

# WEST MICHIGAN PROSPERITY ALLIANCE

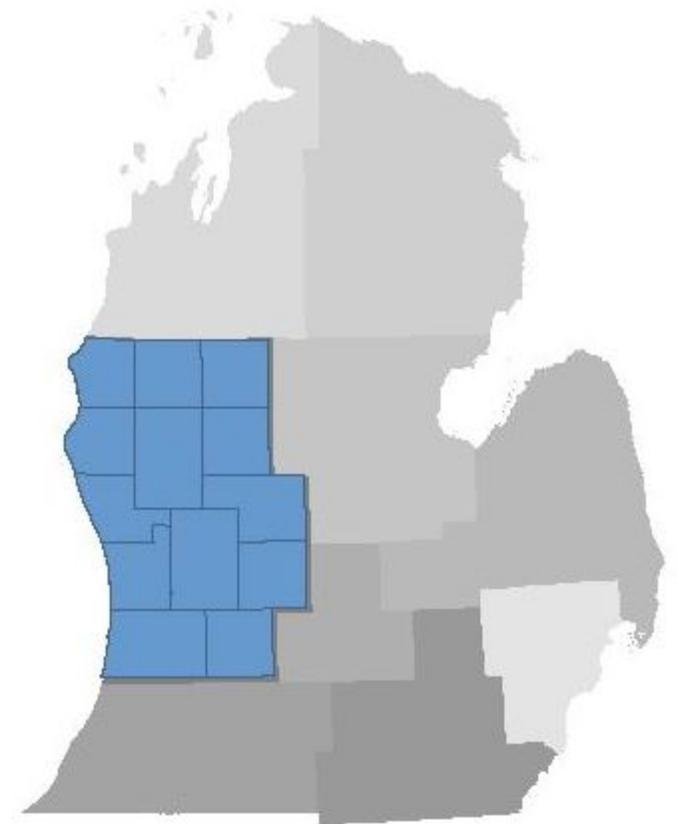
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Public Meeting - October 3, 2016

# West Michigan Prosperity Alliance

- John Weiss, West Michigan Prosperity Alliance Chairperson
- Tom Hass, Grand Valley State University President
- Gary Peters, U.S. Senator



**Up Next:**

**West Michigan Regional Dashboard**



## What is the West Michigan Regional Dashboard?

- A dashboard that will track the region's progress on critical ECONOMIC, ENVIRONMENTAL, and SOCIAL outcomes.
- The initiative is supported by the West Michigan Regional Prosperity Alliance.
- Goal of the project is to share these metrics as a dashboard with the region, guiding future regional work.



## Who is involved in the project?

- Supported by the West Michigan Regional Prosperity Alliance with funding from the State of Michigan's Regional Prosperity Initiative.
- Advisory Committee member organizations include:

**Barry County Community Foundation**

**Grand Valley State University**

**Lakeshore Advantage**

**Michigan Works! West-Central**

**Sustainable Partners LLC**

**TALENT 2025**

**The Right Place, Inc.**

**W.E. Upjohn Institute**

**West Michigan Works!**



## When and where will the dashboard be accessible?

- Final release of the dashboard to the public is scheduled for winter 2016.
- The final regional dashboard will be hosted online at:  
**[WWW.WMDASHBOARD.ORG](http://WWW.WMDASHBOARD.ORG)**.



# WEST MICHIGAN REGIONAL DASHBOARD

[VIEW DASHBOARD](#)

## THE WEST MICHIGAN REGIONAL DASHBOARD

A Project Funded and Supported by: [The West Michigan Regional Prosperity Alliance](#)

The West Michigan Regional Prosperity Alliance (WMPRA) is one of 10 economic regions identified by Governor Rick Snyder to create vibrant regional economies. The 31-member WMPRA steering committee is composed of representatives from: regional transportation and planning, economic development, higher education, community development, adult education, workforce development, private business, and philanthropic groups.

[What is the regional dashboard?](#)

The West Michigan Regional Prosperity Alliance established

WEST MICHIGAN REGIONAL



## THE WEST MICHIGAN REGIONAL DASHBOARD

A Project Funded and Supported by: [The West Michigan Regional Prosperity Alliance](#)

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### What is the regional dashboard?

The West Michigan Regional Prosperity Alliance established a common set of shared metrics that will track the region's progress on critical economic, environmental, and social outcomes. The goal of the project is to share these metrics as a regional dashboard with the region.



[VIEW DASHBOARD](#)

### Why is it important?

The West Michigan region lacks a common set of measurements by which to measure its growth and prosperity. Although several organizations, such as Talent 2025, K-Connect, Our Community's Children and the West Michigan Presidents' Compact Committee are collecting, tracking, and sharing valuable data within the region, a common set of shared metrics for the entire region is needed. A coordinated measurement tool empowers communities in the region to begin strategic change and build collective action.

### Who is responsible for the dashboard data?

An Advisory Committee of regional organizations are leading the data gathering and development of this dashboard project. Current member organizations include:

- Barry County Community Foundation
- Grand Valley State University
- Lakeshore Advantage
- Michigan Works! West-Central
- Sustainable Partners LLC
- Talent 2025
- The Right Place, Inc.
- W.E. Upjohn Institute
- West Michigan Works!



- Sustainable Partners LLC
- West Michigan Works!

## DEVELOPING THE DASHBOARD

### How were the metrics determined?

The Advisory Committee reviewed nearly 100 different metrics gathered from other regional dashboard including the previous Vital Signs report developed by the West Michigan Strategic Alliance (WMSA). The main objective of the Advisory Committee was to narrow all of the possible metrics from nearly 100 to between 30-40.

One of the goals of the Advisory Committee was to identify metrics that can be gathered and displayed on the county by county level. By providing this level of geography the dashboard data will be able to be displayed on the Region 4 level as well as the county level.

Another goal of the Advisory Committee was to identify metrics that are actionable and have an impact on the prosperity of our region. The Advisory Committee committed a significant amount of time and expertise critically discussing which metrics to include, exclude, and where to find the data.

After much discussion and input, the Advisory Committee was able to agree upon 37 metrics to be included in the Regional Dashboard. There are 16 economic, 11 social, and 10 environmental indicators.

All of the economic and social metrics and nearly all of the environmental metrics can be gathered and displayed on a county level. The Advisory Committee also believes all the metrics are actionable and fall within the sphere of influence of at least one regional partner organization or stakeholder.



## West Michigan Regional Dashboard Advisory Committee Members



### ECONOMIC

Average Annual Wage  
\$43.9K



Associates Degree or Higher  
34%



Access to 1 GB Broadband  
1.3%



% of Highways in Good Condition  
20.4%



% Below ALICE Threshold  
38.0%



% of Females Employed  
65.5%



Labor Force Participation Rate  
65.2%



% of Engineers in Workforce  
2.1%



Total Employment  
676,786



Career Technical Education (CTE)  
Enrollment

25-34 Year Old Population  
207,354



Loans Under \$1M to Businesses  
from Lending Institutions

% of Self-Employed Professionals

Employment Gap (white vs. people  
of color)

Annual Amount of Venture Capital

Energy Cost

High School Enrollment  
76,184



High School Graduation Rate  
80.6%



% of Low Birth Weights Births  
7.5%



### SOCIAL

Total Certificates Awarded

Third Grade Reading Level

Median Income (including race  
disparity)

Population (age)

Population (race)

FAFSA Completion Rate  
52.0%



Violent Crimes per 100K Residents  
92.4



### ENVIRONMENT

% on Municipal Water  
59.0%



Less than 30 min Commute  
73.2%

Ground Level Ozone Levels (ppm)  
0.44

Per Capita Water Usage (gal/day)  
104

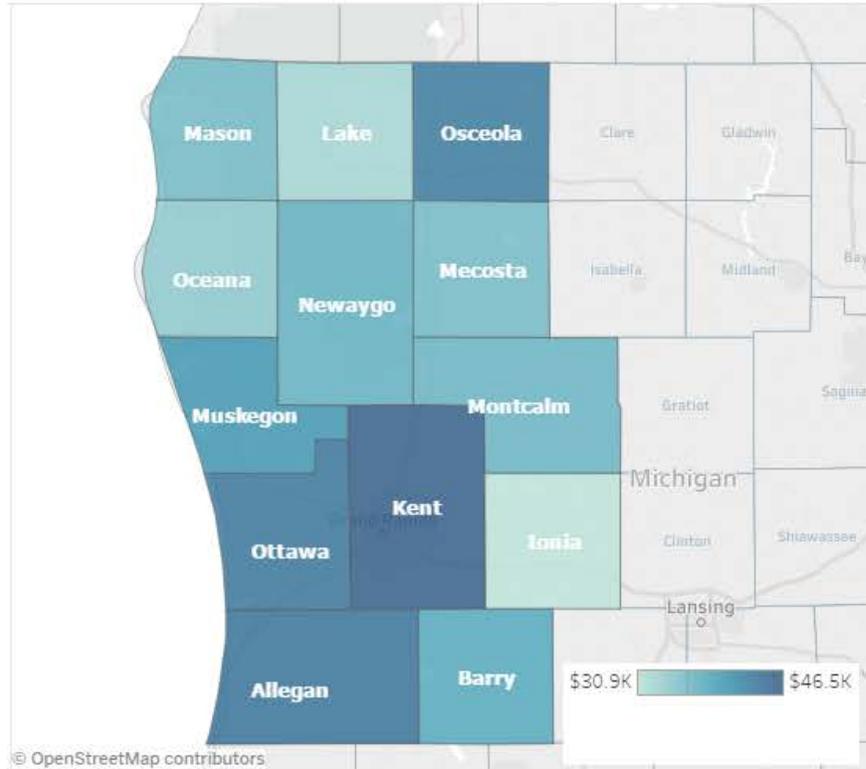
Municipal Waste Per Capita  
2.9

PM 2.5 mg (cubic meters)  
8.9

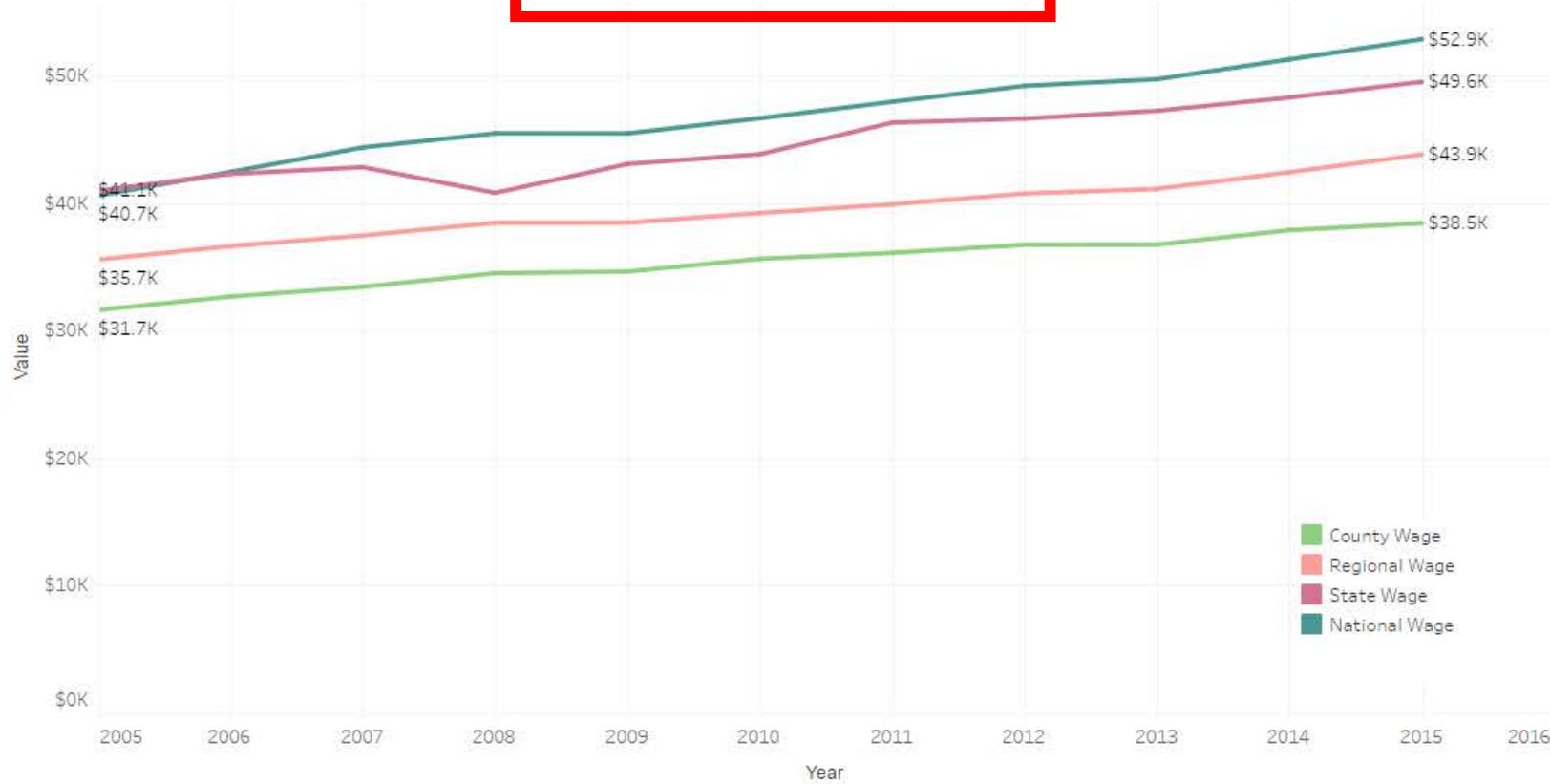
# of Closed Beach Days  
22.0



SELECT A COUNTY  
AND SEE HOW IT COMPARES



Average Annual Wage 2005-2015

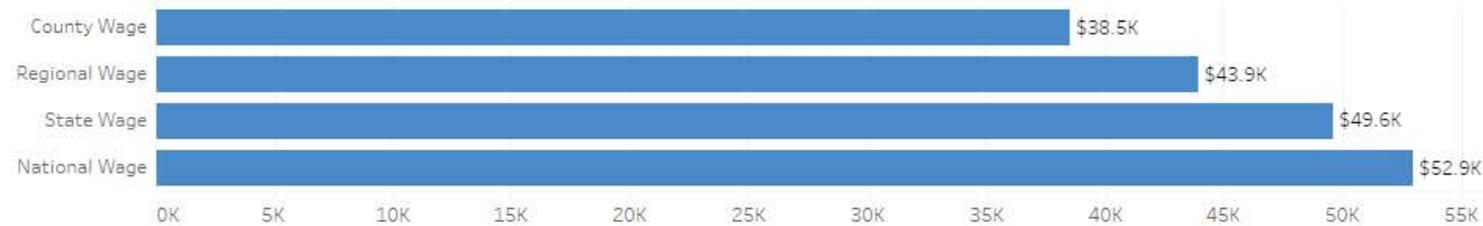


**WHY IS THIS IMPORTANT?**

Wages determine a household's spending power. Measuring the average annual wage will indicate if overall wages are increasing in the region. Median wage can be found under the social indicators.

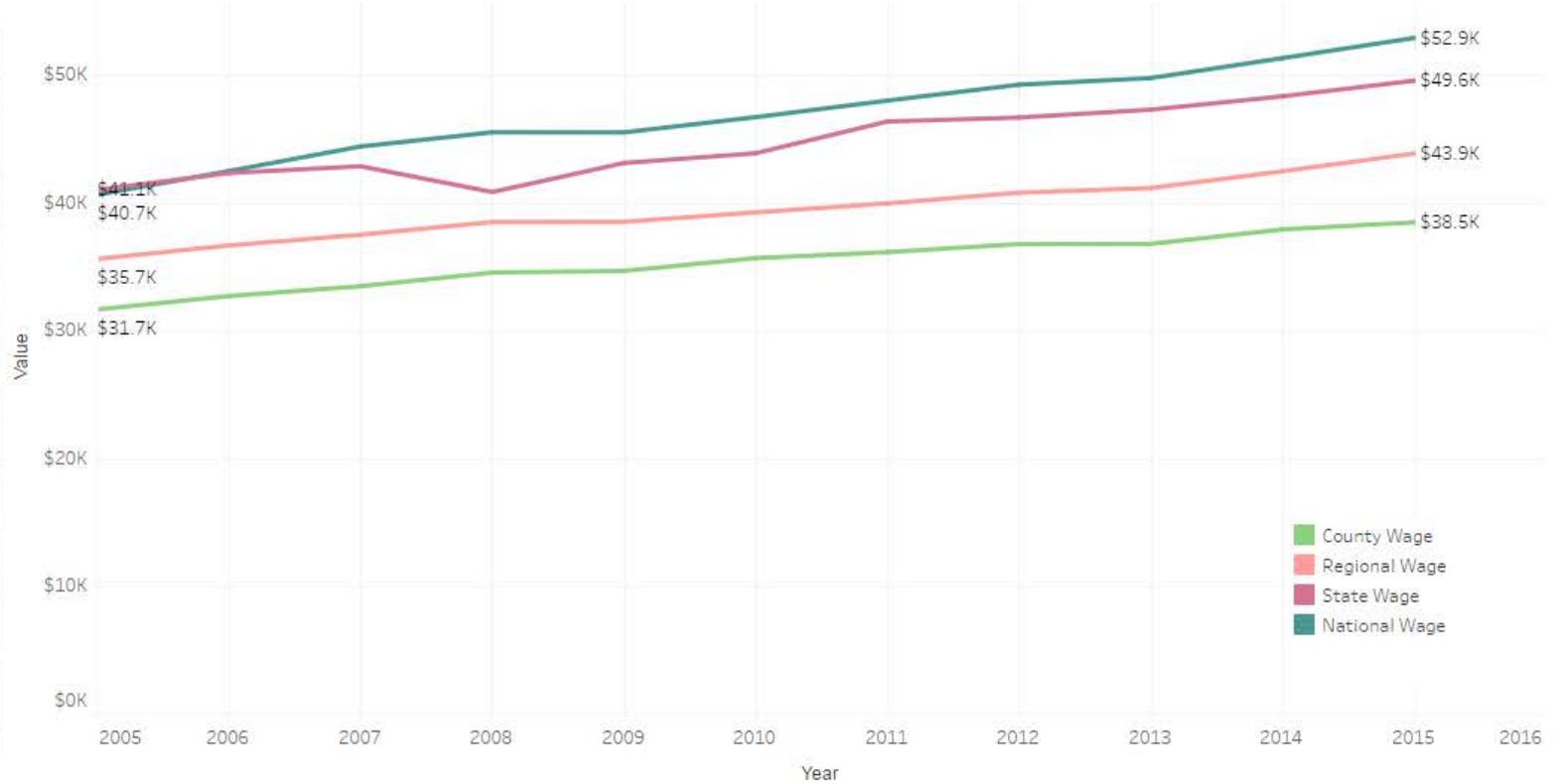
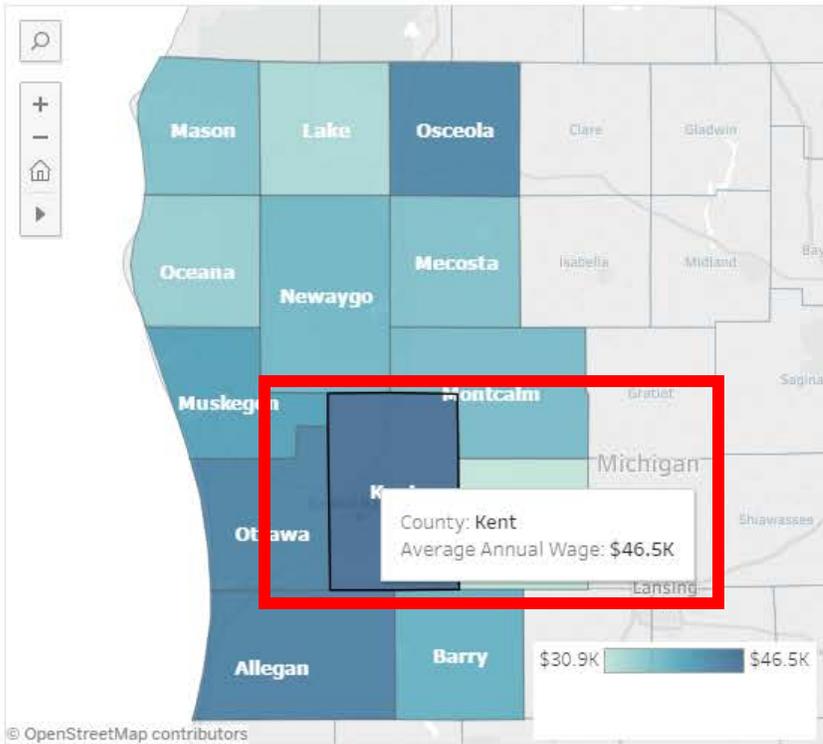
Data Source: MI DTMB LMISI Quarterly Census of Employment and Wages

Average Annual Wage (2015)



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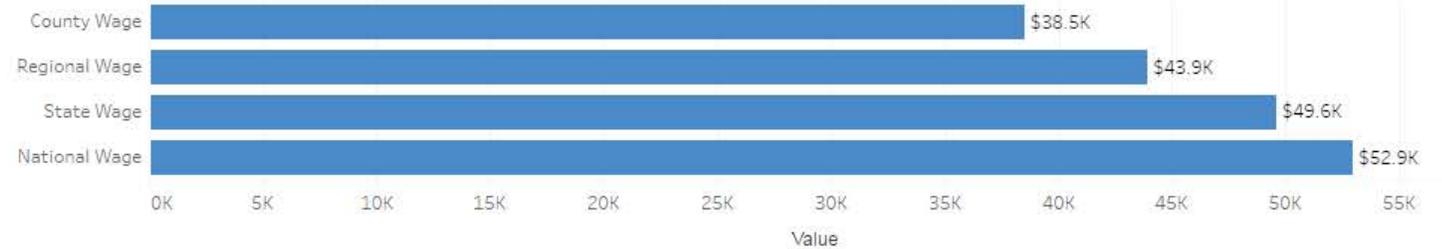


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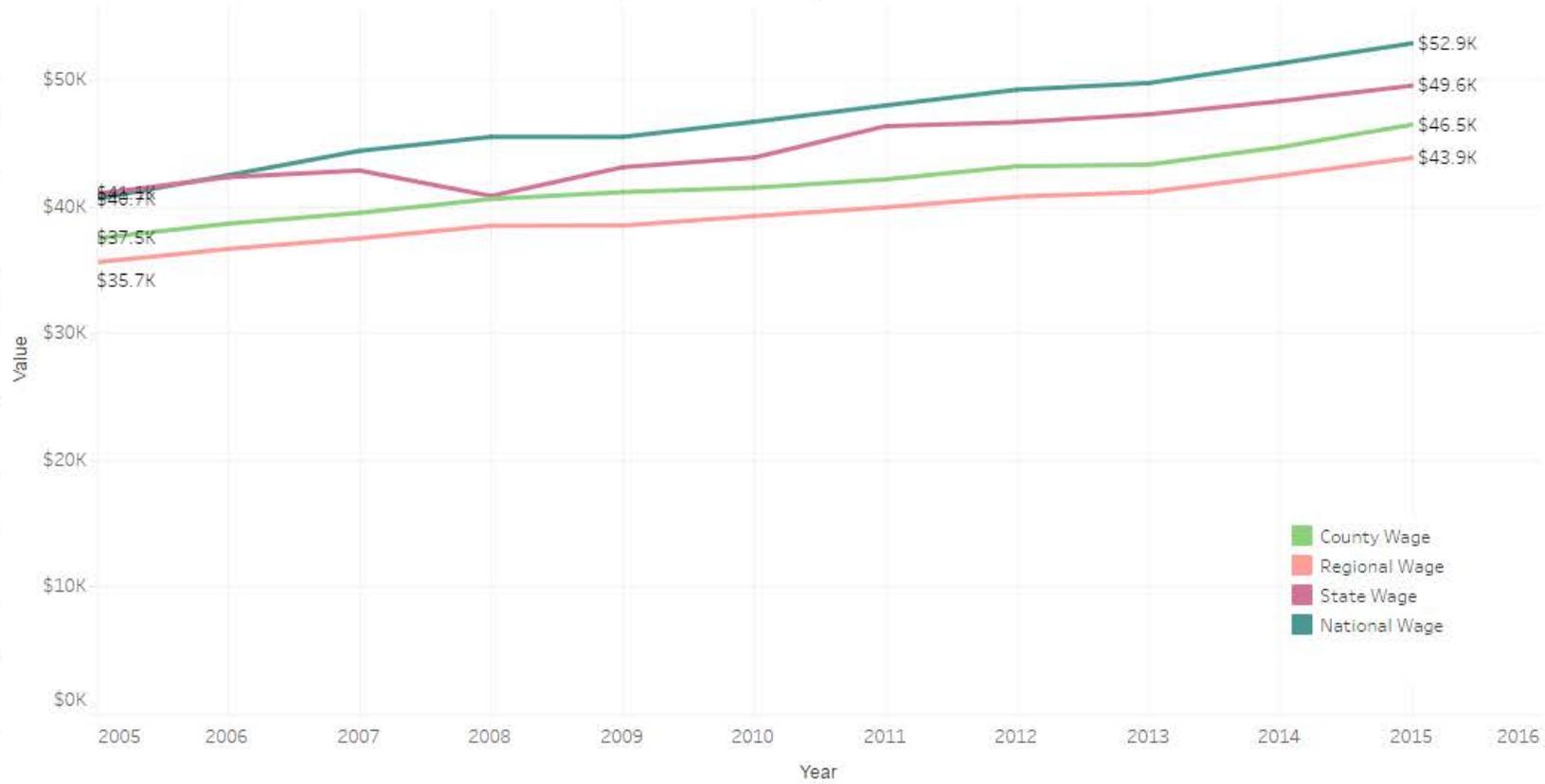
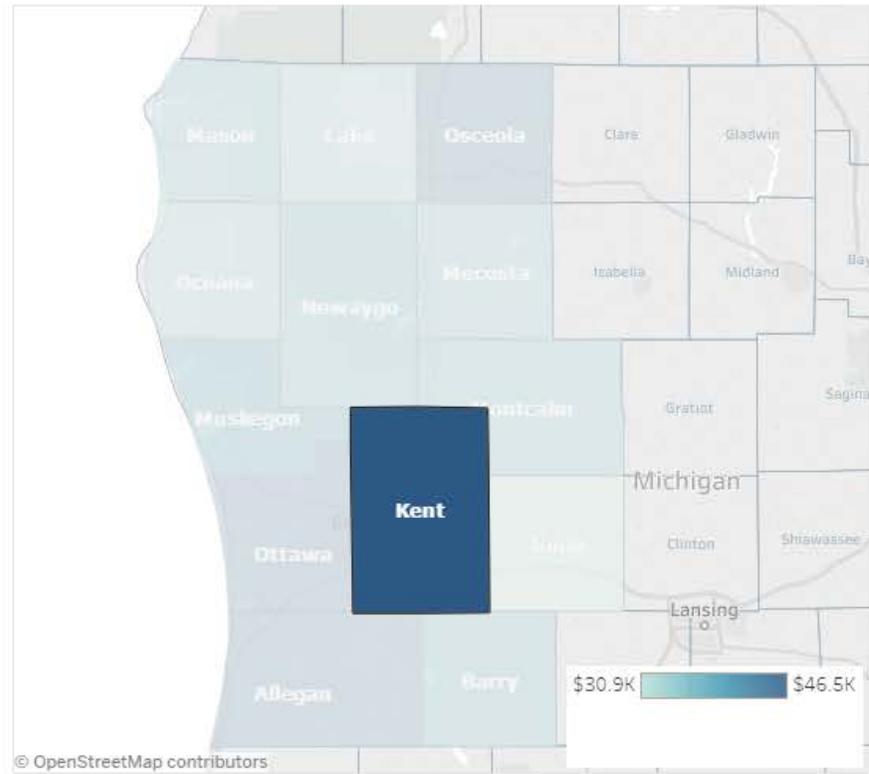
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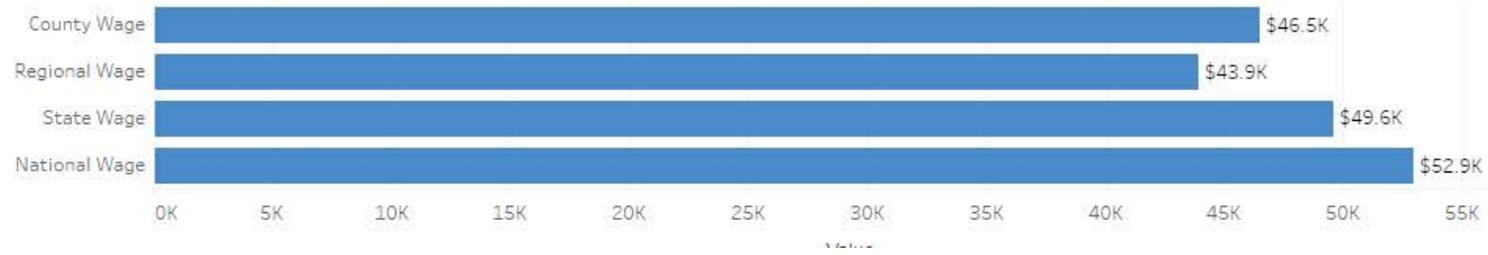


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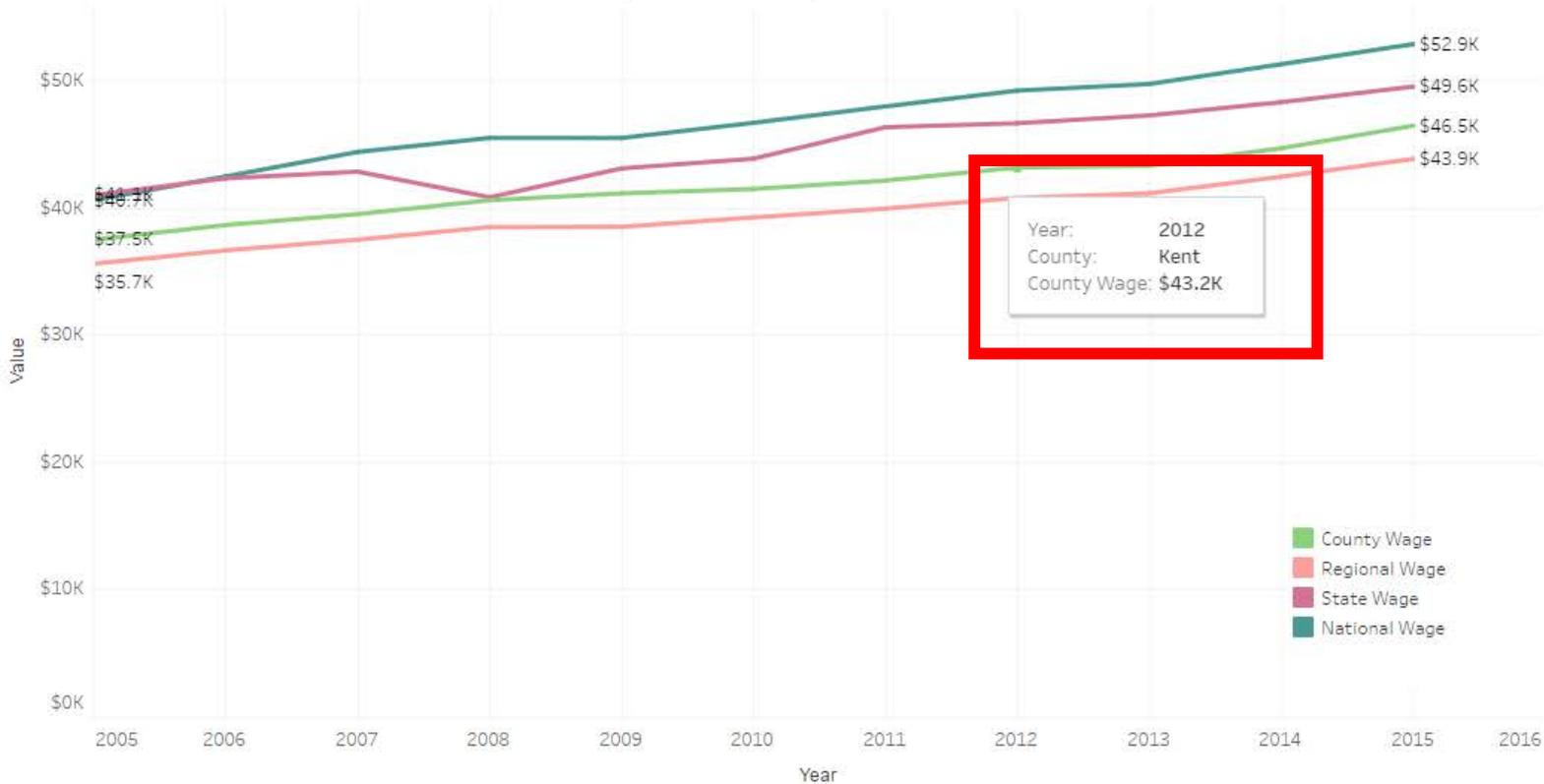
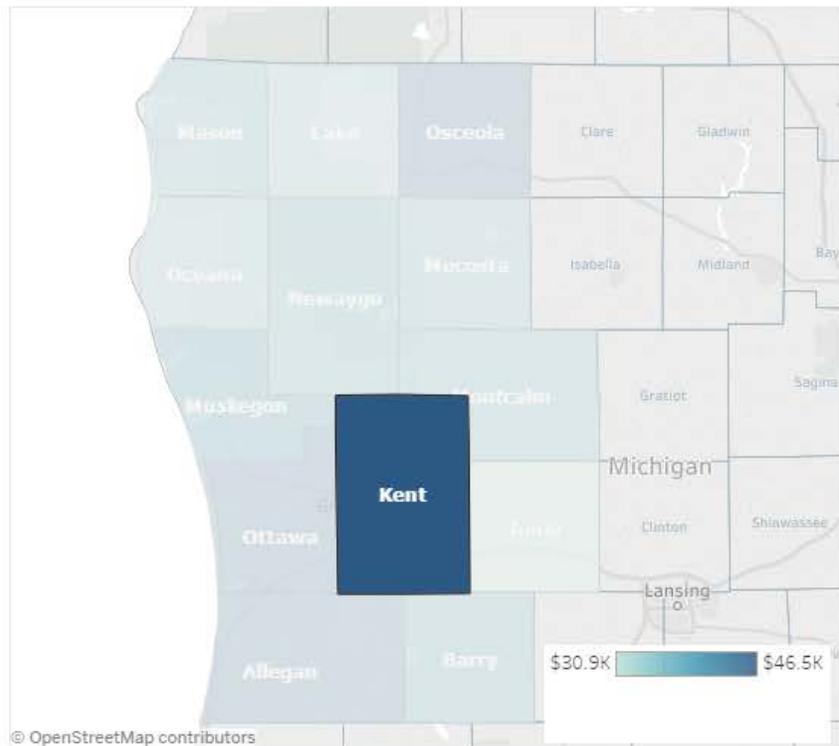
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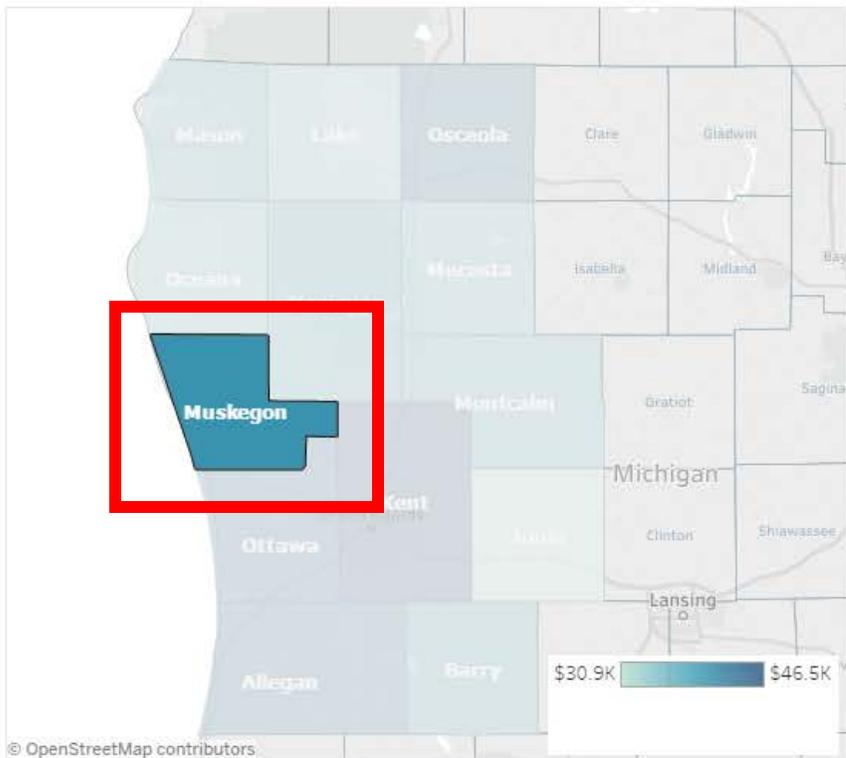
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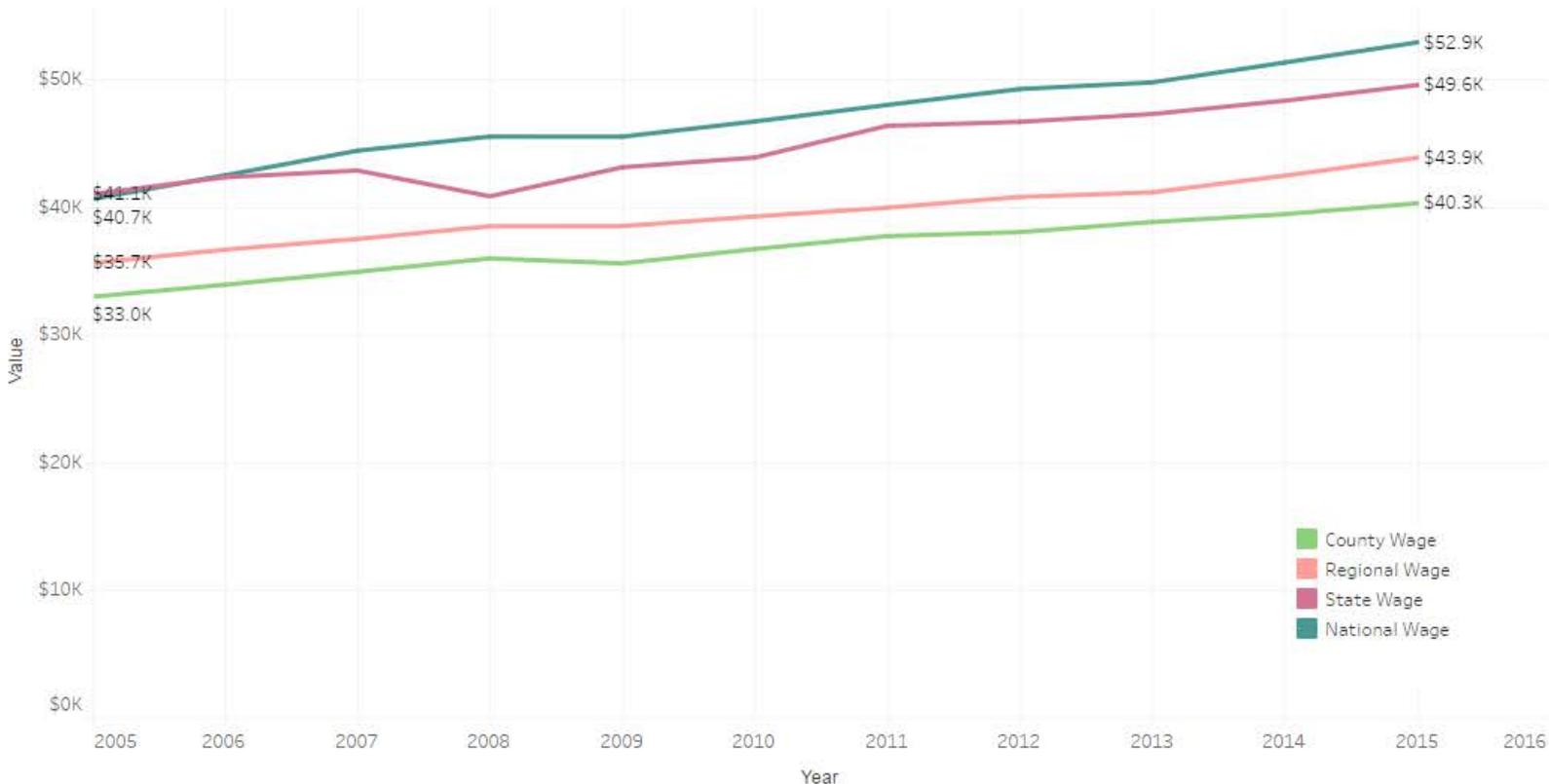
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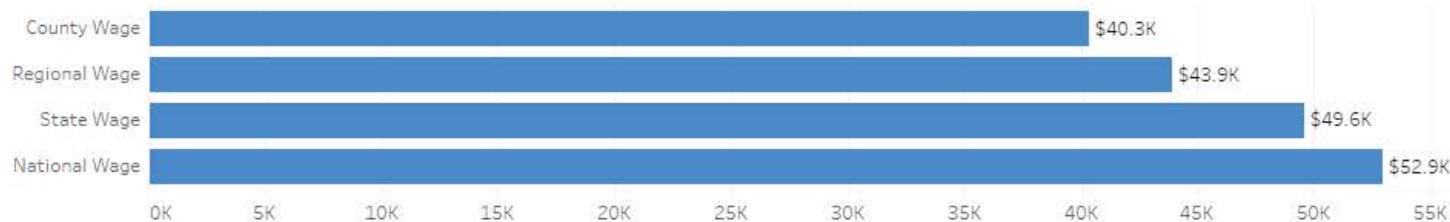


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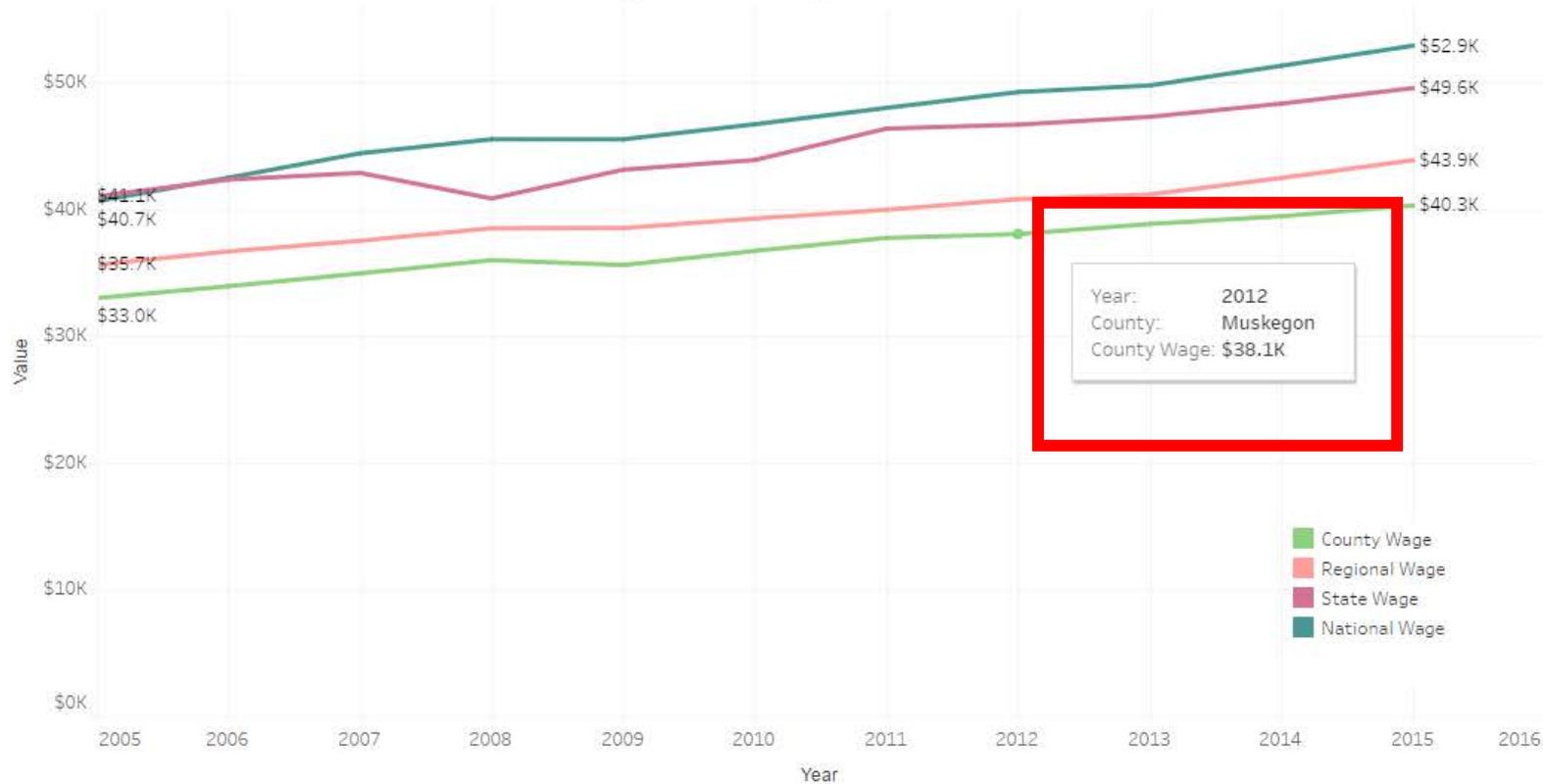
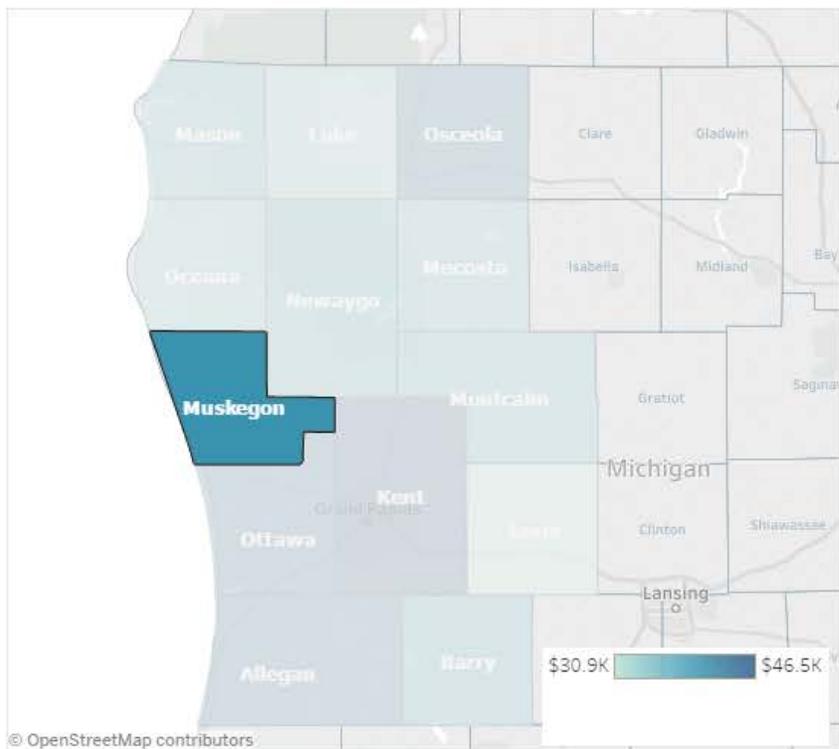
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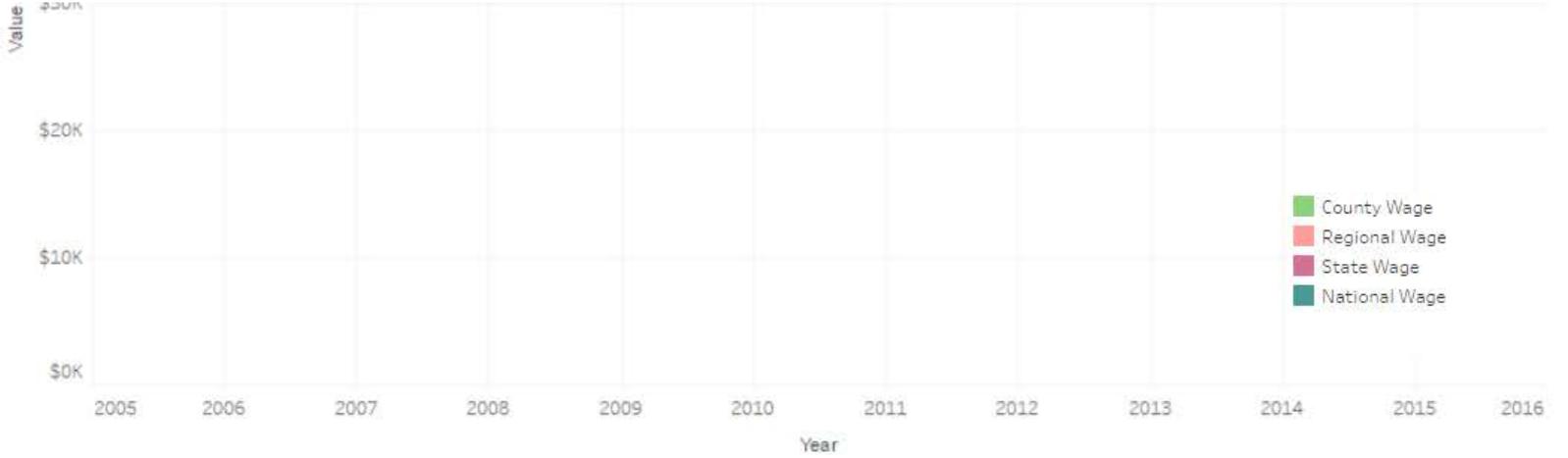
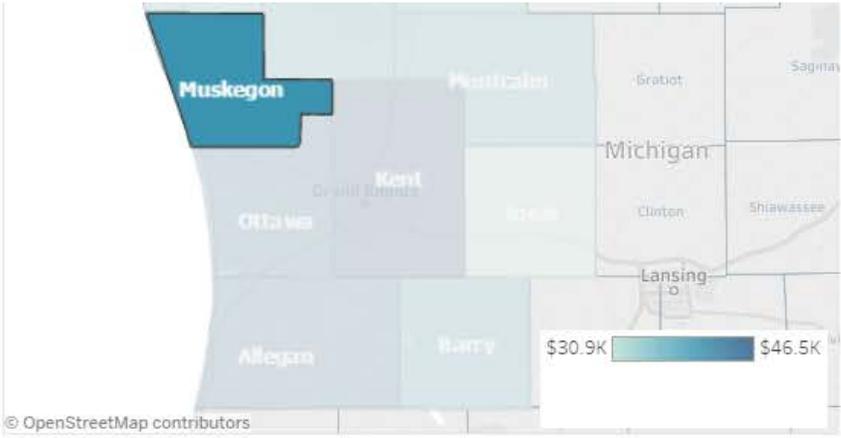
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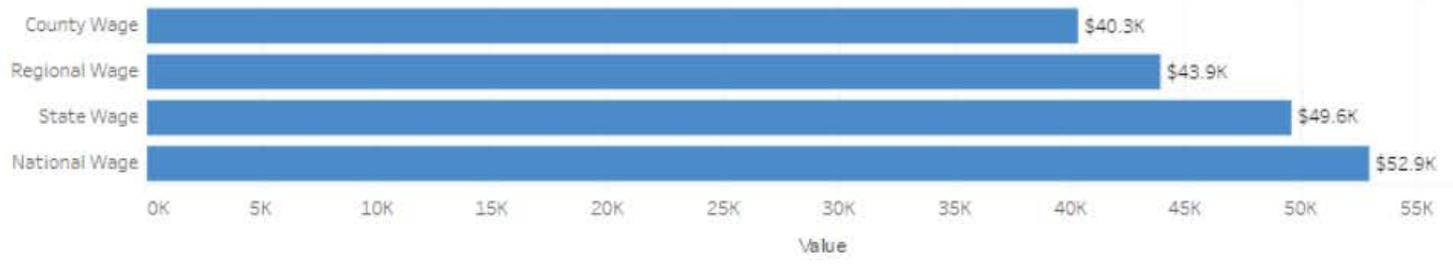


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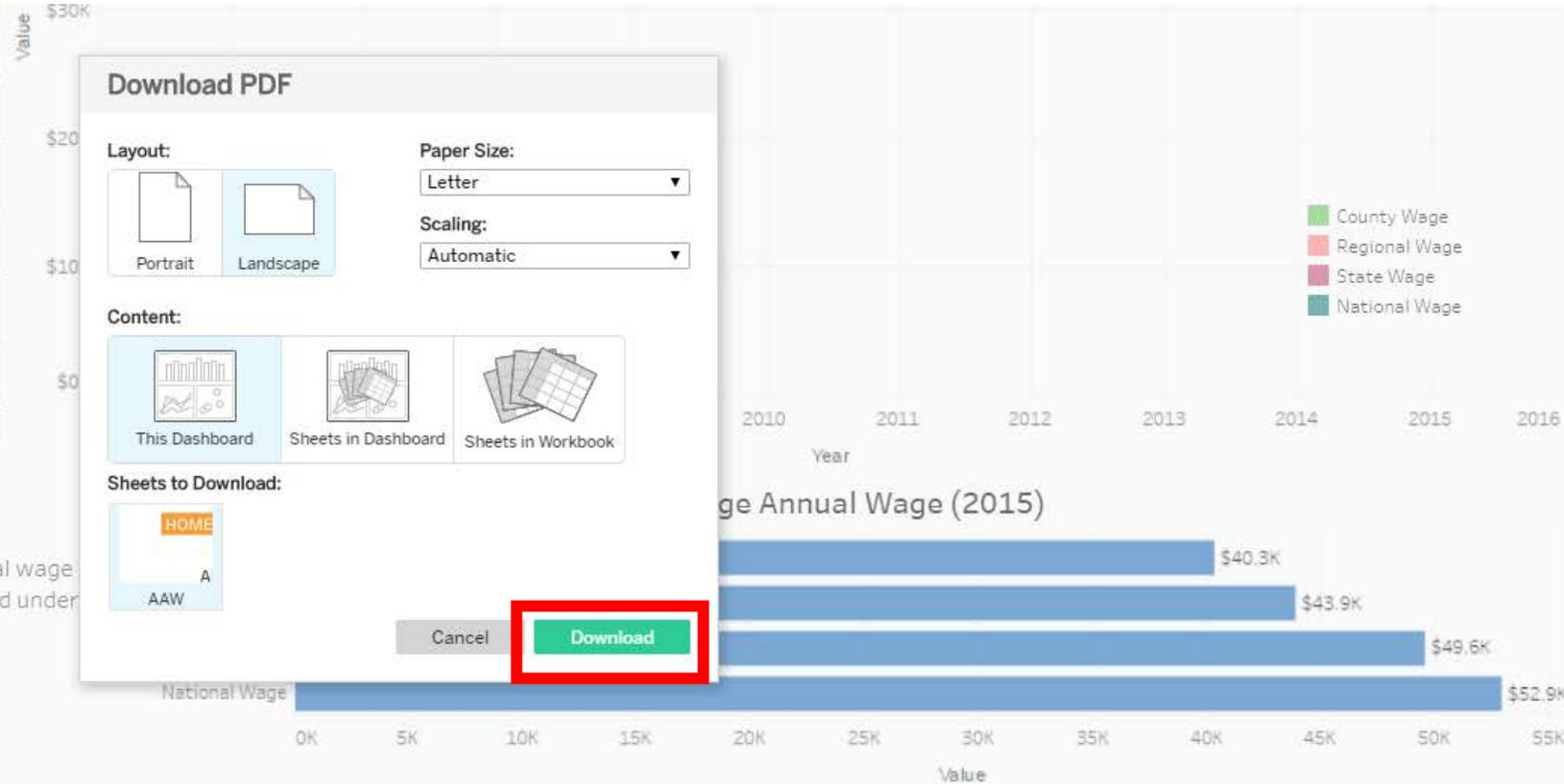
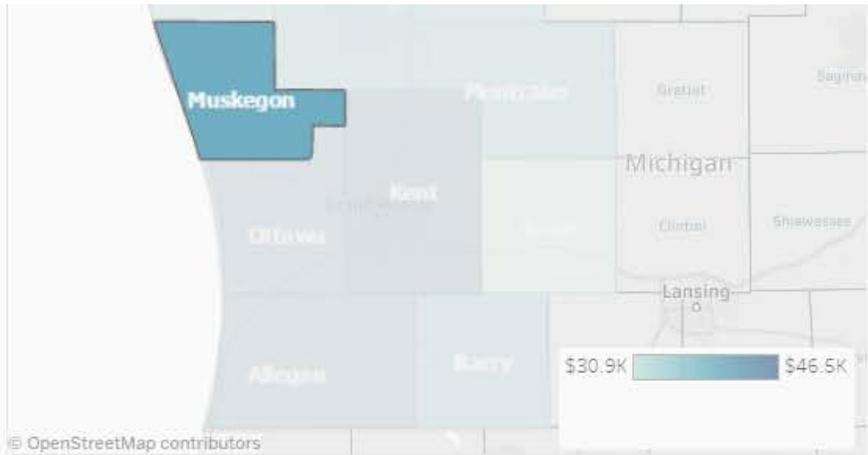
**Average Annual Wage (2015)**



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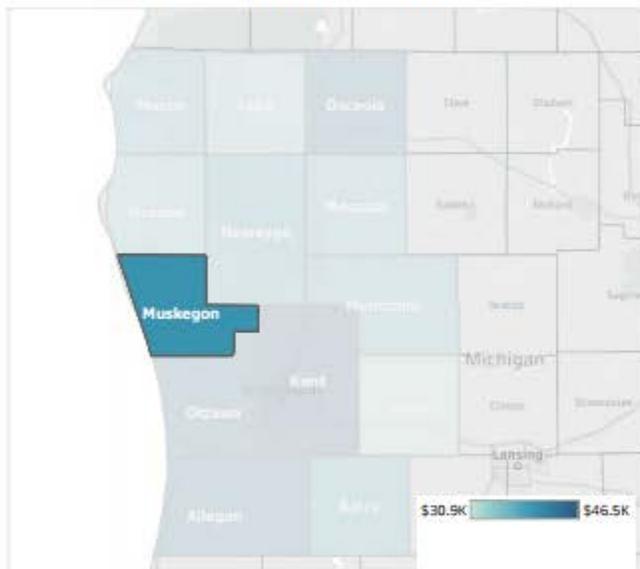
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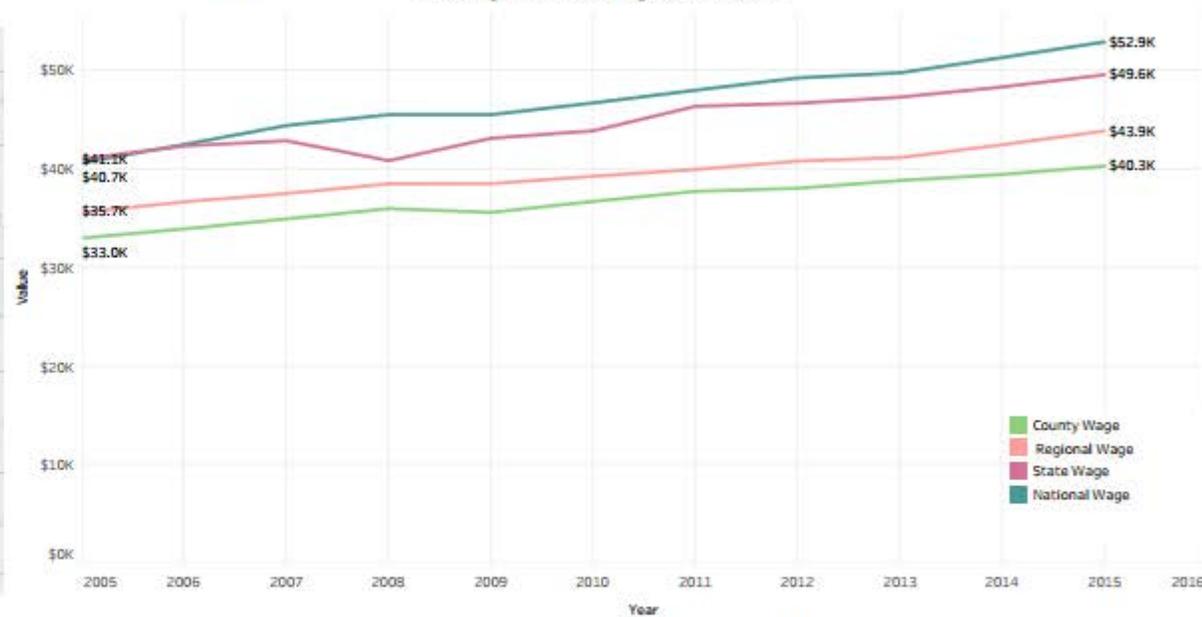
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HOME

SELECT A COUNTY  
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Average Annual Wage 2005-2015

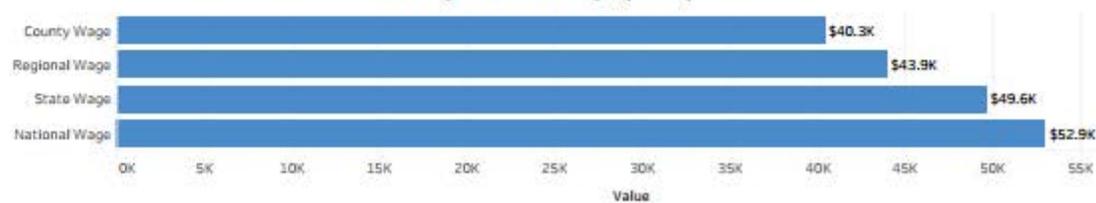


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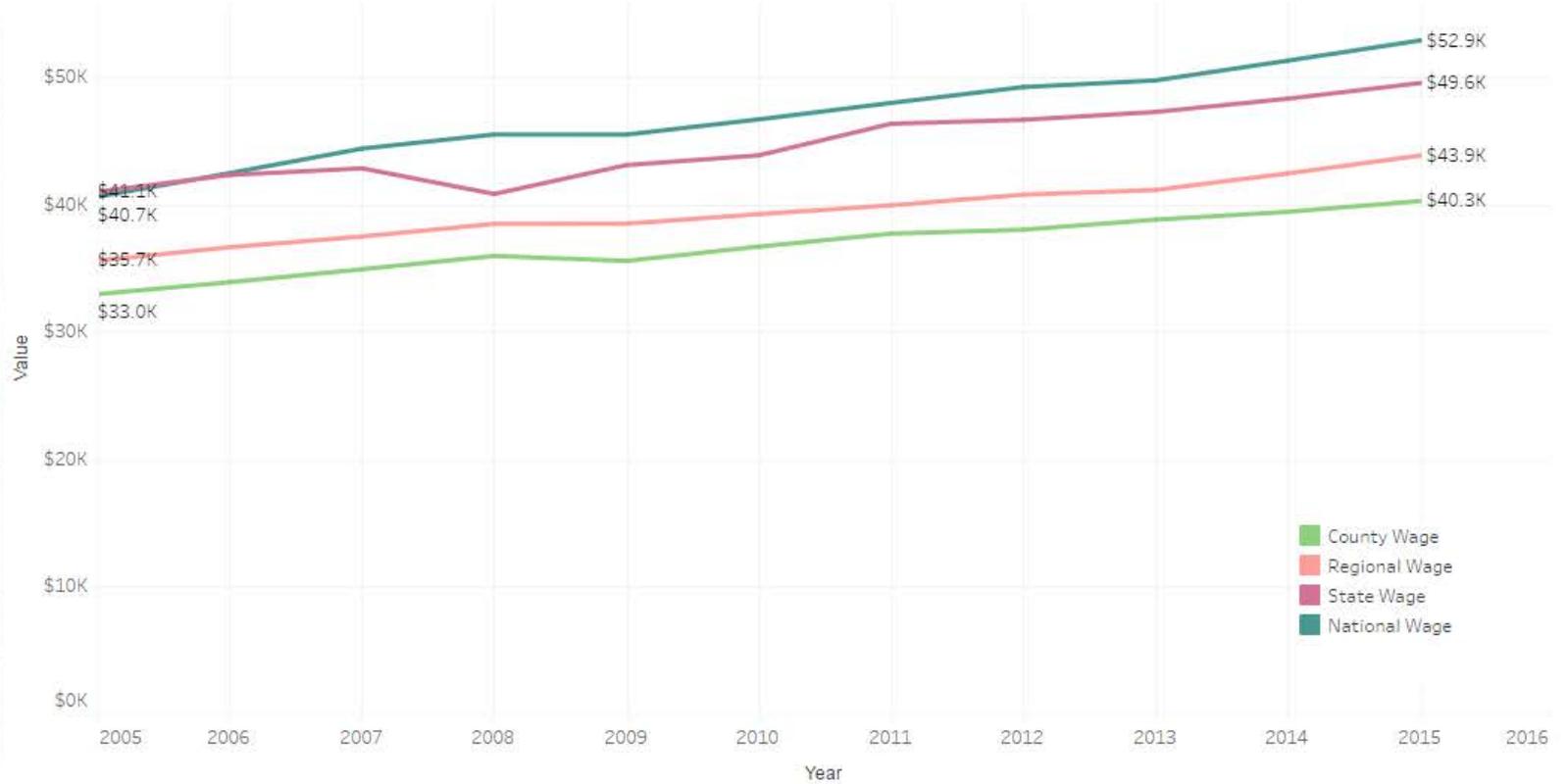
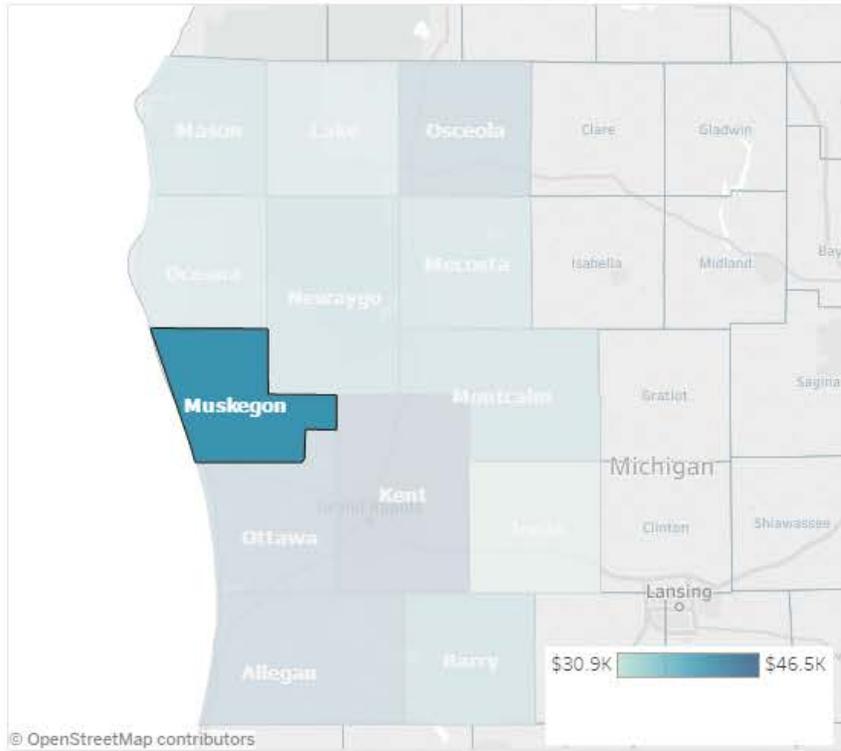
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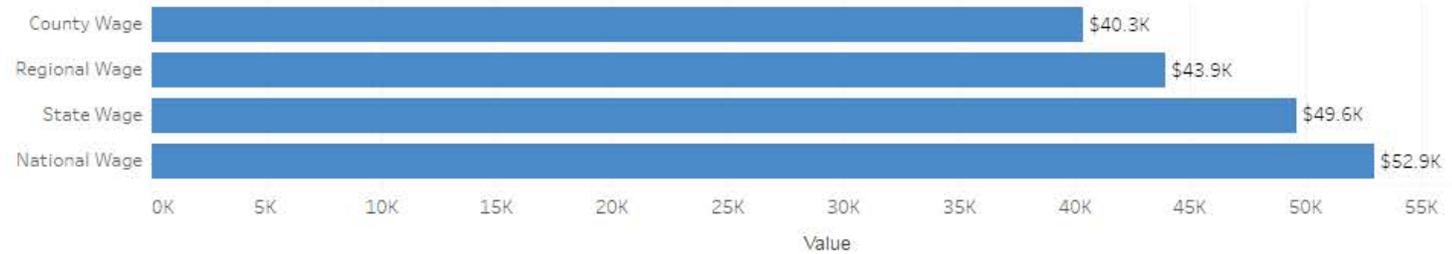


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Labor Force Participation Rate  
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Total Employment  
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Career Technical Education (CTE)  
Enrollment

25-34 Year Old Population  
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## When and where will the dashboard be accessible?

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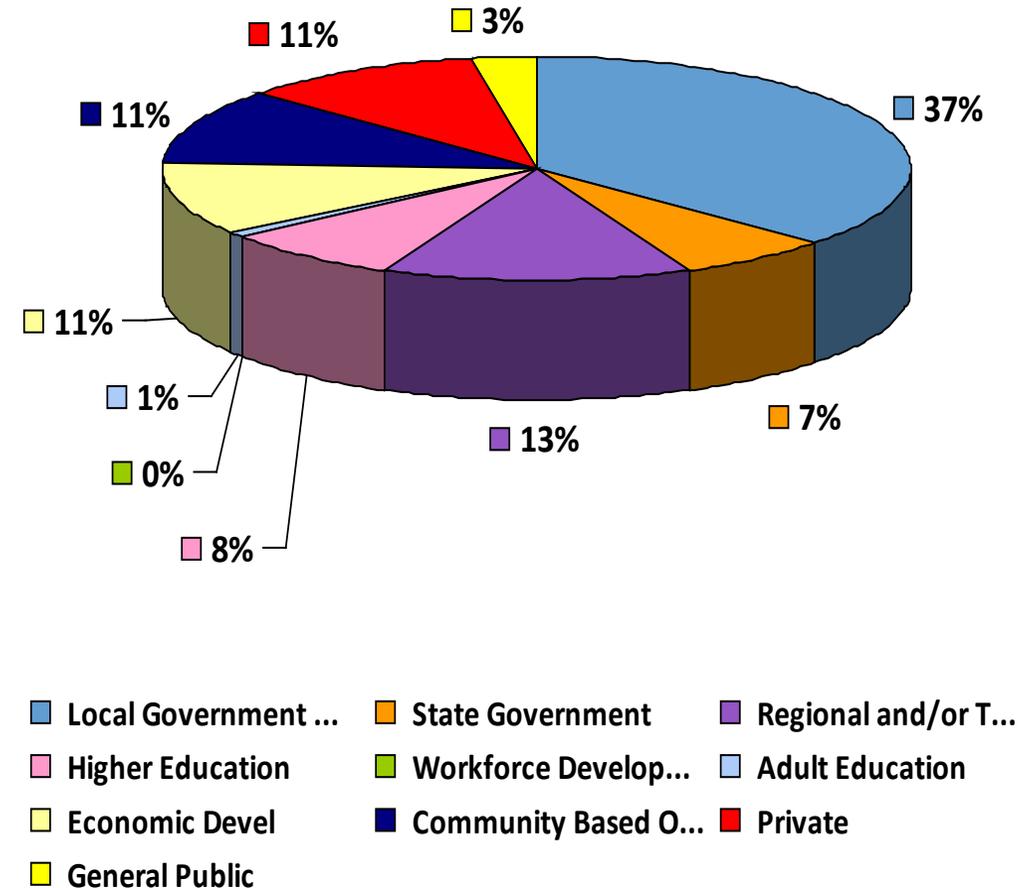
# 2014 Priority Projects





# What sector do you represent?

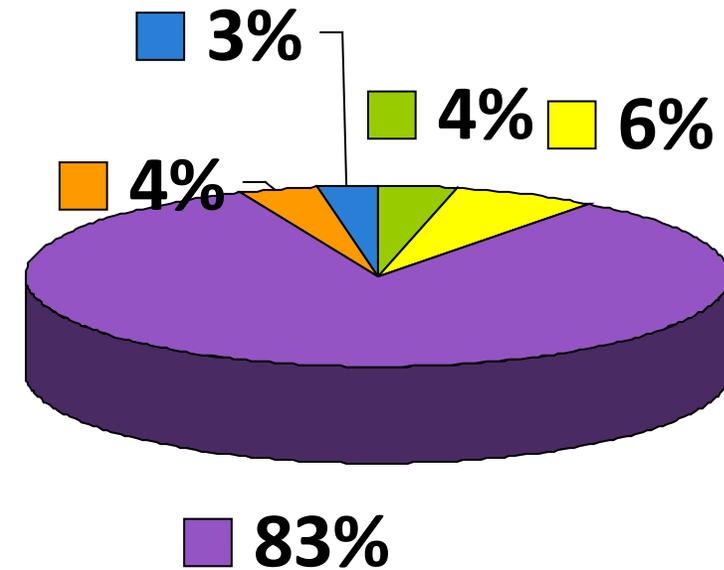
1. Local Government (County/City/Village/Township)
2. State Government
3. Regional and/or Transportation Planning
4. Higher Education
5. Workforce Development
6. Adult Education
7. Economic Development
8. Community Based Organization/Nonprofit
9. Private
10. General Public





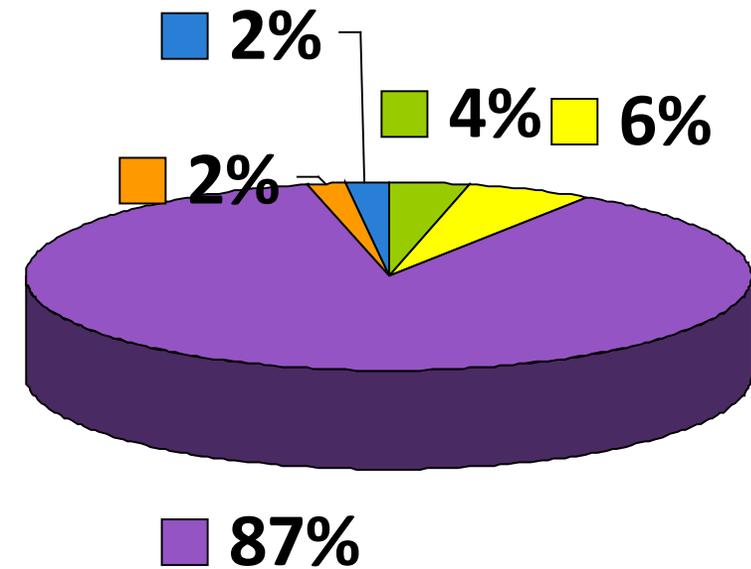
# In what county do you reside?

1. Mason/Lake/Osceola
2. Oceana/Newaygo/Mecosta
3. Muskegon/Kent/Ottawa
4. Montcalm/Ionia/Barry/Allegan
5. Outside Region 4



# In what county do you work?

1. Mason/Lake/Osceola
2. Oceana/Newaygo/Mecosta
3. Muskegon/Kent/Ottawa
4. Montcalm/Ionia/Barry/Allegan
5. Outside Region 4



# Up Next:

# College Degree Credit Alignment

Presenters:

Dan Rinsema-Sybenga, Muskegon Community College Board Member

Rob Spohr, Montcalm Community College

Dr. Bill Pink, Grand Rapids Community College

Crystal Young, West Shore Community College Board Member



# REGION 4

COMMUNITY COLLEGE COLLABORATION

# WHO



**Muskegon Community College**

**Dan Rinsema-Sybenga,  
Board Member**



**Montcalm Community College**

**Rob Spohr**

**GRCC**  
GRAND RAPIDS COMMUNITY COLLEGE

**Dr. Bill Pink**



**Crystal Young,  
Board Member**

# WHY?

- Talent 2025 Initiative
- Skilled Trades and Unemployment
- Student Mobility
- Collaboration – way of the future



# GOALS/TASKS



**Increase efficiency, effectiveness**

- Streamline curriculum
- Broaden certifications, credentials
- Employer Partnerships
- Talent Creation, Attraction, Retention

# TALENT DEMAND

## Focus On:

Multi-skilled Technician

Welding

Production

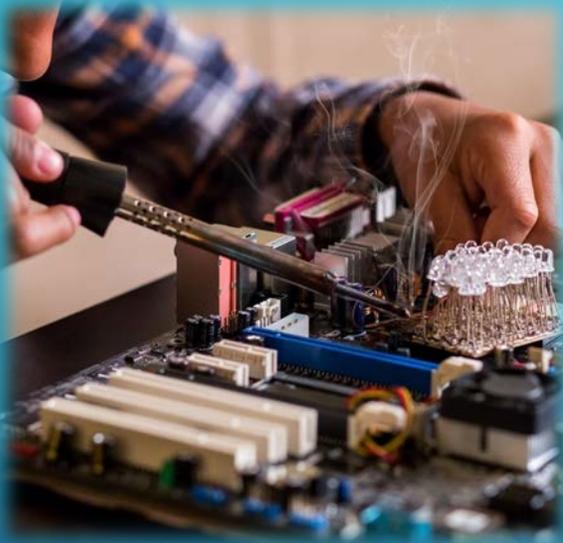


Robotics & Automation

Precision and CNC  
Machining

# Vision

Faculty Collaboration  
Alignment of 3<sup>rd</sup> party Credentials  
Certified, Standardized Labs  
Employer Engagement  
Increased Talent Pipeline



**Up Next:**

# **West Michigan Water Systems**

Water Filtration and Wastewater Management

Presenter:

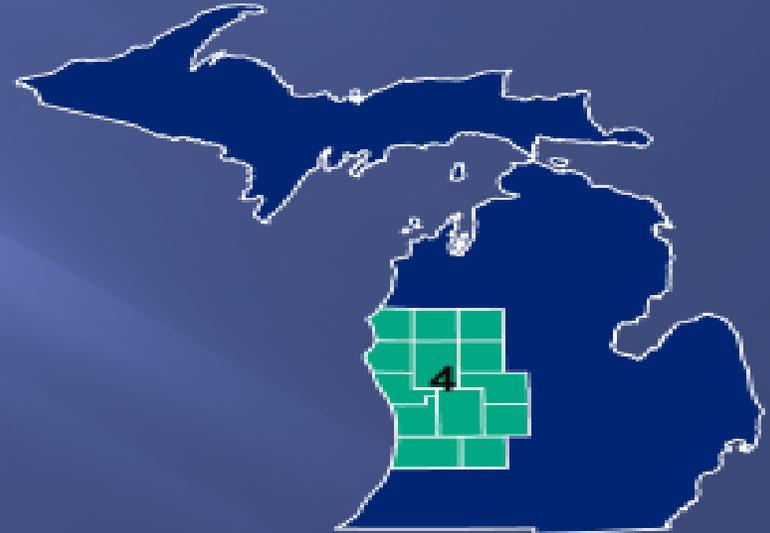
Erin Kuhn, West Michigan Shoreline Regional Development Commission

# WEST MICHIGAN WATER SYSTEMS

Water Filtration  
&  
Wastewater Management

# Region 4 Assets

- ▣ What are the water systems assets in Region 4
  - Location
  - Management
  - Capacity
  - Service Area
  - Age of System
  - Peak Flows
  - Current Flows
  - Recent Asset Management Results
  - What areas in the Region are not serviced



# Water Systems Plan

- ▣ Develop Steering Committee
  - Current partners include: WMSRDC, GVMC, GVSU – AWRI, WMRPC, Muskegon Area First, The Right Place, Muskegon County, City of Grand Rapids, City of Hart.
  
- ▣ Detailed Assessment of Water Filtration and Wastewater Management Systems.
  
- ▣ Coordinate GIS mapping of Information & Develop a Decision Support System.

# Budget

- ▣ Estimated Project Cost - \$150,000
- ▣ WMPA - \$10,000
- ▣ Seeking additional funding sources

# Why

- ▣ Economic Development Tool
- ▣ Environmental Sustainability
- ▣ Protection & Safety of Public Health

# Questions

Erin Kuhn



231-722-7878 X18

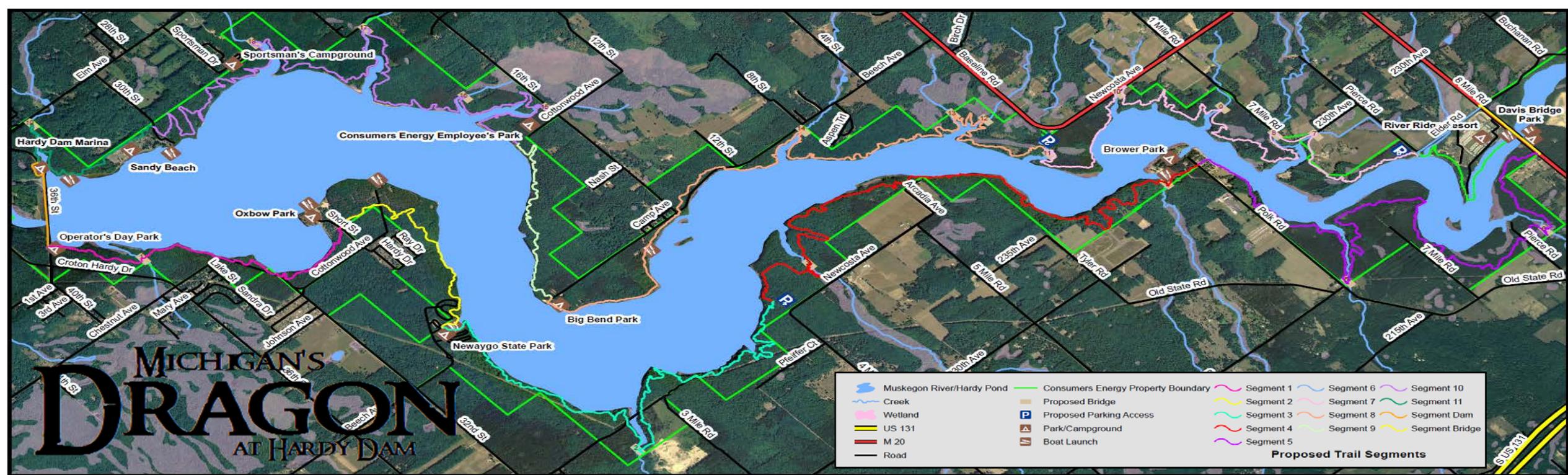
[ekuhn@wmsrdc.org](mailto:ekuhn@wmsrdc.org)

**Up Next:**  
**Michigan's Dragon at Hardy Dam**  
Hardy Pond Trail

Presenter:

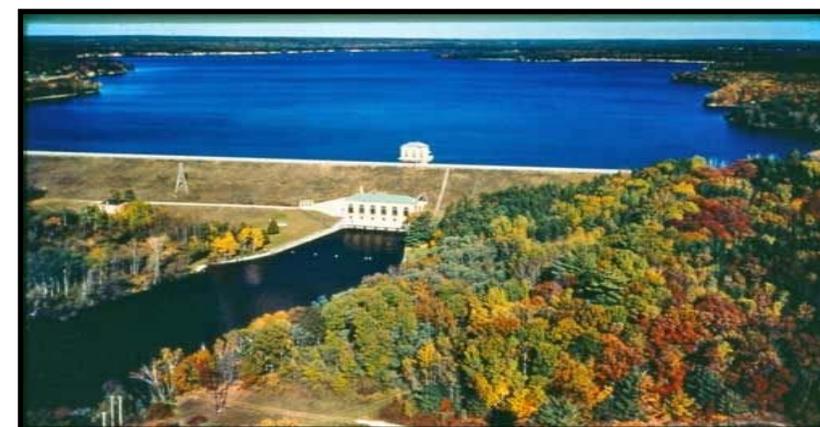
Ryan Coffey, Michigan State University Extension

MICHIGAN'S  
**D** R A G O N  
AT HARDY DAM



Unique to North America

- Length
- Connections
- Undeveloped Land
- Looping
- Water
- Earthen Dam





# MICHIGAN'S DRAGON AT HARDY DAM

- ▶ 46 mile natural surface mountain biking and hiking adventure loop trail
- ▶ Will feature water views, valleys, bridges and raised segments linking existing campgrounds
- ▶ Positions West Michigan as truly unique outdoors adventure destination for visitors worldwide
- ▶ Provides a regional economic engine, which will create several dozen new jobs



# MICHIGAN'S DRAGON AT HARDY DAM

- ▶ Demonstrates widespread governmental, agency and business support across stakeholders
- ▶ Will provide an important stage for adventure sports competitions
- ▶ Will connect to The Edge Pathway and the North Country Trail, with a planned connection to the White Pine Linear Trail
- ▶ Provides direct access to the Muskegon River for multi-sport events

# MICHIGAN'S DRAGON AT HARDY DAM

## Economic Impact

- \$3.1M annual direct economic impact
- 60 new jobs (most in tourism-related businesses)

MICHIGAN STATE UNIVERSITY | MICHIGAN STATE UNIVERSITY | Extension

Hardy Pond Trail: Economic Impact Analysis  
April 30, 2014

Anthony S. Orlando\*  
Steven R. Miller\*

**CEA**  
CENTER FOR  
ECONOMIC ANALYSIS

MSU Center for Economic Analysis  
Justin S. Morrill Hall of Agriculture  
446 W. Circle Dr., Room 88  
East Lansing, MI 48824-1039

**Abstract**  
The purpose of this study is to provide an analysis of the potential impact of the Hardy Pond Trail on the local economy of Newaygo County. This proposed bicycle and hiking trail encircles Hardy Pond, a 4,000-acre impoundment lake formed by the Hardy Dam, located in Newaygo County, MI along the Muskegon River. Economic impacts arise from expenditures and employment associated with the installation of the Hardy Pond Trail and through expenditures of trail users. Impact estimates start with direct effects, which measure the dollar value of direct infusion into the local economy. These direct effects are specified by economic activity – for example retail, non-residential construction, etc. Each of these activities give rise to secondary activities that may or may not occur within the local economy – for example, accounting services, land surveys, and equipment rental. Expected direct effects of installation are well established and provided by the International Mountain Biking Association, while direct effects from trail users must be estimated from surveys of similar trails that share similar demographics. Secondary effects are estimated using the IMPLAN economic impact modeling system for Newaygo County.

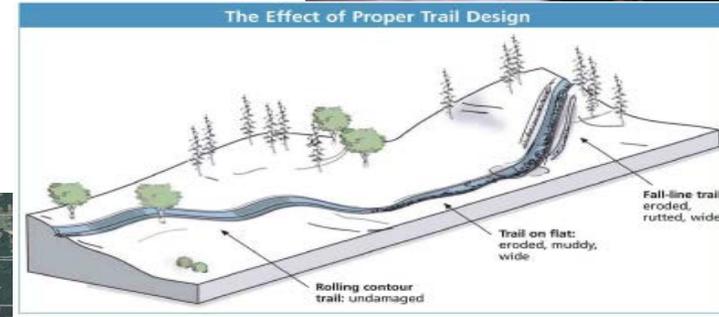
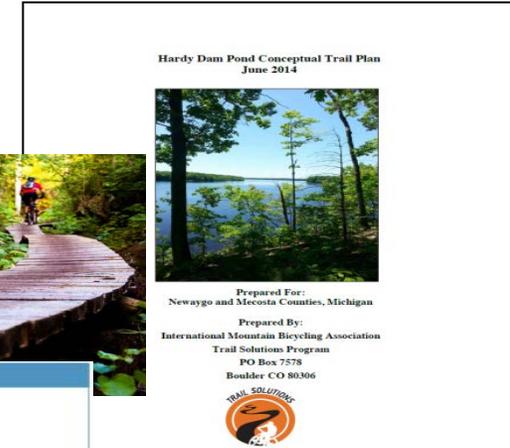
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# MICHIGAN'S DRAGON AT HARDY DAM

## Planning

- Trail Master Plan developed by IMBA
  - Existing conditions and trails
  - Opportunities and constraints
  - Proposed trails
  - Cost estimates
- Incident Action Plan
  - Priority Hazards
  - Responsible Agencies
- Management Plan



**Big Bend Park to Consumers Power Employee Park**

Safety Concern	N/A	L	M	H
Hazardous Weather and Flooding			✓	
Damaged Trail			✓	
Wildfire				✓
Medical Emergency		✓		
Missing Person		✓		
Traffic Accident	✓			
Hazardous Materials	✓			

# MICHIGAN'S DRAGON AT HARDY DAM

## Funding

- \$1.2M estimated construction cost
- \$300K committed from Newaygo & Mecosta counties (\$150K each)
- Funding committee working on securing additional funds



## Next Steps

- Environmental Impact Assessment
- FERC application



MICHIGAN'S  
**D** R A G O N  
AT HARDY DAM



# Up Next:

# Regional Force Main Project

Presenters:

Jonathan Wilson, County of Muskegon

Steven Cooper, Continental Dairy

Hawk Dobbins, Fairlife



# REGIONAL FORCE MAIN PROJECT

West Michigan Prosperity Alliance

October 3, 2016

Presented by:

- Jonathan Wilson - County of Muskegon
- Steven Cooper - Continental Dairy
- Hawk Dobbins - Fairlife

# Project Summary

- The Muskegon County Wastewater Management System currently serves 16 cities and townships in Muskegon County and has excess capacity to serve two dairy companies as they expand over the long term.
- The City of Coopersville and Continental Dairy Facilities, LLC, are evaluating strategies to provide wastewater treatment in support of their rapidly growing operations.
- The proposed 24-inch force main would run north-west with the availability for other municipal connections, as well as regional agribusinesses.
- The successful implementation of this infrastructure project will create new jobs. Additionally, it will provide a model of intergovernmental cooperation that will benefit the economic position of West Michigan.





# West Michigan Prosperity Alliance Support

- Project partners are requesting \$52,500 from the West Michigan Prosperity Alliance.
- The WMPA funds would be used to finance half of the Preliminary Design Engineering (PDE) work associated with the proposed construction of the 20-mile long Muskegon County Wastewater System to Coopersville Force Main.
- Preliminary Design Engineering includes the establishing of the route, environmental compliance, pipe material, and hydraulic conditions.
- The PDE work is one of five tasks that comprise the estimated \$2.6 million in professional engineering services required to implement this regional utility project.

## ● Regional Force Main Engineering Costs

■ Preliminary Design Engineering	\$104,600
■ Design Engineering & Project Bidding	\$1,034,600
■ <u>Construction Phase</u>	<u>\$1,484,800</u>
■ Professional Engineering Services Total	\$2,624,000

# CONTINENTAL DAIRY FACILITIES, LLC & FAIRLIFE, LLC

- The MCWS to Coopersville Force Main is the long-term solution in accommodating the increasing volumes and intensities of wastewater generated by the rapidly growing dairy processing operations of Continental Dairy Facilities, LLC and Fairlife, LLC.
- To date, these two dairy Companies' combined investments in facilities and machinery & equipment acquisition exceed \$423 million.
- Their collective employment count is about 237 jobs. With a multiplier of 7.39 for this type of ag/food processing, these two Companies are responsible for creating over 1,500 indirect jobs in the regional economy.
- Over the last two years, 117 people were hired by the two dairy Companies. Of that total, 73 percent were low and moderate income persons.
- These two dairy Companies' operations are regional in scope. The milk is sourced daily from dairy farms located in 35 counties throughout Lower Michigan.
- The employees that work at these two Companies reside in 8 West Michigan counties that surround Coopersville: Ottawa, Muskegon, Kent, Allegan, Newaygo, Mecosta, Montcalm and Kalamazoo.



# FAIRLIFE, LLC

- Fairlife growth is quickly outpacing all expectations. In the last 4 years we have
  - Invested over \$240 million in capital
  - Generated 174 jobs
  - Become the 2<sup>nd</sup> largest tax payer (IFT) in Ottawa County
- Waste water has become a key issue for further expansion.
- We love Michigan and would love the opportunity to continue to grow unabated.



# Project Timeline

- The schedule for the proposed \$25 million MCWS to Coopersville Force Main project includes:
  - Preliminary Design Engineering      3 Months
  - Design Engineering                      7 Months
  - Project Bidding                            6 Weeks
  - Construction Phase                      18 Months

# THANK YOU!

For more information about this project, please contact:

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# **Up Next:**

# **Grand River Revitalization and Rapids Restoration Project**

Presenter:

Matt Chapman, Grand Rapids Whitewater

# Grand River Revitalization & Rapids Restoration



Grand Rapids  
WhiteWater



# Project goals

- Restore the rapids to the Grand River for everyone, with enhanced access and recreational opportunities
- Improve habitat and connectivity, water quality, riparian functions and aesthetics
- Create economic opportunities, enhance underserved communities and instill stewardship ethic

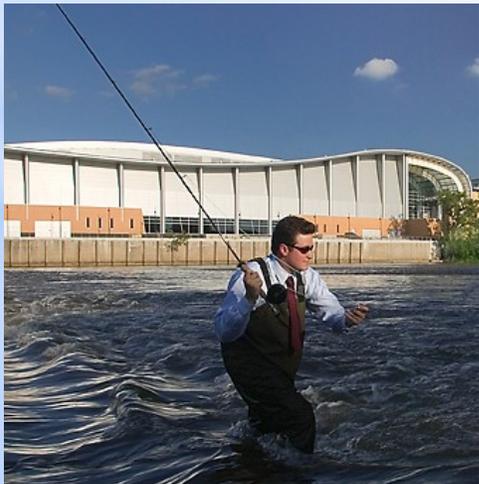


# Social Benefits

- Improve the community's connection to nature within the city
- Provide educational opportunities for urban youth
- Increase recreational access & opportunities for a variety of users
- Recruit & retain talent

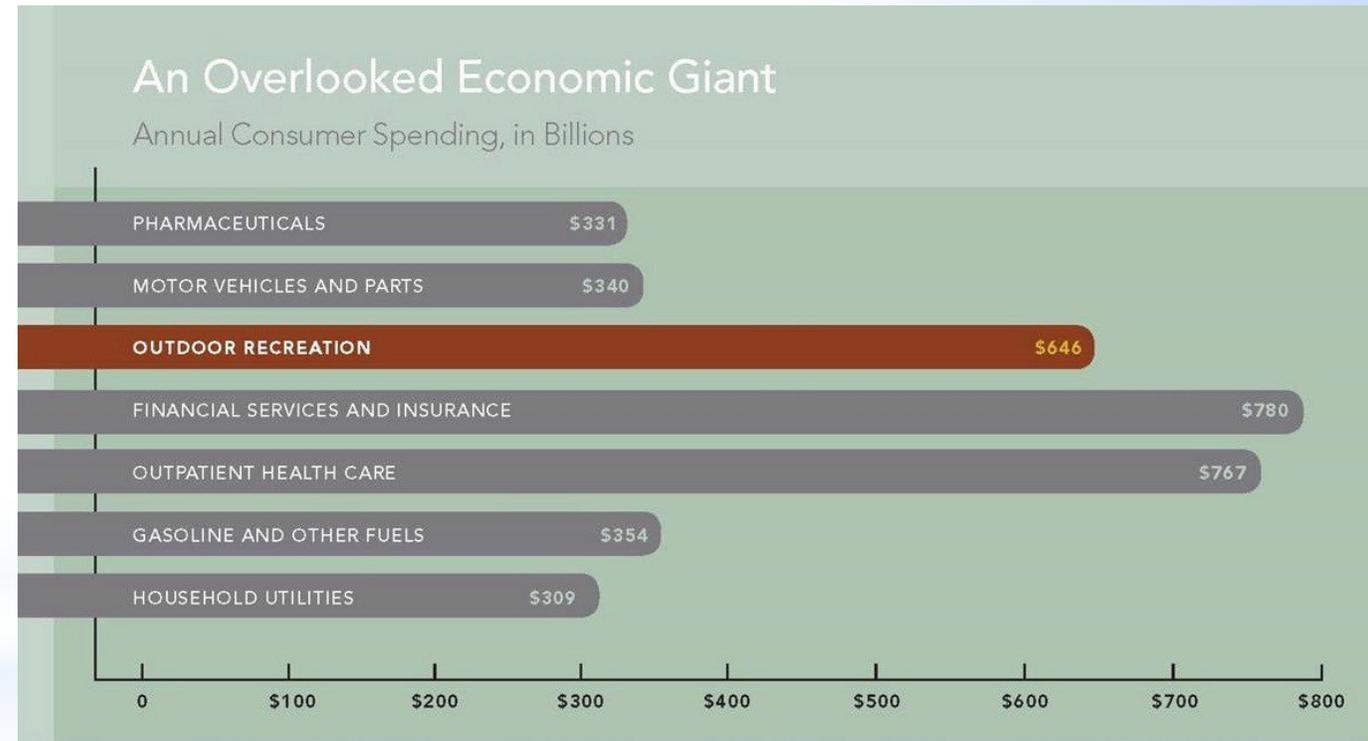
# Environmental Benefits

- Reveal the regionally rare natural bedrock rapids
- Improve river/habitat conditions for selected threatened & endangered species
- Inspire regional stewardship of the Grand River
- Remove five aging low-head dams



# Economic Benefits

- Expanded recreational use estimates net new economic impact of **\$15-\$19 million per year**. (*Kayaking, fly-fishing, rafting, stand-up paddling and other forms of river front recreation*)
- Support or create 80-96 jobs and create \$2.3 million in new earnings.
- Improved river front property utilization and taxable values could increase by \$117.7 million
- Previous development projects suggest related investment could total \$285M with the creation of over 1,520 jobs within 10 years of the restoration taking place



# Grand River: Grand Potential

## **South Bend, Indiana: (East Race)**

The East Race became the focal point of downtown development. Over 300,000 visits and estimated \$78 million in economic development since 1998

## **Columbus, Georgia & Phenix City, Alabama:**

Chattahoochee River Restoration Project economic analysis estimates 60,000-100,000 users per year and \$7.1-\$11.9 million annually in economic benefits for the two cities

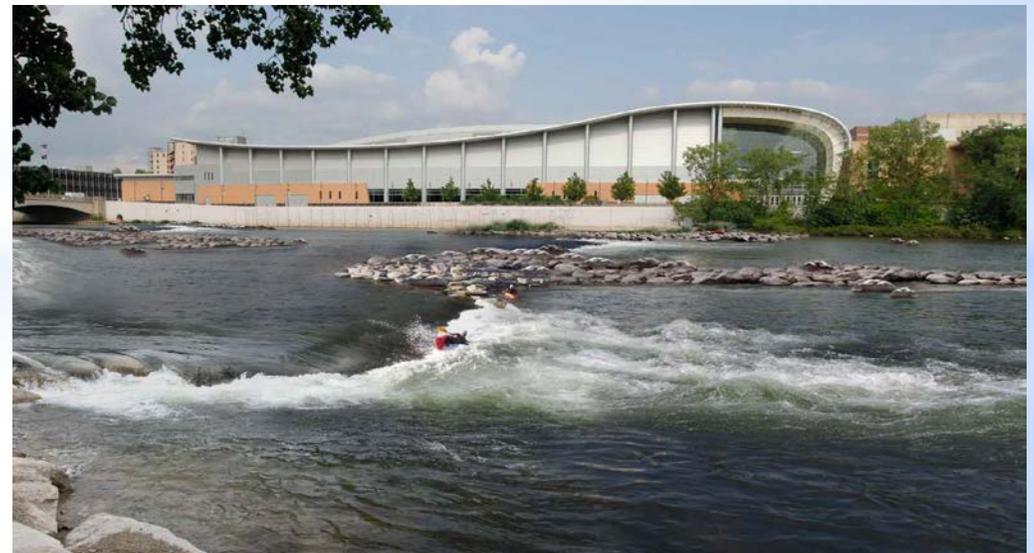
## **Wausau, Wisconsin**

Public/Private partnership worked together to improve the entire watershed. Now an Olympic Canoe & Kayak training facility bringing new demographics & interest to central business district



# West Michigan: Well Positioned

- A strong & diverse economy w/ several colleges & universities, vibrant cities, festivals and established tourism base
- Rich history of public/private partnerships for projects with regional benefits
- \$5.8 Million secured from local philanthropy/private sector
- RPI funding will signify the region's priority to improve the Grand River and leverage additional state and federal funding sources



# Grand River Revitalization & Rapids Restoration: Questions?



Grand Rapids  
WhiteWater



# PROJECT RANKINGS

Clicker Poll

College Degree  
Credit Alignment

West Michigan  
Water Systems



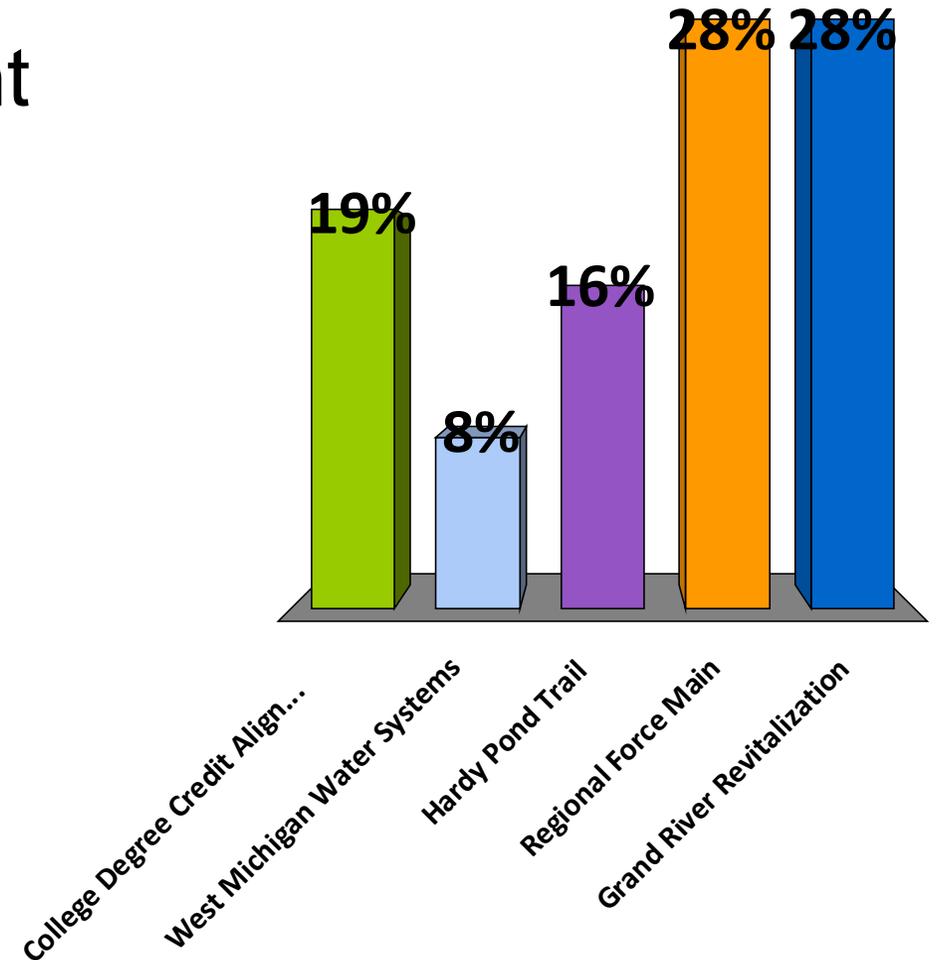
Regional  
Force Main

Hardy Pond Trail  
'The Dragon'

Grand River  
Revitalization

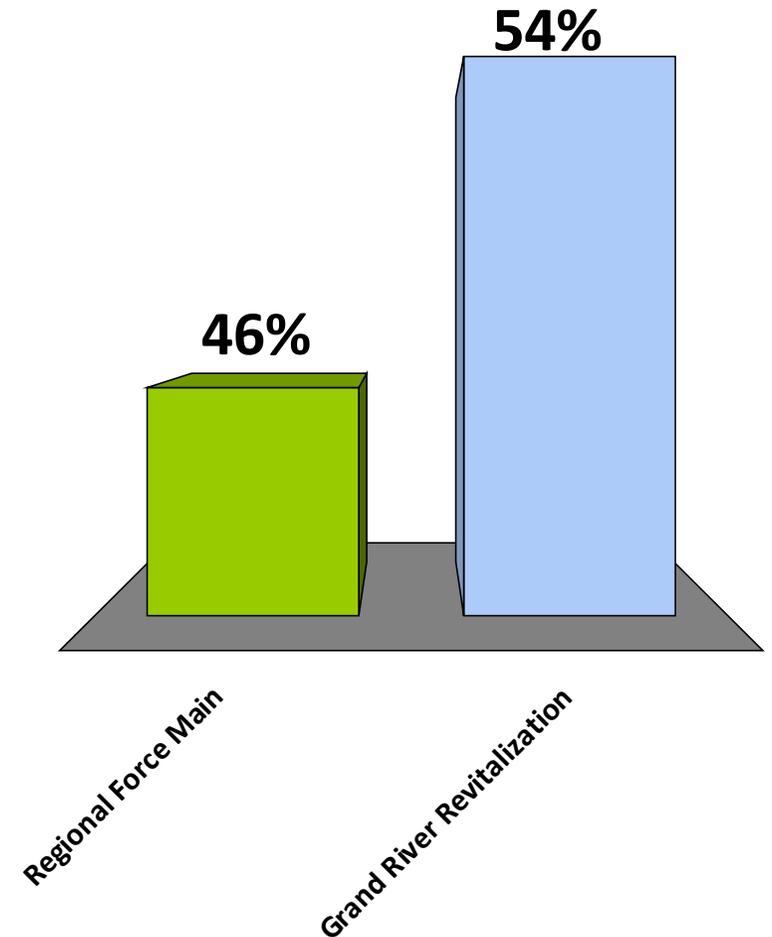
# Which of the following projects do you feel should be the #1 priority for the West Michigan Regional Prosperity Alliance?

1. College Degree Credit Alignment
2. West Michigan Water Systems
3. Hardy Pond Trail
4. Regional Force Main
5. Grand River Revitalization



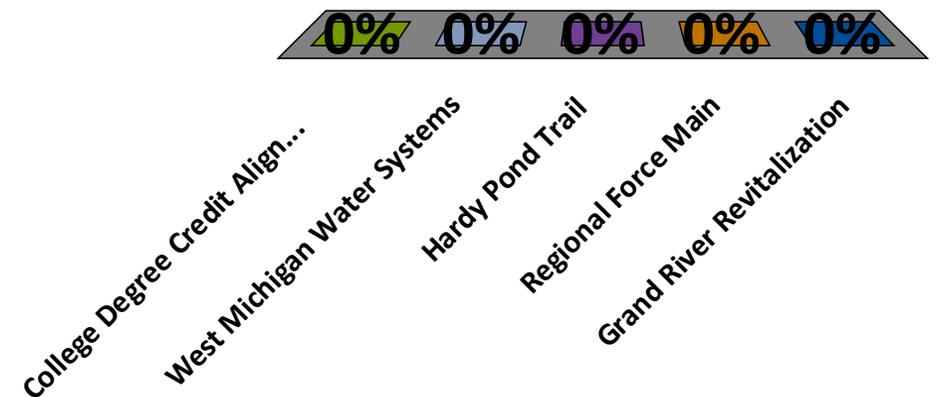
# Which of the following projects do you feel should be the #1 priority for the West Michigan Regional Prosperity Alliance? Tie Breaker!!

1. Regional Force Main
2. Grand River Revitalization



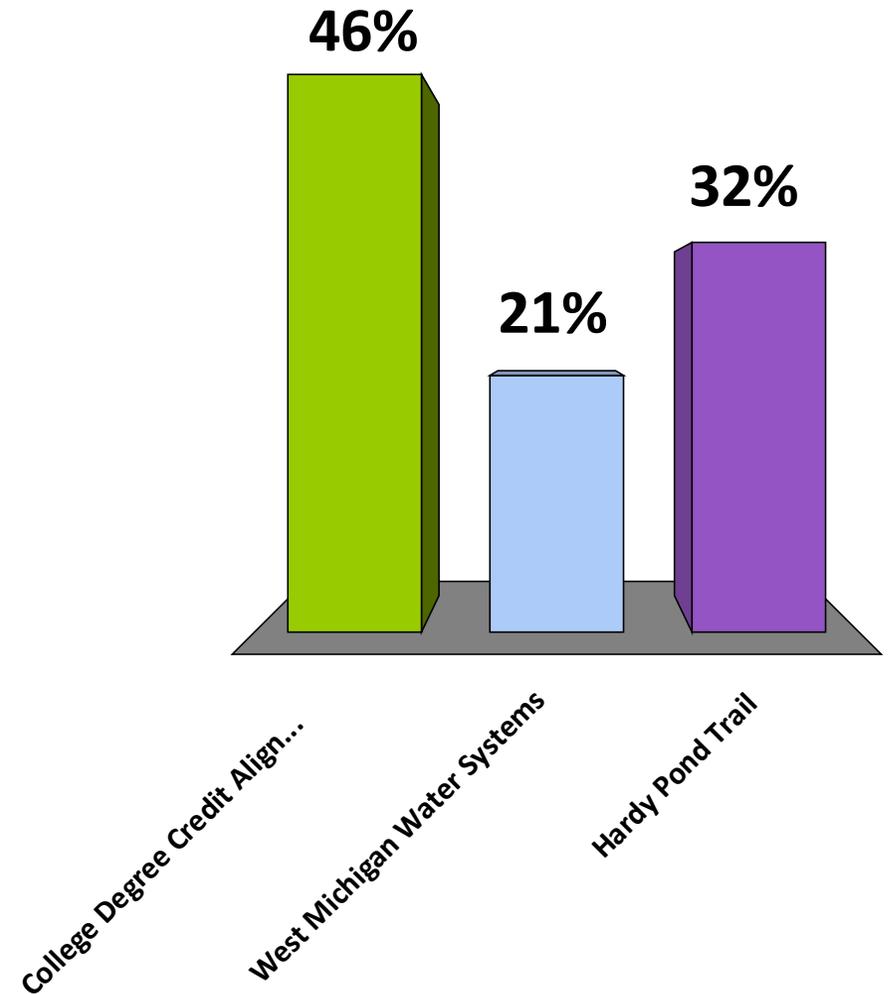
# Which of the following projects do you feel should be the #2 priority for the West Michigan Regional Prosperity Alliance?

1. College Degree Credit Alignment
2. West Michigan Water Systems
3. Hardy Pond Trail
4. Regional Force Main
5. Grand River Revitalization



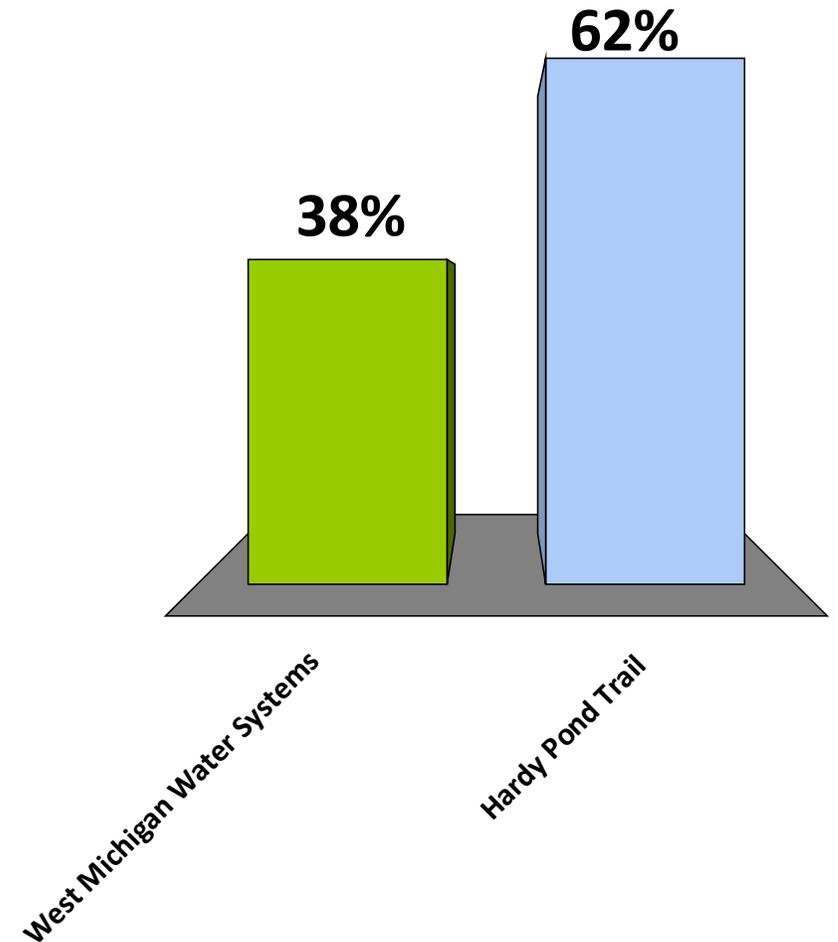
# Which of the following projects do you feel should be the #3 priority for the West Michigan Regional Prosperity Alliance?

1. College Degree Credit Alignment
2. West Michigan Water Systems
3. Hardy Pond Trail



# Which of the following projects do you feel should be the #4 priority for the West Michigan Regional Prosperity Alliance?

1. West Michigan Water Systems
2. Hardy Pond Trail



## Project Priority Results

1. Grand River Revitalization
2. Regional Force Main
3. College Degree Credit Alignment
4. Hard Pond Trail
5. West Michigan Water Systems

# **WEST MICHIGAN PROSPERITY ALLIANCE**

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**Public Meeting - October 3, 2016**  
**Thank You For Your Participation**