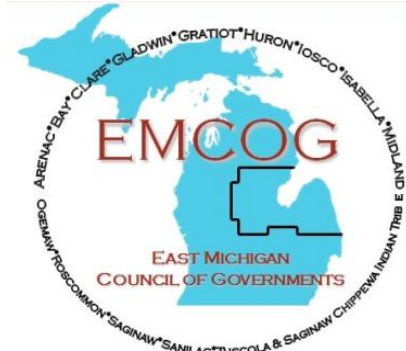


EAST MICHIGAN COUNCIL OF GOVERNMENTS

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East Central Michigan Prosperity Region 5 Summary of Activities

2014 (8 months from June through December)

The East Michigan Council of Governments received State funding in April of 2014 to convene a Tier 1 Prosperity Region 5 (PR-5) Collaborative and develop a Five-Year Prosperity Strategy for the eight (8) counties within PR-5 (Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, Midland, and Saginaw counties). Upon receipt of the State funds EMCOG, along with an RPI-5 Executive Committee developed an RFP for consulting services for development of the Prosperity Strategy. Through the RFP process TIP Strategies, Inc. was selected to develop a strategic plan and implementation strategies. The project commenced in June of 2014 to be completed in three phases with an approved plan by December 31, 2014.

The PR-5 Collaborative was convened by EMCOG beginning with a membership of 28 community and business leaders from all 8 counties. This role of this collaborative, known as the RPI-5 Strategic Management Team included:

- Monthly meetings with the consultants
- Review of draft documents and provide feedback
- Identify and engage key stakeholders in the 8-county region
- Provide strategic direction for the content of the Regional Prosperity Strategy
- Approve and prioritize draft strategies
- Communicate with the broader Strategic Plan Advisory Group throughout the project.
- Act as the liaison to the organization that they represent.

The Strategic Plan Advisory Group included a much broader cross-section of stakeholders from across the region. The role of this group included:

- Meet in person 2 times during the strategic planning process (June through December)
- Provide feedback and guidance on potential strategies
- Communicate with other leaders and stakeholders across the 8-county region.

In addition to the meetings identified above, there were several other roundtables, one on one interviews and other outreach group meetings.

The Regional Prosperity Strategy (the 5-year economic development blueprint) and dashboard was unanimously approved by the Strategic Management team at their December 16, 2014 meeting and presented at a “roll-out” event the following day. All participants and stakeholders were invited to this event at SVSU. The action items to implement the Strategy were ranked, partners identified and an implementation matrix was developed for the Strategy.

All in all, during the 8 month period (June through December) 249 individuals participated in the development of the Regional Prosperity Strategy with an attendance count of 416 at the numerous meetings, workshops, round-tables and interviews. (Note: these numbers reflect participants from EMCOG led meetings/etc. and do not include other outreach done by the Strategic Management Team membership through their respective organizations such as the MEDC Collaborative for Region 5, Michigan Works!, Great Lakes Bay Regional Alliance, etc.)

2015 (January – December)

EMCOG received a second year of State funding for PR-5 in February of 2015. The funding included implementation of the number one priority project as designated by the RPI-5 Strategic Management Team of the development of a Centers of Excellence Action Strategy. TIP Strategies, Inc. was hired to facilitate this project with a completion date by January 31, 2016.

The RPI-5 Strategic Management Team continued to meet on a monthly basis with a growing membership as the Prosperity Strategy began to be implemented. In addition a Centers of Excellence Task Force was established. This Task Force met with the consultants on a monthly basis.

A number of actions identified in the Five-Year Prosperity Strategy were either started or on-going during 2015 (alphabetical order):

- Asset Limited, Income Constrained Employed (ALICE) Regional Summit: EMCOG, SVSU and United Way of Michigan
- Business Attraction Plan: MEDC Region 5 Collaborative and GLBRA
- Centers of Excellence Action Strategy: EMCOG with TIP Strategies, Inc.
- Rural Transit Mobility: EMCOG and MDOT
- STEM Initiative: GLBRA, SVSU, CMU, MMCC and Delta College
- Target Market Analysis: EMCOG and MSHDA

There are other action items that are in progress which will be included in this report over the next couple of months as the Strategic Management Team members report back to the group.

During 2015 211 individuals participated in the EMCOG convened meetings and workshops with an attendance count of 334 persons at the multiple meetings, workshops, round-tables and interviews. (Note: these numbers reflect participants from EMCOG led meetings/etc. and do not include other outreach done by the Strategic Management Team membership through their respective organizations such as the MEDC Collaborative for Region 5, Michigan Works!, Great Lakes Bay Regional Alliance, etc.)

Further information can be found at www.emcog.org or contact Jane Fitzpatrick, Project Manager at 989-797-0800 or jfitzpatrick@emcog.org.