

THE GREATER LANSING REGIONAL PROSPERITY INITIATIVE

A coalition planning for prosperity in Clinton, Eaton and Ingham Counties

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UPDATE

The Regional Prosperity Initiative is a voluntary competitive grant process offered by the State of Michigan through the Department of Treasury, Management and Budget (DTMB), designed to encourage local private, public and not-for-profit partners to create a unified economic plan that will support vibrant regional economies. Many of Michigan's regions and their various public planning and service delivery entities have overlapping responsibilities, yet compelling visions for their economic priorities. The absence of a broad-based regional vision and coordination of services create both redundancies and gaps.

Grant awards are utilized to formalize a collaborative relationship among local and regional partners to create a unified regional strategy for economic prosperity. Having a well-defined "Prosperity Plan" ensures that the State of Michigan invests in the success of our regions, their local communities, and our economy in ways that are meaningful to the people who are working, playing, and doing business there every day.

South Central Prosperity Region 7 leveraged \$155,330.00 in funding in order to collectively build a foundational blueprint that will unite its economic vision and become the collective catalyst for sustainable regional prosperity. Region 7 has been bringing together an 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, and numerous public/private/non-profit entities in our region's key social, economic and industry sectors. Region 7 is coordinating individual efforts by:

- a) Identifying overlapping responsibilities
- b) Addressing regional development barriers
- c) Defining, creating, and supporting a unified regional vision of our economic prosperity

Our efforts to procure funding began in the spring of 2013, and the continuation of our Regional Prosperity activities is as follows:

- August 2013: Held public panel meeting to learn more about DTMB's "Regional Prosperity Initiative" grant guidelines. A diverse audience of 60+ from around the region participated.
- September 2013: TCRPC convened a meeting of volunteers, a Leaders team of LCC, MSU, LRCC, LEAP, and CAMW, to meet weekly and devise an outline and prepare an application for the RPI program.
- October-November 2013: RPI Program opens, Region 7 application submitted. Full funding was requested to support regional efforts (\$250,000.00 for plan; \$75,000.00 for technical study)



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- Mid December 2013: Provided clarifications and question responses to DTMB
- December 31, 2013: Application rejected
- January 2014: Review meeting with RPI program leaders to discuss revisions and re-submission
- February 2014: Revised application submitted (\$250,000 & \$75,000, respectively)
- March 1, 2014: An award of \$155,330 issued pending revised budget and work plan and new timeline of activities
- March 12, 2014: Revised funding request with timeline submitted
- March 22, 2014: funding issued to TCRPC
- March 28-April 3: 'Leaders' group (compromised of required agencies) outlined work program and plans roll out for April L-TREP meeting. Invitations issued regionwide.
- April 16, 2014: Leaders group met to discuss grant deliverables; RPI grant presented to community; "visioning" activities create template for following work groups 1) Regional Barrier Identification 2) Regional Identity 3) Regional Vision 4) Regional Dashboard
- May 15, 2014: Leaders group met and discussed grant deliverables schedule and 'grand event' arrangements; L-TREP/RPI met to develop Dashboard metrics and offer sources. Subcommittee formed to write RFP for an online dashboard development.
- June 19, 2014: Leaders group met to discuss Dashboard progress, educational events, and budget for grand event. L-TREP/RPI meeting discussion resulted in preliminary "Prosperity Pillars" identified for region and then brainstormed actions to support them
- July 17, 2014: Leaders group met to discuss grand event, overall projects budget, and outreach activities; L-TREP/RPI meeting reviewed the 5 year old Lansing Next plan and then centered on Midpoint reports-where we are with grant activities and what is yet to transpire.

In addition to the Regional Prosperity monthly meetings, all members of the Leaders group are spearheading their own subcommittee. Meeting on a needs-related basis, these work groups are tasked with the following RPI Grant deliverables: Lansing Regional Chamber of Commerce planning our Fall Event; LEAP, Inc. and Michigan State University heading our Dashboard; Capital Area Michigan Works! Is focused on regional talent issues and outreach education and communications; and TCRPC is leading on research on Transportation related barriers to Economic Prosperity in our region.

We continue to actively look for innovative and sustainable ways to leverage regional resources to support our comprehensive economic strategy that has a centered focus on the continued development of our region's five (5) key economic clusters:

- 1) Becoming Michigan's Accelerator Region
- 2) Expansion of our Insurance/Financial Industry into a Midwest Hub
- 3) Promotion of Region 7 as the North American Hub for Advanced Manufacturing
- 4) Development of a Regional Food Processing and Agricultural Center
- 5) Increasing our Regional Incubation Network.

