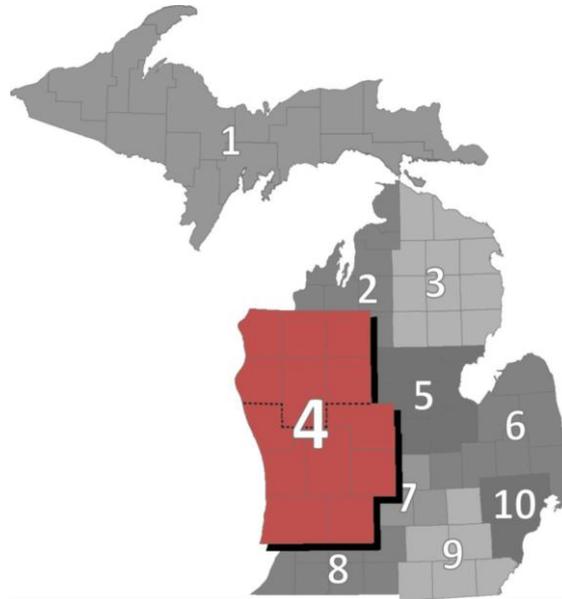


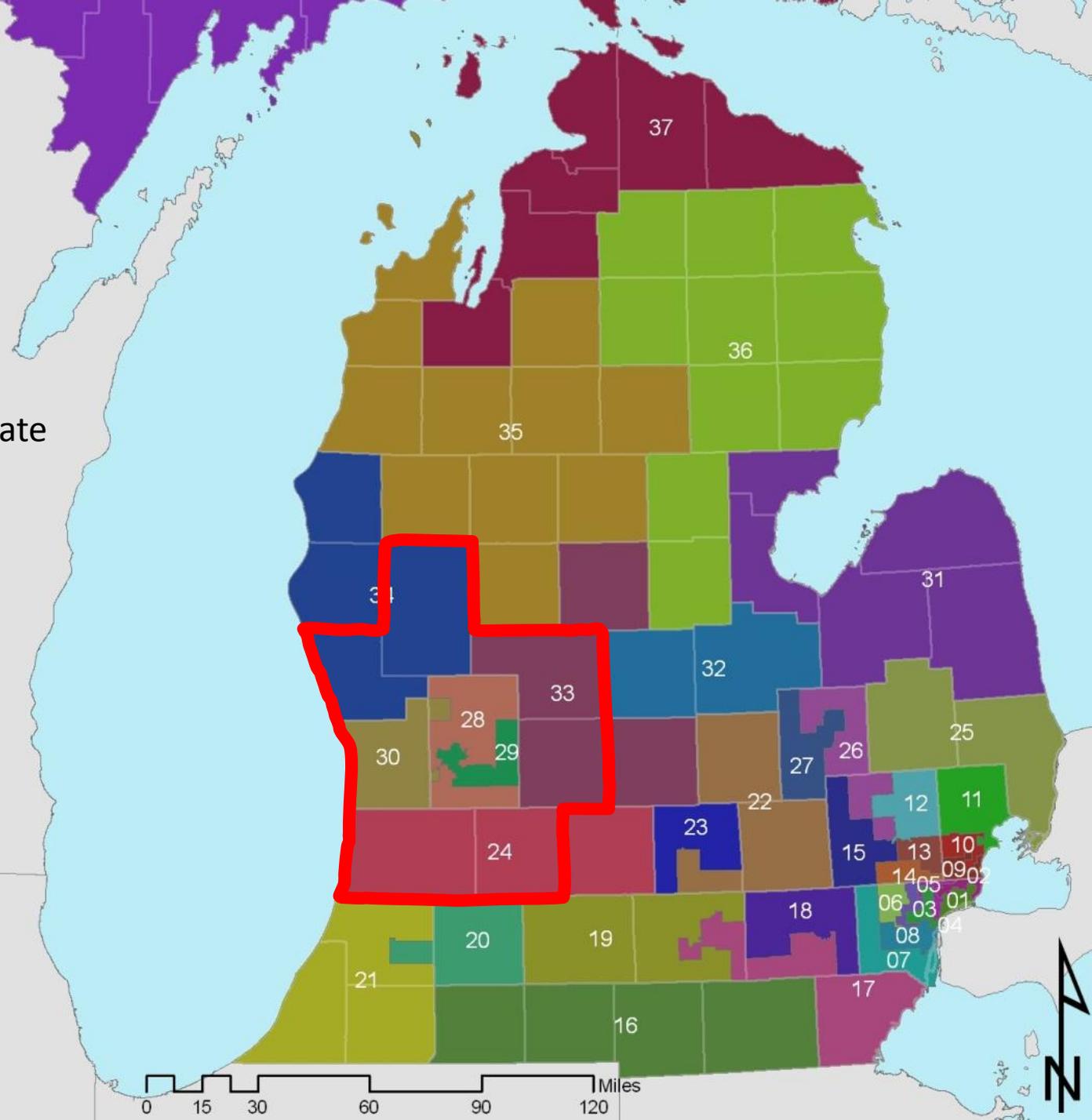
West Michigan Prosperity Alliance



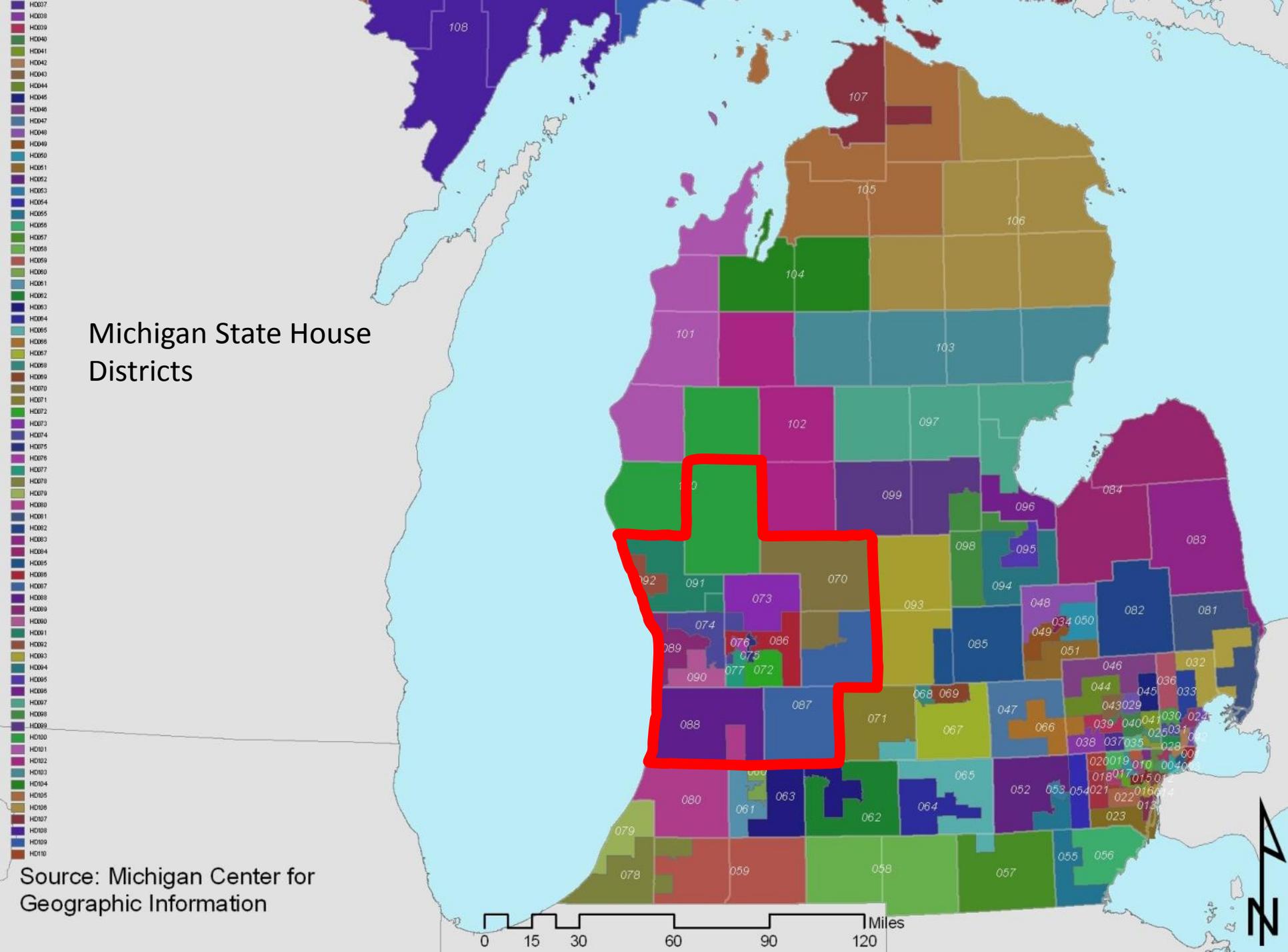
General Session
October 10, 2014

- SD06
- SD07
- SD08
- SD09
- SD10
- SD11
- SD12
- SD13
- SD14
- SD15
- SD16
- SD17
- SD18
- SD19
- SD20
- SD21
- SD22
- SD23
- SD24
- SD25
- SD26
- SD27
- SD28
- SD29
- SD30
- SD31
- SD32
- SD33
- SD34
- SD35
- SD36
- SD37
- SD38

Michigan State Senate Districts



Source: Michigan Center for Geographic Information

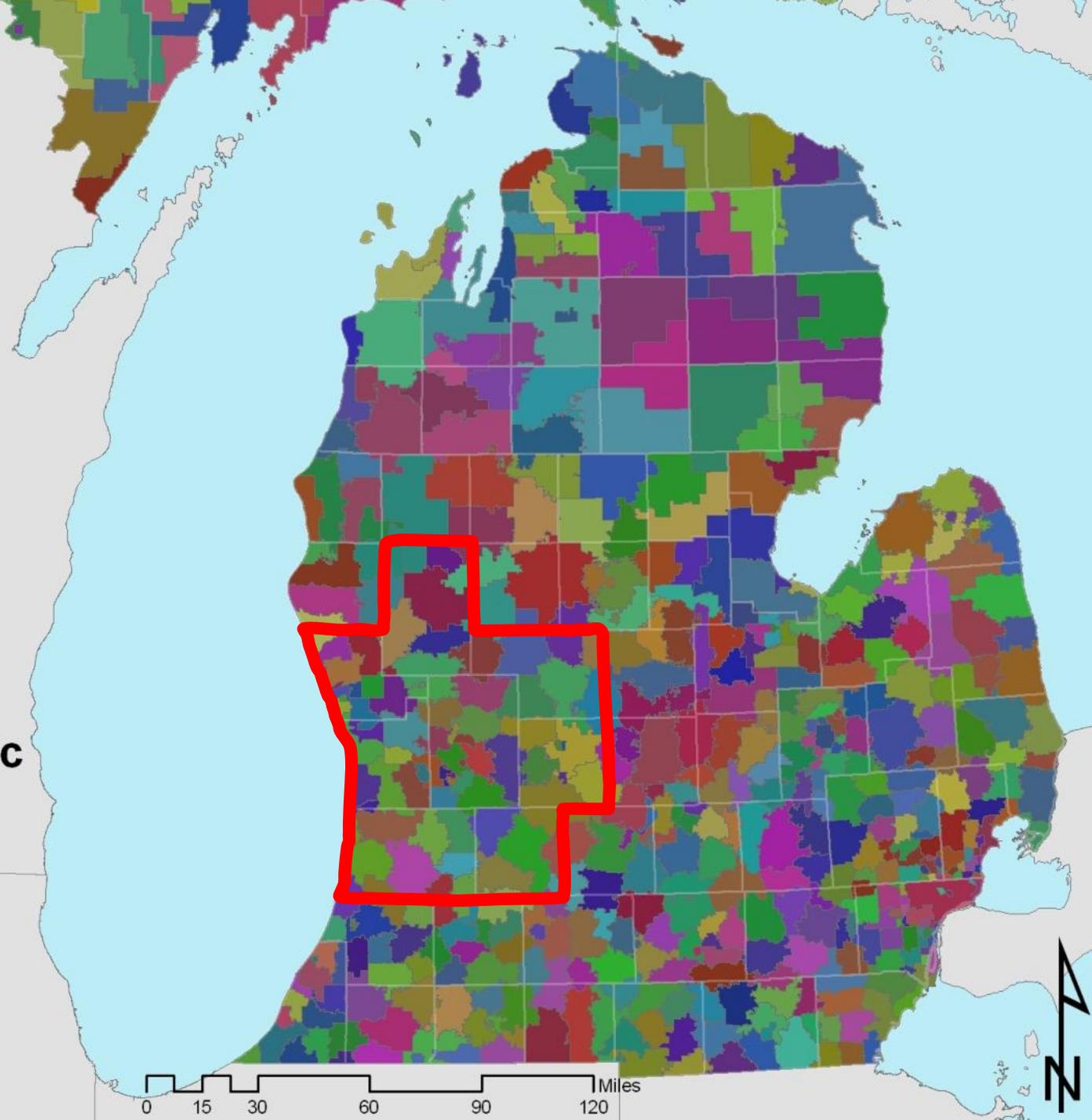


Michigan State House Districts

Source: Michigan Center for Geographic Information

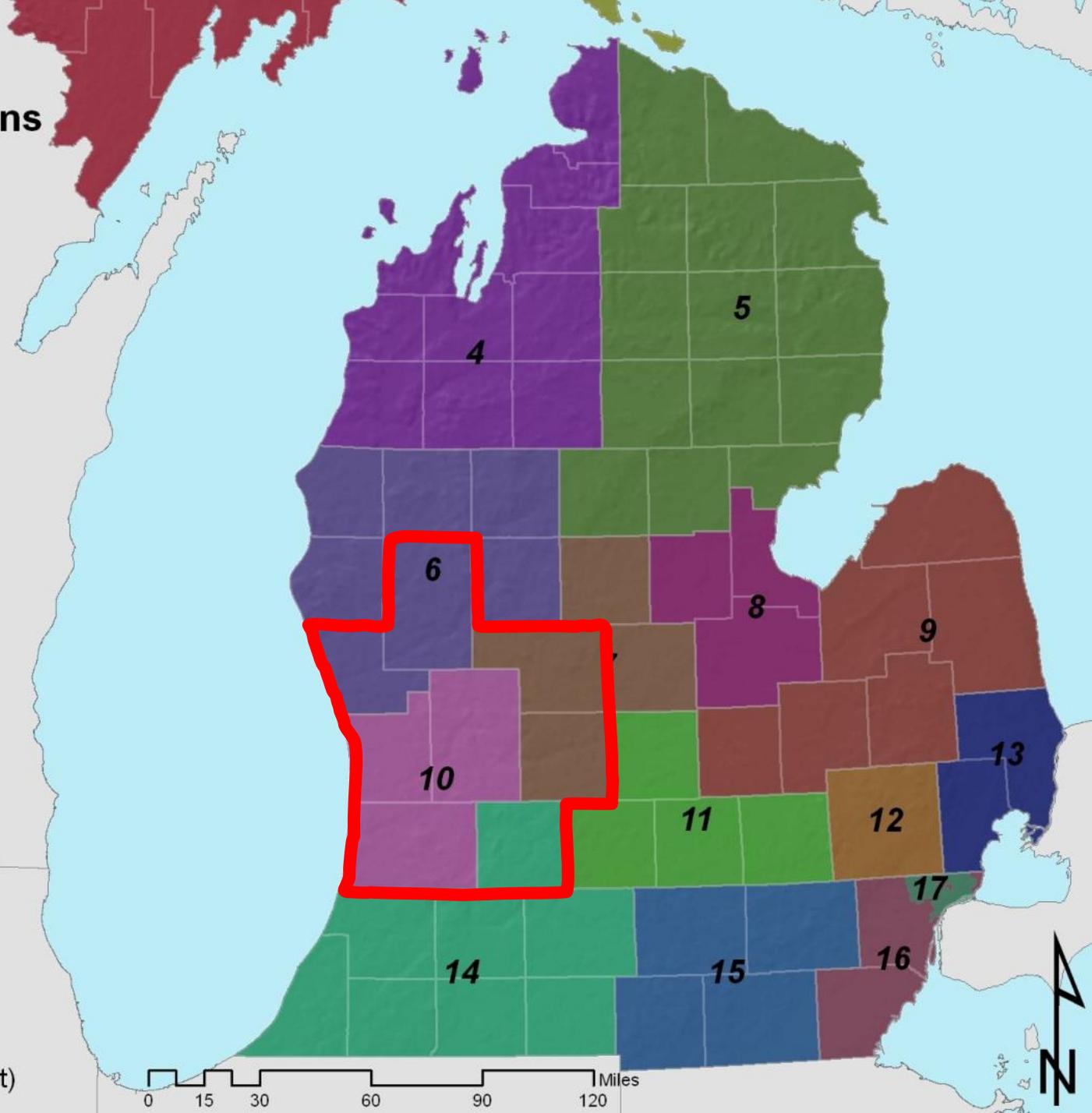
552 Michigan Public School Districts

Source: Michigan Center for Geographic Information



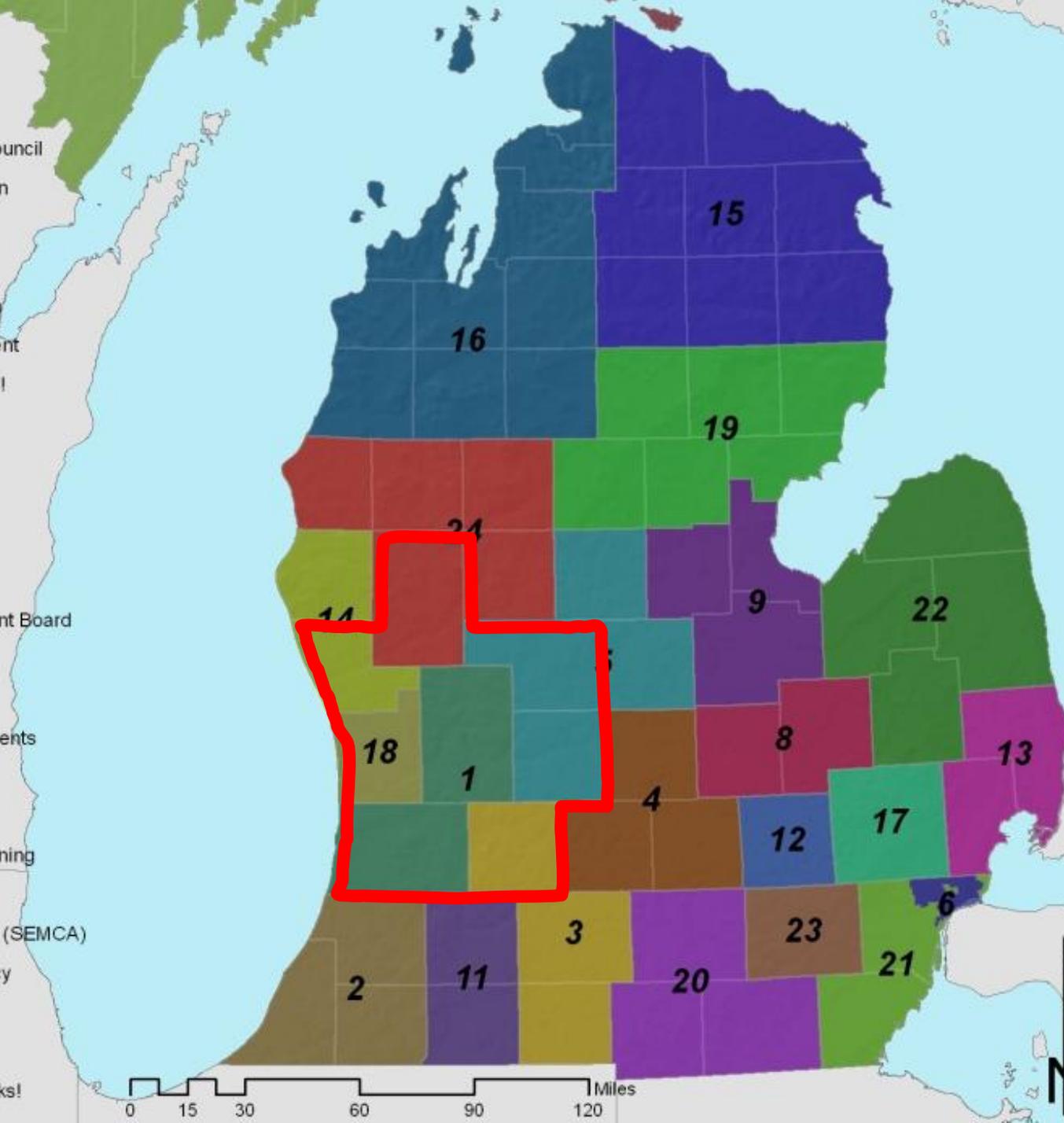
Adult Education Regions

- Region 1
- Region 2
- Region 3
- Region 4
- Region 5
- Region 6
- Region 7
- Region 8
- Region 9
- Region 10
- Region 11
- Region 12
- Region 13
- Region 14
- Region 15
- Region 16
- Region 17 (City of Detroit)



Michigan Works Regions

- 1. Area Comm. Services Emp. & Training Council
- 2. Michigan Works! Berrien, Cass, Van Buren
- 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
- 11. Kalamazoo-St. Joseph Michigan Works!
- 12. Livingston County Michigan Works!
- 13. Macomb/St. Clair Workforce Development Board
- 14. Muskegon/Oceana Consortium
- 15. Northeast Michigan Consortium
- 16. Northwest Michigan Council of Governments
- 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)
- 22. ThumbWorks!, A Michigan Works! Agency
- 23. Washtenaw County Michigan Works!
- 24. Michigan Works! West Central
- 25. Western Upper Peninsula Michigan Works!



MPOs participating in Federal Transportation

 Macatawa Area Coordinating Council

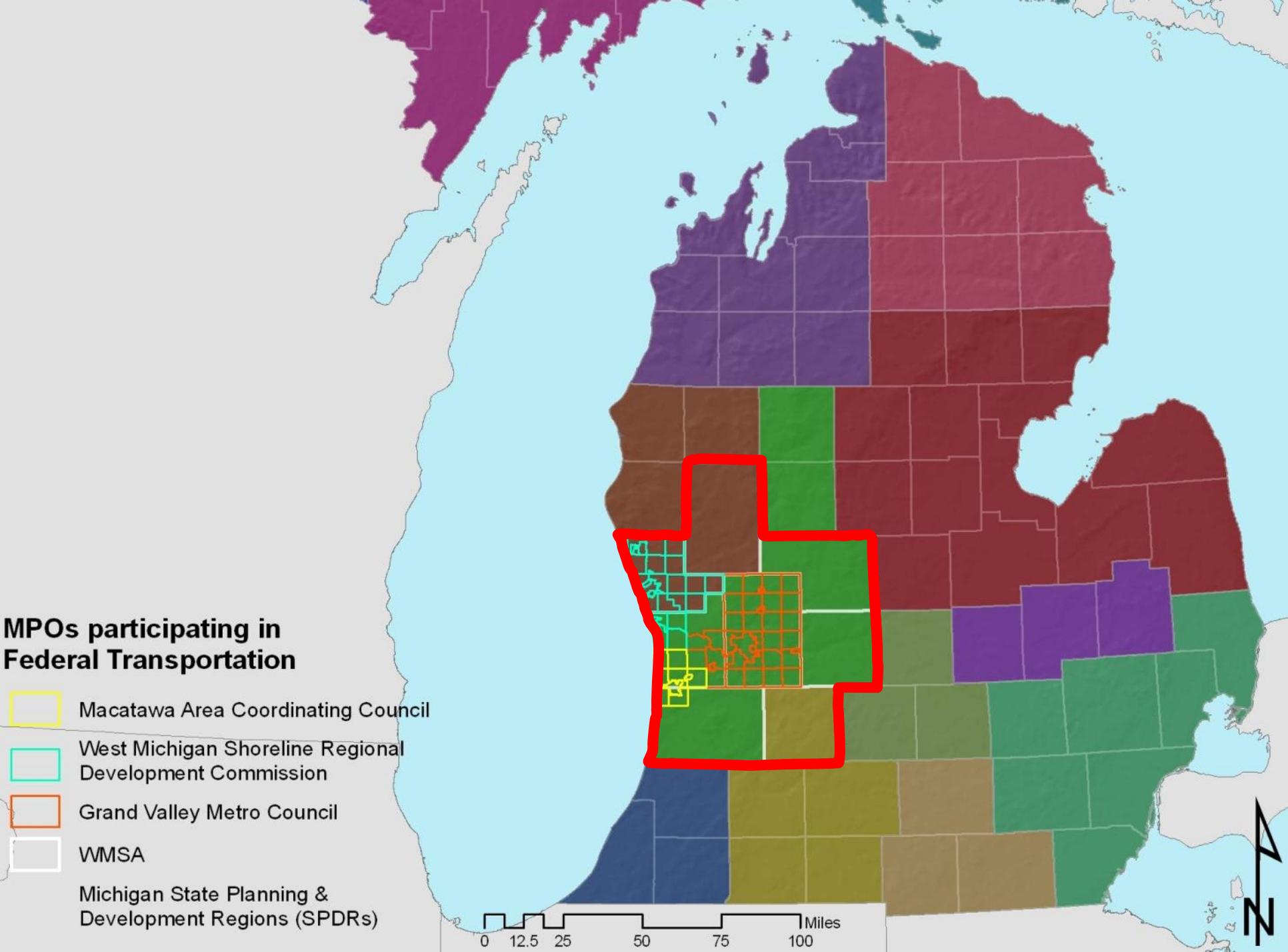
 West Michigan Shoreline Regional Development Commission

 Grand Valley Metro Council

 WMSA

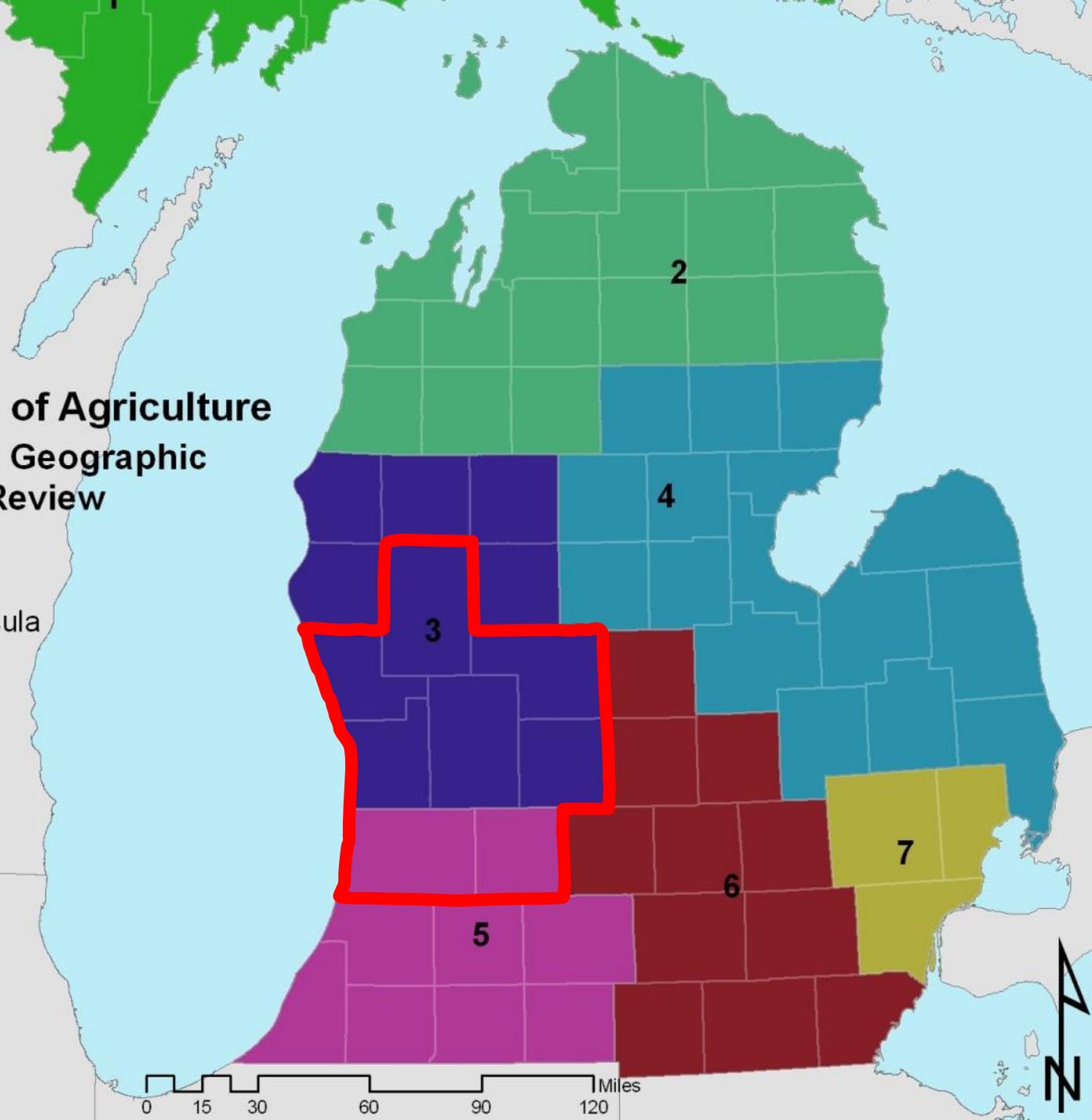
Michigan State Planning & Development Regions (SPDRs)

0 12.5 25 50 75 100 Miles



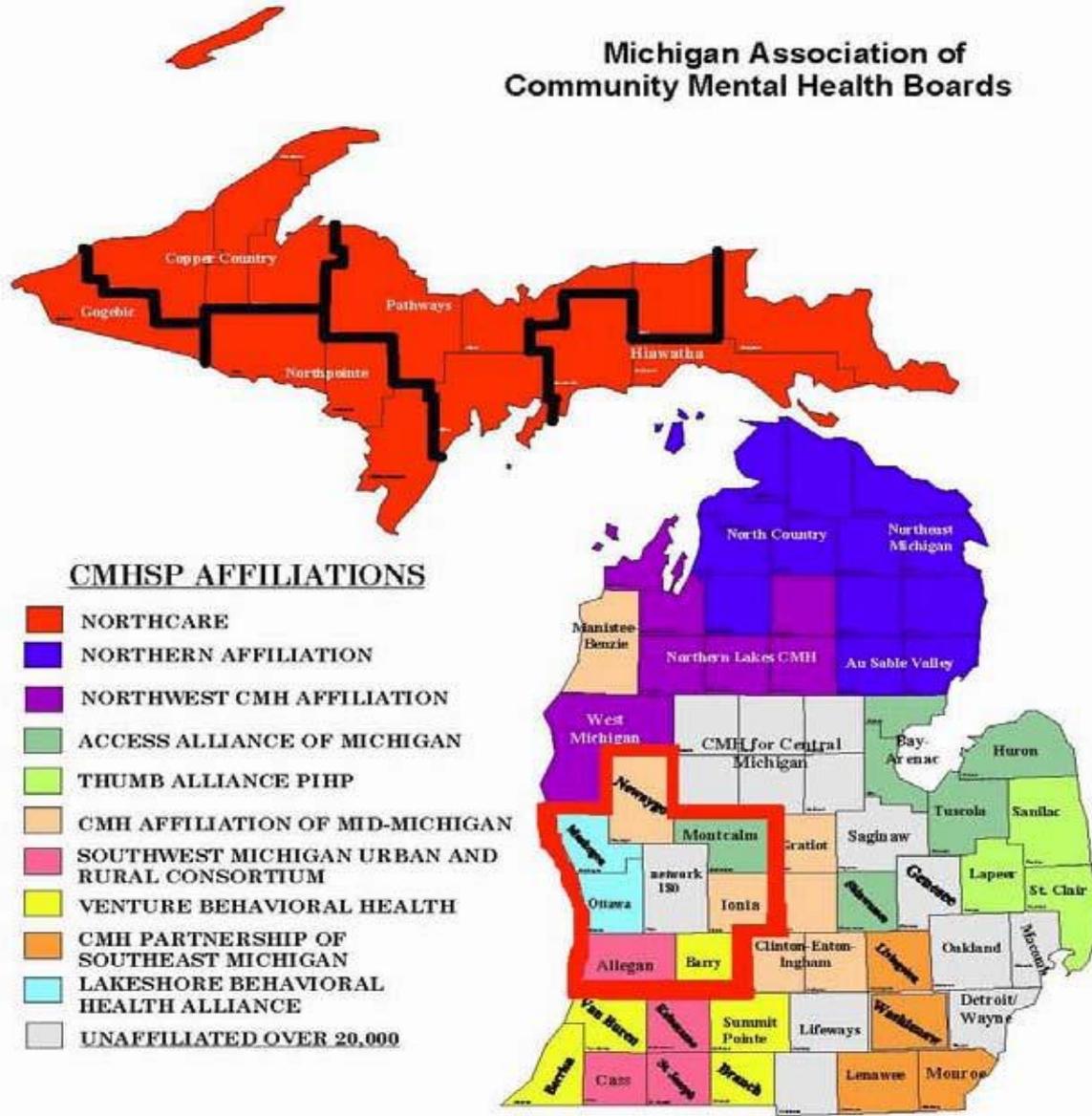
Michigan Department of Agriculture Food and Dairy Division Geographic Regions for Food Plan Review

-  Upper Peninsula
-  Northern Lower Peninsula
-  West Central
-  East Central
-  Southwest
-  South Central
-  Detroit

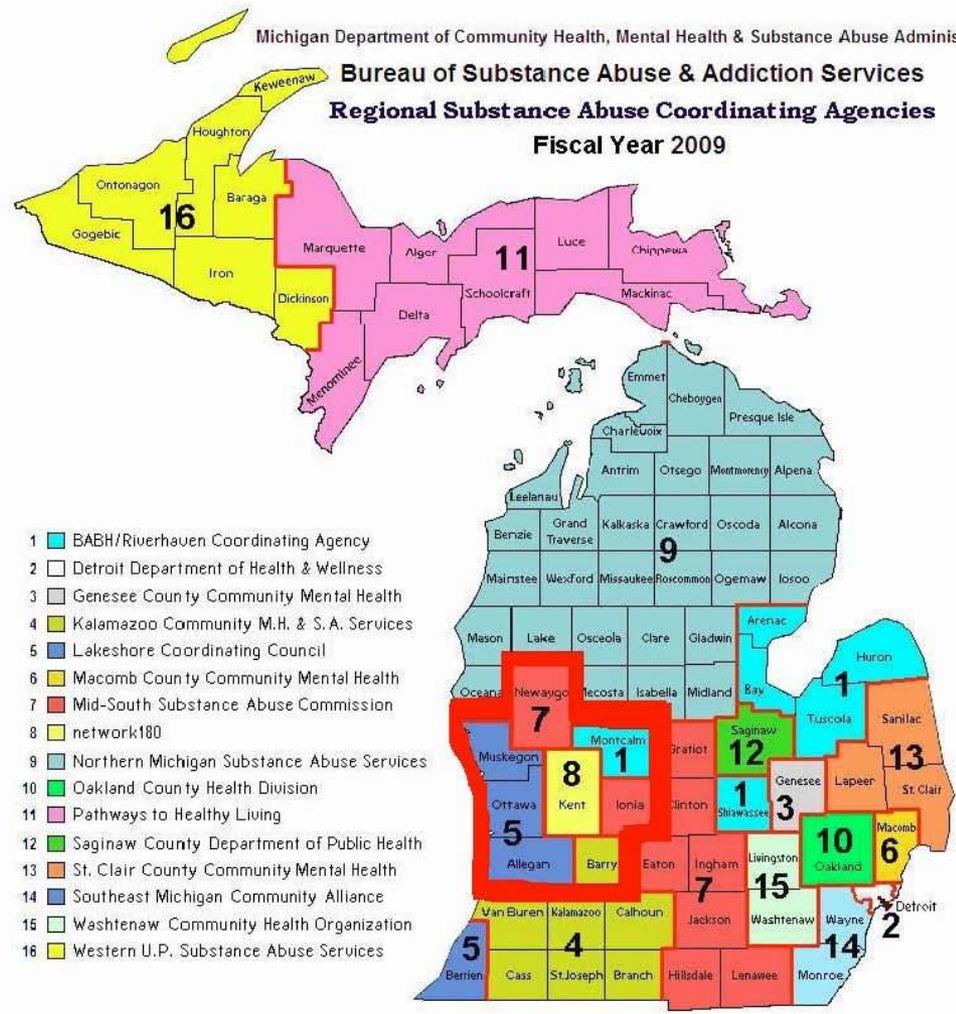


Sources: Michigan Center for
Geographic Information;
MDA

Michigan Association of Community Mental Health Boards

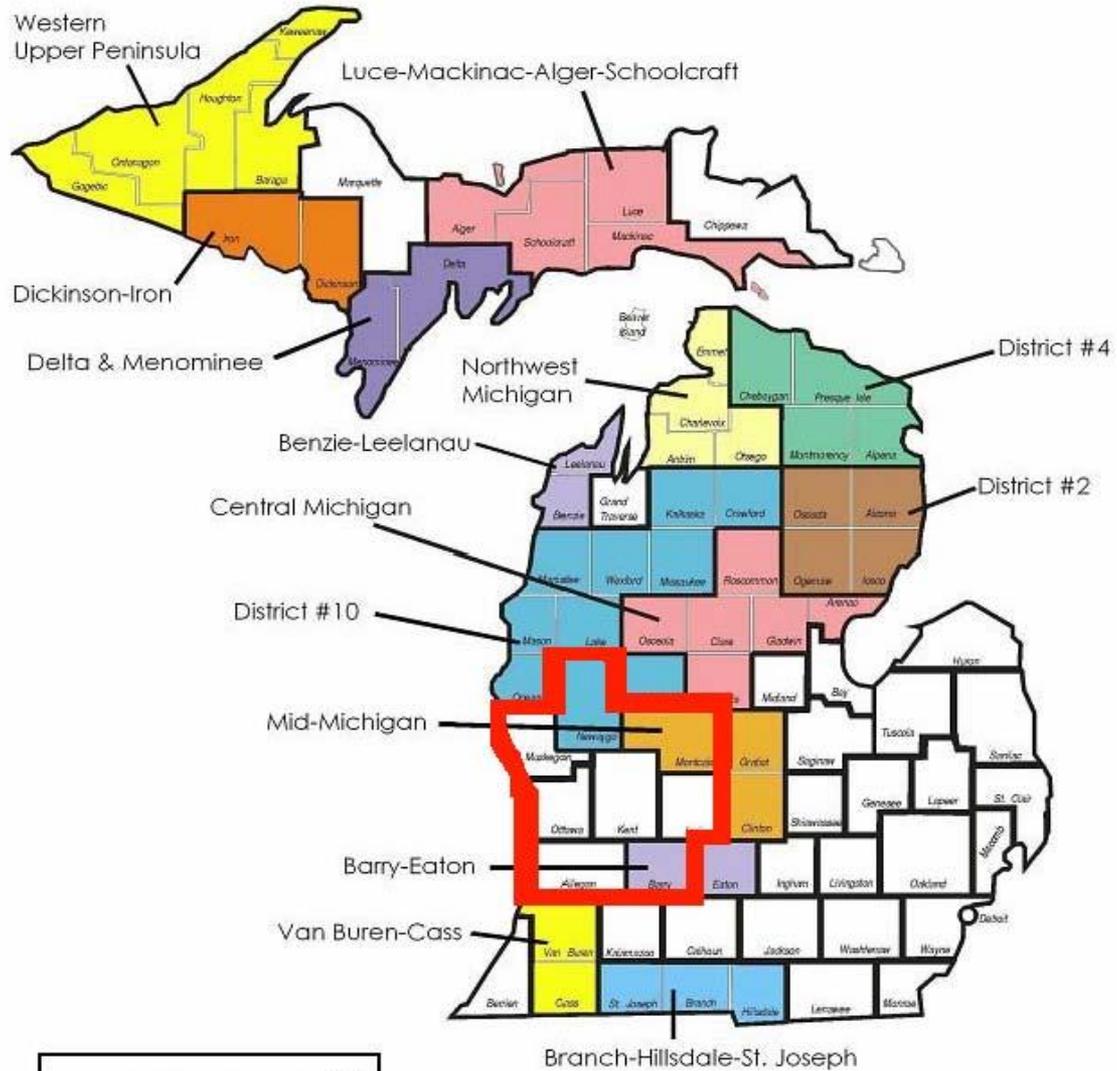


Bureau of Substance Abuse & Addiction Services
Regional Substance Abuse Coordinating Agencies
Fiscal Year 2009



Bureau of Substance Abuse & Addiction Services
 Mental Health & Substance Abuse Administration
 Michigan Department of Community Health
 320 S. Walnut St., Lansing, MI 48913
 Phone: (517) 373-4700 Fax: (517) 241-2611
 Email: mdch-bsaas@michigan.gov
 Website: www.michigan.gov/mdch-bsaas

Michigan Local Health Departments



Single-County Departments □
Multi-County Districts ■

Regional Services in Michigan

-  DCH Area on Aging Waiver Agency
-  DCH CMH
-  DCH Emergency Preparedness Regions
-  DCH Local Partners in Health
-  DCH PIHP Regions
-  DCH Public Health Departments
-  DCH School Health Regions
-  DEQ Air Quality Division Districts
-  DEQ Water Resource Division Districts
-  DHS Child Care Licensing Areas
-  DHS Post-Adoption Resource Regions
-  DNR Fisheries Division Management Units
-  DNR Forest Management Unit Boundaries
-  DNR Forest Resources Division Districts
-  DNR Law Enforcement Division Districts
-  DNR Parks and Recreation Field Operations Districts
-  DNR Recreational Grants Management Regions
-  DNR Wildlife Division Management Regions
-  EDA Designated Economic Development Districts
-  Intermediate School Districts
-  MDARD Agricultural Dev Specialist Regions
-  MDARD Ag Environ Assist Prgm Water Stewardshp
-  MDARD Agricultural Products Districts
-  MDARD Bovine Tuberculosis Zones
-  MDARD Conservation Districts
-  MDARD Counties with Migrant Labor Housing
-  MDARD CREP Priority Watersheds
-  MDARD Dairy Inspection Regions
-  MDARD Field Veterinarians and Scientists Coverage
-  MDARD Food Inspection Regions
-  MDARD Food Service Consultation Regions
-  MDARD Forestry Assistance Program Regions
-  MDARD Nursery Districts
-  MDARD Pesticide Districts
-  MDARD Pesticide Regions
-  MDE Area Career and Technical Edu Cntr Regions



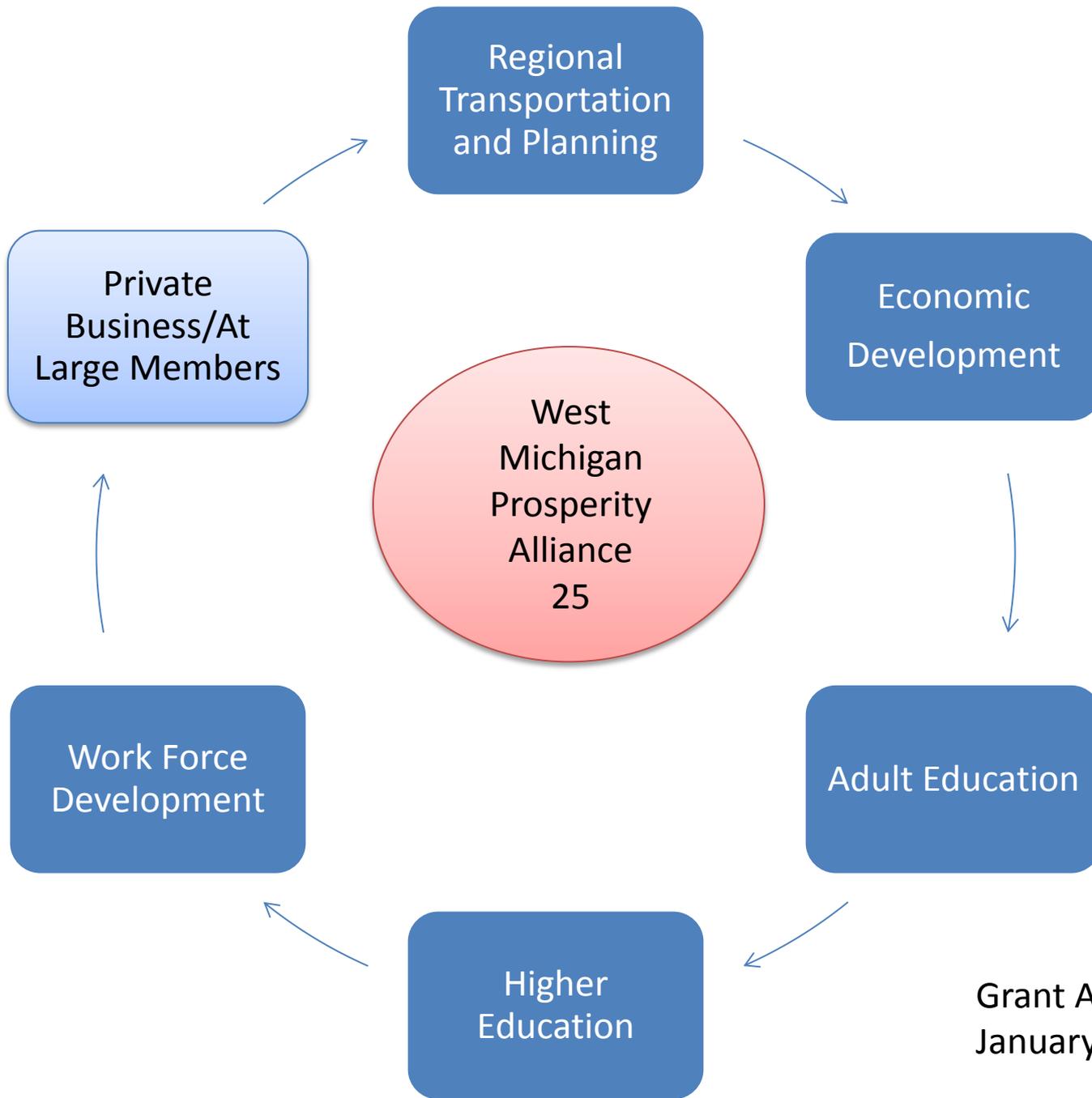
-  MDE Career Planning Districts
-  MDE Field Services Regional Support Team
-  MDE Math and Science Centers
-  MDE Regional Educational Media Centers
-  MDE The Great Start to Qlty Resc Cntr Reg
-  MDOC Corrections Facilities Regions
-  MDOC Prisoner Reentry
-  MDOT Rural Task Forces
-  MDOT Service Regions
-  MEDC Economic Collaborative Zones
-  MEDC Regional Export Networks
-  MEDC SBTDC Zones
-  Metropolitan Planning Organizations
-  Metropolitan Planning Regions
-  MSHDA Community Development Regions
-  MSP Law Enforcement Service Regions
-  State Planning Regions
-  Workforce Development Agencies

25 Miles

September 26, 2013



125 Regional
Representatives Attend
Informational Meeting



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**
- WSCC
- **Dan Rinsema-
Sybenga**
- MCC
- **Simone
Jonaitis**
- GVSU

Adult Education

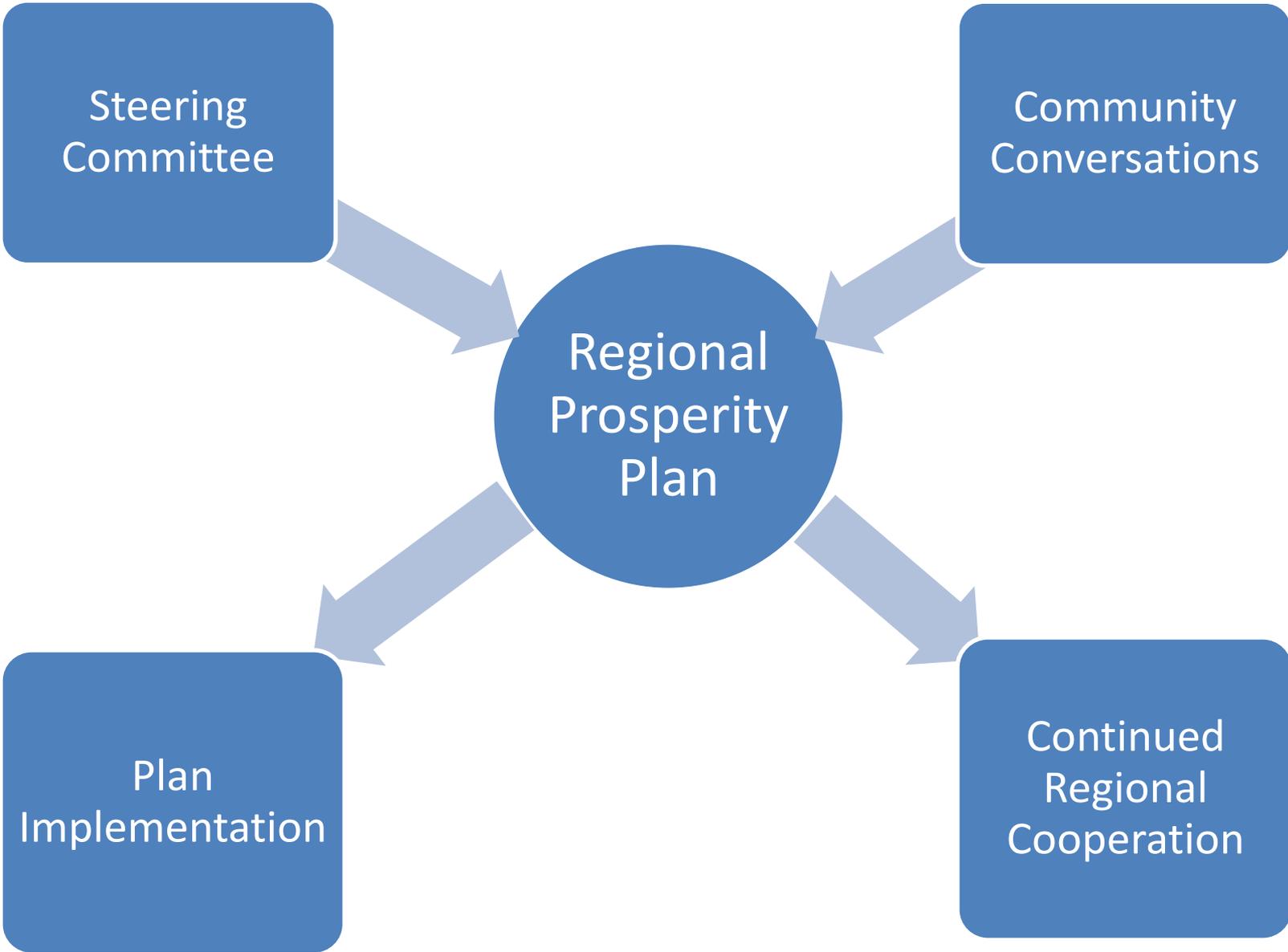
- **Mike O'Connor**
- Adult Edu. of
Zeeland P.S.
- **Kathleen
Sullivan**
- Adult Learning
Partners of
West Michigan
- **Doug Wood**
- Orchard View
Schools Adult
Education

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



Steering
Committee

Community
Conversations

Regional
Prosperity
Plan

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

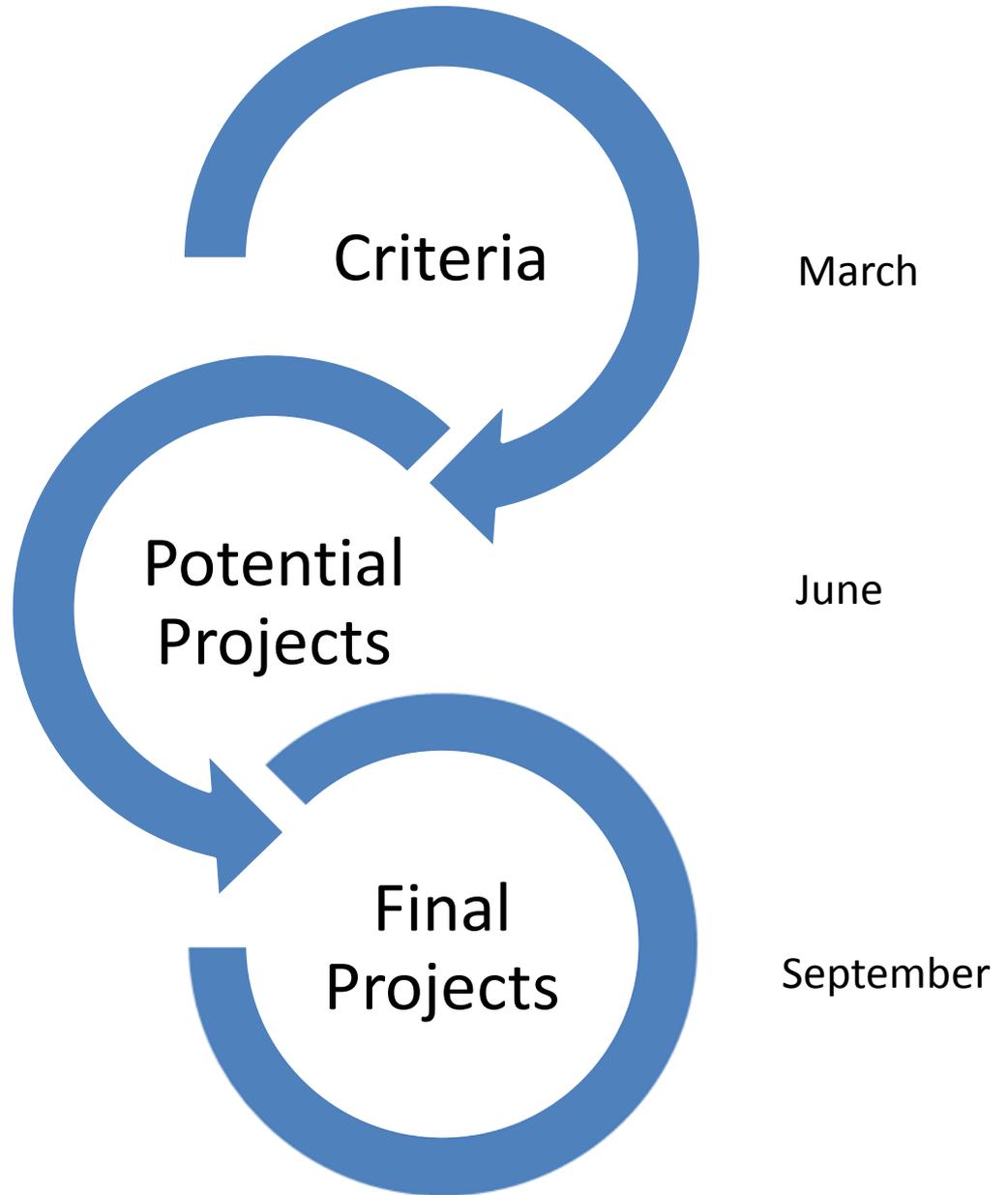
- Between 2000-2012 our population gained 86,575 or 6% while overall Michigan lost 55,500 residents.
- Over 90,000 people commute into our region for work and over 114,000 residents leave the region for their jobs.
- Employment has recovered from the Great Recession
- Between 2009 and 2012, payroll jobs 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.

Community
Conversations

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

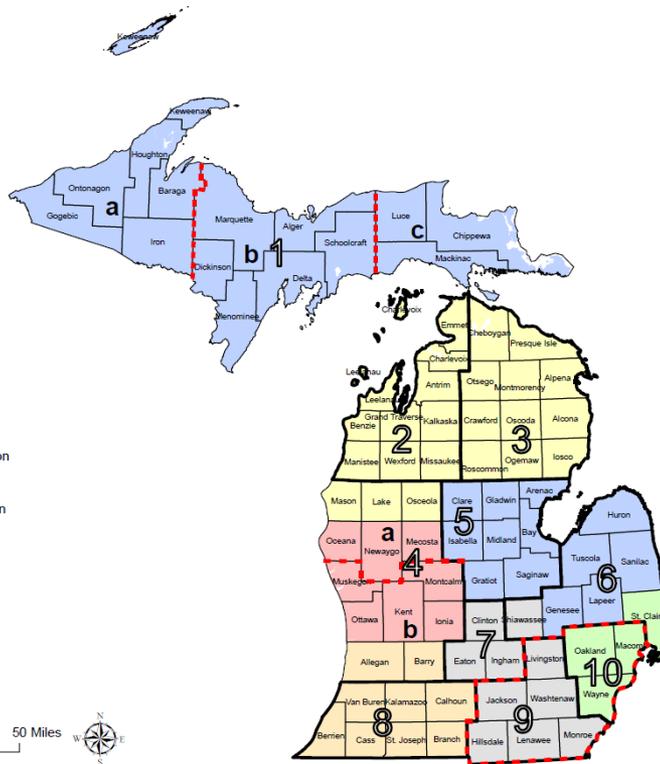
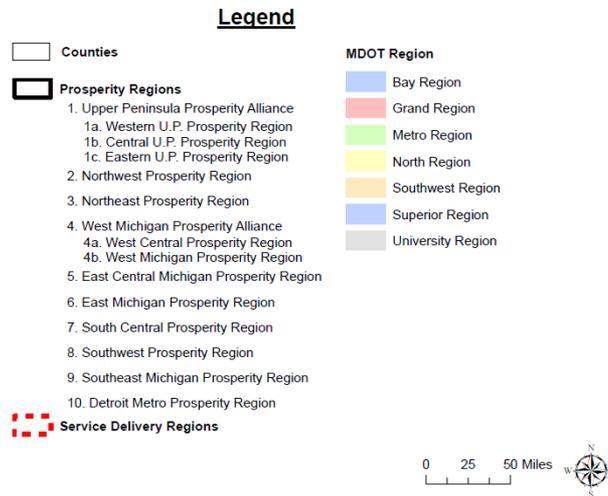


These collaboratives begin with the alignment of service providers, creating teams to serve each region. Regional teams are comprised of representatives from the following:

- | | |
|--|--|
| MEDC Business Development Managers (BDMs) | Michigan Department of Transportation (MDOT) |
| MEDC Community Assistance Team (CATeam) | Michigan Manufacturing Technology Center (MMTC) |
| MEDC Development Finance Managers (DFMs) | Michigan Small Business Technology Development Centers (MI-SBTDCs) |
| MEDC International Trade Managers (ITMs) | Michigan State Housing Development Authority (MSHDA) |
| Michigan Department of Agriculture and Rural Development (MDARD) | Procurement Technical Assistance Centers (PTACs) |
| Michigan Department of Environmental Quality (MDEQ) | Talent and workforce organizations |
| Michigan Department of Natural Resources (MDNR) | Other state and federal agencies |

MDOT Alignment

Michigan Prosperity Regions and MDOT Regions



- Alignment Work is Ongoing
- A boundary busters team has been formed
- Active participants in many of our RPI teams

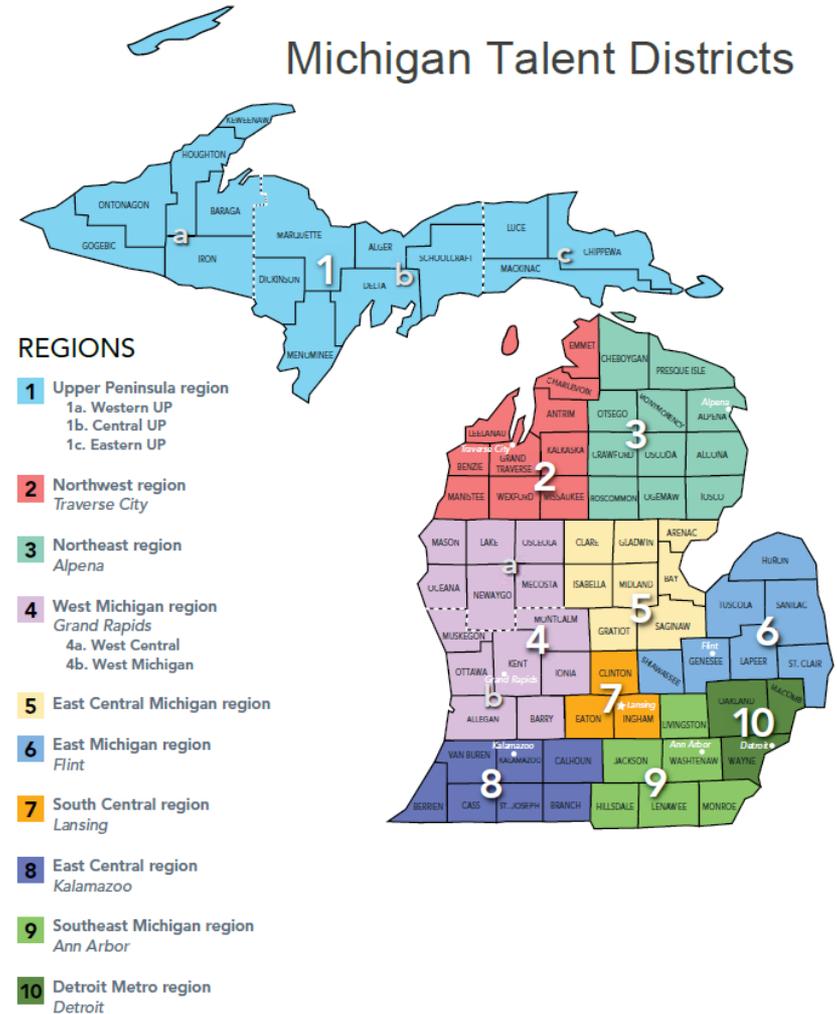
MSHDA Alignment

- 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

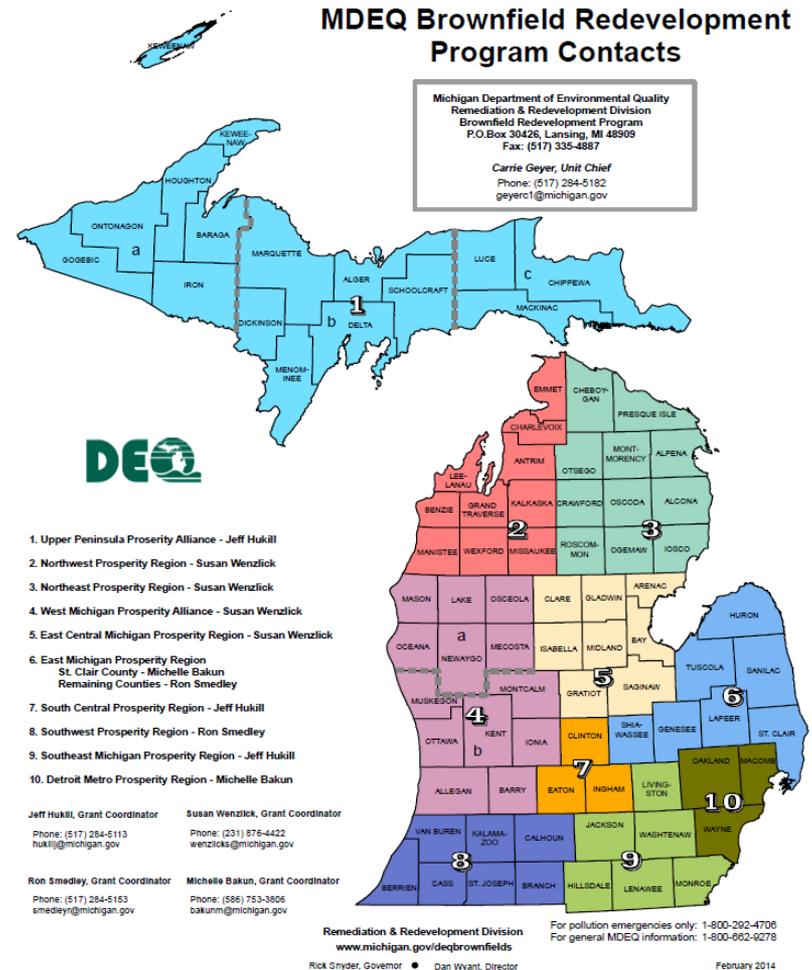


DTMB ALIGNMENT

- 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



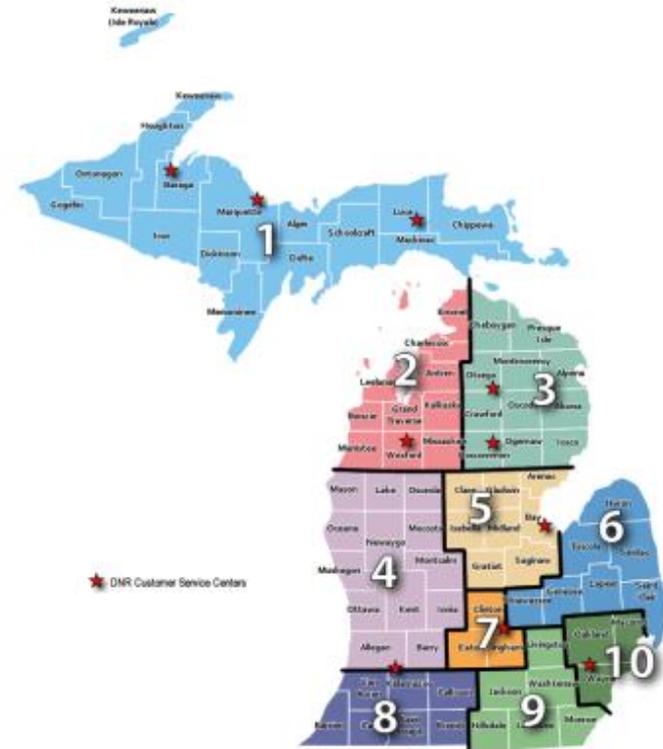
MDNR Alignment

- Aligned DNR operations centers and include contact information by region [here](#)
- First state department to consider the importance of regional data analysis

There are 10 "full-service" Customer Service Centers around the state. These customer service centers are open to the public Monday through Friday 8 a.m. to 5 p.m. and staff there is ready to help customers who want to buy a license, ask a question, learn about seasonal regulations, invite the DNR to participate in a school or community program, or simply learn more about Michigan's terrific outdoor recreation opportunities.

See a full list of contact information below the map.

[Printable map with contact information, click here.](#)



MDARD Alignment

Michigan Dept. of Ag. Rural Development

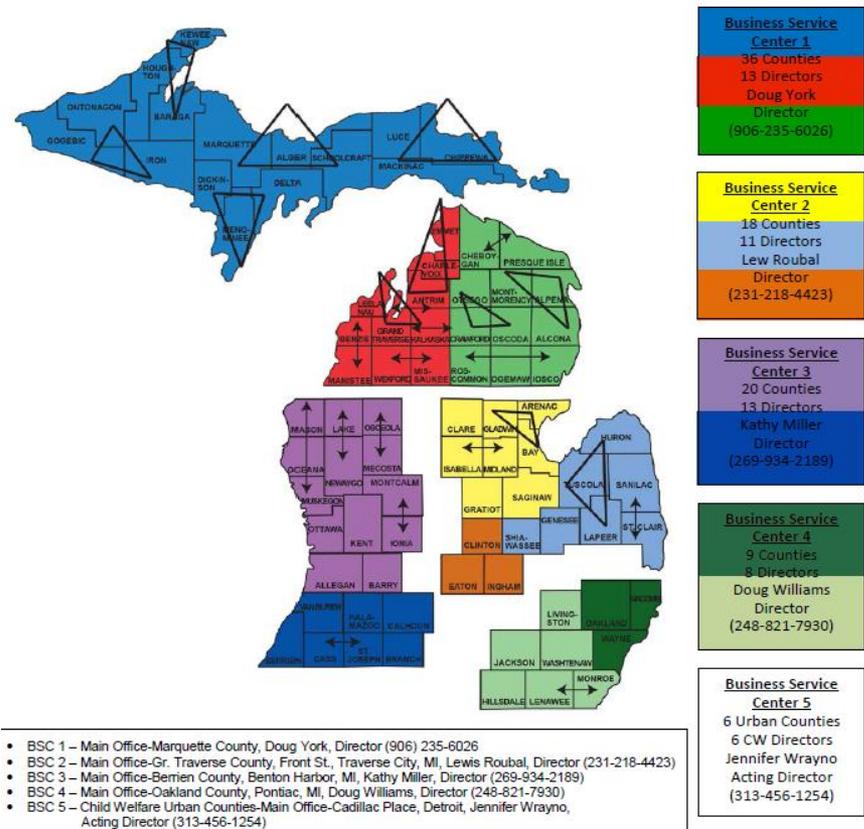
- MDARD has aligned ag development specialists and supplied regional contacts



DHS Alignment

- DHS recently announced their new Business Service Center Regional Map
- They are working toward a more regional approach by having stand out county directors coordinate regional strategies and work more closely with the department

DHS Prosperity/Business Services Centers



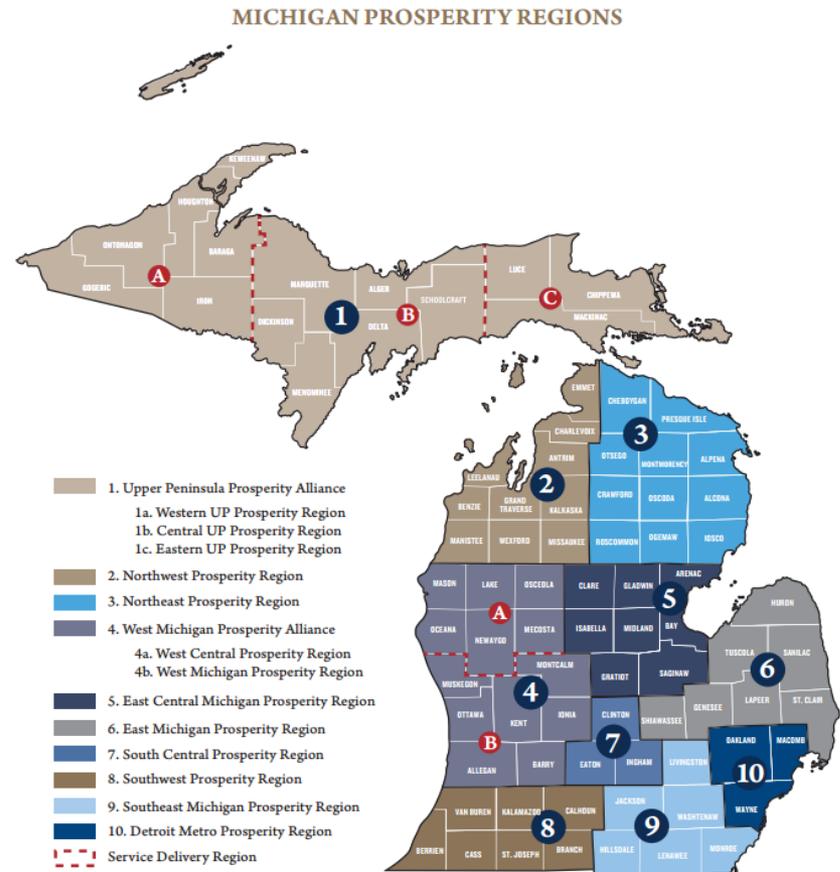
- BSC 1 – Main Office-Marquette County, Doug York, Director (906) 235-6026
- BSC 2 – Main Office-Gr. Traverse County, Front St., Traverse City, MI, Lewis Roubal, Director (231-218-4423)
- BSC 3 – Main Office-Benton County, Benton Harbor, MI, Kathy Miller, Director (269-934-2189)
- BSC 4 – Main Office-Oakland County, Pontiac, MI, Doug Williams, Director (248-821-7930)
- BSC 5 – Child Welfare Urban Counties-Main Office-Cadillac Place, Detroit, Jennifer Wrayno, Acting Director (313-456-1254)

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

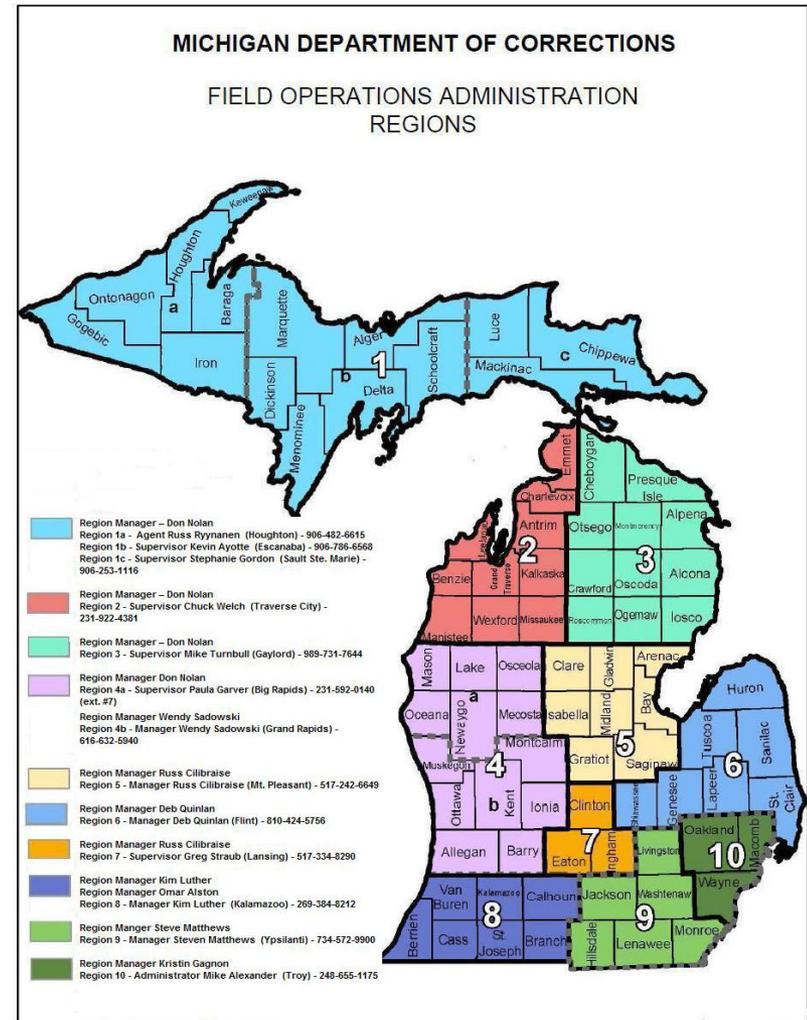


Michigan State Police

- 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

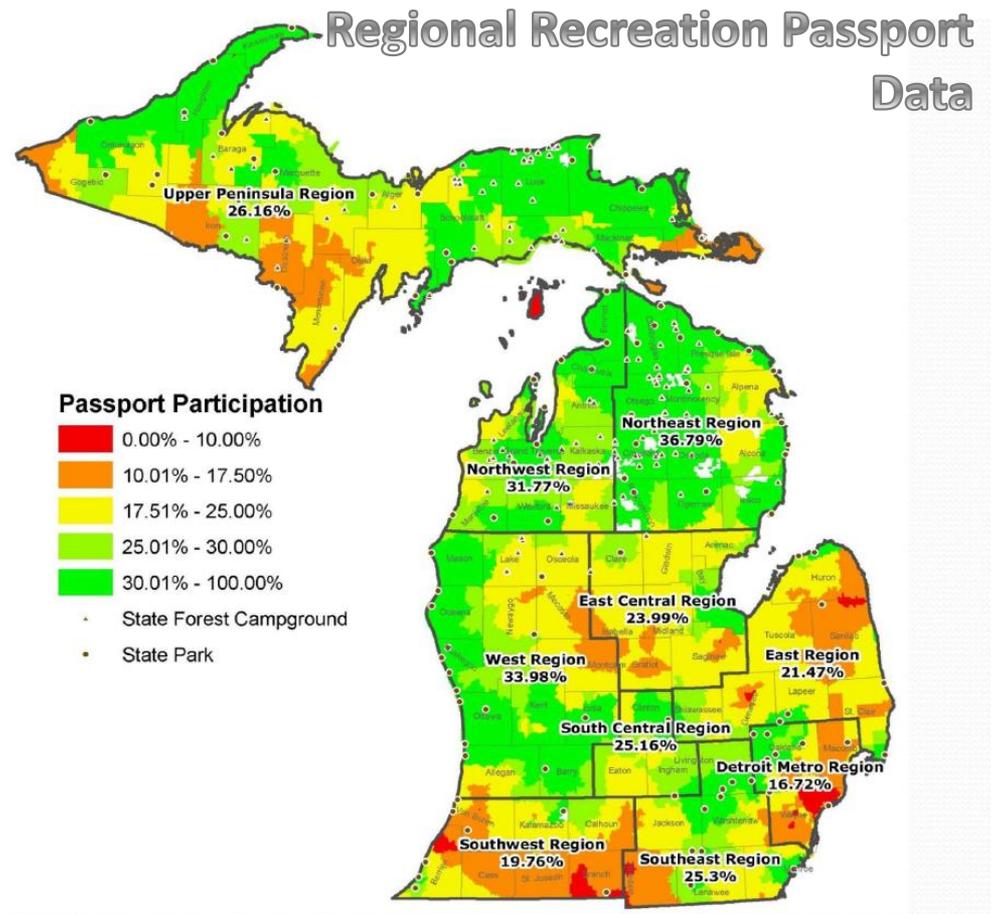


Outliers in the regional model

- 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

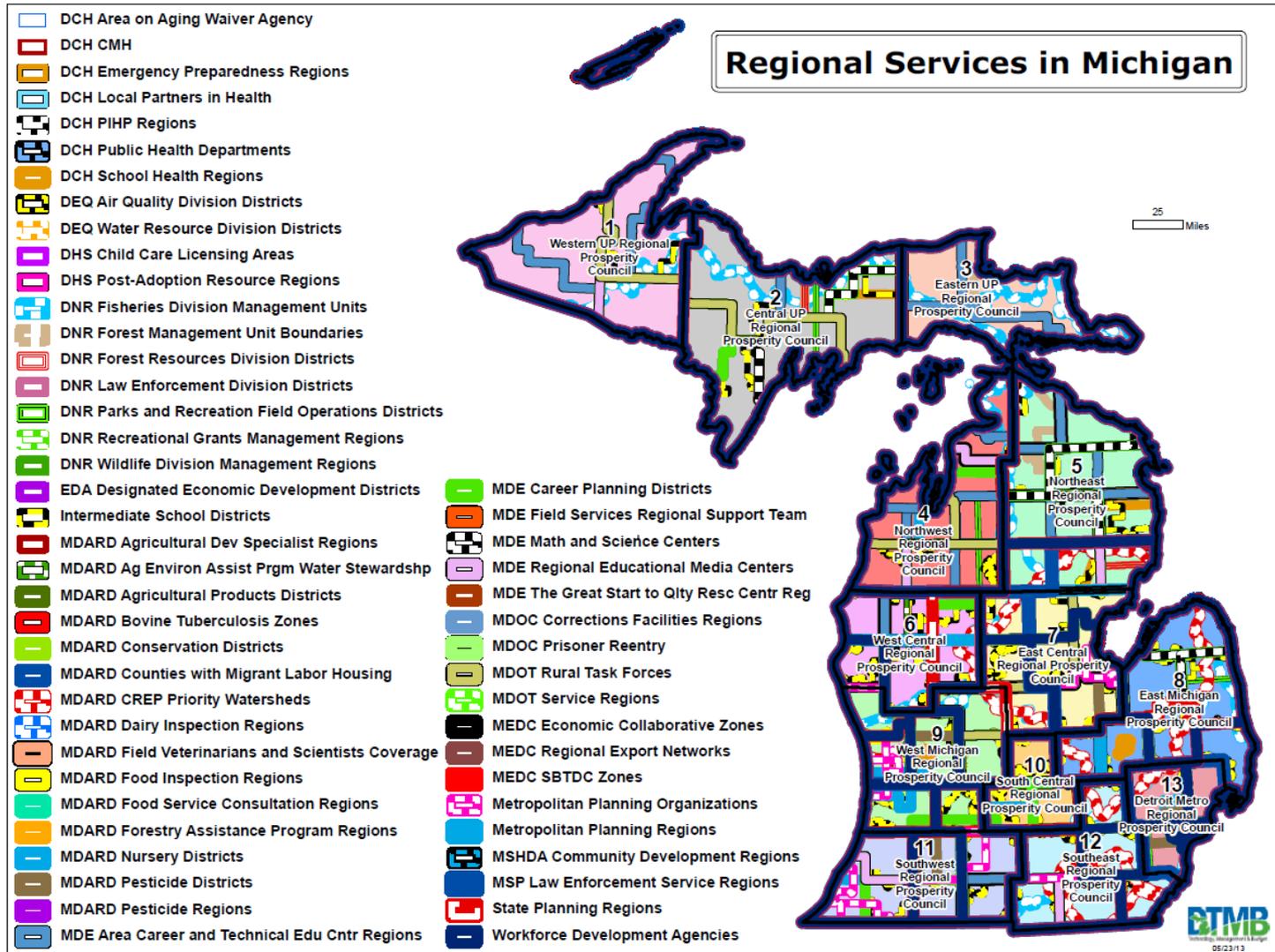
Applicants and winners

Region	Successful Organization	Contact
1 A	Western Upper Peninsula Planning and Development Regional Commission	Kim Stoker
1 B	Central Upper Peninsula Planning and Development Regional Commission	Joel Schultz
1 C	Eastern Upper Peninsula Regional Planning and Development Commission	Jeff Hagan
2	Northwest Michigan Council of Governments	Elaine Wood and Matt McCauley
3	Northeast Michigan Council of Governments	Diane Rekowski
4	Grand Valley Metropolitan Council	John Weiss

Applicants and winners

Region	Successful Organization	Contact
5	East =Michigan Council of Governments	Sue Fortune
6	Genesee-Lapeer-Shiawassee Region V Planning and Development Commission	Derek Bradshaw
7	Tri-County Regional Planning Commission	Susan Pigg
8	Southwest Michigan Planning Commission	John Egelhaaf
9	Region 2 Planning Commission	Steven Duke

Where we were January 2014



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.



Lake Michigan Basin

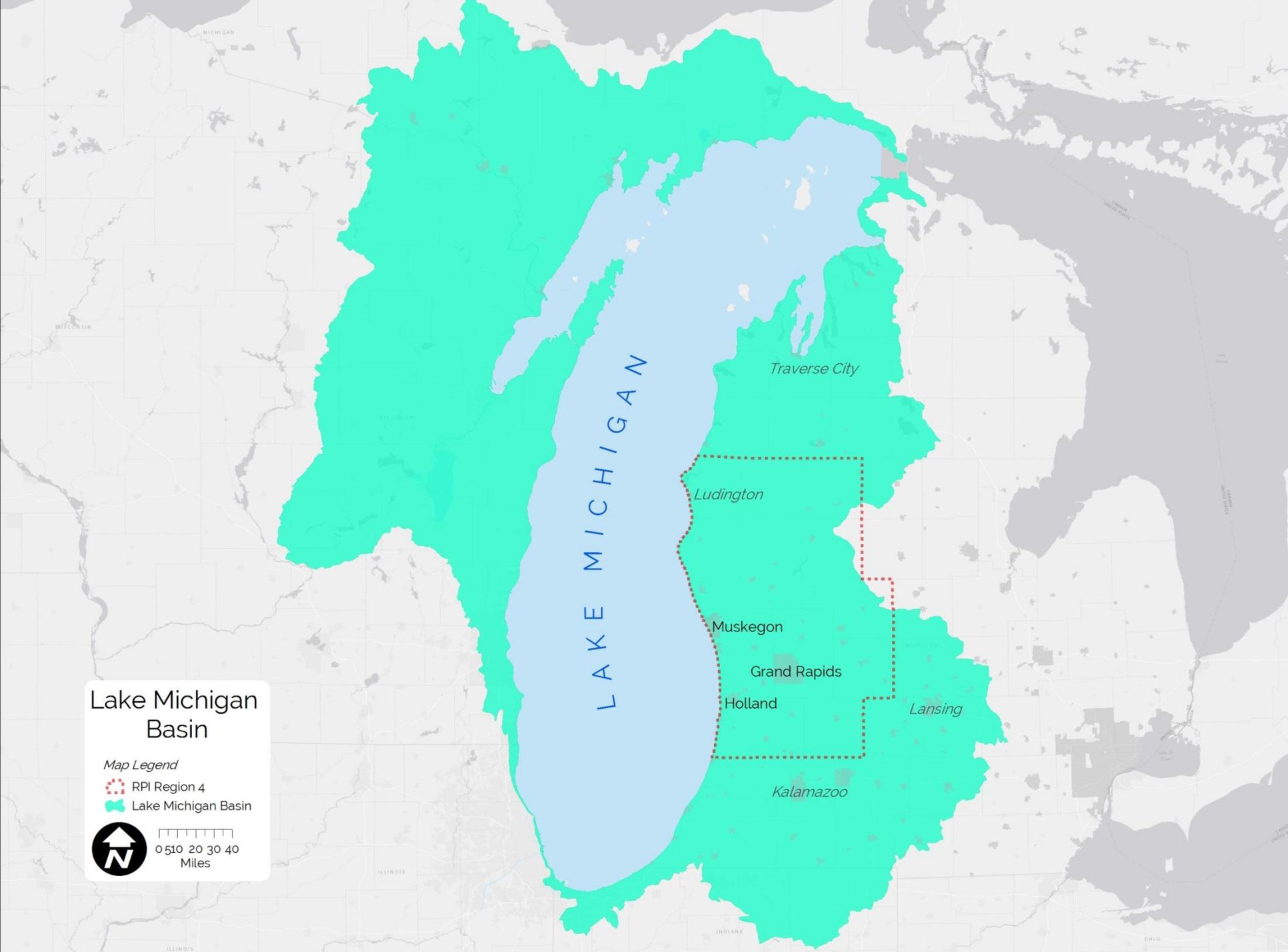
Map Legend

 RPI Region 4

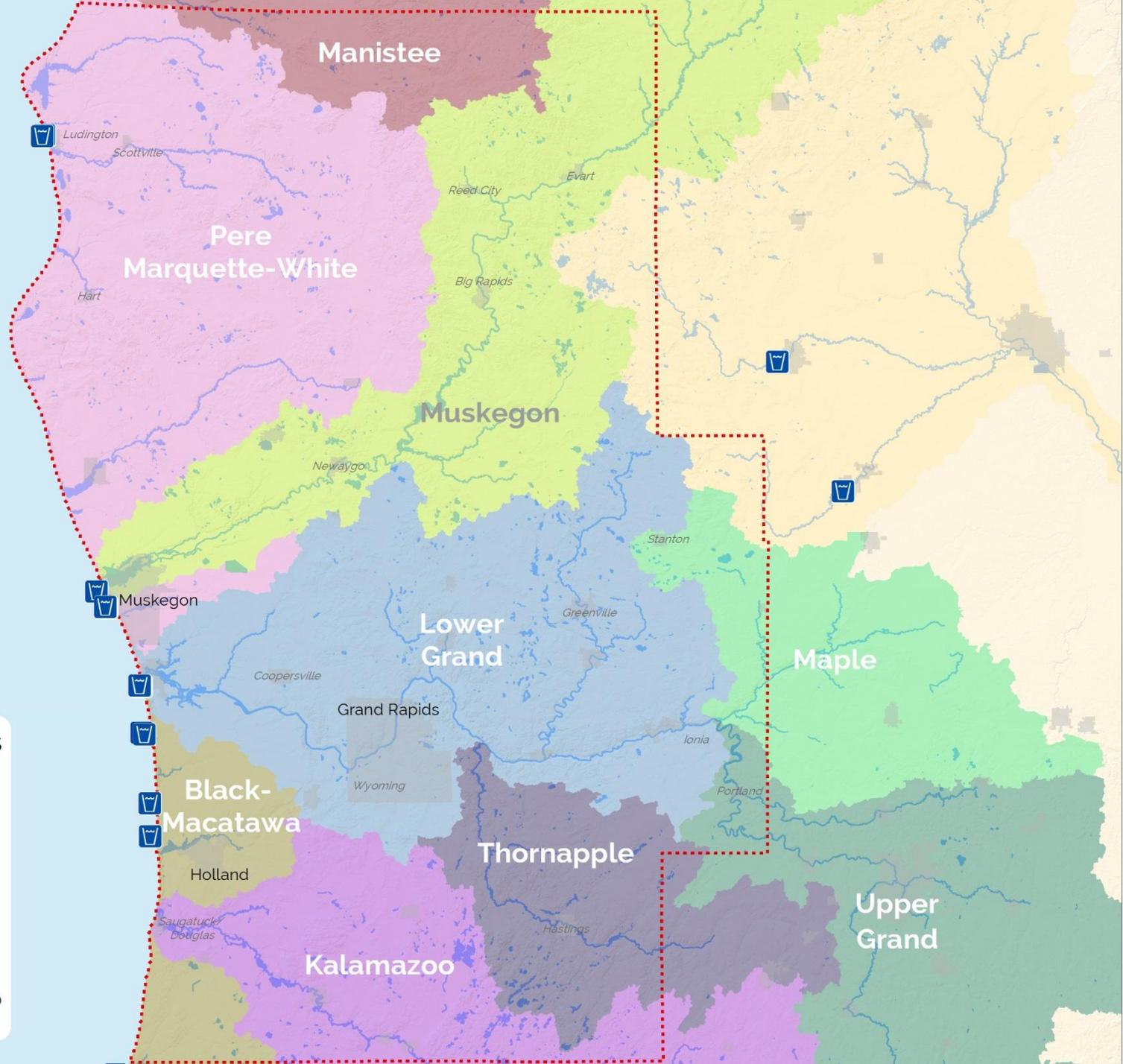
 Lake Michigan Basin



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Miles

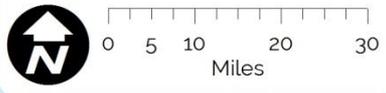


LAKE MICHIGAN



Region 4 Watersheds

- Map Legend*
- RPI Region 4
 - Drinking Water Intake
 - Black-Macatawa
 - Kalamazoo
 - Lower Grand
 - Manistee
 - Maple
 - Muskegon
 - Pere Marquette-White
 - Thornapple
 - Upper Grand



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





Timeline

❖ Sustainable Watershed Funding ❖



Tangible Benefits

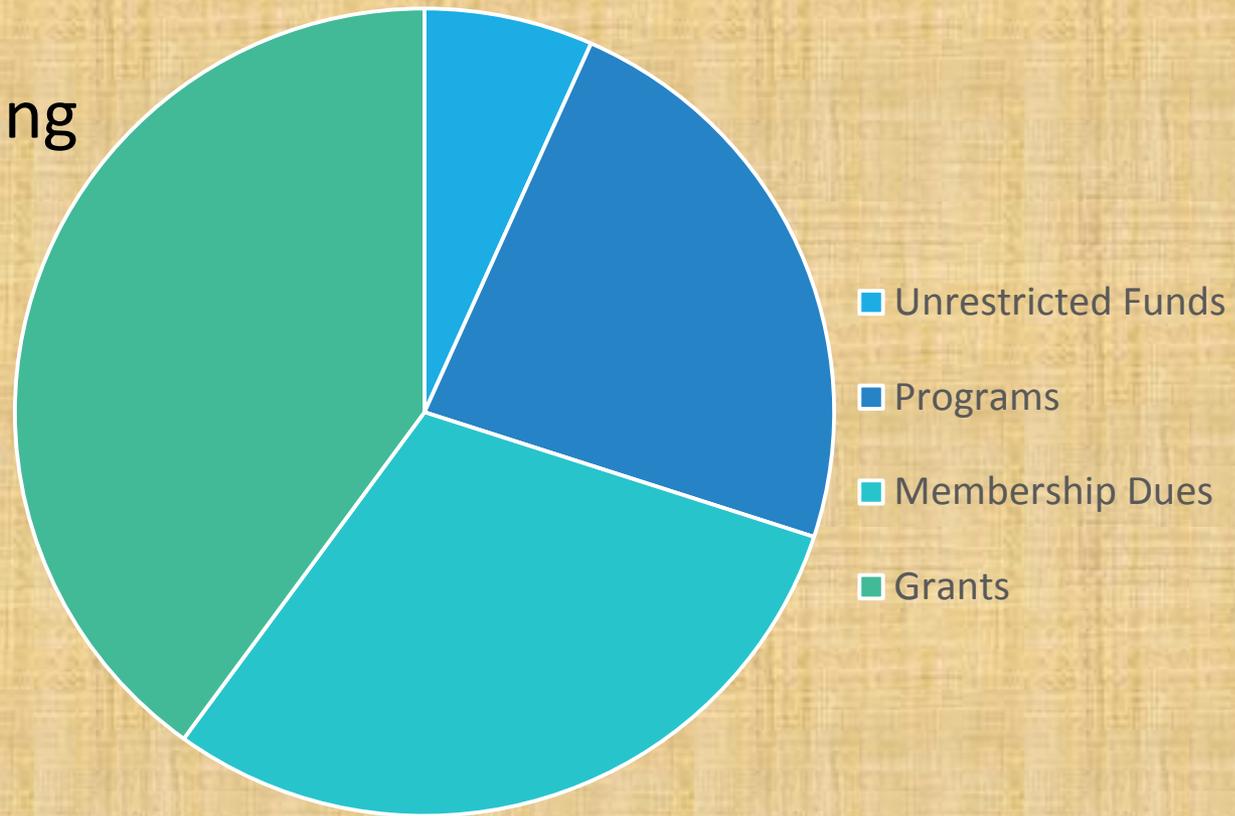
- ❖ **Measurable outcomes** - more fish, open beaches, clear water, abundant wildlife = economic payoff
- ❖ **Supports Public/Private Partnerships** - stakeholder engagement, sharing resources, cost savings
- ❖ **Employment Opportunities** - many partner organizations
- ❖ **Variety of Skill Levels** - 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



Budget

Year 1		
Task 1: Advisory Committee		\$12,000
Task 2: Request for Proposal		\$14,000
Task 3: Collect Data		\$15,000
Task 4: Draft Report		\$18,000
Task 5: Community Engagement		\$13,000
Task 6: Final Report		\$13,000
	Total	\$85,000

What's Next?

Collaboration and Regional Project Planning



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



emergewm.com

**West Michigan Prosperity
Alliance Presentation
10/10/2014**



< 5 years



> 5 years



65%

> 5 years

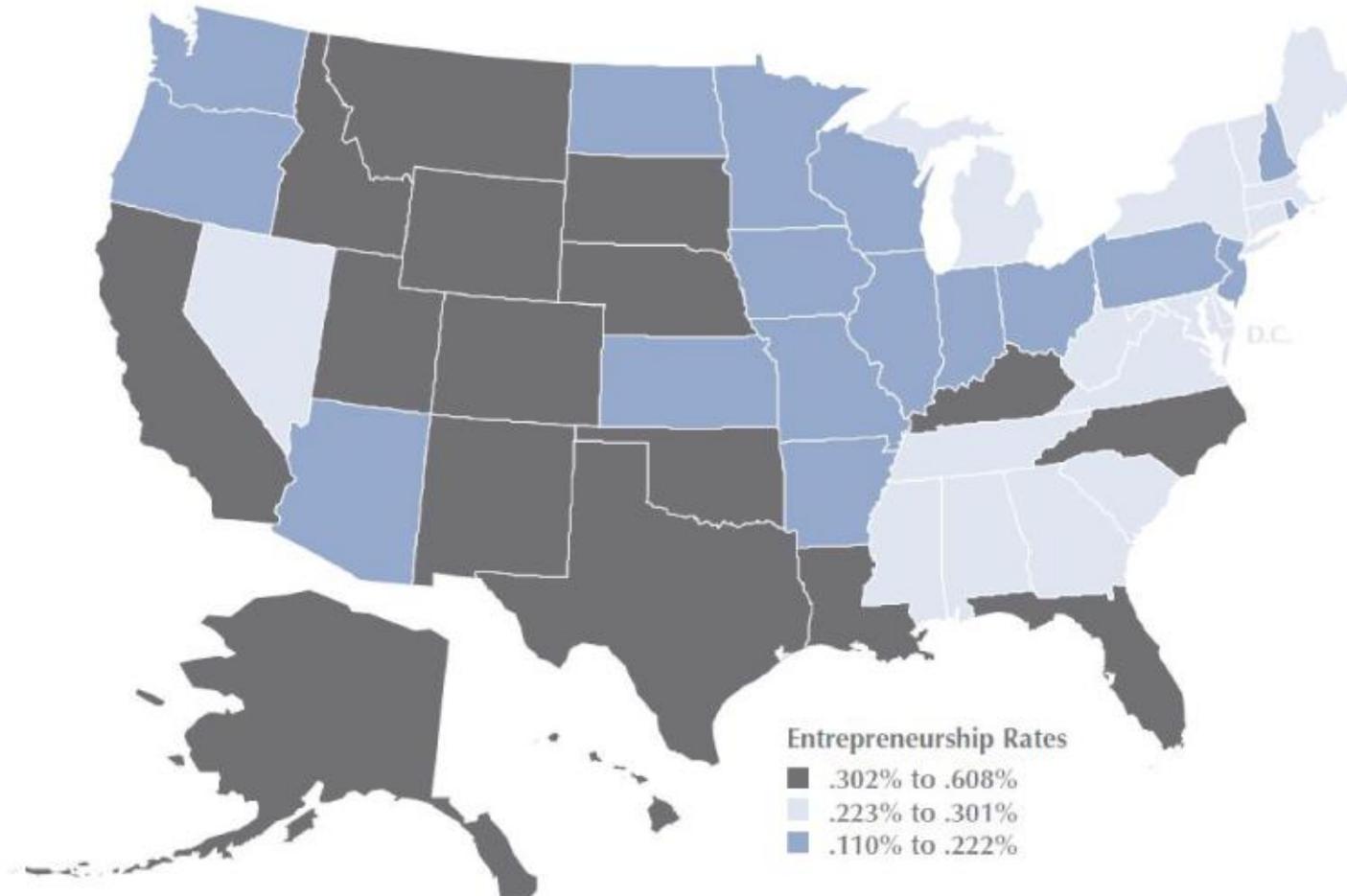


35%

< 5 years

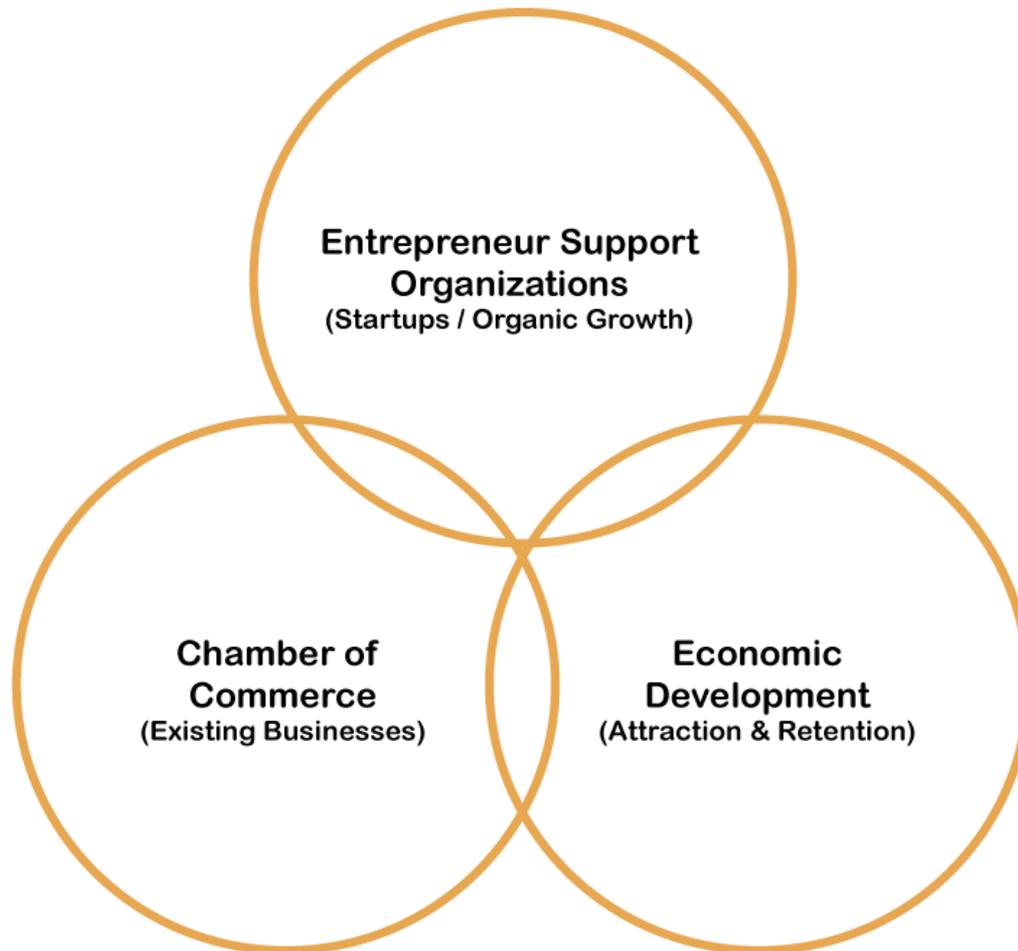
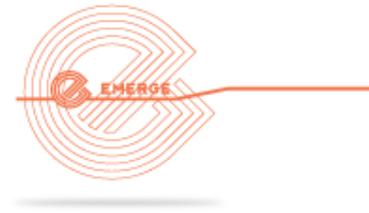


Kauffman Index of Entrepreneurial Activity by State (2013)

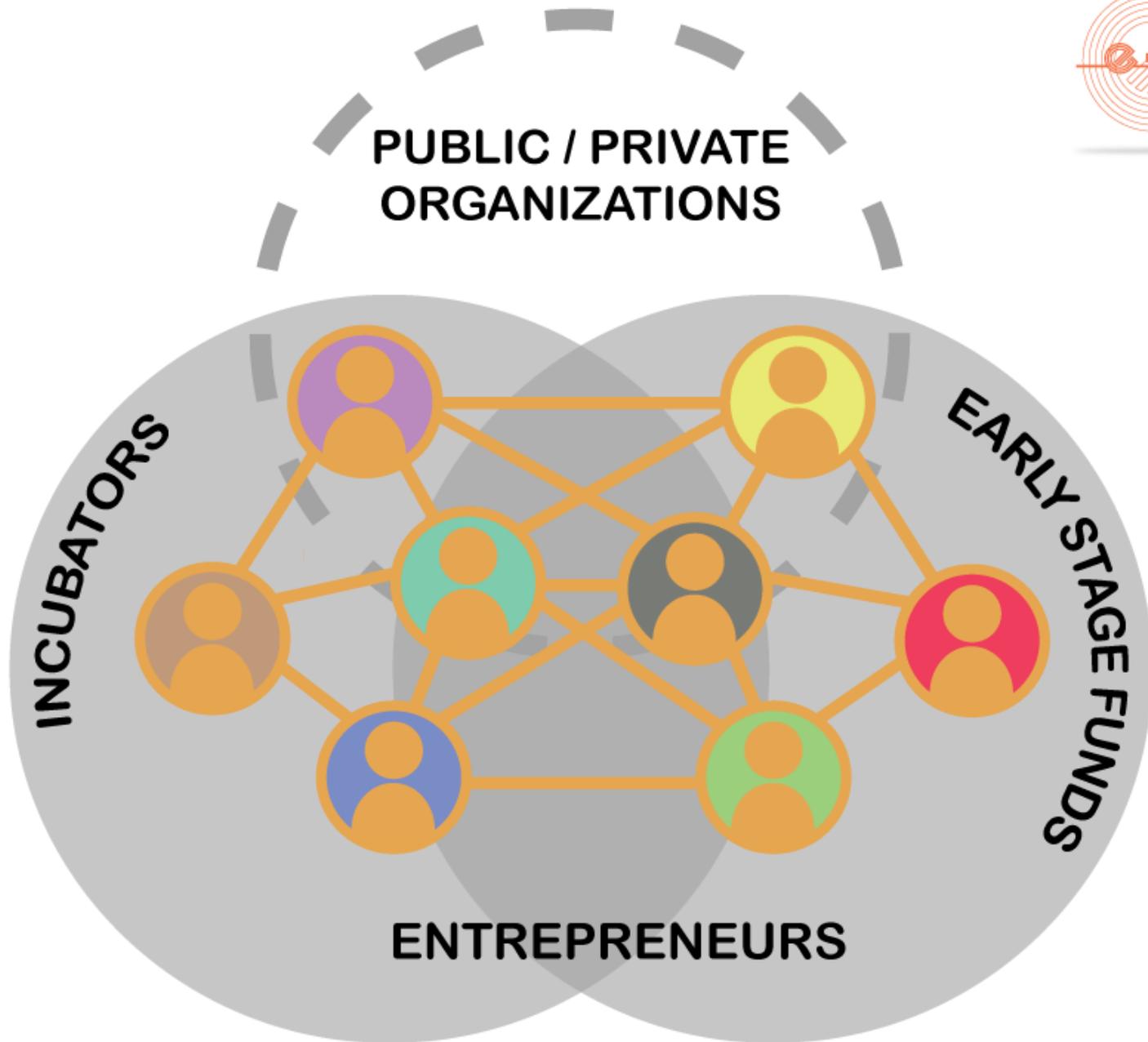


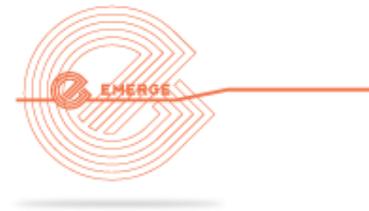
SOURCE: Robert W. Fairlie, University of California, Santa Cruz, using the Current Population Survey.

New Economic Development Model









emerge West Michigan

emerge
Web Connect

emerge
Mentor Connect

emerge
Incubate

emerge
Xcelerate

Business Resources You Need to Succeed

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

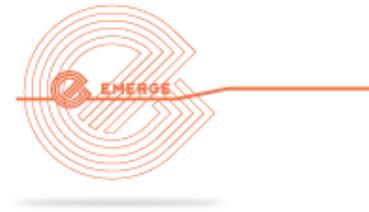
[LEARN MORE](#)

Finding expert advice and support is key to achieving success in West Michigan. Emerge is here to help you find the resources you need to succeed.

Emerge is a community-based initiative...

We're a portal to the best resources for business assistance in the West Michigan area.

Mentor Connect



Phase 1

Intake & Evaluation

Business Model Mentoring

Marketing/Financial & Legal Scrub

Grants Panel / Portal

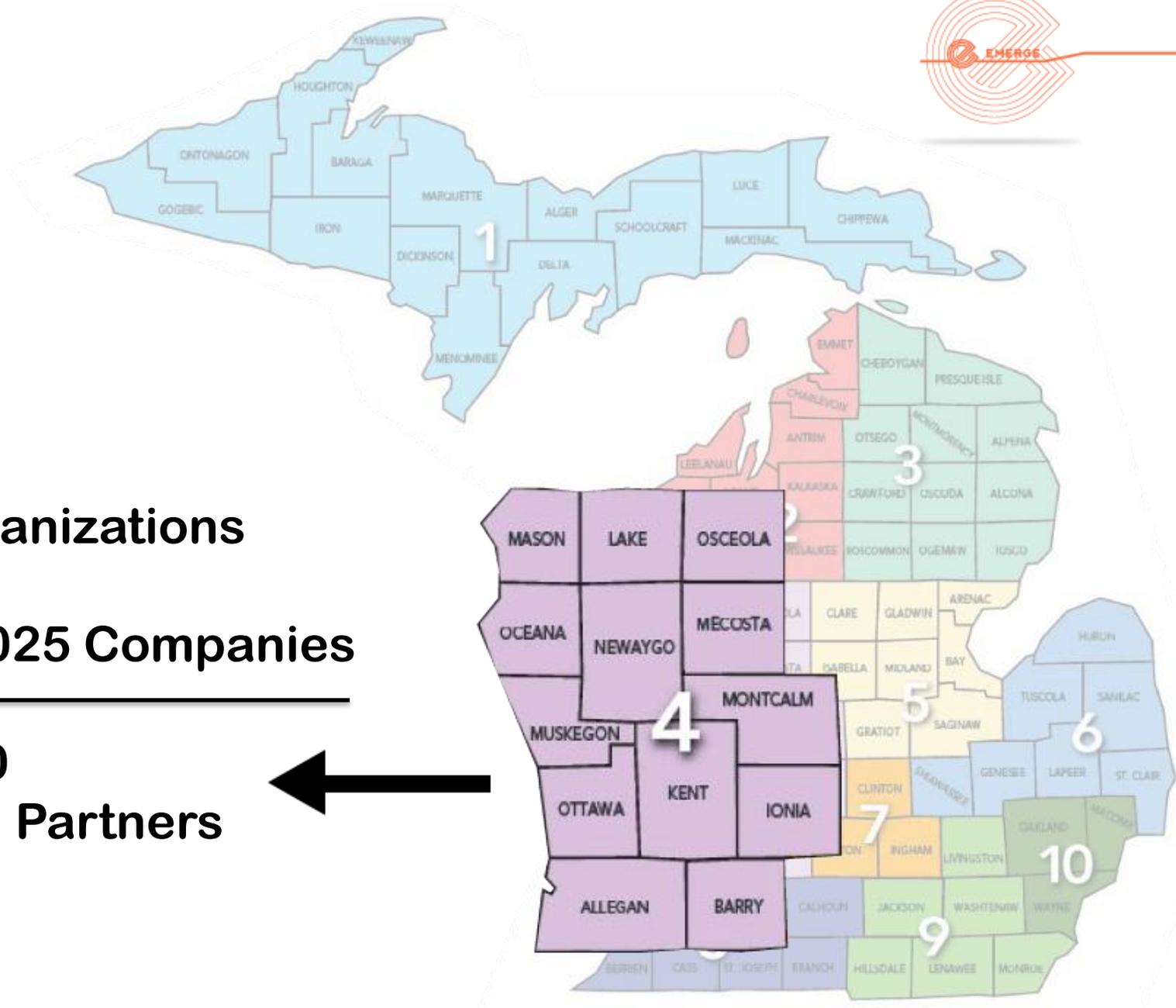
Phase 2

Due Diligence

Engineering / Scientific Assessment

Deal Network

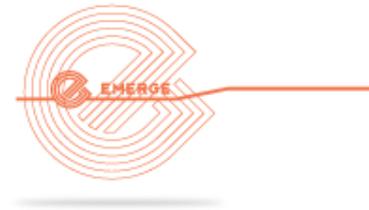
Graduation



**ESO Organizations
+
Talent 2025 Companies**

**Over 300
Regional Partners**





Complete

emerge web connect launch.

Identify key stakeholders, complete business plan.

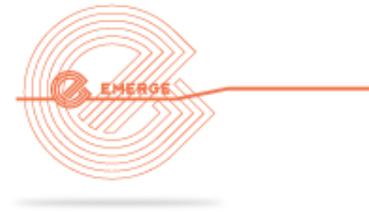
Fall 2014

emerge West Michigan organization established.

Spring 2015

emerge mentor connect launch.

Grow *emerge web connect* portal.



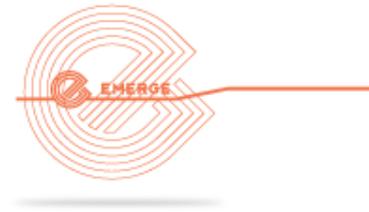
\$430,000 (3 years)



Creates



Regional Platform



375 company assists
200 community mentors
38 new companies
300+ jobs
\$37.5 Million capital



Questions:

J. Kevin McCurren: mccurrke@gvsu.edu

Laurie Supinski: laurie@emergewm.com

Stan Samuel, PhD: stans@grcurrent.com



eMerge Web Portal			
	Year 1 (Proposed)	Year 2 (Projected)	Year 3 (Projected)
	10/1/14 - 9/30/15	10/1/15 - 9/30/16	10/1/16 - 9/30/17
REVENUE			
Commitments- ESO (1)	35,000	45,000	45,000
Sponsorship and Subscription (2)	10,000	20,000	20,000
Commitments- Talent 2025 (3)	94,250	100,000	100,000
Contribution from City of Grand Rapids - 2014	75,000		
L DFA TIF Revenue	75,000	35,000	50,000
TOTAL REVENUE	289,250	200,000	215,000
VARIABLE COSTS			
Rent (4)	(9,742)	(9,990)	(10,243)
Parking (4)	(1,895)	(1,942)	(1,991)
Utilities- Comcast (4)	(270)	(270)	(270)
Programs/Events	(10,000)	(10,000)	(10,000)
Marketing	(25,000)	(25,000)	(25,000)
Annual Event	(5,000)	(5,000)	(5,000)
Website Design/Maintenance (5)	(74,480)	(5,000)	(5,000)
Total Variable Costs	(126,387)	(57,203)	(57,504)
SG&A			
Consulting Services - Suzanne Velarde & Separate Admin Fees			
Executive Director (GR Current)	(7,500)	(7,500)	(7,500)
eMerge Program Manager - Salary (65,000 annual, prorated 10	(65,000)	(65,000)	(75,000)
eMerge Marketing Assistant - Salary (20,000 part time annual)	(20,000)	(20,000)	(20,000)
Total SG&A	(92,500)	(92,500)	(102,500)
OPERATING EXPENSES			
Fringe Benefits (37.6%)	(34,780)	(34,780)	(38,540)
Indirect Costs (Salary + Fringe@ 12.5%)	(15,910)	(15,910)	(17,630)
Travel/Prof Dev	(3,000)	(3,000)	(3,000)
Office Equipment	(2,500)	(2,500)	(2,500)
Office Supplies	(2,500)	(2,500)	(2,500)
Total Operating Expenses	(58,690)	(58,690)	(64,170)
Total Expenditures	(277,577)	(208,393)	(224,174)
Fund Balance - Beginning of Year	6,141	17,814	9,422
Plus: Projected Revenue	289,250	200,000	215,000
Less: Total Expenditures	(277,577)	(208,393)	(224,174)
Fund Balance: End of Year	17,814	9,422	248



		Mentoring Program		
		Year 1 (Proposed)	Year 2 (Projected)	Year 3 (Projected)
		10/1/14 - 9/30/15	10/1/15 - 9/30/16	10/1/16 - 9/30/17
REVENUE				
	Commitments- Talent 2025	94,250	100,000	100,000
	Sponsorship		20,000	20,000
	L DFA TIF Revenue	90,000	90,000	90,000
TOTAL REVENUE		184,250	210,000	210,000
VARIABLE COSTS				
	Rent	(9,742)	(9,990)	(10,243)
	Parking	(1,895)	(1,942)	(1,991)
	Utilities- Comcast	(270)	(270)	(270)
	Programs/Events	(10,000)	(10,000)	(10,000)
	Marketing	(15,000)	(15,000)	(15,000)
	Annual Event	(5,000)	(5,000)	(5,000)
	Website		(20,000)	(5,000)
TOTAL VARIABLE COSTS		(41,907)	(62,203)	(47,504)
SG&A				
	Executive Director/Concierge - FT	(7,500)	(7,500)	(7,500)
	Springboard Manager - FT [1]	(56,250)	(75,000)	(75,000)
TOTAL SG&A		(63,750)	(82,500)	(82,500)
OPERATING EXPENSES				
	Fringe Benefits (37.6%)	(23,970)	(31,020)	(31,020)
	Indirect Costs (Salary + Fringe= 12.5%)	(10,965)	(14,190)	(14,190)
	Travel/Prof Dev	(3,000)	(3,000)	(3,000)
	Office Equipment	(2,500)	(2,500)	(2,500)
	Office Supplies	(2,500)	(2,500)	(2,500)
TOTAL OPERATING EXPENSES		(42,935)	(53,210)	(53,210)
TOTAL EXPENDITURES		(148,592)	(197,913)	(183,214)

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

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



NEEDS

CONTEXT

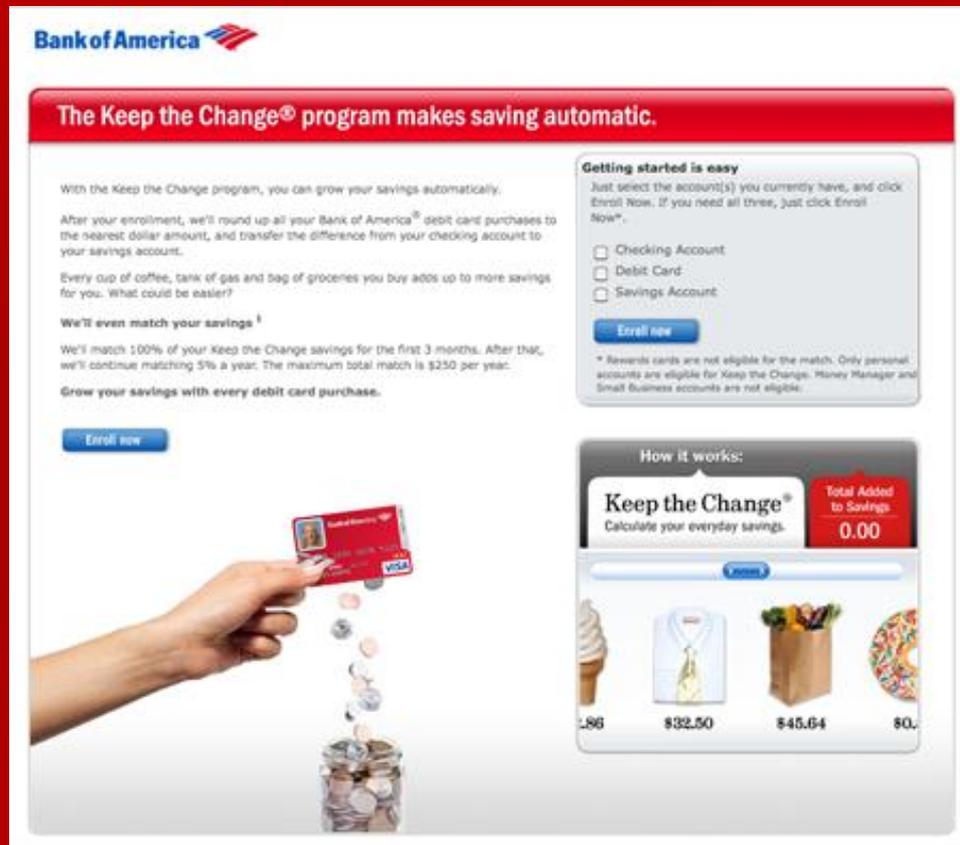


MyCollege Foundation



How might we design a different kind of college experience that resonates with the needs and motivations of both low-income students and employers?

Bank of America



Bank of America

The Keep the Change® program makes saving automatic.

With the Keep the Change program, you can grow your savings automatically.

After your enrollment, we'll round up all your Bank of America® debit card purchases to the nearest dollar amount, and transfer the difference from your checking account to your savings account.

Every cup of coffee, tank of gas and bag of groceries you buy adds up to more savings for you. What could be easier?

We'll even match your savings!

We'll match 100% of your Keep the Change savings for the first 3 months. After that, we'll continue matching 5% a year. The maximum total match is \$250 per year.

Grow your savings with every debit card purchase.

[Enroll now](#)

Getting started is easy

Just select the account(s) you currently have, and click Enroll Now. If you need all three, just click Enroll Now*.

- Checking Account
- Debit Card
- Savings Account

[Enroll now](#)

* Rewards cards are not eligible for the match. Only personal accounts are eligible for Keep the Change. Money Manager and Small Business accounts are not eligible.

How it works:

Keep the Change®
Calculate your everyday savings.

Total Added to Savings
0.00

[View](#)

 \$.86	 \$32.50	 \$45.64	 \$0.
--	--	--	---

How might we integrate savings into people's everyday lives?

RESOURCES

5 Michigan Works! Agencies:

- Kent-Allegan-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

BENEFITS

- 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)

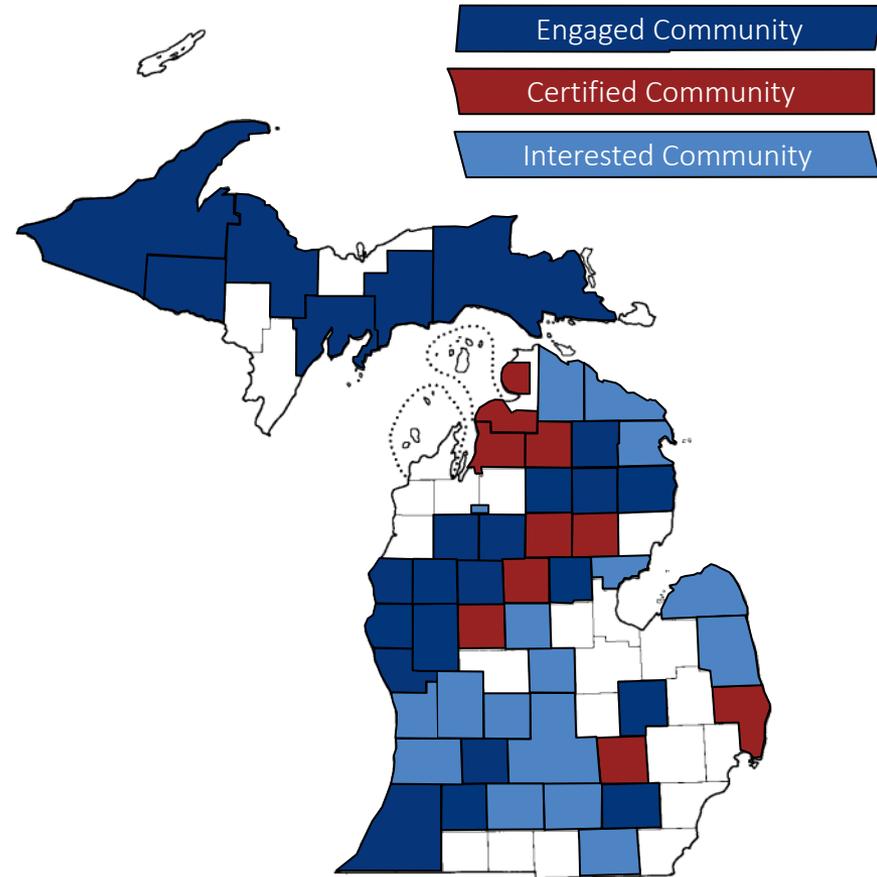
connected overview

- 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



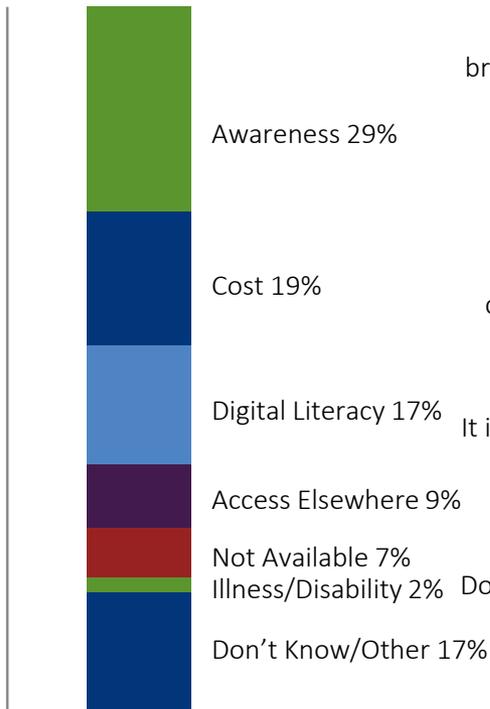
connected in michigan

- 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

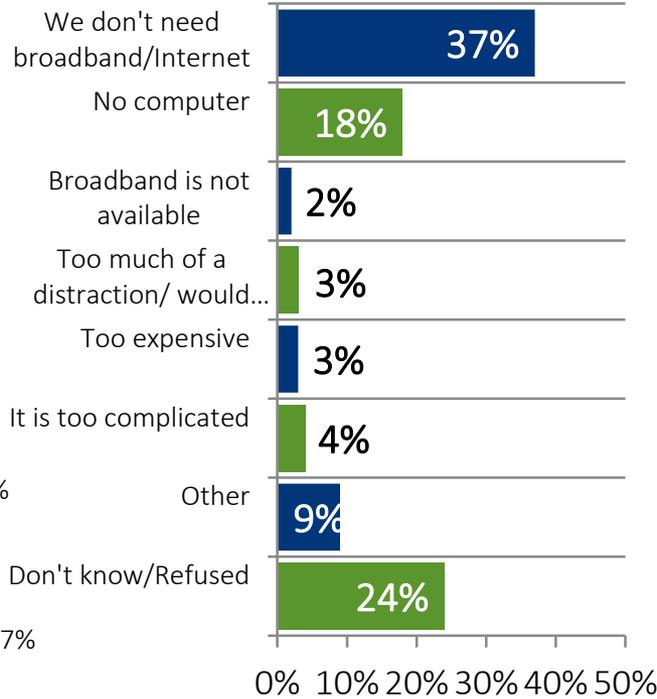


connected in michigan

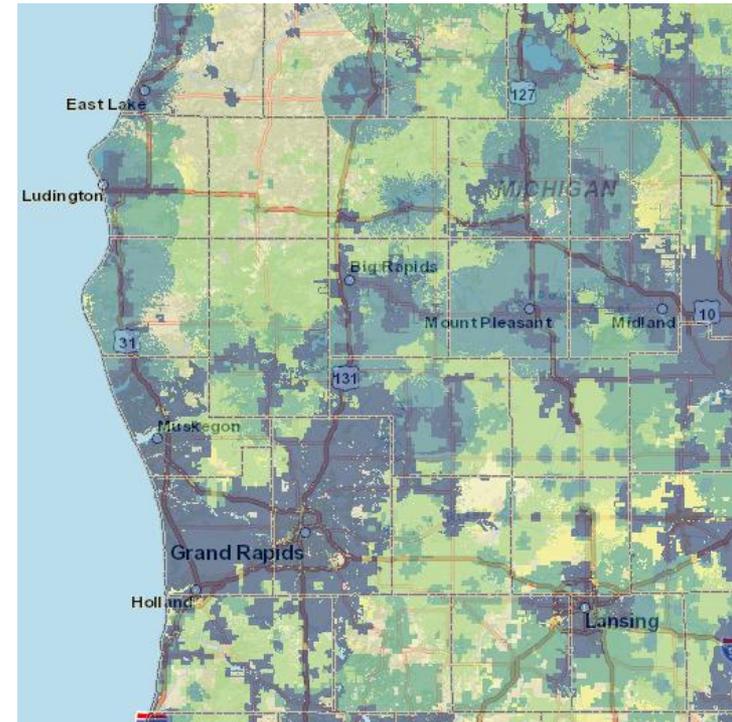
1,109,303 Non-Adopting Michigan Households in 2012



53,000 Non-Adopting Michigan Businesses in 2013

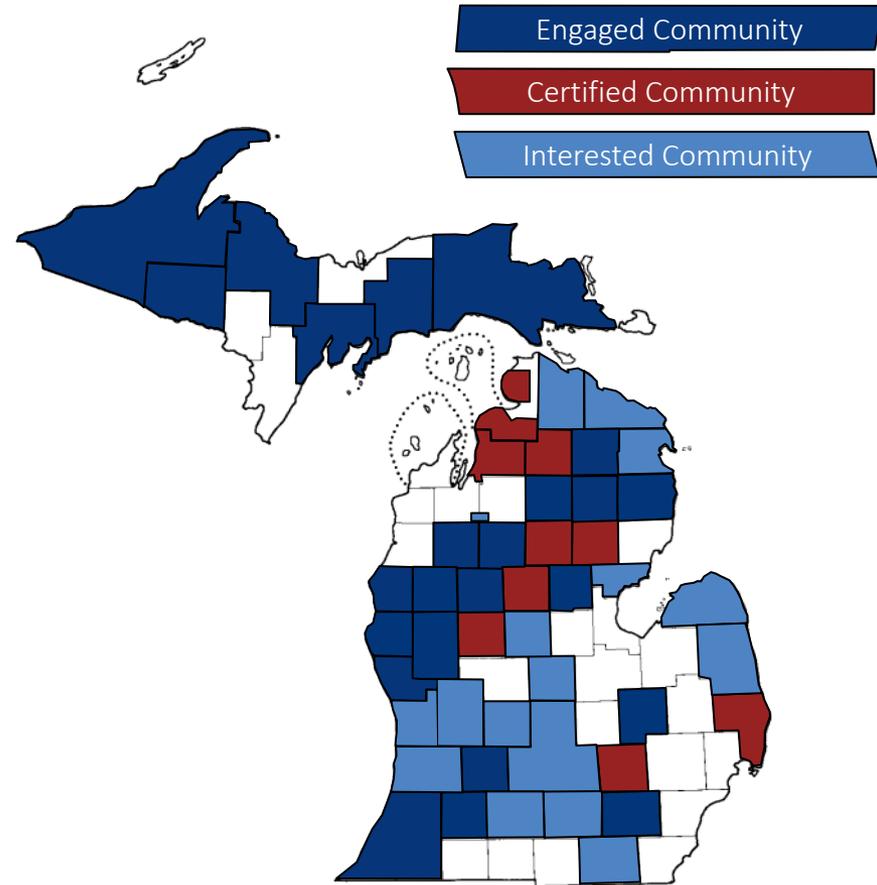


Download Speed in West Michigan



connected 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

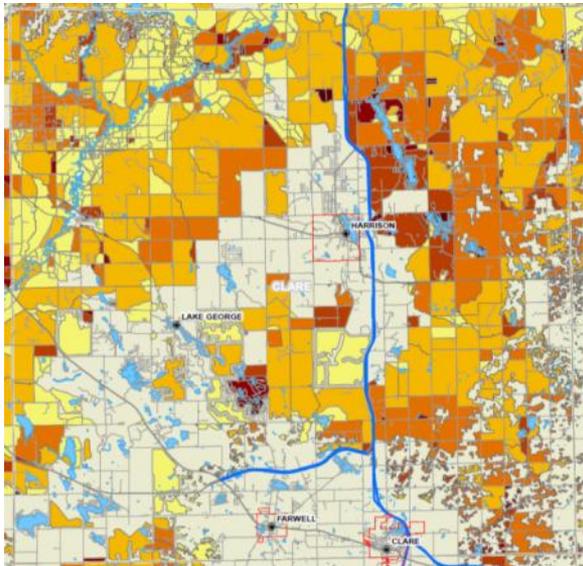
connected action plan for west michigan

- 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

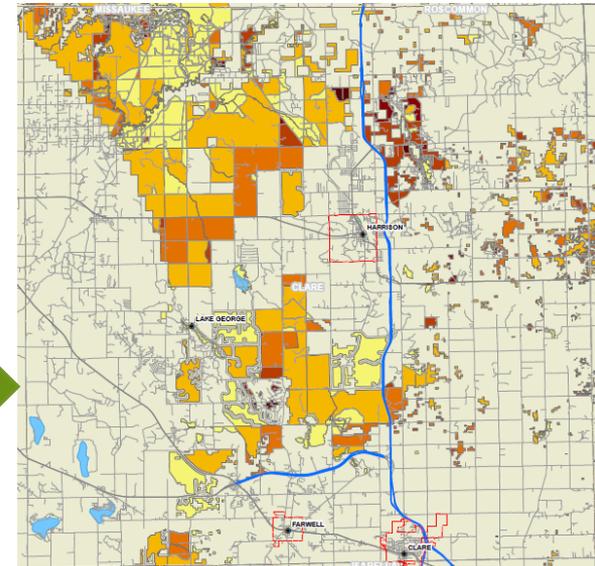
- apart from receiving a Technology Action Plan and increased capacity for broadband and technology, tangible benefits include:
 - measured expansion of broadband infrastructure (as has been demonstrated in other participating communities across the state)
 - region-wide measured increase in broadband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



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



Unserviced 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



PORT OF
MUSKEGON

Regional Logistics Hub



PORT OF
MUSKEGON

Regional Logistics Hub



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-modal 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.

Comprehensive Economic Development Strategy (CEDs) – Prepared annually by the West Michigan Shoreline Regional Development Commission for five counties. It identifies regionally significant economic development projects for possible funding from the U.S. Dept of Commerce, Economic Development Administration. West Michigan Port Development Marketing Study is included in the 2014 CEDs report.



PORT OF
MUSKEGON

Regional Logistics Hub



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 used.
- 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

Michigan Agri-Business Association.

Lake Express

Consumers Energy

Genesee & Wyoming Inc.

Verplank DOCK CO.



PORT OF MUSKEGON

Regional Logistics Hub



Action Plan with Timelines



PORT OF
MUSKEGON

Regional Logistics Hub



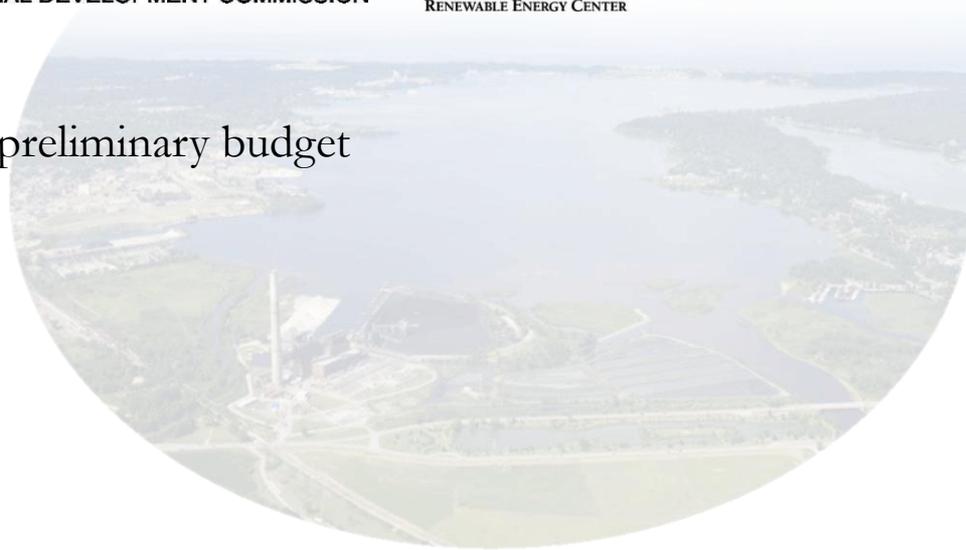
Tangible benefit to W. Michigan region with measurable outcomes

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



PORT OF
MUSKEGON

Regional Logistics Hub



Comments or Questions?

Up Next: Michigan Work Ready Communities

Presenter: Kevin Stotts, President Talent 2025



MICHIGAN
WORKREADY
COMMUNITIES

NATIONAL CAREER READINESS CERTIFICATE (NCRC)

The NCRC validates an individual's employability and trainability



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

KENT COUNTY

Looking forward to Kent County participating soon! Learn more on how to engage.

Workforce	Goals	Actual NCRC
Emerging	417	1024
Current	189	654
Transitioning	1364	1204
Totals	1970	2882
Workforce category not identified		27
Total NCRC		2909

Showing: Jan 1, 2012 to Apr 30, 2014

Print County Data

County Web Page Guide

Goals updated only for participating counties

	GOAL	ACTUAL
EMPLOYERS SUPPORTING	175	6

Participating counties will have two years to complete goals

ACT National Career Readiness Certificate

PLATINUM 3,302
GOLD 121,983
SILVER 248,379
BRONZE 115,630
TOTAL 489,294

NCRC PLUS 411
JOB PROFILES COMPLETED 104

EMPLOYERS SUPPORTING 6

NCRC Data: 01-01-2006 - 04-30-2014
Engaged May 2013

NUMBER OF MONTHS NCRC GAINED

0% of 83 counties participating

Most Improved Counties

1. GENESEE 94%
2. LAKE 90%
3. KENT 85%
4. SHAWASSEE 85%
5. NEWAYGO 83%

KENT COUNTY

ACT NATIONAL CAREER READINESS CERTIFICATE [NCRC]

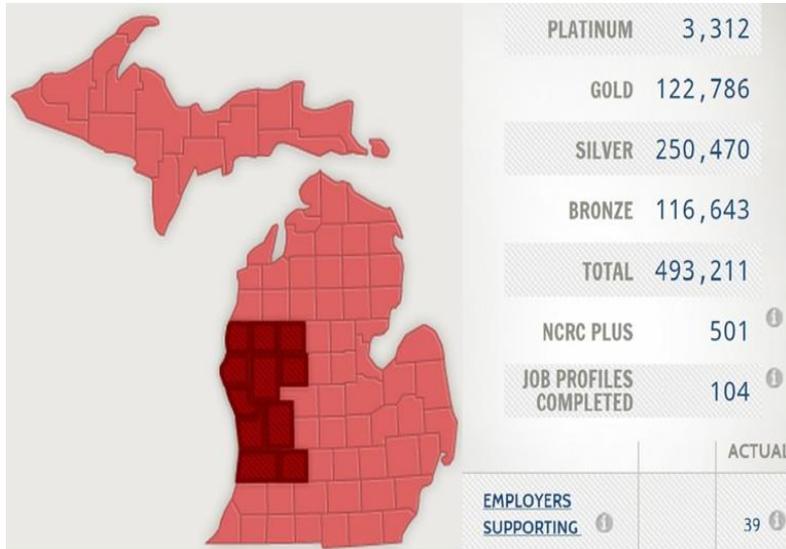
WORKFORCE		TOTAL NCRC	BRONZE NCRC	SILVER NCRC	GOLD NCRC	PLATINUM NCRC	NOT EARNED	NCRC PLUS
CURRENT	PRIVATE	472	58	259	149	6	-	69
	PUBLIC	182	47	110	25	0	-	17

IMPROVED ACT NCRC

TO/FROM	BRONZE	SILVER	GOLD	PLATINUM
NOT EARNED	16	9	0	0
BRONZE		46	3	0



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



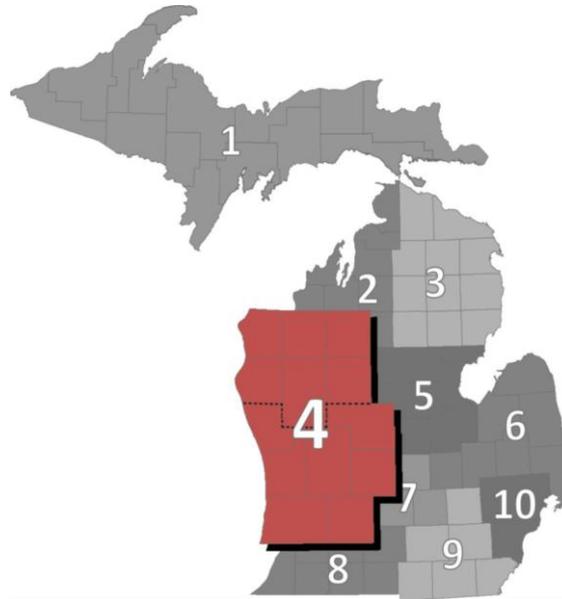
COUNTY APPLICATION PROCESS



*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!