

Blueprint for Prosperity

Growing Northeast Michigan's Economy	Action Steps	Partners	Timeline (Years)					Performance Measures
			1	2	3	4	5	
Placemaking: Strengthen the quality of place throughout Northeast Michigan to entice talent and business development.								
Objective 1: <i>Target Investment into small, urban centers.</i>	Complete target market analysis.	NEMCOG, MSHDA, Counties.	■					Completed Target Market Analysis study.
	Adopt Main Street principles.	SPCs, NEMCOG		■				Main Street Principles adopted by communities.
	Provide best land use practices							
	Offer modules of Michigan Placemaking Curriculum.	MSHDA, NEMCOG	■	■				Modules 1-6 offered in 3 SPCs.
	Achieve Re-development Ready Status in SPCs.	NEMCOG, SPCs				■		Re-development ready status achieved by 5 SPCs in region.
	Create place plans in SPCs.	NEMCOG, Private consultant			■		■	Place plans created and adopted by 5 SPCs.
	Work with communities to develop strategies for achieving desired building forms.	NEMCOG, SPCs	■	■	■	■	■	Planning approval process changed to administrative review in 3 SPCs.
Objective 2: <i>Coordinate Placemaking at the Regional level to link urban and rural places visually, functionally and culturally.</i>	Create and organize meetings and events of the Northeast MI Placemaking network.	NEMCOG	■	■	■	■	■	Two placemaking network meetings held per year.
	Engage consultant to develop regional marketing initiative around a regional brand.	NEMCOG, consultant, MEDC		■				Regional branding guidelines created.
	Complete branding and promotional materials.	Private consultant, placemaking network			■			Regional branding and promotional materials completed and distributed.
	Initiate wayfinding program to significant places.	MDOT, MEDC, NEMCOG				■	■	Wayfinding signs installed in 3 SPCs.
Regional Branding: Increase national and global recognition of the region by showcasing a consistent & effective Northeast Michigan image.								
Objective 1: <i>Create and utilize an effective regional brand which communicates the essence of NE MI to the world.</i>	Engage a branding consultant to develop the regional brand and brand guidelines	NEMCOG, consultant, EDOs, CVBs, Chambers	■					Regional brand and guidelines developed.
	Utilize the regional brand in all marketing materials and communications	NEMCOG, EDOs, CVBs, Chambers		■	■	■	■	Regional brand used in marketing materials & communications.

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Supportive Systems for Business Growth: Facilitate entrepreneurship and grow existing businesses in the region.								
Objective 1: <i>Create a supportive environment throughout the region for entrepreneurial development.</i>	Provide coordinated "No Wrong Door" business assistance services. Create tab on collaborative website that refers users to correct agencies (no wrong door).	EDOs, NEMCOG, NE MI Consortium, SBDC, MEDC						Tab created on website.
	Increase capital funding through a Community Development Financial Institution, and other innovative funding methods (i.e. crowd funding).	EDOs, NEMCOG, NE MI Consortium, SBDC						
	Establish, through partnership agreements with region Collaborative Partners, entrepreneurial networking centers that host scheduled events.	Community Colleges, EDOs, University Center, M-Tech., Chambers						Entrepreneurial Centers are determined. Minimum of 4 networking events held per year.
	Develop and provide an online (RPI Website) handbook of rules, regulations, and relevant offices and a system of hotlines and ombudsmen to assist new and existing businesses.	NEMCOG, NE MI Consortium, County partners, MEDC, CDC						Handbook on website
	In collaboration with Michigan Works! Create a one-stop community resource center in each community that would bring in volunteer assistance by CPA's, Bankers, Nontraditional Commercial Lenders, Business Attorneys, and Training and Technical Assistance Providers to provide assistance to entrepreneurs in accessing resources and tools specific to their community.	NE Business Leaders, Collaborative, EDOs, NEMCOG, NE MI Consortium, SBDC.						Track number of people provided assistance and type of assistance. Track donated time of volunteer mentoring per year Track number of people provided assistance and type of assistance.
	Develop Mentorship Programs that include entrepreneur to entrepreneur, retired entrepreneur to entrepreneur, and entrepreneur to youth components to cultivate entrepreneurship at all age levels	EDOs and Regional Makerspaces Team						Program established and track number of entrepreneurs mentored.
	Create SCORE (Senior Corps of Retired Executives) programs in satellite spaces throughout the region	EDOs, Collaborative						SCORE program created and functioning.
	Facilitate a regional boot camp and leadership groups to share tools and resources.	EDOs, NEMCOG, NE MI Consortium, SBDC						Regional boot camp held.

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Objective 2. <i>Diversify and globally connect businesses in the region.</i>	Update databases of companies in region that currently export goods and services.	EDOs, NEMCOG, MEDC, NE Consortium, 7b, CDC						Maintain current database.
	Analyze regional database to identify companies that do not export but may have the potential to enter foreign markets	CDC, Collaborative						Companies identified.
	Develop a strategy to assist grow companies currently exporting and those identified with potential to export.	MEDC, EDOs, MDARD, DNR, NEMCOG-EDA, CDC						Export Strategy Developed.
	Implement export strategy.	MEDC, EDOs, MDARD, DNR, NEMCOG-EDA, CDC						Export Strategy Implemented.
Objective 3. <i>Enhance manufacturing opportunities in the region.</i>	Develop business-based satellite maker spaces in collaboration with business leaders in Northeast Michigan.	NE Michigan Business Leaders						New "Maker Space" is opened at a business in region.
	Create Regional Maker Space Development Team to spur use and support of incubators in Hillman, Harrisville and Mio-Fairview and new business-sponsored sites.	EDOs						Team is created and strategy developed and initiated for region's incubators.
	Organize a regional manufacturing roundtable with assistance from the MI Manufacturing Technology Center to discuss and develop strategies to increase manufacturing in region.	EDOs, MI Manufacturing Technology Center, NE Michigan Business Leaders, MEDC.						Roundtable organized and discussions begun.

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7 Tourism: Present Northeast Michigan to the global community as a high quality regional destination.

Objective 1: <i>Establish a strategic tourism partnership for Region 3.</i>	Organize & hold tourism meetings to determine organizational structure.	CVBs, Chambers, NEMCOG						Three tourism collaborative meetings held.
	Select and attend two tourism trade shows outside region.	Tourism Team						Two trade shows attended.
Objective 2: <i>Create a positive visitor first impression with service excellence.</i>	Create a mystery shopper program and visit 20% of tourism businesses each year.	Tourism Team						20% of businesses mystery shopped each year.
	Offer hospitality and dockhand training in Michigan Works! offices. Provide 5,000 informational placards to trainees.	Michigan Works!, NEMCOG, CVBs, Chambers						Three training sessions held each year.

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Objective 3: <i>Access the national and global tourism Market Place through Web-based presence.</i>	Implement Phase II of Up North Trails website and maintain site.	NEMCOG, Networks Northwest, Flight Path Creative, LIAA						Phase II elements implemented online.
	Work with communities to develop trail town plans and implement action items within the plans.	LIAA, DNR, TOMTC, NEMCOG						Five trail town plans each year.
	Continue development of signage program for Up North Trails.	LIAA, TOMTC, DNR, NEMCOG						Signs installed in designated trail towns.
	Provide web-based resources for trail towns including best practices, trail user needs, business opportunities, and statistics.	LIAA, TOMTC, Flight Path Creative						Resources available for trail towns on web.
	Create trail town academy.	LIAA, TOMTC						Trail town academy created and training sessions offered.
Objective 4: <i>Excel in quality product development by collaboration with agencies involved with tourism.</i>	Develop and distribute interpretive information for the region.	Tourism Team						Interpretive information created and distributed.
	Integrate Discover NE Michigan coastal tourism business assistance website into www.northeastmichigan.biz.	MI Sea Grant, Flight Path Creative, NEMCOG						Discover NE Michigan integrated into regional business website.
	Establish 5 self-guided regional themed tours annually.	Tourism Team						Five themed tours established.
	Provide regional visitor information in a variety of formats.	Tourism Team						Visitor information provided to Welcome Centers and tourism outlets.
	Maintain a regional and cohesive web presence utilizing existing regional websites (i.e. Up North Trails, US 23) and expand as needed.	Tourism Team						Regional websites maintained.
	Implement the US 23 Heritage Route Corridor Management Plan	NEMCOG, US 23 Mgmt Council, MDOT						Action items selected by US 23 Mgmt Council implemented.
Objective 5: <i>Encourage regional promotion, marketing, and communications.</i>	Cooperatively advertise to target markets in print publications, online, on the ground, and on TV/radio.	Tourism Team						Advertisements in print, web, signs, and TV/radio.
	Engage in direct marketing (mail and email) and effectively utilize social media.	Tourism Team						Regional tourism opportunities communicated via direct marketing and social media.
	Develop a regional PR Kit.	Tourism Team						PR Kit created and available to distribution when needed.
Objective 6: <i>Protect natural resources and the environment.</i>	Support and expand efforts to inventory and assess the natural, cultural, and heritage resources critical to growing Northeast Michigan's tourism industry.	Tourism Team						Inventory of assets in central portion of region complete.
	Encourage tourism businesses to adopt and implement stewardship principles to protect natural resources.	Tourism Team						Stewardship principles adopted by 20% of tourism businesses.

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Wood Industry: Expand, enhance, and support the Wood Products Industry Cluster in the Region.								
Objective 1: <i>Provide professional marketing and business development assistance to continue to implement the production of value-added furniture products in the region.</i>	Organize and hold an Annual Pure MI Furniture Show to market furniture that has been designed and produced by NE MI companies.	CDC, EDOs, MEDC						NE MI Pure Michigan Furniture Show held.
	Add two new product lines of furniture each year (ex: children's furniture, futons).	Consultant, NE Companies						Two new product lines added.
	Develop cooperative ventures that link material suppliers, manufacturers, and end user markets to streamline process.	Consultant, NE Companies, CDC						2 New Cooperative Ventures over 5 years created.
	Explore areas of cooperation, and facilitate efforts at local sourcing, group training, and team efforts in logistics and other services.	NEMCOG, EDO, CDC, Consultant						2 new locally sourced service or materials utilized by company(ies). Bi-annual training held.
	Establish a regional association of wood industry executives.	EDOs, Consultant, Northern MI Wood Companies, DNR, CDC.						Regional association of wood industry established.
	Survey Grand Rapids area for value-added furniture opportunities.	Consultant, Region 3, 4,5						Survey completed. Analysis provided.
	Collaborate with Prosperity Regions 4 and 5 on Amish Furniture Initiative.	Region 3,4,5; Consultant						Amish furniture initiative launched.
Objective 2: <i>Implement effective vocational and entrepreneurial training programs for the wood industry.</i>	Expand and enhance the MiFair program to include broader areas of wood manufacturing and associated activities and more advanced techniques.	EDOs, Regional Wood Industry Executives Association.						Additional offerings, products made. Utilization rate increases annually.
	Survey wood industry and other manufacturers to identify additional areas for focused vocational training.	NE MI Consortium, EDOs, Consultant						Survey completed. Biannual training held.

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	Provide coordination and project management services to facilitate one-time or periodic efforts to fill workforce gaps.	NE MI Consortium, Business						Worker gaps are filled.
	Work with the business community and the schools to expand and enhance cooperative and distributive education opportunities in important trades.	NE MI Consortium, EAG,EDOs, Regional Wood Industry Executives Association						Talent Tours held.
Objective 3: <i>Provide lifelong learning opportunities for the wood industry.</i>	Provide training and certification opportunities for people already in the workforce and for companies needing skilled employees who are willing to invest in their best workers.	NE MI Consortium, EAG,EDOs, Regional Wood Industry Executives Association						Training and certifications programs offered in region.
	Survey regional businesses to identify more opportunities to upgrade the skills of workers in the workforce.	NE MI Consortium						Surveys completed.
Objective 4: <i>Bring the wood industry wider recognition.</i>	Promote, through the Region 3 CDC Website and Marketing Initiative, to bring the wood industry in the region wider national and global recognition.	MEDC, Wood Collaborative, NEMCOG, EDOs						Updated Articles on RPI website and MEDC website. Evaluated through web page viewed.
	Complete the branding and marketing strategy currently being developed for Northeast Michigan Pure MI Wood Products to be used for Furniture Show in February 2015 and future events.	NEMCOG, CDC, Tourism Team						Brand developed for use.

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Local Foods: Expand, enhance, and support the Local Foods Cluster in the Region.

Objective 1: <i>Establish a food hub in Northeast Michigan.</i>	Complete a feasibility study that will provide recommendations for the development of a regional Food Hub and Local Foods Initiative including:	Consultant, NEMCOG						Feasibility study complete.
	Ignite the use of the existing food incubator/shed.	Consultant, EDOs, SBDC, CDC, Prosperity Collaborative						Two new food businesses per year.
	Retain a branding consultant to develop brand and marketing materials for food hub. Promote the brand through venues such as incubator kitchen,	NEMCOG, Local Foods Consultant/staff, Agriculture partners: MDARD, MSU						Brand and marketing material production. Promotion of brand through incubator and

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	entrepreneurial classes, and marketing materials	Extension, SBDC						classes.
	Adopt the MI Good Food Charter (6 goals) by the Governing Board of the Regional Local Foods Initiative	Regional Local Foods Board, NEMCOG/Partners, Consultant						Governing Board established. Six goals adopted by Governing Board.
Objective 2: <i>Increase the number of food product entrepreneurial businesses in Northeast Michigan</i>	Develop/procure an entrepreneurial food product curriculum and hold classes two times per year.	Local Foods Consultant/Staff, Agriculture partners: MDARD, MSU Extension, SBDC						Curriculum developed classes held twice a year.
	Increase visibility and use of Northeast Region Kitchen Incubator through increased visits to website, monthly media, meetings and hands-on efforts.	Local Foods Consultant/Staff, Agriculture partners: MDARD, MSU Extension, SBDC, NEMCOG						Website sessions = 50 per day.
	Establish the Regional Food Business Fund to provide small, low-interest loans for new entrepreneurs (patterned after ACEnet and Northwest Michigan 20/20 fund).	Local Foods Consultant/Staff, EDOs						Fund established.
Objective 3: <i>Engage local residents in food products manufacturing.</i>	Establish a core group of people (youth thru seniors) to supply product for a range of regional products.	Local Foods Consultant/Staff						At least 1 product provided by youth.
	Initiate a youth based entrepreneurial business program in cooperation with 4-H to teach and mentor 15 teenagers into supplying food for markets.	Local Foods Consultant/Staff, Agriculture partners: MDARD, MSU Extension, SBDC						15 teenagers take part in business program.
Objective 4: <i>Increase the awareness of residents of the local food industry</i>	Market local foods venues through the Regional Agricultural website	Local Foods Consultant/Staff, NEMCOG						Collect local foods data and upload online to local foods website.
	Conduct three meetings annually entitled "From Recipe to Reality" within the region.	Local Foods Consultant/Staff, Agriculture partners: MDARD, MSU Extension, SBDC						Three meetings held annually.

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Energy and Efficiency: Move toward sustainability by seizing green opportunities in Northeast Michigan.

Objective 1: <i>Develop a Renewable Energy Goal for Northeast</i>	Conduct an Inventory of the region to determine baseline data for evaluative measures on existing overall mainstream and renewable energy use per county and region for residential, commercial and	Consultant, NEMCOG, CDC						Inventory complete.
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<i>Michigan.</i>	industrial sectors; , production facilities, both mainstream and renewable energy facilities, amount, customers both local (in region) and non-local (outside of region).							
	Based on current and future projected demands, establish regional renewable energy goal.	Prosperity Collaborative, CDC						Energy goal set.
	Develop a Regional Renewable Energy Plan that will spark use by all sectors of Renewable Energy Alternatives resulting in driving up the demand and opportunities for new business development.	Consultant, NEMCOG						Plan complete.
Objective 2: <i>Expand renewable energy opportunities in the region</i>	Work with Partners to hold a minimum of 1 /year vocational and entrepreneurial training programs for the renewable energy industry.	NE Consortium, Talent Team						1 vocational and entrepreneurial training held per year.
	Meet with colleges to adopt appropriate and cost effective renewable energy solutions in Year One.	NEMCOG, Consultant						Renewable Energy alternatives scheduled to be installed in at least 1 college per year.
	Educate regulators about best practices for new technologies.	Prosperity Collaborative, NEMCOG						Meeting held with PSC and others to discuss issues.
	Inventory and develop recommendations for local governments throughout region of all local rules and regulations that may impact new energy businesses to determine if they are up to date.	NEMCOG						Inventory complete. Recommendations developed. Local government meetings.
	Implement new methods of funding for new energy businesses (i.e. crowdfunding).	Prosperity Collaborative						Funding methods determined and established by Year 5.
	Increase the number/types of alternative energy facilities (i.e. bio-energy and waste gasification systems) in region	Prosperity Collaborative, NEMCOG, EDOS, MEDC, CDC						Feasibility study is complete.
Objective 3: <i>Increase energy efficiency and the use of renewable energy.</i>	Expand residential and commercial energy efficiency programs.	NEMCOG, CDC, NEMCSA						Savings from Energy Efficiency devices and programs available are advertised on websites.
	Install energy efficient devices in public buildings.	NEMCOG, CDC						Increase the installation of devices in at least 1 county per year.
	Promote LEED certified buildings.	NEMCOG, MEDC, EDOS						Articles are placed on RPI website

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<i>A</i>erospace Research, Testing & Maintenance: Expand, enhance, and support the Aerospace Cluster in the Region.								
Objective 1: <i>Increase the number of aerospace business opportunities in the region.</i>	Develop a marketing campaign focused on attracting or luring companies, funders, and developers to the region centered on promoting the size and resources of major airports in region.	EDOs, Prosperity Collaborative, CDC						Marketing Campaign is developed and implanted.
	Cultivate funding opportunities for APN, OSC and GLR to assist with investment into infrastructure development which will give the region a competitive edge when developing and recruiting major aerospace projects.	EDOs, CDC, Prosperity Collaborative						Fund is established.
	Create Test Sites/Centers at each airport (APN, OSC, GLR) working with local universities to provide licensing, training, certification and education in areas such as aircraft maintenance, commercial pilot licensing, emergency services that is not accessible in Northern Michigan.	EDOs, EAG/Talent Team, NE Consortium						Test Sites created. Training is provided.

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Michigan Works! Agency: Attract, develop and retain a talented workforce in Northeast Michigan.								
Objective 1: <i>Increase funding for workforce programs.</i>	Ensure more training dollars come to the Region, thereby improving trainee skills, increasing employment self-sufficiency and reducing unemployment.	NE Consortium, EAG/Talent Team, Region 7b.						Increase training dollars in the region by 20%.
Objective 2: <i>Improve the region's workforce image.</i>	Display a more progressive, advanced business/community image for Region 3.	NE Consortium, Region 7B						Increased use of website, number of visits to MI Works! offices.
	Promote Region 3 as a talent attraction and talent retention State area.	Prosperity Collaborative, NE MI Consortium, Region 7B						Increase the number of articles on CDC website and MEDC good news page.
Objective 3: <i>Increase cooperative activities and improve operational effectiveness and efficiency</i>	Establish an eleven (11) county Education Advisory Group/Talent Team.	NE Consortium, Region 7B, Prosperity Collaborative						Formally established team.
	Employ a shared-staffing service delivery practice.	EDOs, MEDC, NEMCOG, NE MI Consortium, Region 7B, SBDC.						Partnership Agreements are signed and executed between partners.
	Utilize a Prosperity Region-based grant writing process.	EDOs, NEMCOG, NE MI Consortium.						Grant writing is shared/regionalized.
	Establish a Joint Venture Committee (JVC) between the two Michigan Works! agencies to prioritize the use of client-customer collaborative service projects to initiate and identify progressive consolidation.	Region 7B and NE MI Consortium						JVC is completed.
	Improve communications, through the use of all available media, to business customers, job seekers, service partners, and the public in and out of Region 3 Prosperity Region.	Collaborative, NE MI Consortium, NEMCOG, EDOS, Chambers, MEDC.						Monthly articles are posted to RPI Website, NE Business Resource Website and partners appropriate websites and media outlets.

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P ost-Secondary Education: Attract, develop and retain a talented workforce in Northeast Michigan.								
Objective 1: <i>Improve the awareness and availability of beyond-high school training opportunities to increase the incidence of talent and resident retention.</i>	Form a Northeast Michigan Collegiate Network Group.	Consultant						Network is established and meets.
	Create a Collegiate Network Group agreement to regularly consider the pursuit of Federal/State/Foundation grants on a Prosperity Region 3 level.	Consultant						Agreement is secured
	Assess the learning resources of each partnering post-secondary training institution.	Consultant						Assessment is provided
Objective 2: <i>Allow for greater economies among post-secondary educational organizations.</i>	Expand training into new areas.	Collegiate Network						New offerings are offered.
	Conduct a needs assessment for off-campus training opportunities in underserved locations.	Collegiate network						Assessment is complete.
	Extend the use of available technologies to offer non-traditional training/learning options.	Collegiate Network						New training options are offered in region.
Objective 3: <i>Increase worker retention rates, grow worker earnings, improve production capacities, and create company & organizational growth.</i>	Establish a continuous improvement "WHAT DO YOU WANT?" communication process with area employers.	NE MI Consortium, Region 7b.						Process is completed and results are tabulated and used in programming. Quarterly mailings established.
	Establish greater incumbent worker and new worker training.	NE MI Consortium, Region 7b.						Trainings are held.

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Adult Education Service Providers: Attract, develop and retain a talented workforce in Northeast Michigan.								
Objective 1: <i>Reduce the number of dropouts, increase the number of people using ABE services, increase GED completions and create better client employment capacities.</i>	Improve the availability of ABE services.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Increased number of ABE services in region.
	Form a Prosperity Region 3 Education Advisory Group (EAG).	Adult Education Services Providers, NE MI Consortium, Region 7b.						EAG formed.
	Exclusively prioritize those Prosperity Region 3 residents in need of basic learning assistance and thereby improve their employability capacities.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Prioritize residents in need.
	Streamline and improve the public awareness of regionally available ABE services.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Post services on prosperity website and other relevant sites.
	Establish a common regional "voice" for those in need of ABE service to better express the size and diversity of the need.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Need evaluated.
	Employ a fair methodology for ABE fund distribution, but also create a process which will most effectively follow-the-need within the Region.	Adult Education Services Providers, NE MI Consortium, Region 7b.						New methodology established.
	Position the Prosperity Region 3 EAG to represent a larger target of ABE need when seeking additional grant funding.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Grant funding applied for.
	Consider education alternatives for those leaving high school without a diploma and/or are learning deficient in the areas of workplace math, reading and computer literacy.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Education alternatives evaluated.
	Heighten and make the high school learning experience critical by developing a message/campaign to reinforce the need to stay in and learn as much as you can while in school.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Informational materials and programs developed.
Objective 2: <i>Maximize limited fiscal resources for service</i>	Consolidate ABE and Michigan Works! services thereby reducing the need for infrastructure and create greater focus on client service provisions/ABE positive outcomes.	Adult Education Services Providers, NE MI Consortium, Region 7b.						Services consolidated.

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<i>effectiveness, efficiency, and diversity and ensure residents can more easily obtain services at locations "close-to-home".</i>	Provide more focused employment readiness assistance to clients common to the ABE and Michigan Works! systems.	Adult Education Services Providers, NE MI Consortium, Region 7b.							Employment readiness assistance provided.
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7 Talent Retention: Attract, develop and retain a talented workforce in Northeast Michigan.

Objective 1: <i>Retain talent workers in the region.</i>	Introduce a Northeast Michigan Business PLEDGE project.	NE MI Business Leaders, EDOs.						Companies pledge to offer to one student annually: <ul style="list-style-type: none"> • A Coop-student opportunity while still in high school...and then, • An intern opportunity while in college...and then, • An apprenticeship-style employment option upon college completion.
	Post a "JOB BOARD" in every high school to create early job awareness, facilitate teaching opportunities, and build a greater knowledge of the Region's commerce base.	NE MI Business Leaders, EDOs.						"JOB BOARD" posted in high schools.
	Use available technologies to transmit employment/business/entrepreneurship success stories emanating from Region 3 through Michigan (and beyond).	NE MI Business Leaders, EDOs, NEMCOG.						Web and print materials used to transmit success stories.
	Conduct a "shark-tank" style manufacturing "Pitch & Catch" Trade Show. Companies could pitch their products, raw material needs and operational specifics to invited manufacturers from across the State.	NE MI Business Leaders, EDOs, NEMCOG.						Trade show held.
	Bring the Live-Work-Detroit concept to northern Michigan (Live-Work-UpNorth).	NE MI Business Leaders, EDOs, NEMCOG.						Live-Work-UpNorth concept in place.

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Public Transit: Attract, develop and retain a talented workforce in Northeast Michigan.								
Objective 1: <i>Provide transportation to work and training.</i>	Develop an information packet about transit services in the region including brochures from each transit system and a regional brochure.	NEMCOG, transit agencies.						Information packet developed.
	Provide information to employers, employment agencies, colleges and schools.	NEMCOG, transit agencies.						Information provided.
	Hold coordination meetings for: •College admissions offices and transit agencies •Employment agencies and transit agencies •High schools and transit agencies	NEMCOG, transit agencies, colleges, high schools.						Coordination meetings held.
	Obtain Partnership Agreements from College admissions offices to function as a portal for transit information, advice, brochures, web site, and ride share bulletin boards.	Collegiate network, NEMCOG						Agreement obtains; Website, bulletin boards, and printed information available in admissions offices.
	Obtain Partnership Agreements from Employment agencies to function as a portal for transit information, advice, brochures, web site, and ride share bulletin boards.	Employment agencies, NEMCOG.						Agreement obtains; Website, bulletin boards, and printed information available in employment agencies.
	Work with regional transit systems to identify opportunities to better serve transit dependent population in relation to workplace or educational transportation needs.	Employment agencies, transit agencies, NEMCOG.						Opportunities identified.
	Explore use of route deviation service and point deviation service for county and regional transit systems to provide timely and predictable transportation to work and school.	Educational institutions, transit agencies.						Route deviation service and point deviation service implemented.

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Infrastructure: Ensure adequate infrastructure exists which meets the needs of business, residents, and visitors								
Objective 1: <i>Expand high speed internet access throughout the region.</i>	Develop a mini grant program that provides free social media classes and internet safety workshops.	Chambers, NE MI Consortium						Mini-grant program established
	Complete County Broadband Plans to maintain and improve reliable high speed internet service and wireless telephone access along all of the major routes and in all business and population centers.	Connect MI						Plans completed for each county.
	Inventory region for broadband access and demand.	Connect MI, NEMCOG						Inventory completed.
	Complete vertical assets inventory.	NEMCOG						Inventory completed
	Pursue funding for broadband expansion.	Connect MI						Funding is procured.
	Perform an analysis of local policies and ordinances.	NEMCOG						Policies and ordinances are analyzed for region.
	Bid out high speed internet access.							Internet access bid out.
Objective 2: <i>Ensure adequate municipal infrastructure exists.</i>	Inventory municipal needs in region.	NEMCOG						Inventory complete.
	Assist with water and sewer needs in local communities.	NEMCOG, EDOs						Funding obtained for improvements.
Objective 3: <i>Enhance transportation connections.</i>	Explore options for alternative transportation modes, i.e. rideshare, regional systems, from other areas of the State.	NEMCOG, MDOT						Alternative system determined.
	Meet with transit agencies to review current operational routes.	NEMCOG, MDOT, local transit agencies.						Meetings held with Transit agencies.
	Upgrade State and local road system. Utilize road rating system to prioritize investment areas.	NEMCOG, MDOT						Paser road ratings completed.
	Update and implement non-motorized trail plan. (1)Prioritize key areas for investment for connection. (2)Construct identified trail connectors.	NEMCOG, MDOT						Plan updated.

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Growing Northeast Michigan's Economy	Action Steps	Partners	Timeline (Years)					Performance Measures
			1	2	3	4	5	
Regional Agency Collaboration: Collaborate to provide consistent and coordinated level of service in the region.								
NEMCOG	Contract with qualified professional to assist in formulating plan for merging NEMCOG, Northeast Consortium and NEMCSA.	NEMCOG, NEMI Consortium, NEMSCA, EMCOG, Region 7b, Collaborative.						Study is completed.
	Meet with EDOs in region to implement EDO collaborative recommendation.	NEMCOG, EDOs, NE Consortium, Region 7b, MEDC.						Recommendations are being implemented
	Assist Economic Development Corporations with EDA grants.	NEMCOG, EDOs						EDA grants are being submitted.
	Assist and provide leadership with regional economic and community development projects.	NEMCOG, MEDC, EDOs						Regional Ag, Wood, Aerospace, Tourism, Placemaking, Makerspaces are being provided Technical Support.
	Inventory the region's available industrial sites and ensure information is on Region's Collaborative Website- Zoom Prospector (Attraction Strategy).	NEMCOG, EDOs						Current vacant industrial sites
	Provide marketing and branding templates that would provide opportunities for each community to insert their personal information and have a professional look without the expense of finding professional designers.	NEMCOG, EDOs, Chambers						Templates are developed and information from communities is inserted.
	Work with community teams to be prepared to promote sites available as well as respond to information and meeting requests of potential companies and developers.	NEMCOG, EDOs, MEDC						Meetings are held that showcase programs and websites as well as trainings for potential business location inquiries.
	Maintain current Region's "No Wrong Door" data on Region 3 Collaborative Website.	NEMCOG						Website is live and continuously updated.
	Continue to educate regional partners on RPI and its progress on meeting benchmarks.	NEMCOG, EDOs						Annually attend county Boards, organizations and key partners meetings.
	Align regional Comprehensive Economic Development Strategy (CEDS) with the Regional Prosperity Plan.	NEMCOG, Prosperity Collaborative						CEDS Plan that is aligned with RPI strategies.
Determine Regional shared service(s) to be pursued.	NEMCOG, Counties						Shared Service is agreed upon	

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								to be pursued.
	Complete analysis of cost/benefit of shared service.	NEMCOG						Cost/Benefit analysis is complete.
	Explore consolidation of regional agencies: NEMCOG, Northeast Consortium, and Michigan Works!	NEMCOG, NE Consortium, Michigan Works!						
Michigan Economic Development Corporation	Work with EDOs, NEMCOG, Northeast Consortium, and private sector on funding procurement for private sector business and community development projects.	MEDC BDM and Community Development Manager						Number of grants submitted.
	Continue to support regional CDC with assistance on regional projects and information on supporting services.	MEDC BDM and Community Development Manager						Attend regional project meetings, CDC meetings.
	Assist community teams with technical aspects of business retention and attraction.	MEDC BDM and Community Development Manager						Assist in Community Training.
	Implement Region's "No Wrong Door".	MEDC BDM and Community Development Manager						Utilize Prosperity Website for customer referral.
Economic Development Organizations <i>Align all EDOs to provide consistent economic development assistance throughout the region</i>	Provide training for volunteer economic development organization/team to build knowledge and capacity. Topics would range from business retention and attraction to assisting local entrepreneurs in development and growth.	NEMCOG, CDC						Trainings are held annually
	Provide staff assistance to schedule regular "pro-active" retention visits to those companies that create base-jobs.	EDOs, MEDC, NE Consortium, Region 7b,						Retention visits are attended.
	Increase the number by 10% each year of companies to be actively engaged (at no charge) in the two business connect websites in place to encourage doing business locally (Northeast Connections and Pure Michigan Business to Business).	EDOs, MEDC, NE Consortium, Region 7b, SBDC, NEMCOG, Chambers						Increase utilization by 10% each
	Provide flex on-demand service for technical expertise to communities without staff expertise but are in need of assistance on a project by project basis.	EDOs, MEDC, NE Consortium, Region 7b, SBDC, NEMCOG, Chambers						Projects are provided assistance.
	Provide support and resources for entrepreneurs including basic tools for small businesses (pre-start up to existing) including self-help resources, web-based tools, classes, and business counseling.	EDOs, MEDC, NE Consortium, Region 7b, SBDC, NEMCOG, Chambers						Entrepreneurs are assisted-track numbers.
	Provide "back office" assistance to the local Revolving Loan Fund (RLF) including updating loan application forms, vetting applications prior to local board review/approval, keeping track of loans/programs in progress and identifying funds to add to the RLF.	EDOs						Track assistance that is provided to CDC's.

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	Pool resources to engage in sub-regional cooperation and collaboration for economic development capacity by providing provide full-time staff expertise.	EDOs, MEDC, NE Consortium, Region 7b, SBDC, NEMCOG, Chambers						All counties are covered by professional assistance.
	Implement Region's "No Wrong Door."	EDOs, MEDC, NE Consortium, Region 7b, SBDC, NEMCOG, Chambers, Prosperity Collaborative,						Utilize Prosperity Website for customer referral.
Chambers of Commerce <i>Objective 1: Increase opportunities for collaboration between chambers each year.</i>	Determine a means to better share each other's events utilizing the Prosperity Website.	Chambers						Prosperity Website is enhanced to enable Collaboration needs of Chambers.
	Create a community calendar of all NEMI events (or a way to share links to each community's calendar); explore use of www.northeastmichigan.biz to achieve this goal.	Chambers						Community Calendar is on Prosperity Website
	Develop a survey to help measure perception of the community and businesses in the community so we can begin to explore ways to improve perception.	Chamber						Survey completed and results disseminated.
<i>Objective 2: Collaborate in business development activities.</i>	Share education resources – if one community is bringing a program, seek partners to share resources to send the same presenter to other communities or explore a transportation option to bring people from around the region to the event.	Chambers						Share resources between communities.
	Market information and educational materials and websites that is already available for Entrepreneurs and businesses.	Chambers						Provide links to existing sites.
<i>Objective 3: Coordinate chamber activities and communication throughout the region.</i>	Hold regular (quarterly) meetings of all NEMI Chambers of Commerce.	Alpena Chamber						Quarterly meetings held.
	Host an annual event for NEMI Chambers boards to convene.	Chambers						Annual event for boards held.
	Host an annual event for the NEMI Chambers Ambassador groups to convene.	Chambers						Annual event for Ambassadors held.
	Organize educational opportunities on the Northeast MI B2b website.	Chambers						Education opportunities posted.
	Develop a web resource for chambers of commerce to share tools, resources, and other information (dues structures, events, speakers/presenters, benefits, new member packet information, ideas to grow membership, structure, etc.).	Chambers						Utilize northeastmichigan.biz to share resources.
	Implement Region's "No Wrong Door".	Chambers						"No Wrong Door" implemented online.

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SBDC	Provide business counseling and plan development to budding business owners.	SBDC						Business counseling and plan development offered.
	Update CDC and Collaborative on new start-ups and issues occurring that create obstacles for business development.	SBDC						Updates provided.
	Implement regional “No Wrong Door”.	SBDC						“No Wrong Door” implemented online.
Business Leaders Initiative	Host events – training for entrepreneurs.	SBDC, NE MI Business Leaders, EDOs						Training events hosted.
	Provide Maker space for entrepreneurs at agreed upon businesses.	NE MI Business Leaders, EDOs, Entrepreneur						Space at businesses provided.
	Hold quarterly networking meetings.	NE MI Business Leaders						Four meetings held per year.

Key

ABE: Adult Basic Education
CDC: Collaborative Development Council
CVB: Convention and Visitor’s Bureau
DDA: Downtown Development Authority
DNR: Department of Natural Resources
EAG: Education Advisory Group
EDA: Economic Development Administration
EDO: Economic Development Organization
GED: General Educational Development
LEED: Leadership in Energy & Environmental Design
LIAA: Land Information Access Association
MDARD: Michigan Department of Agriculture & Rural Development
MDOT: Michigan Department of Transportation
MEDC: Michigan Economic Development Corporation
MEDC BDM: Michigan Economic Development Corporation Business Development Manager.
Michigan Works! Northeast Consortium: A network of resources, providing services to improve the region’s workforce.
MSHDA: Michigan State Housing Development Authority
MSUE: Michigan State University Extension
NEMCOG: Northeast Michigan Council of Governments
NEMSCA: Northeast Michigan Community Service Agency
NLEA: Northern Lakes Economic Alliance
RLF: Revolving Loan Fund
RPI: Regional Prosperity Initiative
SBDC: Small Business Development Center
SCORE: Senior Corps of Retired Executives
SPC: Strategic Placemaking Center
SPN: Strategic Placemaking Nodes
TMA: Target Market Analysis
TOMTC: Top of Michigan Trails Council