

February 27	Issue a request for proposals
March 13	Select an agency to develop and manage the campaign
	Create the framework for marketing plan
	Develop PR campaign targeting employers, educators, and students includes press releases, mailings, and media coverage
	As part of the PR campaign, craft message to K-12 educators to communicate the value of the NCRC to principals, counselors, students and parents
	Create any graphics or materials needed
May 1	Launch the campaign
July 31 (or later)	Conclude the campaign
August 31	Complete an assessment of the campaign's impact

The WMPA can help make this project successful by encouraging member organizations of the steering committee to support the campaign by hosting employer meetings, recirculating the key messages of the marketing campaign to their members and stakeholders.

MEMORANDUM

To: Steve Bulthuis, Macatawa Area Coordinating Council

From: West Michigan Prosperity Alliance

Date: February 3, 2015

Subject: Priority Projects

The West Michigan Prosperity Alliance (WMPA) developed a *Region Prosperity Plan* that identifies six priority projects of regional significance. These projects were selected by the WMPA Steering Committee from 31 projects submitted for consideration. The six priority projects were chosen based on criteria approved by nearly 200 participants at the Governor's Economic Summit, held in March of 2014.

Project Evaluation Criteria:

- Long-term impact & sustainability of project
- Regional Impact – proportion of the region potentially impacted by the project
- Provide employment opportunities to people with a variety of skill levels in a variety of employment sectors
- Recognizes Region's strengths and challenges
- Project promotes and supports public and private partnerships

Your organization's project is one of six top ranking projects. You are invited to present your project to the WMPA Steering Committee to frame a conversation around ways that we might assist meeting your goals with organizational capital, such as advocacy, networks, etc. You are requested to submit the following narrative that you may use in your presentation at 2:30 p.m. on February 19, 2015 at Kent County Human Services Complex, 121 Franklin St. SE, Grand Rapids, MI 49507 no later than February 10, 2015.

Amount requested: \$89,000

Total Project Cost: \$104,000 (est.)

Other Funding Partners and amount (if any): will be shared among the regional collaboration partners

Respond to the following questions. Please limit your response to two-pages (a 200 word summary of your project is included for your use on the next page).

1. Briefly summarize the purpose of your request.

The purpose of the project is to establish a West Michigan Regional Watershed Collaborative and to generate sustainable financial resources that can be used to protect the water quality of Lake Michigan and her local rivers and streams. Lake Michigan is a valuable economic asset to Michigan, providing 30% of the state's total water use to support power generation, public water supply, industry, agriculture, and tourism. Keeping Lake Michigan clean and ensuring the sustainable use of its water well into the future starts

on the land. There are numerous organizations within the West Michigan region that are working to protect the land (watershed) in order to ensure clean water in local lakes and streams and ultimately Lake Michigan. These organizations include local units of government, regional planning agencies, state agencies, non-profits, public/private partnerships, and others. All of these organizations have individual visions, missions and goals and have worked through planning processes to prioritize implementation actions. However, a common challenge that is faced by all is a lack of funding to implement projects that will make a measureable and long lasting positive impact on water quality.

2. Please list the objectives of this project and/or program.

The primary objective is to establish a framework of regional collaboration among the diverse group of organizations working in the region to improve and protect water quality. There are no current efforts to collaborate on a regional scale, but as we all work toward similar goals of water quality improvement, there is a lot to learn and share with one another. The West Michigan Regional Watershed Collaborative will work together to review existing approved watershed management plans and determine a list of priorities within the region that are common to all watersheds and the funding required to implement action to address those priorities. An additional objective of this project is to develop a model for sustainable funding of projects that will improve or protect the waters of Lake Michigan and her West Michigan tributaries. This will include working with a professional consultant to complete an assessment of the possible sources of funding or innovative approaches to funding and their feasibility of success within the region.

3. Please describe what you will measure as an indicator of success.

Short term indicators of success will be the development of a West Michigan Regional Watershed Collaborative and the completion of a funding study with realistic recommendations. Long-term indicators of success will be a continued relationship among the regional watershed partners and successful leveraging of funding options for water quality protection. Additional long-term indicators of success include improved water quality in Lake Michigan watersheds, delisting of Areas of Concern or other impaired water bodies, increased economic opportunities due to clean water, improved wildlife habitat and recreational opportunities, and jobs that support the restoration of water quality and those that depend on clean water.

4. Describe who will benefit from this project.

Improved water quality in Lake Michigan and her tributaries will benefit all residents, visitors, industries, businesses, utilities, and units of government that live, play and work in the West Michigan region. Clean water attracts visitors and supports recreational tourism. Clean water increases property values and attracts potential homebuyers. Clean water is less costly to process for industrial and utility uses. Clean water supports healthy fisheries and encourages recreational use. Overall, these increased uses of clean water will greatly enhance the economy of the Great Lakes region as well as the ecology. The types of projects that will be implemented as a result of securing sustainable funding source include a) restoring wetlands in the Grand River Watershed to alleviate flooding downstream; b) stabilizing eroding streambanks on the Muskegon River that threaten loss property or infrastructure; or c) implementing conservation tillage practices on cropland in the Macatawa Watershed to keep the soil and nutrients on the land.

5. Briefly describe funding options/plans for this project related to long-term sustainability.

Funding is necessary to support staff time to coordinate the regional watershed collaboration and to hire a consultant to complete a study of sustainable funding sources and the feasibility of their use in the WMPA region. Funding provided by the WMPA Steering Committee will be used to leverage funding from the West Michigan Regional Watershed Collaborative partners. The funding study will develop a model of regional long-term sustainable funding sources that can be used for long-term water quality improvement and protection within the region.

6. Please provide a project timeline.

The entire project will take eighteen months. Phase I of the project includes Tasks 1 and 2 described in the table on the following page and will take 6 months to complete. This phase is critical in order to focus the tasks in Phase II (Tasks 3-6), which includes the development of a strategy for sustainable funding of water quality improvement and protection projects within region. Phase II will be completed in 12 months.

Task	Description	Timeline	Responsible Party	Cost
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7. Please describe how the WMPA can assist in moving the proposal forward.

Funding provided by the WMPA Steering Committee will be used to leverage funding from regional watershed partners to complete this project. The WMPA can assist this effort by participating in the project advisory committee and providing input on assembling and distributing the request for proposals to seek a professional consultant. The input of WMPA members will also be valuable during the data collection process and community stakeholder engagement, providing guidance on what data is necessary and which stakeholders to invite. The WMPA may be able to assist the Project Team in making contacts with state or federal partners to either participate in the Collaborative or to initiate conversations about long-term funding sources. The WMPA could also provide information about experiences they have had implementing innovative funding strategies. WMPA members will be encouraged to review and provide comments on the draft and final funding study reports. We are honored that our project was selected as the #2 priority in the region and we are confident that with your help we will be able to create sustainable funding for the responsible management of West Michigan's water future.

1. Develop a West Michigan Regional Watershed Collaborative	Identify and contact partners within the West Michigan Region that are currently involved in water quality protection or watershed management and invite them to participate in the regional collaboration	Apr-Jun 2015	Project Team*	\$5,000.00
2. Develop a West Michigan Regional Water Quality Plan	Review existing 319 and other approved watershed management plans within the region and identify priorities and costs to address those priorities. Develop RFP to hire consultant.	Apr-Jun 2015	Project Team	\$25,000.00
3. Collect data to complete funding study	Identify and gather information necessary to complete an assessment of sources of funding and their feasibility for use within the West Michigan Region	Jul-Sep 2015	Consultant and Project Team	\$15,000.00
4. Draft funding strategies report	The consultant will prepare and deliver a draft report to the Collaborative for review	Oct-Dec 2015	Consultant and Project Team	\$15,000.00
5. Engage local stakeholders and communities with the West Michigan Region to provide input into the development of funding strategies	Provide copies of the draft plan via partner websites and hold town hall meetings to seek public input	Jan-Jun 2016	Consultant and Project Team	\$29,000.00
6. Final funding strategies report	The consultant will work with the Collaboration to make any final adjustments to the report and deliver a final version	Jul-Sep 2016	Consultant and Project Team	\$15,000.00

**TOTAL
COST \$104,000.00**

*The Project Team is composed of representatives from the Macatawa Area Coordinating Council, the Grand Valley Metropolitan Council, and the West Michigan Shoreline Regional Development Commission. The Project Team will be responsible for managing the project including organizing the Collaborative, coordinating the development of the regional plan and working with the consultant to complete all grant tasks.

8.

Project Description

This proposal develops a program that would generate sustainable financial resources to protect the water quality of Lake Michigan. Funding would be distributed to local watershed organizations working under federally approved watershed management plans. All thirteen counties in Region 4 contain watersheds that drain into Lake Michigan and most have watershed management plans. The Governor has emphasized the importance of water as a competitive advantage for the state and important to economic development. Depending on the type of project being undertaken by a particular organization, employment opportunities are numerous. Water resources are a strategic advantage for the state and are likely to become more so in the future. Impact could be furthered by collaborating with other RPI regions. Watershed management plans must include a strategy for sustaining the watershed. This project would have long-term impacts. Many watershed-based organizations already have public-private partnerships. The Office of Great Lakes is poised to release Michigan's Water Strategy that will address such topics as: invasive species, water withdrawal, water use and conflict, water quality and infrastructure, legacy pollution and restoration, algal blooms and muck, and coastal resilience. This proposal would strengthen watershed-based organizations that have control over water quality improvements for their particular situation.



STATE OF MICHIGAN

RICK SNYDER
GOVERNOR

DEPARTMENT OF TECHNOLOGY, MANAGEMENT & BUDGET
LANSING

DAVID B. BEHEN
DIRECTOR

Regional Prosperity Initiative Contract Agreement

This Contract Agreement ("this agreement") is made effective on 2/10/2015 BETWEEN THE State of Michigan, 320 S. Walnut St, Lansing, MI 48933 and Grand Valley Metro Council, 678 Front Ave. Suite 200, Grand Rapids, Michigan 49504.

In the Agreement, the party who is granting the funds will be referred to as DTMB and the party who is receiving the funds will be referred to as grant recipient.

The parties agree as follows:

- 1. GRANT OF FUNDS:** DTMB is vested with the authority and responsibility to disburse the Regional Prosperity Initiative grant funds according to legislative boilerplate. Funds are to be awarded in accordance with boilerplate and distributed to eligible grant recipients in a timely manner.
- 2. GRANT EXPENDITURES:** Grant recipients shall make expenditures in accordance with the applications submitted to DTMB and approved by the Regional Prosperity Initiative program. Expenditures should be transparent and accounted for at the conclusion of the grant term. Funds are not intended for use as a way to supplant traditional funding sources for organizational capacity or staffing.
- 3. MODIFICATIONS:** Unless the prior written approval of DTMB is obtained, the grant recipient may not modify or change the proposal, timeline or budget.
- 4. METRICS and DELIVERABLES:** The grant recipient is responsible for the metrics and deliverables proposed in their approved application and required in the legislative boilerplate pertinent to this program.

Please sign and return one copy of this agreement to our office and retain one copy for your files.



Grant Recipient Signature

Christopher Harkins, State Budget Office/DTMB

Guidance for Regional Funding Applications and Expectations:
Please limit the length of your answers to the following questions to no more than a total of four pages.

- 1. What is the total amount of funding requested? Please provide an itemized list of what you intend to do with that funding. Include a timeline, information about any funds you will leverage in this effort and how you intend to measure success.**

Region 4 West Michigan Regional Prosperity Alliance is requesting Tier I \$250,000 funding. WMRPA has been intentionally fiscally responsible with the Phase I funding by leveraging donations of staff and personnel; food and meeting space; as well as printing and public relations, so that it can carry over monies to help fund the Region 4 “Projects of Economic Significance”.

With a renewed grant of \$250,000 plus the carryover of \$195,000 from the 2014 grant, the West Michigan Regional Prosperity Alliance plans to continue its collaborative efforts; increase marketing & public education; lend political & philanthropic help to fund the projects; as well as supply “seed” money to jumpstart and leverage additional state, federal and philanthropic funding.

Additionally, WMRPA intends to work with Region 2 and Region 8 to the north and south to explore partnerships in rail and environmental issues. Also, The Northeast Council of Governments (Region 3) has requested we work together to determine the feasibility of fostering a wood furniture manufacturing relationship between the two regions. We also plan to work with the East Central Michigan Planning and Development Commission (Region 5) to investigate freight rail service between the two regions extending from Saginaw to our priority project of the “Muskegon Port Logistics Hub”. We have aggressively sought opportunities to work with other regions on important issues. Finally, we will begin to investigate opportunities to potentially move the organization to Tier II.

<u>Revenues</u>	Updated 2/2015	Timeline to remain same as original 2015 grant request
2014 Carryover	\$193,000.00	
2015 Request	\$228,750.00	
Total Available	\$421,750.00	
 <u>Expenses</u>		
Grant Administration/RPI Leadership		\$32,000.00
Communications/Public Education		\$24,000.00
Region to Region Collaboration		\$8,000.00
Regional Economic Analysis/Data Development/ Continued Plan Development		\$47,750.00
Regional Collaboration, Cooperation, RPI Meetings, Collaboration Efforts		\$50,000.00
Priority Project Support/Financial Assistance/Staff Support of Projects/ Leveraging		\$260,000.00
		\$421,750.00

Timeline for updated funding to remain the same as original 2015 grant request

Timeline - We will continue to have Monthly Meetings throughout the region, general sessions as needed and committee meetings in order to continue our progress.

First of all, the next phase of the project will bring us an entirely new level of cooperation and collaboration. We have worked as a region to develop the plan, build trust and create vehicles and processes for collaboration.

The year 2015 will see us work on an ongoing basis throughout the year to develop, create or mine critical data, maximize economic resources, leveraging opportunities both with professional support and finances and establish a “regional voice” focused on our 5 Priority Projects and regional prosperity. We will also develop new partnerships with our fellow regions to work on multi-region issues like transportation, job growth and protection of the environment. The items above will be our primary focus. An ongoing task will be to keep the Prosperity Plan alive, updated and ensure it continues to meet our needs.

November/ December 2014 - Begin next round of work including reviewing needs for amendments to the Prosperity Plan; analysis of our Steering Committee and recruitment and nominations of new members; analysis and feedback loop on 2014 progress; plans and procedures; and evaluation of RPI 2014. Additionally, an easy-to-understand, graphics-intensive “Executive Summary” of the Prosperity Plan will be developed.

January 2015 - Structure and distribute priority project needs request. Develop “grant application” including financial, data assistance, personnel and professional assistance, leverage opportunities, public and private sector support potential. Complete process to solicit needs assessments from priority projects. Meet with priority project representatives to facilitate assistance. Solicit assistance with education and public relations program and develop specific requirements and expectations.

February 2015 - Distribute “grant applications” and meet with applicants to document project requirements. Receive and review completed applications, evaluate financial, data, and professional need. Begin work on the Priority Projects. Also, finalize expectations for public education initiative.

March 2015 - General Session at the Governor’s Economic/Education Summit focused on business and education needs, priorities and talent development. This will be a regional discussion with focus on economic development and education. It will give our business leaders and educators an opportunity to discuss specific issues and needs rather than general regional prosperity needs.

April-May 2015 - Ongoing work in Priority Project support including collection and development of data, financial needs, and assignment of Steering Committee members to Priority Projects based on their skills and interests.

June 2015 - General Session to update regional leaders on our progress, efforts by the Priority Projects. This will be a major session providing updates on all activities of the West Michigan Prosperity Alliance.

Also, reporting of the results of the March Governor's Economic Summit by representatives of business and education.

July–August 2015 - Region 4 will host a joint meeting with Regions 8 and 2 to discuss partnerships in rail transportation and environmental issues. We will also develop our relationship with Region 3 on employment growth in wood furniture manufacturing using the assistance of our economic development partners and conduct conversations with Region 5 and MDOT on rail transportation.

September 2015 - We will hold a Stakeholders Meeting to recap the year and provide our Region with an annual report of our efforts. This General Session will be conducted like a corporate stockholders meeting relaying all relevant information about our efforts, our successes, challenges and plans for 2016. It will also provide the Priority Projects with a regional platform to discuss their progress and bring everyone to the same basis of understanding.

Success will be measured by continued monthly meetings by the group and transparency; expanded collaboration efforts within our West Michigan Region and with other Regions; ongoing guidance to priority project organizers & continuation of 5-year plan; and any investigation of moving to Tier II. Most of all, success will be measured by our continued partnerships to promote collaboration which will lead to increased prosperity in our region.