

# **Project Overview**

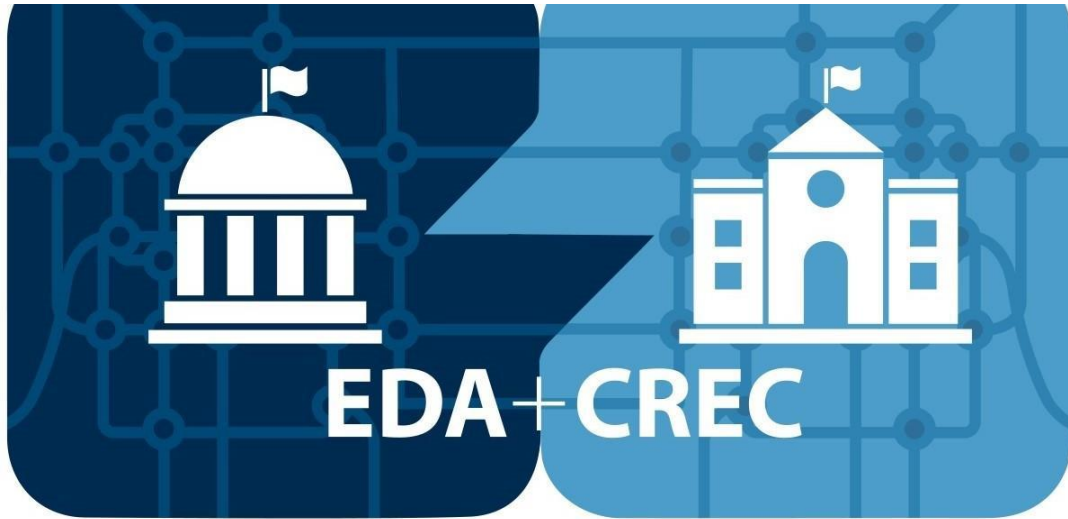
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# **EDA Policy Academy Michigan Team**

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AUGUST 24, 2023





**NADO RF | SIDO | NEMWI | AMCC**

# Policy Academy

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EDA established the Policy Academy to:

- Foster greater strategic alignment
- Generate coordinated economic development initiatives
- Address barriers to cooperation
- Share ideas with peer states
  - MI, CO, ID, KS, LA, WI

# Overview: EDA Policy Academy in Michigan

*White Paper  
Review*

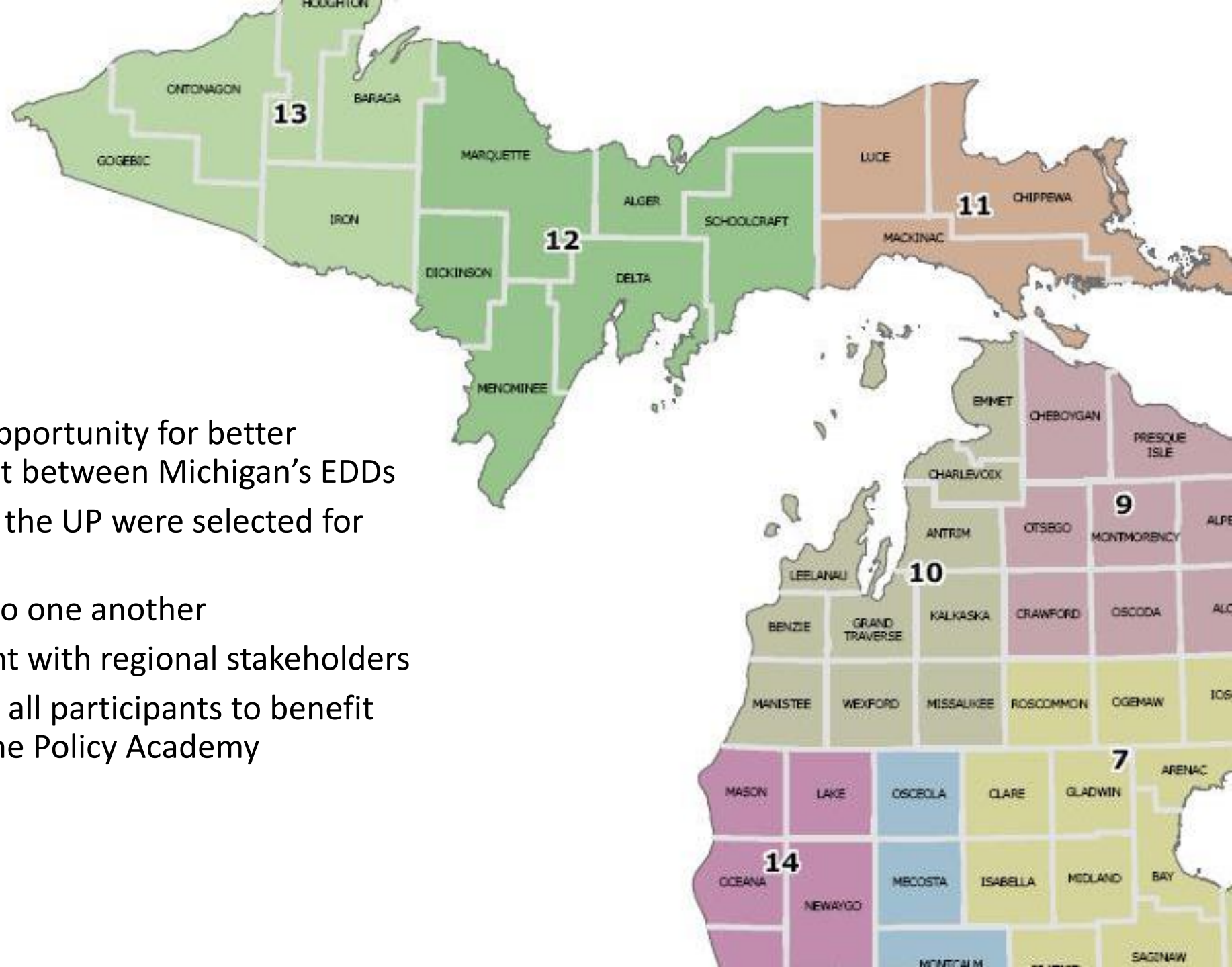
The Michigan Team has identified the following objectives:

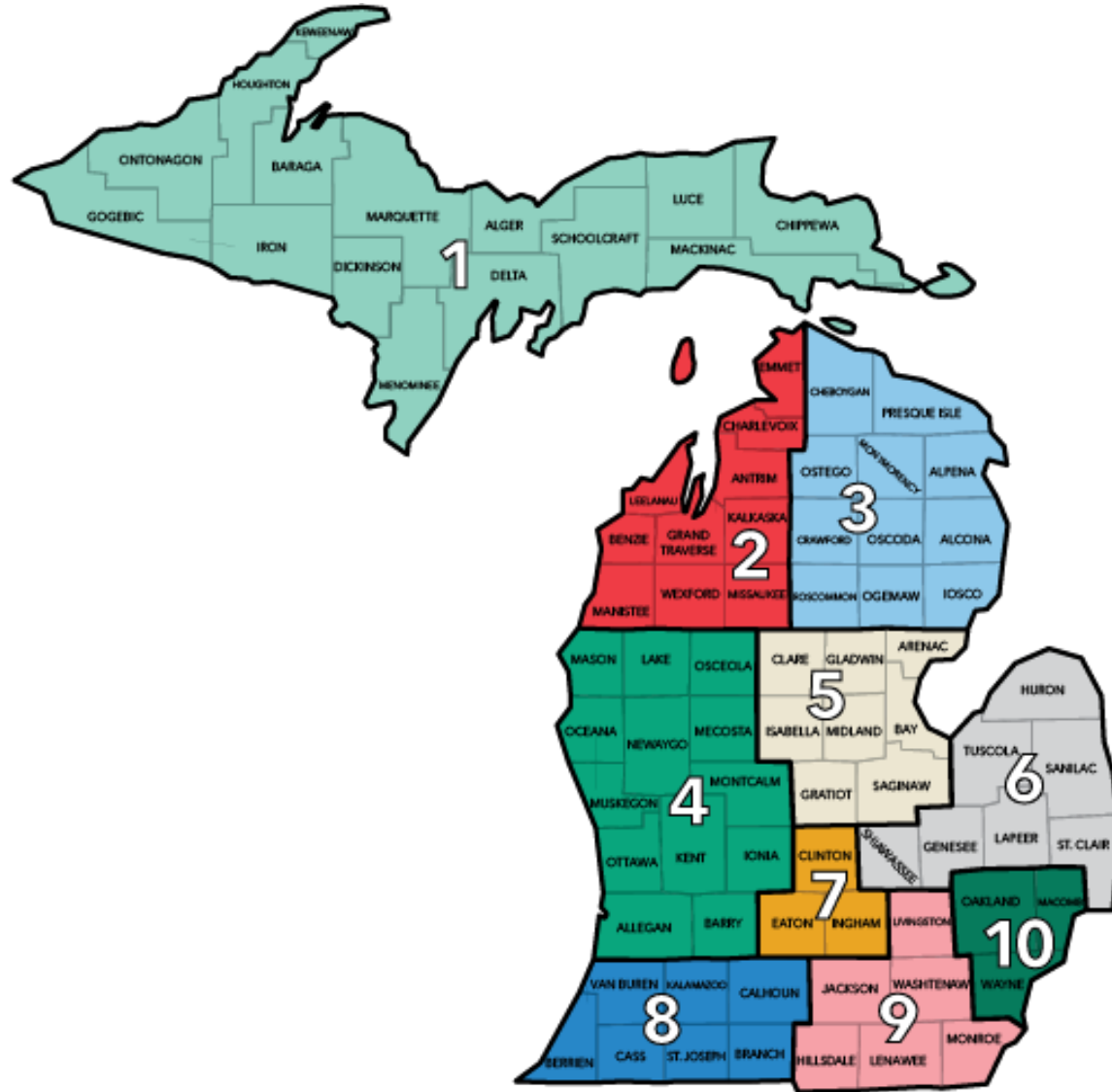
- **Short-Term:** Aggregate the existing UP CEDS plans
- **Long-Term:** Create a standardized table of contents for the UP-wide CEDS plans
- **Final Objective:** Share the work with all of Michigan's regional EDDs and make recommendations for how we can become better collaborators across the state

# Why it Matters

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- The Policy Academy is an opportunity for better collaboration and alignment between Michigan's EDDs
- The three Regional EDDs in the UP were selected for several reasons, including:
  - Geographic proximity to one another
  - MEDC staff engagement with regional stakeholders
  - A clear opportunity for all participants to benefit from participation in the Policy Academy





# MEDC IS COMMITTED TO ENABLING LONG-TERM UPWARD ECONOMIC MOBILITY FOR ALL MICHIGANDERS



## MISSION

Achieve long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide



## VISION

Make Michigan's economy the nation's fastest growing, most equitable and most resilient by:

Achieving 'Top 10' status for:

- Job growth in targeted sectors
- Equitable job growth
- Real median household income growth

Attaining the largest net gain of talent in the Midwest

Becoming top ranked EDO

## GUIDING PRINCIPLES



### Sustained, long-term growth

Accelerate long-term job growth to address impacts of automation and protect Michigan's economy against downturns.



### Regional impact

Support every region – from rural areas to urban centers – to improve economic outcomes for all.



### Equitable, high-wage growth

Provide equitable pathways toward high-wage growth that supports opportunities for all.



### Customer focus

Bring a customer-first, partner-driven mentality to all we do.

## STRATEGIC FOCUS AREAS



### Attract, retain, and grow business

Attract, keep and grow businesses in industries that support maximum growth in jobs, wages and investments



### Support and grow our talent

Cultivate the skills and talent needed for in-demand and high-growth occupations statewide



### Develop attractive places

Collaborate with local communities and partners to create places in which people and talent want to live, work, visit and play



### Accelerate high-tech innovation

Support entrepreneurial growth to enable commercialization and new high-tech business creation



### Market the state

Promote Michigan's image as a world-class business location and travel destination



### Support small business

Help existing small and microbusinesses grow and thrive and improve economic prosperity for all through small business ownership



# Action Plan Draft

*Goal 1: Aggregate the existing UP CEDS plans into a Superior Economic Development Strategy (SEDS)*

Goals	Strategies (Policies and Programs)	Actions	Timeline	Core Team Point Person
Short-term: Aggregate the existing UP CEDS plans into a Superior Economic Development Strategy (SEDS)	Develop SEDS	Find commonalities across three UP CEDS and Michigan Works and Invest UP goals and strategies	Summer 2023	Jeff Hagan
		Summary of 3 region's similar goals and strategies		
		Prioritize goals and evaluate opportunities from the perspective of the entire UP. Identify priorities across UP as a whole not named in regional CEDS - or, priorities not shared across regions that regions should be aware of		
		Write executive summary for current CEDS combination	September/October 2023	
	Build consensus among regional partners	Create a value statement to help with consensus building broad education and engagement	Summer 2023	
		Share common goals with core team partners for buy-in	November 2023 Cleveland Meeting	
		Share common goals with EDO and other home team partners for buy-in	October/November Site Visit	
		Graphic design on SEDS text - including potential online format	Fall 2023	
		Share SEDS and build buy-in among partners	October/November 2023	

# Action Plan Draft

*Goal 2: Create a shared template/standardized table of contents for the UP-wide CEDS plans*

Goals	Strategies (Policies and Programs)	Actions	Timeline	Core Team Point Person
Long-term: Create a shared template/standardized table of contents for the UP-wide CEDS plans	Develop a process for template development	Engage and align regional stakeholders	July/August 2023	Dotty LaJoye
		Identify shared challenges and threats - as a set-aside to help clarify thinking	Summer 2023	
		Identify and document necessary steps in developing template - review new EDA guidance	Fall 2023	
		Standardize table of contents for next CEDS	Fall 2023	
		Build consensus among stakeholders on shared template	Fall/Winter 2023	

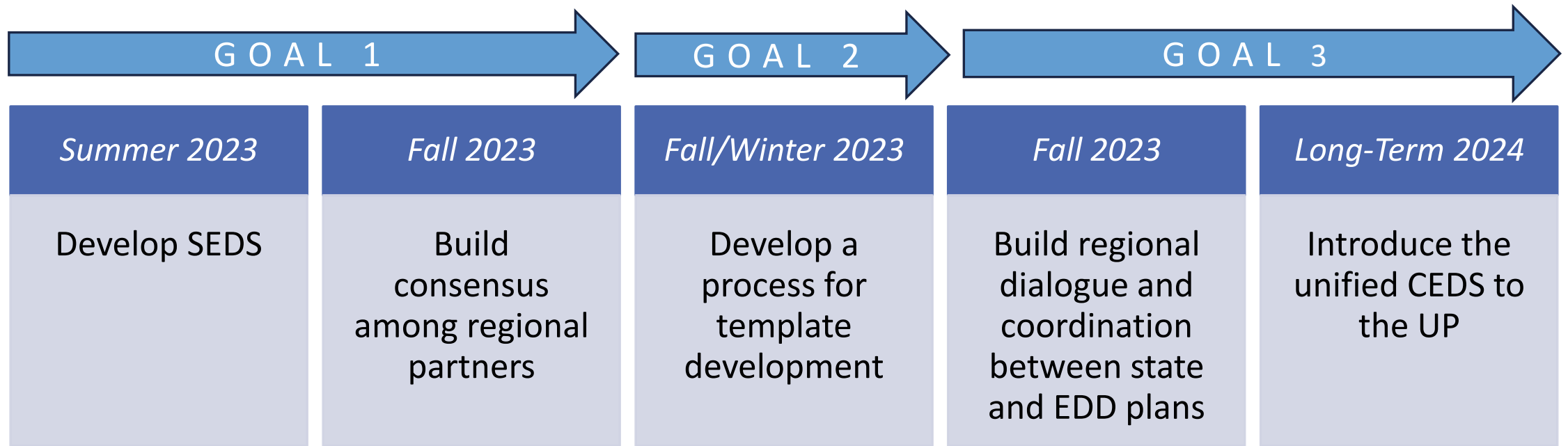


# Action Plan Draft

Goal 3: Acknowledgement and integration of EDDs into state operations

Goals	Strategies (Policies and Programs)	Actions	Timeline	Core Team Point Person
Final objective: Acknowledgement and integration of EDDs into State Operations	Build regular dialogue and coordination between state and EDD plans	MEDC communicate to state partners about efforts to align regional, state plans	June/July 2023	Matt McCauley
		Align short term aggregated plan (SEDS) with MEDC strategy	Fall 2023	
		Identify alignment with MEDC strategic plan (and coordinate with UP CEDS alignment/table of contents process)		
	Introduce the unified CEDS to the UP	UP EDDs communicate to MAR about efforts to align regional, state plans	Summer 2023	
		Align Northeast and Northwest EDDs	Winter 2024	
		Develop statewide CEDS	Long-term (2024)	

# Timeline and Next Steps



## What we need from the CEDS Committee:

- Review and give input on the Action Plan
- Challenge assumptions made in the plan
- Participate in the final action plan as defined in the final review
- Participate in the implementation of the results across the state in 2024 and beyond

# Feedback on Plan and Process



What assumptions are we making?



What's missing?



What are the obstacles to this plan succeeding?



How can this conflict or overlap with other initiatives? (ex. One UP)



Consider your involvement of your region's CEDS – what are your thoughts on how you engaged with your EDD in the past and how it worked within the state more broadly?

# Identified Priorities and Commonalities

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Between the three CEDS and the MEDC Strategic Plan, these are the common industries and issues identified:

## **Most aligned with MEDC Strategic Plan:**

1. Mining
2. Forestry/Agribusiness
3. Shipping/Logistics
4. Tourism/Outdoor recreation
5. Downtowns (blight remediation/placemaking)
6. Manufacturing (advanced manufacturing)
7. Workforce attraction and retention

## **Not included in MEDC Strategic Plan, but important to consider for SEDS:**

8. Housing (affordable, attainable, workforce)
9. Broadband
10. Childcare
11. Climate change and resilience

# CONSTRUCTING A SUPERIOR ECONOMIC DEVELOPMENT STRATEGY

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*“The exact language expressing the issues, opportunities and goals as used in each separate CEDS report was generalized and shortened.”*

*Author: Mary Ann Heidemann, Regional Planner  
Eastern Upper Peninsula Planning and Development*

# Strengths and Opportunities

Each CEDS presents a list of regional strengths and opportunities. The following were found in all three as economic drivers:

- Natural Resources
- Water Resources

Social Assets mentioned by all three regions:

- Local education outlets

No single development asset is cited across the entire peninsula

# Weaknesses and Threats

Economic challenges for all three regions:

- Geographic Isolation
- Declining population
- Aging workforce
- Poor access to broadband
- Lack of high-quality housing
- Lack of funding for development
- Aging infrastructure and vacant buildings

Goals	West	Central	East
Build on Rural Resources	X		
Develop Businesses			X
Vibrant Communities/Community Framework	X	X	X
Mitigate Threats/Build Resilient Economy	X	X	
Improve Transportation & Infrastructure	X	X	
Integrated Asset Management			X
Attract Talent	X	X	
Improve Education & Training		X	X
Improve Health/Healthcare	X	X	
Improve Policies and Planning			X



Tourism Development	West	Central	East
Regional tourism data, research & training	X	X	X
Improve & sustain trail networks	X	X	
Adventure tourism research & development	X	X	
Customer service training	X		
Food Systems			
Food system needs, gap & product analysis	X		X
Tech assistance & funding for food outlets & markets	X		X
Shared use kitchen	X		
Aquatic plant and fish production facilities		X	

Resilience-Related Improvements	West	Central	East
Education/implementation on hazard mitigation	X		
Regional business funding collaborative	X		
Improve & localize supply chains		X	
Expand healthcare and emergency service access	X		
Encourage volunteer and community organizations			X

Infrastructure	West	Central	East
Improve, manage & sustain road networks		X	X
Provide utility extensions for development		X	X
Expand broadband access	X	X	X
Facilitate electrical charger system buildout	X		
Assist with energy efficiency implementation	X	X	
Technical Assistance on recycling & materials management	X		X
Improve Regional Air Service		X	

<b>Community &amp; Economic Development</b>	<b>West</b>	<b>Central</b>	<b>East</b>
<b>Planning &amp; support for housing expansion</b>	X	X	X
<b>Support for region-specific industry (Wood; marine; recreation)</b>			X
<b>Labor market analysis &amp; workforce training</b>	X	X	X
<b>Attract/support workers and remote workers</b>	X	X	X
<b>Childcare for working families</b>		X	
<b>Business assistance, market data &amp; capacity building</b>	X	X	X
<b>Redevelop blighted areas, brownfields &amp; waterfronts</b>		X	X
<b>Improve &amp; clarify development regulations &amp; process</b>			X
<b>Improve civic education, outreach and leadership</b>			X
<b>Increase foreign trade</b>			X
<b>Special projects: Spaceport; Copper Country Trail; Soo Locks</b>	X	X	X

## **Next Steps ...**

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**Create a shared template/standardized table of contents for the UP-wide CEDS plans**

**Build regular dialogue and coordination between state and EDD plans**

**Introduce the unified CEDS to the UP**

**Final Objective: Acknowledgement and Integration of EDDs into State Operations**