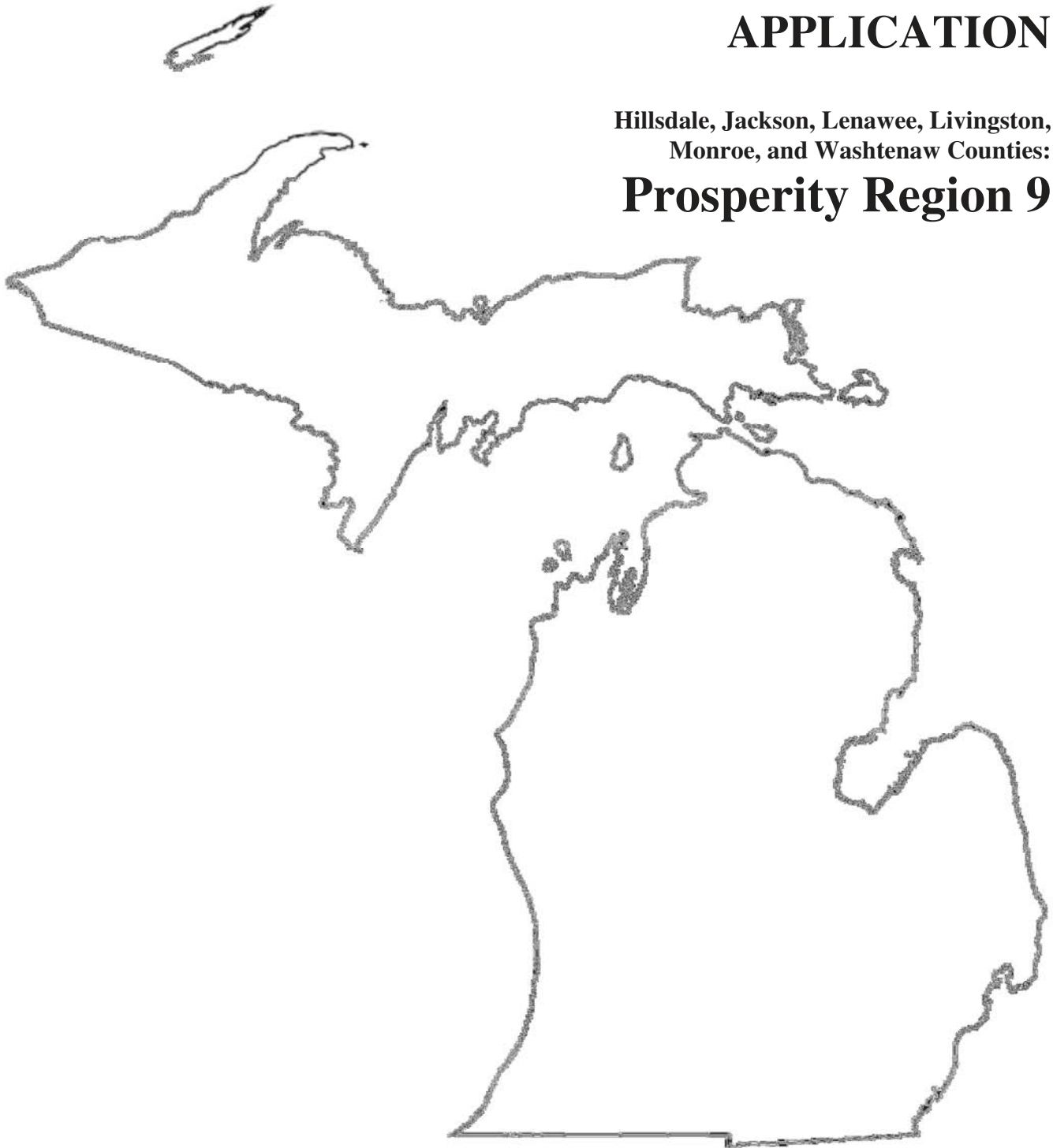


REGIONAL PROSPERITY INITIATIVE APPLICATION

Hillsdale, Jackson, Lenawee, Livingston,
Monroe, and Washtenaw Counties:

Prosperity Region 9



The Regional Prosperity Initiative Application Form was developed to facilitate the application process for regional collaboration within designated regions throughout Michigan, as illustrated on the attached map.

The following checklist outlines the sequence of steps to complete an application:

- Study the Regional Prosperity Guidance and boilerplate to understand the requirements and purpose behind the new approach to regional collaboration and whether you are eligible to apply on behalf of your partnership.
- Note any additional requirements beyond the prerequisites of the grant application form (e.g., letters of support, application deadlines, etc.).
- Fill out the application form completely.
- Applications must be accompanied by a cover letter (no more than one page) in which you state your request and proposed use of funds. This letter should be signed by your director and your board president.
- The application for which you are seeking approval is a collaboration with other agencies; include letters of support from the collaborating agencies. (A resolution of support from the lead applicant and a letter of support from each co-applicant are due at the time of submission.)
- Complete the narrative section on page six. Please, no more than four pages total (type no smaller than twelve point, margins no smaller the one inch).
- Enclose your organization's incorporating documents and pertinent memorandums of understanding.
- Enclose a list of current board members (include member affiliations and any other pertinent information).
- Enclose a list of key organizational staff, including titles and main functions.
- Enclose the most recent audited financial statement (if available).
- Enclose your organization's current year operating budget.
- Enclose a detailed budget of the project for which funds are being sought (if applicable).
- Application is due to DTMB by November 1, 2013. Submit by e-mail: harkinsc1@michigan.gov.

Additional questions may be directed to:

Sara Wycoff
 Strategic Advisor
 Executive Office of Governor Rick Snyder
wycoffs@michigan.gov

Chris Harkins
 Legislative Liaison and Policy Advisor
 Dept. of Technology, Management and Budget
harkinsc1@michigan.gov

GLOSSARY OF TERMS/ACRONYMS:

CDC: Collaborative Development Council	MPO: Metropolitan Planning Organization
CEDS: Comprehensive Economic Development Strategies	MWA: Michigan Works! Agency
EDA: Economic Development Administration	RPA: Regional Planning Agency
FTE: Full-time Equivalent	SPDR: State Planning and Development Regions
MEDC: Michigan Economic Development Corporation	

APPLICATION MADE FOR: Southeast Michigan Prosperity Region 9 DATE: November 1, 2013
(NAME of REGION)

NAME OF APPLICANT ORGANIZATION:

Region 2 Planning Commission

YEAR INCORPORATED: 1973

ADDRESS: (include street address if different)

Jackson County Tower Building
120 W. Michigan Avenue
Jackson, MI 49201

Is the name above the same as it appears on the IRS Letter of Determination? Yes No

If not, explain: _____

CHIEF EXECUTIVE'S NAME & TITLE: Steven M. Duke, Executive Director

CONTACT'S NAME & TITLE (if different): _____

CONTACT TELEPHONE NUMBER: 517-768-6706 EMAIL ADDRESS: sduke@co.jackson.mi.us

NUMBER OF FTE POSITIONS: 2

OPERATING BUDGET TOTAL FOR CURRENT FISCAL YEAR:

Fiscal Year: October 1, 2013 September 30, 2014
From To

SOURCES OF INCOME:

Government	Federal	<u>36 %</u>	Fees/Earned Income	<u>8 %</u>
	State	<u>12 %</u>	Individual Contributions	<u>0 %</u>
	County	<u>5 %</u>	Corporate and/or Foundation Grants	<u>0 %</u>
	City/Township/Village	<u>7 %</u>	Special Events	<u>0 %</u>
			Memberships	<u>30 %</u>
			Other	<u>2 %</u>

Are you applying for (check one of the following):

Regional Prosperity Collaborative (TIER ONE) Regional Prosperity Council (TIER TWO) Regional Prosperity Board (TIER THREE)

Are you applying for funds to complete a feasibility study for the purpose of developing a strategy to move to a different tier (check one of the following):

YES

NO

Guidance for Regional Funding Applications and Expectations

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

Total Funding Request - \$249,899

- Create a Management Team to oversee the project staff, design and implement the visioning process, develop the 5-year regional prosperity plan, and award sub-grants to the functional teams;
- Functional teams comprised of representatives from the 4 required sectors and public/private sectors to outline 5-year strategies, establish benchmarks, annual goals and dashboard. Each functional team will work on a specific project to improve relationships and collaboration; and
- A full-time Team Coordinator will be contracted to administer and manage the project and craft major deliverables.

Itemized Budget

Item	Amount
<u>Consulting Services</u>	
• Team Coordinator –Management & Administration	\$ 30,000.00
• Workforce Intelligence Network – Talent System	\$ 35,000.00
• Greater Ann Arbor Region Partners-Team Leaders	<u>\$ 17,500.00</u>
<i>Subtotal</i>	\$ 82,500.00
<u>Regional Vision Consult</u>	
• Grand Vision Consultation (50 hours @ \$100/hour)	\$ 5,000.00
• <u>Travel, Food and Lodging</u>	
○ 6 people * \$65 per diem * 4 days	\$ 1,560.00
○ 6 people * \$109 per night * 3 nights	\$ 1,962.00
○ 6 people *\$0.565 per mile * 480 miles	<u>\$ 1,627.00</u>
<i>Subtotal</i>	\$ 10,149.00
<u>Regional Summit/Conference (100 attendees)</u>	
• Facilities	\$ 15,000.00
• Materials	\$ 3,750.00
• Speakers	<u>\$ 3,500.00</u>
<i>Subtotal</i>	\$ 22,250.00
Working Group Sub-grants	\$ 110,000.00
Administration and Overhead (10%)	<u>\$ 25,000.00</u>
<i>Total</i>	<u>\$ 249,899.00</u>

Timeline

Month 1

- Assemble the Functional Teams
- Select management Team
- Hire Team Coordinator

Month 2

- Establish Grand Vision Consultation Agreement
- Establish Visioning Conference Planning Team
- Functional Teams clarify strategic outcomes projects (e.g. restructuring adult education)

Month 3

- Management Team outlines Five Year Plan components
- Functional Teams submit sub-grant applications for projects
- Grand Vision team meets with Economic Development and Workforce Teams

Month 4-5

- Grand Vision team meets with Education and Transportation Teams
- Functional Team sub-grants awarded; work begins

Month 6

- Host regional visioning conference

Month 7

- Functional Team sub-grant interim progress reports

Month 8-9

- Management Team Five Year Plan draft complete

Month 10

- Functional Team sub-grant final reports / work complete

Month 11

- Five Year Plan Adopted by Stakeholders

Month 12

- Final Report to State of Michigan

Ongoing Monthly Activities

- Meetings of the Management Team
- Monthly (or more) Meetings of the Functional Teams
- Weekly updates from the Team Coordinator

Measurements of Success

- Formalize a partnership with the Region 2 Planning Commission (R2PC) and the Southeast Michigan Council of Governments (SEMCOG);
- Strategically collaborate with Prosperity Region 10;
- Number and diversity of participants involved with both the Management and Functional Teams;
- Success of Functional Teams' development projects;
- On-going communication among all sectors, including public and private partners (website, social media, team meeting minutes, etc.);

- Meetings and coordination with neighboring regions (i.e. Prosperity Regions 7, 8, and 10);
 - Successful completion of Functional Team projects;
 - Successful completion of the 5-Year Prosperity Plan;
 - Endorsements of the Plan by grant participants;
 - Successful completion of grant requirements; and
 - Enthusiasm of grant participants to continue working on the project beyond the first year.
2. *List all partners participating in this application. Please specifically denote those that are required partners as identified in the boilerplate language. Please outline any additional prospective partners you will be approaching to participate in this effort.*

Economic Development

*** Required Partner**

- Ann Arbor Spark *
- Lenawee NOW *
- Hillsdale Economic Development Partnership *
- Washtenaw Office of Economic Development *

Transportation

- Region 2 Planning Commission *
- Jackson Area Transportation Study (JACTS) – Jackson MPO *
- Jackson Area Transportation Authority *
- Region 2 Rural Task Force Committee Chair *

Education

- Various Intermediate School Districts
- Washtenaw Intermediate School District
- Hillsdale County Intermediate School District
- Baker College *
- Washtenaw Community College *
- Jackson College *
- University of Michigan *
- Eastern Michigan University *
- Spring Arbor University *

Workforce Development

- Various Michigan Work! Agencies
- South Central Michigan Works! *
- WIN *
- Washtenaw County Michigan Works! *
- Livingston County Michigan Works! *

Private/Non-Profit Sector Interests

- Ann Arbor-Ypsilanti Chamber of Commerce
- Ann Arbor Convention Visitors Bureau
- Ann Arbor Community Foundation

- Hillsdale County Chamber of Commerce
- Jackson County Chamber of Commerce
- The Wellness Plan Medical Centers, Detroit - Anthony King
- Two James Spirits Distillery, Detroit - David Landrum
- Synergy Partners LLC, Detroit - Isadore King
- Cavanaugh Advisors, Detroit - Michael Henry
- CKM Capital, Ann Arbor - Joe Malcoun
- Ann Arbor Area Community Foundation, Ann Arbor - Neel Hajra
- Akasha US, Ann Arbor - Adam Kasha
- PSMI Corp, Saline - Jay Mullick
- Melange Bistro, Ann Arbor - Jay Mullick
- Applied Dynamics International, Ann Arbor - Scott James
- Arbor Brewing Company, Ann Arbor - Rene Greff
- Corner Brewery, Ypsilanti - Rene Greff
- Wickfield Properties, Ann Arbor - Gerald Spears
- Cornerstone Design, Ann Arbor - David Esau
- Westphal Associates, Ann Arbor - Kirk Westphal
- Quite Scientific Records and Ghostly International, Ann Arbor - Jeremy Peters
- Arts Alliance, Ann Arbor - Deb Polich
- Artrain USA, Ann Arbor - Deb Polich
- Perreborne Associates, Ann Arbor - Samuel Perry
- Avian Light Weight Board and Think Tables Inc., Grand Rapids - Nevin Groce

3. ***Are the proposed counties to be served in accordance with the regional prosperity map? If not, why not? How do you intend to begin to work in the region outlined in the aforementioned map going forward?***

Yes, we are working to build from the Greater Ann Arbor brand to establish a strategic plan for prosperity that supports our economic development efforts by engaging additional sectors. Prosperity Region 9 recognizes its special connections to its adjacent planning areas, especially Prosperity Region 10 (Metro Detroit) and will work to ensure our plans are tightly integrated across geographies.

1. LEAD APPLICANT ORGANIZATIONAL BACKGROUND:

The primary purpose of the Region 2 Planning Commission (R2PC), the State-Designated Planning and Development Region serving Hillsdale, Jackson, and Lenawee counties, is to prepare plans within the 3-county area and to serve as the planning, research, and advisory arm to local governments. To this end, the Commission and its staff work to:

- Promote and achieve intergovernmental cooperation and coordination;
- Provide information to all levels of government that is both useful and understandable;
- Develop and maintain plans that include goals, objectives, alternatives, and recommendations for growth and development; and
- Assist local units of government in achieving their goals.

R2PC membership consists of 88 members representing 65 local units of government. Governance of the R2PC is maintained by a Full Commission Board and Executive Committee. The 2010 population of the region was 306,828. R2PC is the federally-designated metropolitan planning organization (MPO) for the Jackson urbanized area. Staff includes 2 full-time planners and 3-part-time employees.

R2PC adopted its first Comprehensive Economic Development Strategy (CEDS) document in October, 2010 and completed an update in 2012. R2PC was also designated by the EDA as the Economic Development District (EDD) for the 3-county region in 2012. SEMCOG completed a CEDS that included Livingston, Monroe and Washtenaw counties in 2010. Several communities, with R2PC assistance, continue to join efforts with their neighbors to save costs with planning activities. The expertise of our staff allows us to assist many of the communities “do more with less” and still address state and local planning requirements with less “out of pocket” costs.

The Southeast Michigan Council of Governments (SEMCOG) is the State-Designated Planning and Development Region serving Livingston, Monroe, and Washtenaw counties. It is the intent of the R2PC to coordinate with SEMCOG in the services provided to those counties via the Prosperity Initiative.

2. IDENTIFICATION OF REGIONAL ASSETS:

The six counties of Prosperity Region 9, anchored by the major metropolitan areas of Ann Arbor and Jackson, have a total land area of 4,067 square miles and a 2010 population of 984,607 comprising approximately 10% of the total population of the state. The principal transportation routes include I-94, I-96, US-12, US-23, US-127, and US-223. The region has over 12,000 miles of major roads which is 8% of the State’s total. The area is served by Amtrak which offers passenger rail service linking the Detroit area with Chicago. Each of the counties has a publicly-owned general utility airport and is served by a public transit system. The region contains two metropolitan planning organizations - SEMCOG and R2PC.

The diverse economy of Prosperity Region 9 has its strengths in manufacturing (primarily the automotive industry), research and development, education and health-related related fields. Other job clusters in the region include professional and technical services, transportation and warehousing, governmental, and retail trade. Unemployment in the prosperity region ranged from 5.7% in Washtenaw County to a high of 9.5% in Hillsdale County in 2012.

Prosperity Region 9 includes 6 Intermediate School Districts, dozens of K-12 school districts comprised of traditional public school and academies (i.e., charter schools). The prosperity region is home to 2 state universities (University of Michigan and Eastern Michigan University) and 7 community college campuses (Jackson College | Central, W.J. Maher, JC @ LISD TECH and LeTarte Center; Mott Community College | Livingston Center; Monroe Community College; and Washtenaw Community College). Adrian College; Ave Maria School of Law; Baker College | Jackson; Cleary University | Livingston and Washtenaw; Concordia University; Hillsdale College; Sienna Heights University; and Spring Arbor University are also located within the region.

3. **NEEDS STATEMENT:**

A variety of civic and governmental agencies in the six counties in Prosperity Region 9 of Governor Snyder's Regional Prosperity Initiative (i.e., Hillsdale, Jackson, Lenawee, Livingston, Monroe and Washtenaw) will collaborate to:

1. Build relationships among geographies that have not worked together extensively previously;
2. Establish a prosperity vision and five-year strategy for the footprint; and
3. Work directly on key projects that increase and enhance interagency cooperation.

The work will be coordinated by the Region 2 Planning Commission—the designated State Planning and Development Region for the Counties of Hillsdale, Jackson and Lenawee—and overseen by a management team with representation from economic development, workforce development, adult and higher education, and transportation.

Management and Oversight

- **Management Team:** A management team comprising two representatives from each functional team (i.e., economic development, workforce development, adult and higher education, and transportation) will meet monthly to (1) oversee the initiative staff, (2) design and implement the visioning process, (3) recommend the five-year regional prosperity plan, and (4) award and evaluate sub-grants to functional teams.
- **Team Leaders:** The Greater Ann Arbor Region economic development partners will serve as the leading convening agents for the functional teams (see below) in each of the geographic footprints they represent. The organizations that make up the Greater Ann Arbor Region are: Ann Arbor SPARK, Lenawee Now, The Jackson Enterprise Group, The Monroe County Business Development Corporation, and The Economic Development Partnership of Hillsdale County. The Greater Ann Arbor organizations are comprised of funders, partnerships, and supporters from a cross section of industries including workforce, education, academia, private sector, and government.
- **Functional Teams:** Multi-jurisdictional teams comprising public and private interests within Prosperity Region 9 regarding economic development, workforce development, adult and higher education, and transportation will meet monthly to outline five-year strategies and establish benchmarks and annual goals. Each functional team will also work on a specific project designed to deepen relationships among team members and foster greater interagency collaboration on shared goals.
- **Team Coordinator:** Region 2 will retain a contractor to provide management and administrative support to the project, coordinate the Functional Teams, and craft the major deliverables. This person will report directly to the Management Team.

Unifying the Region

- **Building a Five-Year Plan Framework:** The Management Team will design a process to be facilitated by the Coordinator to create a five-year regional prosperity plan, including an economic development blueprint. Each Functional Team will be tasked with articulating how it contributes to greater economic prosperity in the Region, including benchmarks and interim goals. The Management Team will ensure inter-Team communications so that each is building off the others' work and strategic synergies are recognized and capitalized on.
- **Overall Talent Ecosystem Analysis:** WIN (Workforce Intelligence Network) is committed to collaboration and partnership with partners in Region 9 and 10 to help create a plan (or plans) for the Regional Prosperity Initiative. With extensive experience bringing together talent partners—including business, education, workforce development and economic development—WIN will lead efforts to evaluate and analyze key elements of the talent system.
- **Build Permanent Working Relationship with SEMCOG:** The Region 2 Planning Council represents three counties in “Region 9” Lenawee, Hillsdale, and Jackson. SEMCOG represent three counties in “Region 9” Washtenaw, Livingston, and Monroe. There are a number of key partnership areas between these two entities with infrastructure and transportation being the most critical. Region 2 Planning will develop a set of strategic objectives for a long term and formal agreement describing the relationship with SEMCOG. This will enable essential and positive integration of Region 9 and Region 10.
- **Open Source Integration:** Region 9 is desirous to facilitate discussions with Region 10 to define long term collaborative opportunities. Much like with Region 2 Planning and SEMCOG, Region's 9 and 10 have many key areas to partner in order to capitalize and strengthen the broader economic region's capability to grow. There are many key areas that link the two regions already; transportation, workforce, the automotive industry, logistics, agriculture, and education. Alignment of strategic goals between regions is imperative.
- **Learning from the Grand Vision Success:** The Grand Vision, developed for the Traverse City Area, is a unique and forward-thinking strategy for development in the North-east corner of Lower Michigan built by public and private sector leaders. Region 9's Management Team will collaborate with the team that initiated the Grand Vision to recreate its success here. The Management Team will work with Marsha Smith and Mat McClellan from the Grand Vision process to design opportunities for Region 9 to learn what strategies and processes worked in northern Michigan and can be replicated here.

Working to Learn Together

Believing that nothing brings teams together more effectively than a meaningful project, each functional team will focus on a strategic planning process that relies on deeper and more effective collaboration and may result in shared service provision or organizational consolidation. These strategic planning processes will be funded via sub-grants awarded by the Management Team based on proposals from the Functional Teams.

Economic Development

Objective: *Support the Greater Ann Arbor Region project selection process.*

The economic development entities within Prosperity Region 9 have already effectively unified under the common brand of the Greater Ann Arbor Region under the leadership of Ann

Arbor SPARK. As a major marketing campaign develops over the coming year, the business development interests can provide greater leadership to the infrastructure, education and workforce teams to ensure our investments are strategically and deliberately enhancing the attractiveness of the region to employers. The Economic Development Team is already at the point of selecting projects from within the region that can be scaled up to affect the six-county area.

Adult and Higher Education

Objective: *Reconstruct adult education to more logically deliver services across the six-county region.*

The existing and fragmented system of adult education within Prosperity Region 9 is not working. Nonprofit literacy partners, school districts, community colleges and others struggle to effectively and efficiently identify clients and deliver services. Over the first year of this grant, educators will work to break down the adult education system and redesign it on a regional scale, crafting a replicable model for all of Michigan.

Transportation

Objective: *Convene a strategy group for the I-94 corridor—and its various connecting roadways—focused on developing a multi-region (i.e., Prosperity Regions 8, 9 and 10) shared vision and development priorities.*

With the approval of a new international crossing, I-94 is an even more critical economic development asset for Prosperity Region 9 and the State. However, we lack a clear strategy for leveraging the highway and its commerce as a community and economic development tool. Our transportation partners will work to assemble the diverse stakeholders within and connected to Prosperity Region 9 to build a strategic working group that can facilitate long-term approaches to development of and on the corridor.

Workforce Development

Objective: *Complete a feasibility study for enhanced collaboration of Michigan Works! agencies within Prosperity Region 9.*

The six counties of Prosperity Region 9 are home to four separate Michigan Works! agencies, including two of the State's four single-county agencies. Our commute-shed, however, strongly suggests that we are more unified in terms of the needs of the workforce. The State has been clear that consolidation is of high interest to them, but questions linger about the best model to serve our communities. Our Workforce Development Team will assess the opportunities along the "continuum of collaboration" and recommend a short-term strategy for reducing agency overlap.

4. ADDITIONAL INFORMATION:

Originally the Region 2 Planning Commission (R2PC) sought a partnership with the Southeast Michigan Council of Governments (SEMCOG) to jointly apply for a Prosperity Region 9 application in order to bridge the collaboration between Region's 9 and 10. Unfortunately, SEMCOG determined it was in their best interest to not be an applicant for either region. Instead of allowing bureaucracy and politics rue the day, partners in Prosperity Region 9 were very intent to move forward, as the region currently operates with a high degree of collaboration. We feel that by working together on a sound plan we will be able to integrate SEMCOG back into the equation, as is one of the stated goals, and also begin collaborating with Region 10, another stated goal.