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EMCOG

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



JEFF MARCELL • ELIZABETH SCOTT

JANUARY 15, 2020

AGENDA

1. Introduction
2. TIP Planning Process
3. Project Overview
4. Discussion
5. Next Steps





1

INTRODUCTION

STEERING COMMITTEE

Natasha Allen

*MichiganWorks Region
7B*

Tracy Byard

*Clare County
Administrator*

Tony Fox

SBDC - Mid Michigan

Demetra Manley

SMATS

Scott Noesen

*Midland County
Commissioner*

Brian Smith

SCIT

Jay Anderson

BCATS

**Stephanie
Buffman**

*Arenac County
EDC/MiWorks*

Scott Govitz

Mid Michigan College

Jim McBryde

MMDC

Josh Ode

SVSU

Erin Strang

CMU-RC

Bob Balzer

*Gladwin Co
EDC/MiWorks Region*

Doug Bush

Gratiot-Isabella RESD

Jacob Kain

City of Mt Pleasant

Tom Mayen

*Saginaw County
SMATS*

Carl Ostentoski

Huron County EDC

**Jim Wheeler/ Kacy
Zehner**

*Greater Gratiot
Development
Corporation*

Edward Bergeron

*Roscommon County
Commission and EDC*

JoAnn Crary

Saginaw Future Inc

Gary Kellan

*Oscoda-Wurtsmith
Development
Authority*

Kathy Methner

Consultant

Sheryl Pressler

Clare-Gladwin RESD

Bill Wright

Citizen at Large

Maja Bolanowski

Midland County MPO

Steve Erickson

Tuscola County EDC

Trevor Keyes

Bay Future Inc.

Bill Mrdeza

City of Mt Pleasant

Christopher Rishko

GLB Michigan Works

**Sue Fortune/Jane
Fitzpatrick**

EMCOG

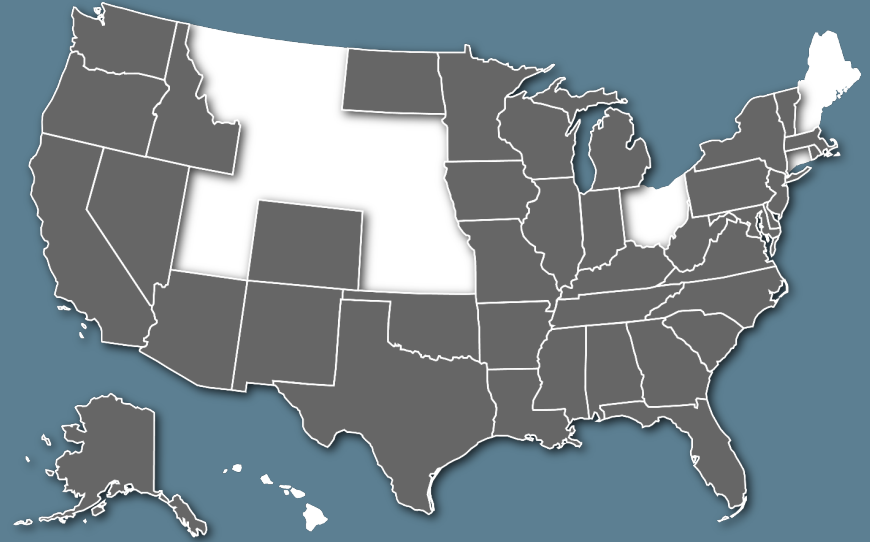
THEORY INTO PRACTICE

we design strategies that will
support your community's

vision for the future

TIP STRATEGIES

Founded in 1995, we have over 24 years of experience in over 300 communities across 40 states, and 5 countries.



Four principals with a total staff of 15.

Committed to holistic thinking & sustainable development.

Austin, Seattle, and Boston offices with global reach.

OUR TEAM



Tom Stellman
CEO/Founder



Tracye McDaniel
President



Jon Roberts
Managing Partner



Jeff Marcell
Principal



Alex Cooke
Senior VP



John Karras
Senior Consultant



Elizabeth Scott
Consultant



Jenn Todd
Consultant



Jaclyn Le
Consultant



Brent McElreath
Senior Analyst



Karen Beard
Senior Analyst



Evan Johnston
Analyst



SERVICES

- Strategic Planning
- Economic Analysis
- Workforce Assessment
- Talent Strategies
- Organizational Development

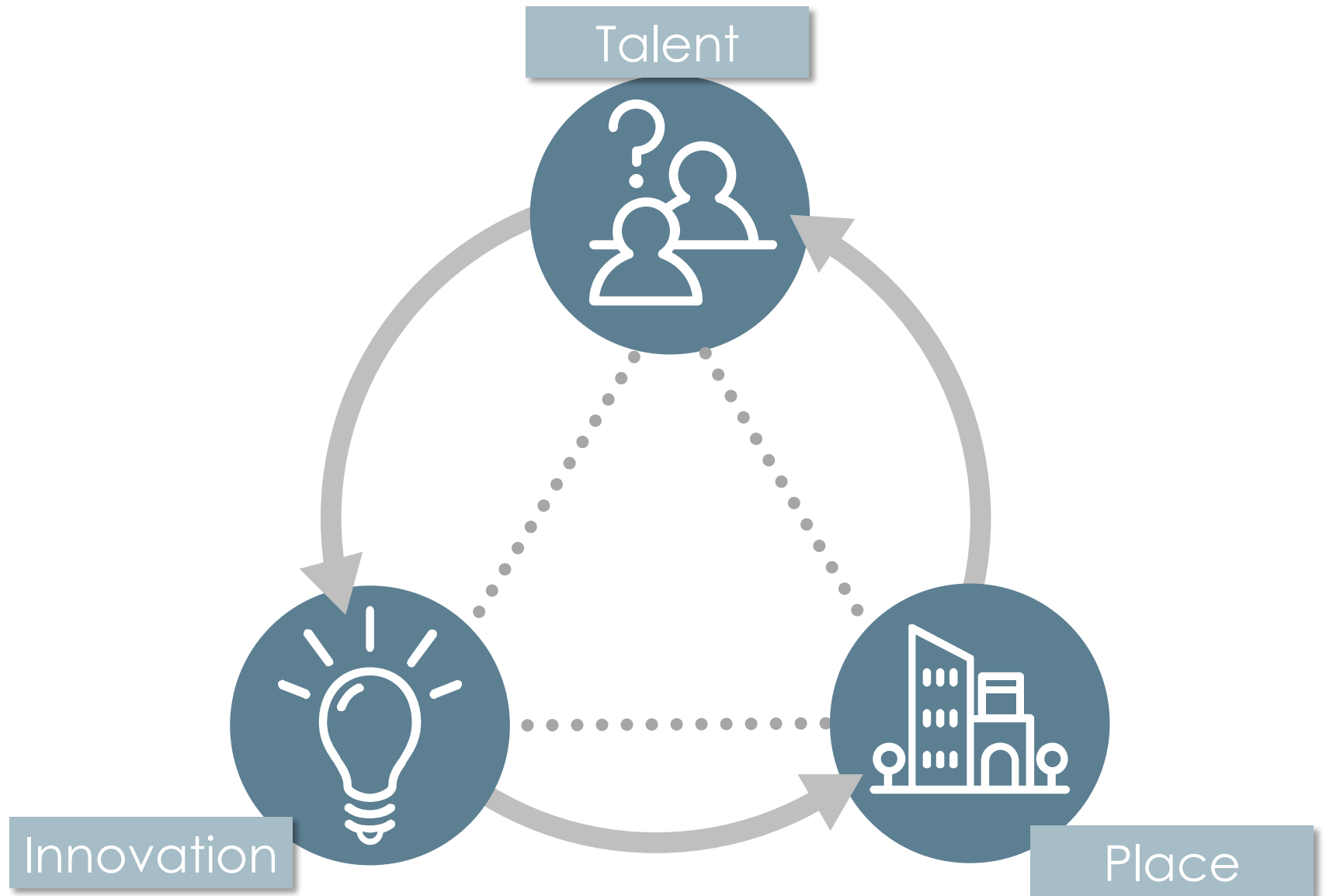
CURRENT & RECENT WORK

- **Austin, TX** – Workforce Master Plan
- **Fort Worth, TX** – Economic Development Strategy
- **Charleston County, SC** – Economic Development Strategy
- **Grand Rapids, MI** – Organizational Strategy
- **Green Bay, WI** – Economic Development Strategy
- **Greater Houston Partnership** – Upskill Houston
- **Greater MSP** – Economic Prosperity Strategy
- **Milwaukee, WI** – Tech Talent Impact Study
- **Oklahoma City, OK** – Economic Development Strategy
- **Southern Oregon, OR** – Economic Development Strategy
- **Tampa, FL** – Tampa Bay Economic Development Council
- **Travis County (Austin, TX)** – Inclusive Economic Strategy

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TIP PLANNING PROCESS

OUR FRAMEWORK





THEORY INTO PRACTICE PLANNING MODEL

DISCOVERY

site visits
assessment
benchmarking
focus groups
cluster analysis

OPPORTUNITY

visioning
goal setting
consensus
building
strategies
projects

IMPLEMENTATION

specific actions
resources
leadership
milestones
metrics

STAKEHOLDER ENGAGEMENT



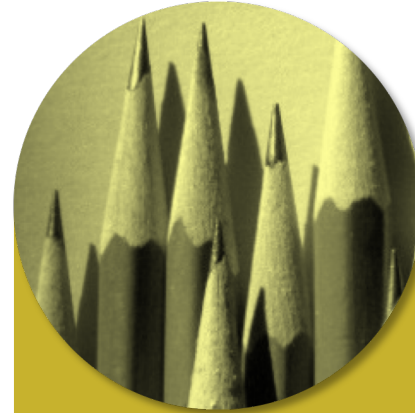
EDUCATION & OUTREACH

Raise awareness of the project, generate “buzz”



INPUT

Identify strengths, weaknesses, opportunities, and threats (SWOT)



REFINEMENT

Refine issues, explore opportunities, increase stakeholder buy-in



ACTION

Dedicate resources, engage other leaders

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PROJECT OVERVIEW

PROJECT GOALS

PROJECT GOAL

...update the road map which will **guide** the 14 county EMCOG region in determining where to **allocate resources** and **identify economic development priorities** over a 5-year period. Create a fact-based strategic economic development **action plan** that increases the region's **long-term economic sustainability and competitiveness**.

EMCOG CEDS

1. Provide an **economic assessment** of the 14-county EMCOG region
2. Provide a **technical review** of the 2014 East Central Michigan Regional Prosperity Strategy (RPS)
3. **Inventory assets** that influence the economic development landscape in the 14-county region
4. Provide an **analysis** to develop and refine the region's **economic development goals** and objectives
5. Identify and **evaluate** the region's **current opportunities** around economic development
6. Engage the **broader community** through interactive media
7. Research and share **innovative best practices**, ideas and concepts used by other economic development organizations around the country
8. Identify tools and resources needed to **implement** the economic development strategic plan recommendations
9. Ensure the plan meets **EDA requirements** for a CEDS

SCHEDULE

WHAT WE PROPOSED

DISCOVERY

- 1.1 Project launch
- 1.2 Economic assessment
- 1.3 Stakeholder engagement
- 1.4 SWOT analysis

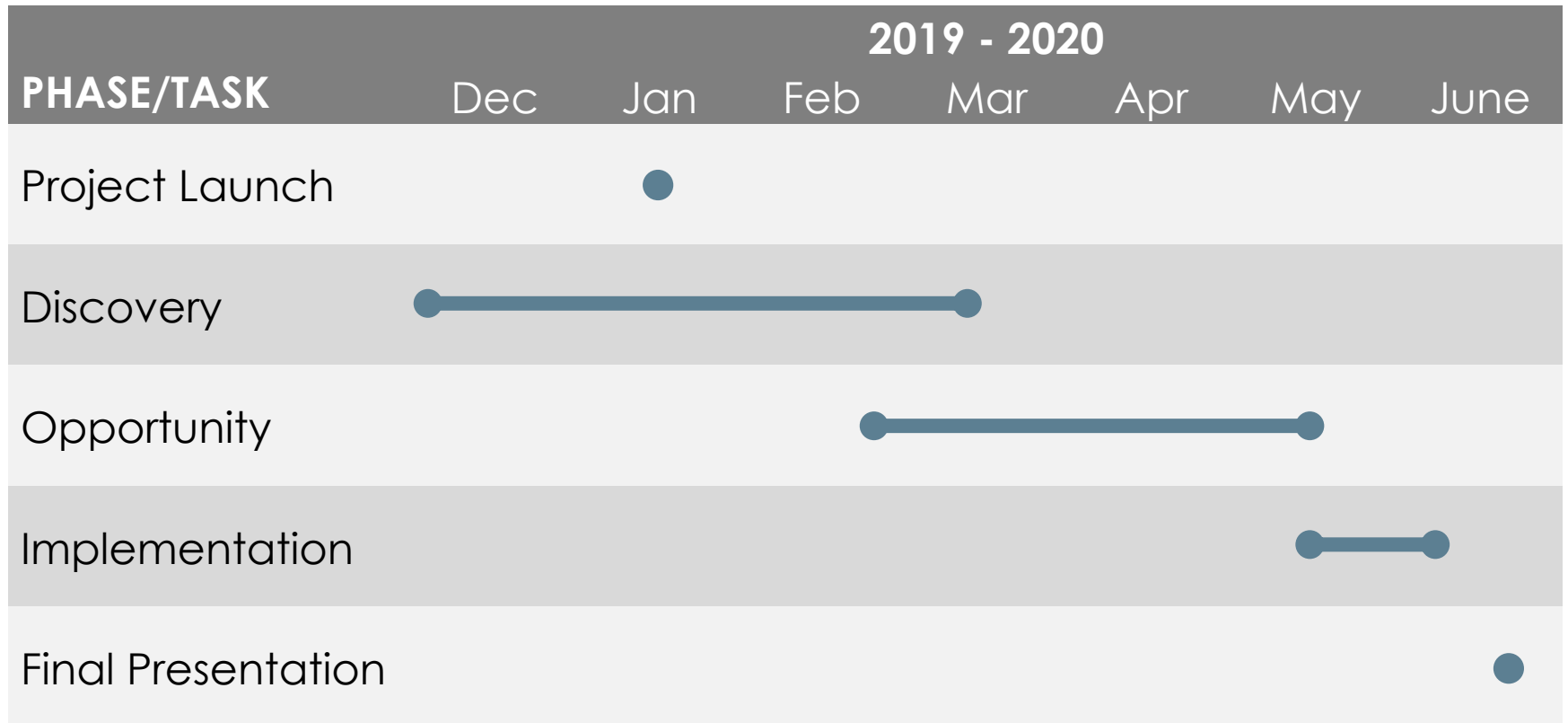
OPPORTUNITY

- 2.1 Guiding principles
- 2.2 Cluster & target industry analysis
- 2.3 Opportunities analysis & workshop

IMPLEMENTATION

- 3.1 Strategy workshop
- 3.2 Implementation plan
- 3.3 Final deliverables & presentation

PROJECT SCHEDULE



TIP JANUARY VISIT

January 15

- CEDS Steering Committee
- Economic Development Roundtable
- Entrepreneurship Roundtable
- Talent & Workforce Development Roundtable

January 16

- Transportation & Infrastructure Roundtable
- Placemaking, DEI, & Resiliency Roundtable
- Stakeholder Interviews

January 17

- EMCOG RED Team Meeting

PROJECT LEADERSHIP

PROJECT LEADERSHIP

	Description	Engagement
Steering Committee	Core group engaged in the planning process. This group was responsible for reviewing drafts and expected to attend all meetings.	<ul style="list-style-type: none">• January Project Kick-off• February Virtual Meeting• March Opportunities Workshop• April Strategies Workshop• May Virtual Meeting• June Plan Roll-out
Advisory Committee – RED Team	Broader leadership group responsible for developing vision, as well as providing input and feedback on strategies. Key leadership in plan implementation.	<ul style="list-style-type: none">• January Project Kick-off• March Opportunities Workshop• April Strategies Workshop• June Plan Roll-out

ROLES & RESPONSIBILITIES: TIP STRATEGIES

- Open, direct, & responsive communications
- Understanding of timeline and stated deadlines
- Regular updates to assess and report progress
- Provide information, data, strategic assistance, guidance, and recommendations on time and within budget
- Represent the project and the EMCOG region in a professional manner
- Assist in building support and enthusiasm for economic development in Eastern Michigan

ROLES & RESPONSIBILITIES: STEERING COMMITTEE

- Open, direct communication of expectations related to deliverables and project success
- Understanding of timeline and stated deadlines
- Timely dissemination of information to TIP that is critical to stated deadlines of project deliverables
- Timely response and feedback to TIP regarding draft deliverables and other deadline-related activities
- Provide contact information, data, strategic assistance, guidance, and recommendations
- Represent the planning effort in your community; share the purpose and build support
- Control project scope to ensure alignment with deliverables

CEDS OVERVIEW

WHAT IS A CEDS?

- A **strategy-driven plan** for regional economic development
- The result of a **regionally-owned planning process** designed to **build capacity** and guide the **economic prosperity** and **resiliency** of an area or region
- Considers, integrates, & **leverages other regional planning efforts**, including the use of other available federal funds, private sector resources, and state support which can advance a region's CEDS goals and objectives
- Regions must update their CEDS at least every **five years** to qualify for EDA assistance under its Public Works and Economic Adjustment Assistance programs
- A CEDS is a **prerequisite** for designation by EDA as an **Economic Development District (EDD)**

CEDS REQUIREMENTS

- **Summary Background:** A summary background of economic conditions of the region
- **SWOT Analysis:** An in-depth analysis of regional strengths, weaknesses, opportunities, and threats
- **Strategic Direction/Action Plan:** The strategic direction and action plan should build on the findings from the SWOT analysis and incorporate/integrate elements from other regional plans; should also identify the stakeholder(s) responsible for implementation, timetables, and opportunities for the integrated use of other local, state, and federal funds
- **Economic Resilience:** The plan must incorporate the concept of economic resilience
- **Evaluation Framework:** Performance measurers used to evaluate the organizations implementation of the CEDS and impact on the regional economy

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DISCUSSION

DISCUSSION QUESTIONS

- What are the **strengths, weaknesses, opportunities, and threats** of the 14-county EMCOG region as they relate to the potential for economic development success?
- What are the region's **largest economic successes** over the last 5 years? What have been its **biggest losses/setbacks**?
- What are the biggest **accomplishments** of the 2015 **CEDS**?
- What **initiatives** from the **2015 CEDS** should continue?

DISCUSSION QUESTIONS, CONT.

- Are there any **significant projects/initiatives** that you feel could have a transformative impact on the region's economy if implemented?
- What **regions** does Eastern Michigan **compete** with for investment projects?
- What **regions** and/or organizations can EMCOG **learn from**?
- What **outcomes** constitute success for the planning process?
- Which **additional community leaders and organizations** should be involved in this project?

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NEXT STEPS

NEXT STEPS

Ongoing review of background information & data, SWOT analysis (Tasks 1.2, 1.4)



Stakeholder interviews & roundtables (Task 1.3)



Next TIP Strategies visit – Mar 9-11



QUESTIONS

THANK YOU



TIP strategies
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MENTIMETER