



EMCOG Comprehensive Economic Development Strategy

The East Michigan Council of Governments (EMCOG) engaged TIP Strategies, an economic strategy firm based in Austin, TX, to update the region's Comprehensive Economic Development Strategy (CEDS), which will guide economic development efforts over the next five years. The planning process will begin in January 2020 and conclude with a roll-out presentation in June.

"We look forward to getting started and building on the considerable work our regional partners have already undertaken since our existing 5-year strategy was initiated in 2014. Our first order of business is to get out in the region and meet with stakeholders to help TIP glean as much about our area as possible," Jane Fitzpatrick said.

Over the course of six months, TIP and EMCOG will review extensive statistical data and analyze the economic development opportunities for the 14-county region. In addition, TIP will conduct interviews, roundtables, and meetings with community leaders and stakeholders from across the region to gather input for the plan. Broad community engagement will be essential to the planning process and feedback will be solicited through a community survey and social media platforms. This insight, combined with TIP's extensive experience and understanding of best practices from other regions, will form the foundational themes for the plan. Each key theme will have actionable goals and initiatives to guide the region's economic development activities over the next five years.

The plan will also meet the requirements outlined by the U.S. Economic Development Administration (EDA) to qualify as EMCOG's 2020-2025 Comprehensive Economic Development Strategy (CEDS).



About EMCOG & TIP

EAST MICHIGAN COUNCIL OF GOVERNMENTS (EMCOG) is dedicated to uniting the region's elected officials, planning professionals and the public around a common vision of making a great region even greater. EMCOG strives to build consensus on enhancing the economy, improving transportation, protecting the environment, promoting placemaking and may expand its focus into other areas that are consistent with the provisions of our enabling legislation. EMCOG provides a neutral forum for local governments to foster communication and collaboration in addressing regional or multi-jurisdictional issues and needs and at the request of our constituent municipalities, EMCOG also provides technical and planning assistance. EMCOG is a voluntary state designated regional council officially organized as a Council of Governments and is one of 14 such Regional Councils within the state of Michigan. The region consists of 14 counties, 33 cities, 44 villages, 245 townships and 1 Federal Indian Nation. The region is also a U.S. Department of Commerce Economic Development Administration designated Economic Development District (EDD).

TIP STRATEGIES, INC. (TIP) is a privately held Austin-based firm providing consulting and advisory services to public and private sector clients. Established in 1995, the firm's core competence in strategic planning for economic development has broadened to include expertise in talent strategies and in organizational development. TIP has worked with more than 300 communities across 40 states and 5 countries to develop innovative strategies, programs, and outreach campaigns.

For additional information, please contact

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