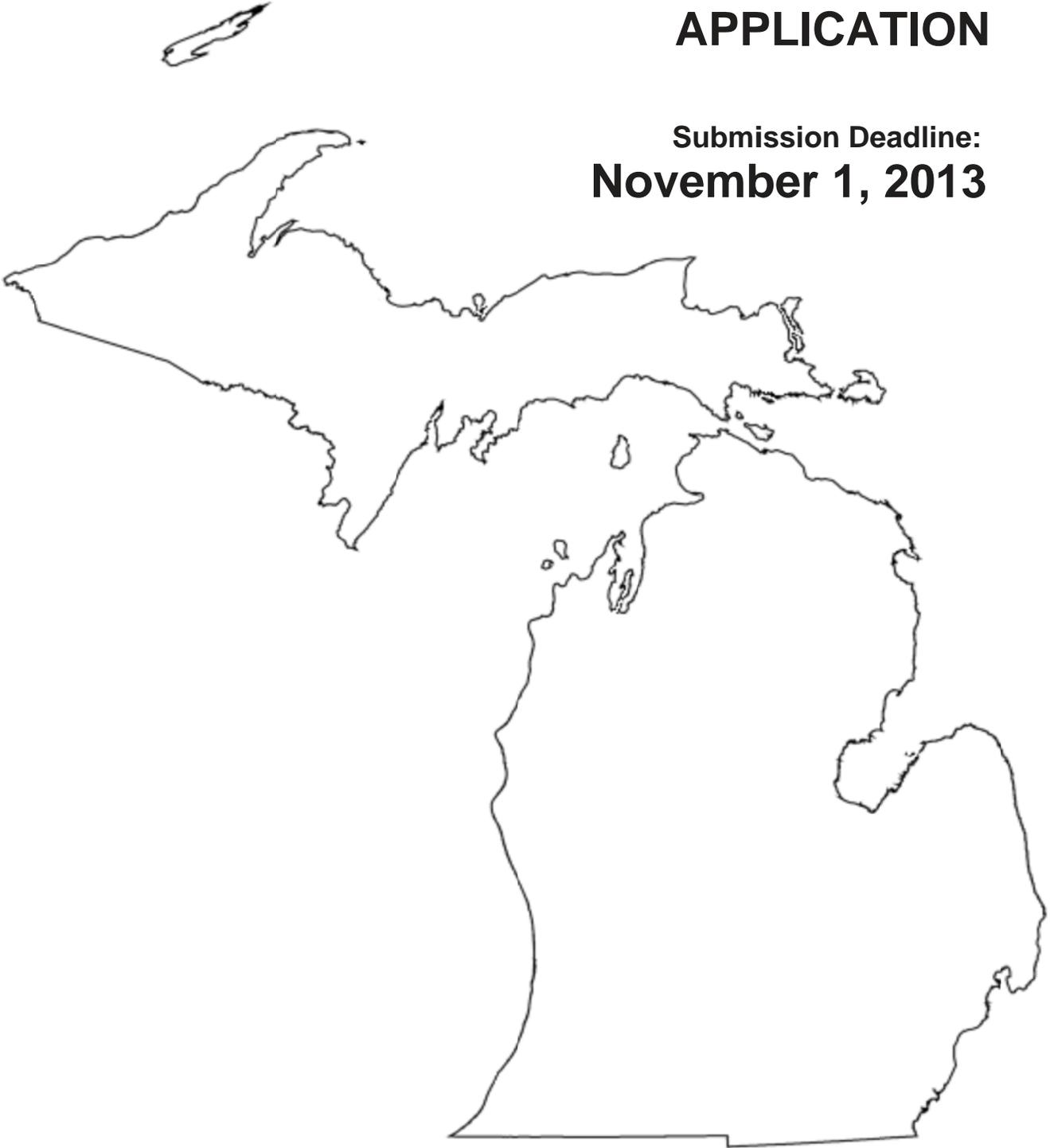


REGIONAL PROSPERITY INITIATIVE APPLICATION

Submission Deadline:
November 1, 2013



The Regional Prosperity Initiative Application Form was developed to facilitate the application process for regional collaboration within designated regions throughout Michigan, as illustrated on the attached map.

The following checklist outlines the sequence of steps to complete an application:

- Study the Regional Prosperity Guidance and boilerplate to understand the requirements and purpose behind the new approach to regional collaboration and whether you are eligible to apply on behalf of your partnership.
- Note any additional requirements beyond the prerequisites of the grant application form (e.g., letters of support, application deadlines, etc.).
- Fill out the application form completely.
- Applications must be accompanied by a cover letter (no more than one page) in which you state your request and proposed use of funds. This letter should be signed by your director and your board president.
- The application for which you are seeking approval is a collaboration with other agencies; include letters of support from the collaborating agencies. (A resolution of support from the lead applicant and a letter of support from each co-applicant are due at the time of submission.)
- Complete the narrative section on page six. Please, no more than four pages total (type no smaller than twelve point, margins no smaller the one inch).
- Enclose your organization’s incorporating documents and pertinent memorandums of understanding.
- Enclose a list of current board members (include member affiliations and any other pertinent information).
- Enclose a list of key organizational staff, including titles and main functions.
- Enclose the most recent audited financial statement (if available).
- Enclose your organization’s current year operating budget.
- Enclose a detailed budget of the project for which funds are being sought (if applicable).
- Application is due to DTMB by November 1, 2013. Submit by e-mail: harkinsc1@michigan.gov.

Additional questions may be directed to:

Sara Wycoff
 Strategic Advisor
 Executive Office of Governor Rick Snyder
wycoffs@michigan.gov

Chris Harkins
 Legislative Liaison and Policy Advisor
 Dept. of Technology, Management and Budget
harkinsc1@michigan.gov

GLOSSARY OF TERMS/ACRONYMS:

CDC: Collaborative Development Council	MPO: Metropolitan Planning Organization
CEDS: Comprehensive Economic Development Strategies	MWA: Michigan Works! Agency
EDA: Economic Development Administration	RPA: Regional Planning Agency
FTE: Full-time Equivalent	SPDR: State Planning and Development Regions
MEDC: Michigan Economic Development Corporation	

Guidance for Regional Funding Applications and Expectations

- 1. What is the total amount of your funding request? Please provide an itemized list of what you intend to do with that funding. Include a timeline, information about any funds you will plan to leverage in your effort and how you intend to measure success.**

Tier 1 Regional Collaboration Award Request \$250,000

ACTIVITIES	FUNDING
Development of a Regional Organization Consortium with a governing and decision-making structure to identify and address barriers and opportunities for continued regional prosperity, to develop regional economic prosperity agenda and goals	\$130,000
Create a communications architecture including meetings, events, goal-setting workshops, creation of a Regional Dashboard, and public awareness and education	\$45,000
Administration of grant research, needs analysis, environmental scans, benchmarking with technical and administrative support	\$75,000

Technical Assistance Request \$75,000

ACTIVITIES	FUNDING
<ol style="list-style-type: none"> 1. Regional economic development analysis of clusters and potential prosperity opportunities 2. Identify barriers to regional prosperity and develop potential recommended solutions 	\$75,000

- 2. List all partners participating in this application. Please specifically denote those that are required partners as identified in the boilerplate language. Please outline any additional prospective partners you will be approaching to participate in this effort.**

The volunteer workgroup represented the diverse interests in our region’s future prosperity:

- Susan M.C. Pigg, Tri-County Regional Planning Commission (also MPO)
- Rachel Elsinga, Tri-County Regional Planning Commission
- Bob Trezise, Lansing Economic Area Partnership (LEAP)
- Karl Dorshimer, Lansing Economic Area Partnership
- Tom Donaldson, Lansing Community College SBTDC
- Edith Hatter-Willaims, Capital Area Michigan Works
- Rex LaMore, Michigan State University REI Center

- John Melcher, Michigan State University
- Tim Daman, Lansing Regional Chamber of Commerce (LRCC)
- Brian Coughlin, Clinton County Economic Alliance
- Richard Watkins, Delta Township
- Rod Taylor, DeWitt Township

They agreed that Tri-County Regional Planning Commission would be the lead agency to submit this application. We are all committed to providing letters of support, and to seek and identify a diversity of public, private, and not-for-profit partners in this important regional effort. Many private companies and industry leaders are included in our effort through their membership and commitments to LEAP, Inc. and the LRCC:

- Accident Fund
- Jackson National Life
- Auto Owners
- Blue Cross/ Blue Shield
- Demmer
- Spartan Motors
- Farm Bureau
- Sparrow Health Systems
- Emergent Biosolutions
- Harvest Creative Services
- PNC
- Fifth Third
- MSUFCU
- Lake Trust
- LAFCU

Additional Regional Partners:

- Tri-County Regional Planning Commission
- Lansing Economic Area Partnership (LEAP, Inc.)
- Capitol Area Michigan Works!
- Michigan State University
- Lansing Community College
- Olivet College
- Davenport University
- Lansing Regional Chamber of Commerce
- Capitol Area Transit Authority (CATA)
- Clinton County Transit
- Eaton County Transit Authority (EATRAN)
- Ingham County Economic Development Corporation
- Clinton County Economic Alliance

- Eaton County
- Ingham County
- Clinton County
- City of Lansing
- City of East Lansing
- Michigan Department of Transportation (MDOT) University Region
- Delta Charter Township
- Delhi Charter Township
- Dewitt Charter Township
- Meridian Charter Township

3. Are the proposed counties to be served in accordance with the regional prosperity map? If not, why not? How do you intend to begin to work in the region outlined in the aforementioned map going forward?

Yes. All counties within our regional prosperity map area will served.

We request that you limit the length of your answers for the following questions to no more than a total of four pages.

1. LEAD APPLICANT ORGANIZATIONAL BACKGROUND:

Include organizational mission statement and purpose, organizational qualifications, history of accomplishments, governance, area and population served, and role of volunteers. (As this is collaboration, describe the lead agency and its relation to others involved.)

The TCRPC will manage and coordinate this grant funded project. The TCRPC has successfully managed and implemented federal and state funded planning and development projects for over 50 years. The TCRPC has extensive experience providing technical assistance as well as creating and maintaining functional networks of area municipalities and agencies to implement regional planning activities. As a governmental membership organization, the TCRPC has involved the active participation of the Lansing region's three counties and 75 municipalities in all aspects of planning and development.

The TCRPC has provided innumerable training sessions, educational programs, and materials for communities. The TCRPC has extensive experience conducting and facilitating planning as well as developing model programs, ordinances, and policies for Michigan communities.

The TCRPC is the MPO serving the Lansing, Michigan Tri-County region. The TCRPC is responsible for the regional coordination and approvals of federal and state funded transportation projects in mid-Michigan. This coordination makes the region's local governments, road agencies and transit providers eligible for up to \$57.6 million each year in grants and programs. The TCRPC is designated as the Economic Development District for the US Department of Commerce Economic Development Administration and manages a grant funded economic development planning program. The TCRPC complies with all federal, state, and local requirements for fund management and project implementation and has no record of problems or concerns.

2. IDENTIFICATION OF REGIONAL ASSETS:

Identify the defining assets of your region (geography, economy, education, talent, transportation, etc.) and explain why your organization, with your co-applicants, is uniquely qualified to bring all of the appropriate partners together to leverage the region's assets to create, strengthen and support regional economic prosperity.

- Good geographic location and name recognition: we are Michigan's capitol city; the region is centrally located in the Lower Peninsula, accessible to Mid-Michigan communities.
- Strong higher education including Michigan State University, Lansing Community College, the University Center, Davenport University, Thomas M. Cooley School of Law.
- Strong infrastructure, including natural infrastructure of rivers, parks, trails and open space; physical infrastructure of transportation and other public services, and business development infrastructure of numerous organizations focused on building a stronger region.
- Good quality of life options with comparatively low cost of living, diverse communities and neighborhoods, and many cultural amenities (festivals, arts, theater, museums).
- High workforce skill and competitive wage structure.
- Broad employment base that includes state government, institutions of higher learning, insurance and financial firms, a strong and growing IT sector, General Motors Corporation, and related manufacturing,

healthcare and hospitals, emerging life sciences companies, and many strong not-for-profit associations.

Regionalism is an urgent imperative. Efficiency in public services and shared economic development are foundational practices of a prosperous region. Collaboration and consolidation have been a South Central regional focus for over 20 years. Our region has an established collaborative history, and is well-positioned to embrace the requirements of the funding opportunity.

3. NEEDS STATEMENT:

Explain the need for a collaborative economic strategy in your region. Identify the needs you will address. Acknowledge similar existing projects or agencies, if any, and explain how your proposal differs, and what effort will be made to work cooperatively.

South Central Prosperity Region 7 is looking to unite regional stakeholders around a broad, comprehensive regional economic prosperity plan. At present, a multitude of intergovernmental agreements (both formal and informal) exist in addition to innumerable public/private partnerships. Our region, comprised of Clinton, Eaton and Ingham counties, has a constructive history of regional collaboration among its public/private/and not-for-profit sectors. L-TREP, MGROW, MMPGS, GLACC, CARTS, MBPS, LUHRT and PWC are all public/private partnerships that have provided real and positive impact to its 75 communities served. However, collaboration generally occurs around specific economic endeavors following a specific project timeline.

The Regional Prosperity Initiative (RPI) will bring together a broader array of stakeholders for the purpose of establishing an effective regional collaborative environment between Adult Education Programs, Work Force Development Agencies, Planning Commissions, Transportation Service Providers, Economic Development Organizations, Higher Education Institutions, as well as public/private/non-profit entities in our region's key social, economic and industry sectors.

These regional stakeholders will collectively build the foundation: a mechanism for Region 7 to unite its economic vision and become the collective catalyst for regional prosperity. Through the creation of a regional consortium, we will coordinate our individual efforts to both (1) identify our overlapping responsibilities (2) address regional development barriers and (3) define, create and support a unified regional vision of our economic prosperity. We will look for innovative and sustainable ways to leverage regional resources to support our comprehensive economic strategy that will focus on developing our region's five (5) key economic clusters. With support from a Regional Prosperity Grant, we can collectively meet our shared economic goals to:

- Become Michigan's Accelerator Region
- Expand our existing Regional Insurance/Financial Industry into a Midwest Hub
- Promote Region 7 as the North American Hub for Auto/Advanced Manufacturing
- Develop a Regional Food Processing and Agricultural Innovation Center
- Increase our Regional Incubation Network.

This initial planning process will provide the platform on which we will structure the current and future economic priorities of our entire region. The Tri-County Region needs a Regional Prosperity Collaborative grant of \$250,000 to convene participation and facilitate the development and support of a single unified long-range economic prosperity plan. The 2014 agenda will include:

A. Establishing a Regional Prosperity Initiative and Architecture:

- Regional Planning Meetings/Events
- Regional Dashboard creation and maintenance
- Regional development project identification and prioritization ["Momentum Lansing"]
- Regional "Visioning" Workshops

- Regional “Branding” Forums
- Public Awareness and Information Campaign

B. Feasibility Studies for the following:

1. Regional Economic Development Cluster Analyses to identify target industries/sectors and develop regional strategies to support growth and expansion
2. Regional analysis of barriers to talent distribution and business support solutions, Cross-County services, and multi-modal transit
3. Regional Work Force Needs Assessment:
Gauge current regional work force and develop regional strategy to enhance

C. Creation of a singular Five (5) year “Prosperity Plan”:

Construction of our regional economic “vision” that is a result of our 2014 collaborative efforts, to be continued into 2015 and beyond.

4. ADDITIONAL INFORMATION:

Please address anything else about your organization or project you think is relevant to the proposal.

South Central Prosperity Region 7 needs well defined, collaborative strategies that match our regional assets to our unified vision of economic prosperity. The Regional Prosperity Initiative and the 5 year Prosperity Plan proposed in this grant application will provide our region the tools needed to develop and support regional collaboration at a hi-functioning level, a level that will have significant impact in advancing and securing our economic future.