

# Prosperity Region 9: UPDATES AND EVENTS



## Grant application submitted for 2016

The Region 2 Planning Commission, on behalf of Region 9 partners, submitted a grant request to Gov. Rick Snyder's office for 2016 Regional Prosperity Initiative funding. The grant proposal includes work on five major areas that advance the goals of the Region 9 Five-year Prosperity Strategy:

- Expanding and deepening the engagement of business partners in talent pipeline development
- Mapping and identifying regional public transportation needs and gaps
- Evaluating and establishing a unified voice and brand for the region
- Completing a feasibility study and action plan for moving toward a more structured, broad-based Regional Council
- Developing a communications and engagement strategy and expanding the scope and frequency of outreach efforts

The state is expected to make funding decisions in early to mid-January.

## Prosperity summit sets the course for 2016

On November 16, 2015, regional partners came together to participate in a prosperity summit. The day was packed with highlights from ongoing projects and engaging discussions on regional collaboration models. In addition, participants identified short-term actions for implementing the region's Five-Year Prosperity Strategy in 2016. We were pleased to be joined by leaders from the Greater Minneapolis-Saint Paul Regional Economic Development Partnership, Team NEO from Ohio, and The Grand Vision to hear their perspectives on key elements of successful collaboration structures.

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## Recruiting new business to our region

Late in 2015, the Greater Ann Arbor Region (Region 9 Economic Development Partners) hosted a dozen business location influencers from around the country for an overview of the benefits of locating in our area. Location influencers are professionals that work with companies considering their next business location, and they can help bring new investment to a region. This “familiarization tour” included a site visit to Mcity, the University of Michigan’s connected and automated vehicle testing center, and a panel with Region 9 CEOs regarding their successes in the area. Participants were

able to connect with other business leaders and our economic development team during their visit.

*“Over 75 percent of the tour attendees said the experience exceeded their expectations.”*

Our partnership has worked over the past several years to increase our interaction with these professionals, which has resulted in new business investments and significantly greater consideration of the region as an exceptional business location.

How is collaboration helping to advance prosperity in Region 9?

See what your fellow colleagues have to say!

To highlight some of the accomplishments and benefits of this process, we debuted an excellent video as part of the summit’s opening session. Check it out here:

[https://youtu.be/Q4keM\\_I0KfU](https://youtu.be/Q4keM_I0KfU)

## Wage and benefit survey to provide needed data for talent attraction and retention

Regional economic development and workforce partners in Jackson, Hillsdale, and Lenawee Counties are undertaking a survey to get wage and benefit data from businesses, particularly manufacturing sectors. Supported by a Region 9 Prosperity Initiative challenge grant, the purpose of the project is to better understand talent supply obstacles and provide more accurate and up-to-date information on wages and benefits to regional stakeholders, including students, parents, and educators.

The survey will be sent in mid-January and we hope industry partners will participate, so keep your eyes out! If you have any questions, please contact Sue Smith, Hillsdale County Economic Development Partnership, at [ssmith@hillsdaleedp.org](mailto:ssmith@hillsdaleedp.org)

*If you have questions about the Region 9 Prosperity Initiative, please contact the coordinator, Shanna Draheim, at [sdraheim@pscinc.com](mailto:sdraheim@pscinc.com).*