

Annual Performance Report—October 2020

Southwest Michigan Economic Development District

Serving Berrien, Cass, & Van Buren Counties

Comprehensive Economic Development Strategy 2018-2022



Southwest Michigan Economic Development District Comprehensive Economic Development Strategy 2018-2022 Annual Performance Report—October 2020

Prepared by:
Southwest Michigan Planning Commission
“Planning Great Communities Together”

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Economic Development Administration



376 West Main Street, Suite 130, Benton Harbor, Michigan 49022
269.925.1137 | www.swmpc.org

www.eda.gov



Left to right: B.H. BL-94 Charrette, B.H. Arts District mural, Kee-Boon-Mein-Kaa Pow Wow, S.H. Lighthouse, Bangor Amtrak Station, and Dowagiac Under the Harvest Moon Festival.

Adjustments to Strategy

CEDS Committee

The CEDS Committee experienced a few changes in membership over the past year. There are currently 21 members from across the region.

CEDS Strategy Committee Membership (2020)		
Member	Title	Organization
Troy Clay	President and CEO	Mno-Bmadsen
Matt Davis	President, P.E., LEED AP	Wightman & Associates, Inc.
K. John Egelhaaf	Executive Director	Southwest Michigan Planning Commission
Dan Fette	Community Development Director	Berrien County
Jeff Carmen	County Administrator	Cass County
Jeff Rea	President and CEO	Greater Niles Chamber of Commerce
Rachel Wade	Vice President of Strategy	United Way of Southwest Michigan
Jodi Gruner	Economic Development Specialist	Michigan Dept. of Agriculture & Rural Develop.
Zach Vaughn	Project Manager of Physical and Business Development	Cornerstone Alliance
Shelley Klug	Manager of Econ. & Business Development	Indiana Michigan Power (AEP)
Zachary Morris	Economic Development Coordinator	Van Buren County/Kinexus
Gary Wood	Vice Chair	Local Food Council
Mark Parrish	Tribal Council Member/ Secretary	Pokagon Band Tribal Council
Gail Patterson-Gladney	County Commissioner	Van Buren County
Dan Peat	Chief Strategy Officer	Kinexus (Michigan Works!)
Michelle Audette-Bauman	Community Development Team	Michigan Economic Development Corporation
Linda Preston	Supervisor/ MTA Chair	Pokagon Twp/ SWMPC
Bob Harrison	County Commissioner	Berrien County
Tony McGhee	Vice President of Development Services	Abonmarche
Sarah Spoonholtz	Regional Director	Southwest Michigan Regional Chamber
Roseann Marchetti	County Commissioner	Cass County

Adjustments to Strategy

Project Identification Process

Due to the scale of the CARES Act funding, the Southwest Michigan Planning Commission developed a more robust project identification and selection process in order to advance the region's strongest project proposals to the EDA grant application.

The project selection process consists of six steps:

1. **Call for projects**
2. **Submission to SWMPC**
3. **Eligibility test**
4. **Project scoring**
5. **Selection**
6. **Application to EDA**

After each round of project submissions, the CEDS Committee members have a chance to review and score projects individually. A virtual meeting is then held to discuss projects as a group and are voted on. To date, the CEDS Committee has advanced seven projects to the EDA grant application from two rounds of project submissions.

Attachments

- Addendum to 2018-2022 CEDS (pg. 19)
- Project Selection Process (pg. 21)
- Project Submission Form (pg. 22)
- Scoring Rubric (pg. 26)

Projects Endorsed by CEDS Committee (as of October 20, 2020)

Applicant	Project	Round
City of New Buffalo	Municipal Marina Expansion & Boat Launch Improvements	1
City of South Haven	Clean Water for Community Resilience	1*
Krasl Art Center, Inc.	Krasl Art Fair on the Bluff: Strategic Plan & Economic Impact Study	1*
Village of Bloomingdale	Bloomingdale Boost for Regional Business	1*
Berrien County	Marquette Greenway	2
Cornerstone Alliance	Cornerstone Alliance: Local Grocery Store Analysis	2
Village of Lawton	Vineyard Square Downtown Development	2

1* indicates projects that underwent adjustments before endorsement from the CEDS Committee.



Economic Development Activities and Action Plan Progress

Vision

“To cultivate a resilient and competitive economy that supports an excellent quality of life and builds pathways to prosperity for all residents.”

Annual Update

This annual update was produced through surveying the CEDS Committee, one-on-one contact with CEDS Committee members, and using data from websites of local organizations and agencies.

Agency Acronyms

Cornerstone Alliance (CA)
Southwest Michigan Planning Commission (SWMPC)
Michigan Economic Development Corporation (MEDC)

Other Acronyms

Twin Cities Area Transportation Study (TwinCATS)
Niles-Buchanan-Cass Area Transportation Study (NATS)

Goals

Goal #1: Livability for Talent Attraction

Promote a diverse environment that creates an excellent quality of life for talent.

Goal #2: Education & Training

Attract, retain, and develop a high-quality workforce.

Goal #3: Infrastructure

Create, improve, and maintain services and infrastructure.

Goal #4: Support Business

Support and meet the needs of current, new, and emerging businesses.

Goal #5: Coordination

Promote better coordination among different economic development groups.

Goal #1: Livability for Talent Attraction

	Objectives and Strategies	Implementation projects	More information
1.1	<p>Create a more diversified transportation system, integrated with community development</p> <ul style="list-style-type: none"> • Create walkable neighborhoods • Encourage new transportation patterns that support efficient multi-model transportation options • Support community development that is transit-oriented 	<p>Implementation of 2018 Napier Avenue Pedestrian Bicycle Plan</p> <ul style="list-style-type: none"> • Addressed gaps and safety for cyclists by resurfacing and adding bike lanes for two miles of roadway. Preliminary engineering for sidewalks completed for future 2022 project. <p>Pedestrian improvements to benefit student access to various learning institutions in Village of Lawrence</p> <ul style="list-style-type: none"> • Village of Lawrence in conjunction with Lawrence Public Schools, Van Buren Intermediate School District, and Safe Routes to School <p>University of Michigan NSF grant for City of Benton Harbor Mobility Improvements</p> <ul style="list-style-type: none"> • Twin Cities Area Transportation Authority, Kinexus, University of Michigan, SWMPC 	<p>swmpc.org/napier.asp</p> <p>urbanlab.umich.edu/project/increasing-mobility-in-benton-harbor/</p>
1.2	<p>Encourage development of additional recreational opportunities and amenities</p> <ul style="list-style-type: none"> • Encourage the development of additional public spaces in urban, suburban, and rural environments • Promote existing and support development of new trails and natural areas (e.g., parks, recreation areas, rivers, and lakes) 	<p>Recreation plans; Indiana-Michigan River Valley Trail (SWMPC)</p> <ul style="list-style-type: none"> • Planning work for Niles—Berrien Springs connection (2020) • Missing link between Niles and Mishawaka constructed (2020) <p>Paw Paw River Water Trail (SWMPC)</p> <ul style="list-style-type: none"> • Trail maintenance, coordination, and signage through local municipality and area economic development funding (2020) <p>Cornerstone Alliance grant project for harbor improvements for multi-modal connections</p> <p>Decatur/Hamilton joint recreation plan</p> <p>MDNR grants for Berrien Township trailhead and New Buffalo Marquette Greenway trailhead awarded</p> <p>Cherry Beach MDNR acquisition grant awarded</p>	<p>swmpc.org/inmitrail.asp</p> <p>pawpawriverwatertrail.org</p> <p>decaturmi.org/departments/parks-recreation/</p> <p>chikamingtownship.org/our-story-the-cherry-beach-project</p>

Goal #1: Livability for Talent Attraction

	Objectives and Strategies (continued)	Implementation projects	More Information
1.3	Support sustainable development		
	<ul style="list-style-type: none"> Develop infrastructure that can be sustained financially and environmentally over the long term Maintain or improve environmental quality 	<p>Green infrastructure workshops/grant writing (SWMPC)</p> <p>Watershed management plans and SAW grants (SWMPC)</p> <p>Lake Michigan Tributaries non-profit/tribal partnership (SWMPC)</p>	<p>swmpc.org/growgreen.asp</p> <p>sustainoxcreek.org swmpc.org/</p> <p>lakemitribs.asp</p> <p>betterbeachesswmi.org/</p>
1.4	Encourage increased access to housing options regarding density, cost, style, and location for existing residents and new talent		
	<ul style="list-style-type: none"> Facilitate a region-wide Target Market Analysis to gain better data to support ‘missing middle’ housing development Support education of developers and financiers regarding housing and demographic trends and community objectives Support education of community leaders regarding redevelopment programs, land use and zoning techniques, and enforcement options to maintain housing stock 	<p>Michigan’s Great Southwest Strategic Leadership Council Housing Diagnostic Project (SWMPC)</p>	
1.5	Execution of Core Projects than have a positive impact on the economic vitality of Berrien County by improving the quality of place	<p>Union Pier Business Corridor Project in Chikaming Township—USDA RDBG grant awarded</p>	<p>gowightman.com/project-updates/red-arrow-highway-union-pier-corridor-improvements-project</p>

Livability for Talent Attraction Highlights

The Indiana-Michigan River Valley Trail partners created a 17-mile trail connecting Niles, MI to Mishawaka, IN. The completed trail is used by commuters, students, families and tourists. The trail connects people to:

- 4 universities and several schools
- 4 downtowns (Niles, Roseland, South Bend and Mishawaka)
- 16 parks and 2 YMCAs
- 5 hospitals or major medical facilities
- Several historical and cultural attractions
- Businesses offering eating, lodging and shopping

wnit.org/expmichiana/s/indianamichigan-river-valley-trail.html

INDIANA + MICHIGAN RIVER VALLEY TRAIL

Trail Celebration and Grand Opening

When:
Saturday, November 9, 2019 at 9:00 am (Rain or Shine)

Who: #IMRVT

Kid Friendly! All are invited to ride or drive between celebrations. Parking available at all locations. Bring your own water bottle and proper gear. Water filling stations will be provided. Bike at your own risk.

What:
A traveling celebration of decades of work to complete 17 miles of trail or 34 miles round trip connecting Mishawaka, South Bend, and Niles.

Where:

- 1 9:00 am** Stateline Road Trailhead at 19890 StateLine Road, South Bend, IN 46637
- 2 10:15 am** Fort and 3rd Streets Trailhead at 1325 3rd Street, Niles MI 49120
- 3 11:00 am** Spectrum Health Lakeland Niles Trailhead at 31 N. St. Joseph Street, Niles MI 49120

More Info: www.swmpc.org/inmitrail.asp



Goal #2: Education & Training

Objectives and Strategies	Implementation projects
<p>Promote accessibility and opportunities to participate in education and skilled training programs</p> <ul style="list-style-type: none"> Tailor programs to market demands 	Kinexus, Michigan Works! Berrien, Cass, Van Buren
<p>Encourage a culture of learning</p> <ul style="list-style-type: none"> Provide opportunities for all learners Encourage, and promote the personal and regional economic benefits of, lifelong learning Promote digital literacy 	<p>Futures for Frontliners (free tuition offered to Michigan frontline workers during Covid-19)</p> <p>Kinexus, Michigan Works! Berrien, Cass, Van Buren</p>

Education & Training Highlights

Going PRO Talent Fund:

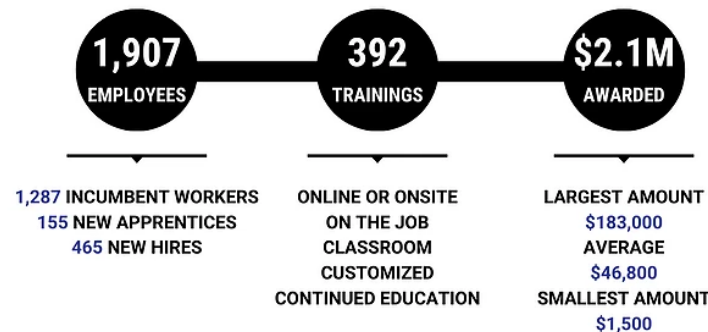
Previously called the Skilled Trades Training Fund (STTF), Going PRO is a competitive funding source that provides a solution to skill shortages throughout the State of Michigan. Our Business Team helps local employers navigate the process of applying for these funds and helps develop a plan based on needed skills in the industry.



michigan.gov/Frontliners

GET READY TO GO PRO

45 Companies in Berrien, Cass, and Van Buren (BCVB) counties were awarded funds to hire & train 1,907 employees. Our companies selected 90 different training providers to complete a total of 392 unique trainings. Michigan Works! BCVB was the 3rd highest awarded region in the state, with a total amount of \$2.1 Million.



WHY GO PRO?

BUILD A SKILLED WORKFORCE
Investing in your team through training helps improve quality, reduces the need for overtime, and creates a more adaptable workforce.

IMPROVE YOUR CULTURE
Training helps improve employee engagement, resulting in increased productivity.

RETAIN YOUR PEOPLE
According to Gallup, engaged teams experience up to 31% less turnover.



Paul Brohman 269-281-1823 BrohmanP@miworks.org Berrien County
 Mark O'Reilly 269-267-1153 OReillyM@miworks.org Cass & Van Buren County

Michigan Works! is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request for individuals with disabilities. Michigan Relay Center: 711 Voice and TDD. Michigan Works! is a proud partner of American Job Centers. Supported by the State of Michigan and federal funds.

Goal #3: Infrastructure

	Objectives and Strategies	Implementation projects (lead agency)	More information
3.1	Improve infrastructure information		
3.2	Encourage infrastructure development and interconnectivity to better support education, training, and employment		
	<ul style="list-style-type: none"> • Increase mobility: transit and non-motorized • Increase access to technology: broadband and access to equipment 	<i>Connect Berrien Plan and TwinCATS Walk and Roll Plan (SWMPC)</i>	connectberrien.org swmpc.org/walkbiketwincats.asp kalamazooliteracy.org
3.3	Advance the effective and efficient transportation of goods <ul style="list-style-type: none"> • Support regionally impactful infrastructure opportunities for the movement of freight (e.g., completion of US-31, US-131 BR/US-131 Interchange Upgrade, three lanes of traffic on I-94, through the region) • Recognize intermodal freight transportation opportunities (e.g., rail transportation, reliever port for Chicago and Detroit) • Promote maintenance and improvement of the freeway system and connecting roads • Promote maintenance and improvement of state and local roads • Encourage aviation to better support business • Take advantage of our existing water infrastructure along the Lake Michigan shoreline for the transportation of freight (e.g., freight harbors on Lake Michigan) 	<p>TwinCATS and NATS Long Range Plans and Transportation Improvement Program (SWMPC)</p> <ul style="list-style-type: none"> • Produced the 2045 Long Range Transportation Plans for TwinCATS and NATS (2019) • Produced the 2020—2023 Transportation Improvement Program for TwinCATS and NATS (2019) <p>Twin Cities Harbor Conservancy/Office of Great Lakes/Sea Grant/et al. charrette and planning (SWMPC)</p> <p>Promote the implementation of the Michigan Infrastructure Council (MIC) Infrastructure Asset Management Self-Assessment tool</p> <ul style="list-style-type: none"> • Hosted multiple webinars to instruct local units of government on how to complete the Self-Assessment tool 	swmpc.org/twincats2045.asp swmpc.org/nats2045lrp.asp swmpc.org/twincatstip.asp swmpc.org/natstip.asp swmpc.org/bhsjharbor.asp

Goal #3: Infrastructure

	Objectives and Strategies (continued)	Implementation projects	More information
3.4	<p>Advance the effective and efficient transportation of people</p> <ul style="list-style-type: none"> Promote maintenance and improvement of the existing freeway system and connecting roads Encourage passenger rail as a viable transportation option for inter and inner regional movement Encourage aviation to better support passenger transportation Promote coordination of regional mass transportation (e.g., use existing transportation asset inventory) Promote non-motorized transportation options 	<p>TwinCATS and NATS Long Range Plans and Transportation Improvement Program (SWMPC)</p> <p><i>Connect Berrien Plan</i> to connect people to South Bend and Michigan City (SWMPC)</p> <p>Southwest Michigan Non-Motorized Transportation Plan (SWMPC)</p> <p>Pavement conditions reports for each county as well as at the urbanized level</p> <p>Amtrak Pere Marquette passenger rail</p> <ul style="list-style-type: none"> Communication and meetings with Michigan legislators and staff regarding the appropriation of funding for an engineering and environmental study 	<p>connectberrien.org</p> <p>swmpc.org/trailwaysefforts.asp</p> <p>swmpc.org/nonmotorizedmap.asp</p>
3.5	<p>Assist in cultivating a comprehensive telecommunication system</p> <ul style="list-style-type: none"> Promote region-wide access to telecommunications (broadband, cellular) Encourage improved speed and quality of telecommunications infrastructure 	<p>Berrien & Cass Counties partnership with Merit and SWMPC</p>	
3.6	<p>Explore and promote a sustainable and economically competitive approach to energy supply</p> <ul style="list-style-type: none"> Promote competitive reliability and cost of energy Promote a diversified and sustainable energy portfolio 	<p>Indiana Michigan Power’s Watervliet Solar Power Plant generates up to 4.6-megawatts of electricity</p> <p>SpartanSolar-Midwest Energy and Communication’s Cassopolis Plant generates up to 0.8-megawatts (solar subscription program)</p> <p>Construction started on the Indeck Niles Energy Center will generate 1,000-megawatts (natural gas)</p>	<p>indianamichiganpower.com</p> <p>teammidwest.com</p> <p>indecknilesenergycenter.com/</p>

Infrastructure Highlights

Since September 2019 the Southwest Michigan Planning Commission has been building linkages with local and statewide broadband experts. By gathering the knowledge of experts in the field and building our own knowledge, the SWMPC has been creating a clear recommended direction for our partners across the region and established collaborations to help us get to that destination. The linkages that have been established include the following: Internet Service Providers (ISPs) and managers of fiber networks, academic experts, non-profit broadband experts, local and city governments that have had broadband success, private foundations, primary school technology professionals, and broadband entrepreneurs.

The selected pathway forward has been to fill gaps in speed and coverage that are not presently filled by existing broadband networks. These gaps exist because presently, there is not a business case for extending broadband to low density areas. The cost of extending fiber cannot be recovered through the monthly subscription charge. In order to identify the gaps in speed and coverage, we must first build a reliable, comprehensive database of our existing conditions regarding the speed and coverage of internet in southwest Michigan. Fortunately, southwest Michigan has clearly demonstrated that the development of its broadband access is a priority, it is an attractive public partner. As a result we have been able to attract the Merit Network to assist us in this data collection. At the end of September 2020, both Cass and Berrien Counties have agreed to fund the collection and mapping of broadband data access using Merit. The SWMPC has found excellent opportunities for collaboration with Merit through our mutual interest in their “Michigan Moonshot” broadband expansion efforts.



Goal #4: Support Business

Objectives and Strategies	Lead agency / Implementation projects	More information
<p>Support and meet the needs of current, new, and emerging businesses</p>	<p>Greater Niles Chamber of Commerce</p> <ul style="list-style-type: none"> • Emergency Relief Program <p>Market Van Buren</p> <ul style="list-style-type: none"> • COVID-19 Business Support <p>Cornerstone Alliance</p> <ul style="list-style-type: none"> • Rent and Mortgage Payment Program (RAMPP) <p>Cass County Economic Development Corporation</p> <ul style="list-style-type: none"> • Partnered with Kinexus Group/Market Van Buren to provide economic development assistance to County businesses <p>Southwest Michigan Regional Chamber</p> <ul style="list-style-type: none"> • COVID-19 Toolkit <p>Michigan Economic Development Corporation—Michigan Agricultural Safety Grant Program</p> <ul style="list-style-type: none"> • SWMPC Region Small Farms Received \$85,000 • SWMPC Region Large Farms/Processors Received \$1,967,000 	<p>greaternileschamber.com</p> <p>marketvanburen.org</p> <p>cstonealliance.org</p> <p>casscountymi.org</p> <p>smrchamber.com</p> <p>michiganbusiness.org</p>

Goal #4: Support Business Highlights



COVID Response —

- Buy Local Berrien! Facebook Group (approx. 10,000 members)
- Berrien Reopens Coalition – community wide collaborative effort to assist companies in a planned and thoughtful restart of the local economy
- See St. Joseph – virtual tour of downtown St. Joseph & it’s businesses
- Southwest Michigan Safe – providing businesses with best practice information for operating, as well as a listing to consumers of who has taken the pledge to boost confidence
- COVID-19 Tool Kit – providing critical information for the business community including financial assistance, Executive Order updates, unemployment benefit updates, and public health guidelines
- Virtual connect opportunities, including weekly networking, free webinars, and industry cluster meetings
- Weekly/Bi-Weekly business support/education media updates (MailMax, Leader Publications, Mid-West Family, WHFB Radio)
- Involvement with the state-wide advocacy for an official recovery agenda, including: liability protection, taxpayer relief, regulatory assistance, and economic investments

Business Starts (2020) –

- 7 new businesses



COVID-19 Relief –

- Rent and Mortgage Payment Program (RAMPP) – A short-term relief program which provides zero-interest loans for up to two months rent/mortgage payments for a unique business located in Berrien County
 - 61 loans provided
 - Over \$90,000 disbursed

Goal #5: Partnering & Coordination

Objectives and Strategies	Implementation projects
Provide resources to and, when appropriate, lead the downtown development efforts for municipal investment partners.	Cornerstone Alliance, Southwest Michigan Regional Chamber, Michigan Economic Development Corporation, and area chambers use a variety of programs to assist in development efforts.
Encourage collaboration among public and nonprofit sectors.	United Way of Southwest Michigan joined CEDS Committee

Resiliency in Region

The Palisades Nuclear Power Plant in Van Buren County, which employs over 600 full-time employees, is scheduled to permanently shut down in the spring of 2022.

The Southwest Michigan Planning Commission in partnership with Kinexus/Market Van Buren and University of Michigan Economic Growth Institute submitted a grant in October of 2020 to EDA for the Palisades Nuclear Power Plant Economic Recovery Strategy. Key elements of the Recovery Strategy include:

- 1) Initial public engagement
- 2) Recovery plan initiation
- 3) Analysis
- 4) Assessment
- 5) Economic recovery implementation specialist
- 6) Recovery strategy
- 7) Implementation



Image source: Nuclear Regulatory Commission

Goals for the Coming Year

Community and Economic Development Program of SWMPC

- A. **Administration** – Complete financial and progress reports including the 2021 Annual Report under the terms of the EDA planning grant
 - 1. Carry out operations policies and procedures
 - 2. Maintain and develop the print, digital, and on-line data collection and reports
 - 3. Issue annual service delivery report (GPRA)
 - 4. Conduct an annual audit of SWMPC
 - 5. Comply with EDA District regulations (eligibility, designation, CEDS)
- B. **Information Center** – Prepare, publish, and promote data products in response to client needs
 - 1. Review U.S. Census and other relevant data to analyze District economic trends
 - 2. Continue information distribution through:
 - a. SWMPC website
 - i. Include sections to assist communities with RFP/RFQ
 - ii. Include info to assist communities in realizing their planning goals
 - b. Bi-Monthly SWMPC Board Meetings
 - 3. Communicate availability of new data
- C. **Direct Community Assistance** – Optimize Implementation of CEDS Priorities
 - 1. Assist regional partners by researching other potential grant funding sources for important projects of regional impact
 - a. Assist with grant writing
 - b. Assist with technical services (mapping, etc.)
 - 2. Facilitate regional assistance and coordination of resources
 - a. Work with Michigan’s Great Southwest Strategic Leadership Council (SLC) to align organizations and find collective impact
 - b. Maintain SWMPC contacts database
- D. **Planning and Projects**
 - 1. Produce the 2021 CEDS Annual Report
 - 2. Build membership of the CEDS Committee for 2020-2021 that complies with EDA guidance
 - a. Hold CEDS committee meetings as needed
 - b. Interact with CEDS committee through other forms of communication including surveys, conference calls, and other outreach
 - 3. Respond to EDA requests for additional reports, data, and regional information
 - 4. Maximize opportunities to collaborate with regional collectives to coordinate federal resources for the purposes of implementing the CEDS priorities
 - 5. Incorporate resiliency into CEDS and other planning
 - 6. Identify gaps in broadband internet coverage and develop strategies to close the gaps

Attachments

Addendum to the Comprehensive Economic Development Strategy 2018-2022

to address EDA's CARES Act Recovery Assistance

June 4, 2020

Requirements for EDA's CARES Act Recovery Assistance

To be eligible for funding under EDA's CARES Act Recovery Assistance, applicants must explain clearly in their application how the proposed project would "prevent, prepare for, and respond to coronavirus" or respond to "economic injury as a result of coronavirus."

Eligible applicants under the EAA program include a(n):

- a. District Organization;
- b. Indian Tribe or a consortium of Indian Tribes;
- c. State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions;
- d. Institution of higher education or a consortium of institutions of higher education; or
- e. Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State.

Examples of projects that may be funded include:

- economic recovery planning and preparing technical strategies to address economic dislocations caused by the COVID-19 pandemic
- preparing or updating resiliency plans to respond to future pandemics
- implementing entrepreneurial support programs to diversify economies constructing public works and facilities that will support economic recovery, including the deployment of broadband for purposes including supporting telehealth and remote learning for job skills

Complete information starts on page 46

https://www.swmpc.org/downloads/fy20_pweaa_nofa_including_ncc_and_cares.pdf

Additions to Goal Objectives (pg. 28 – 33 of 2018 CEDS)

Goal 1: Livability for Talent Attraction

Objective 1: Diversify Transportation

- I. Develop transportation infrastructure that supports new and existing modes and creates more choice for job, healthcare, recreation, and food access

- II. Develop innovative solutions to create a comprehensive, linked non-motorized transportation network across the region
- III. Optimize the maintenance of transportation infrastructure for the best possible condition and performance
- IV. Support the most efficient and effective possible public transportation network
- V. Support the most efficient and effective possible passenger rail system for southwest Michigan

Objective 2: Additional Recreational Opportunities

- I. Encourage the redevelopment of public spaces to adjust to the changing needs of residents and visitors
- II. Encourage the development of additional public spaces in urban, suburban, and rural environments
- III. Promote existing and support development of new trails and natural areas (e.g. parks, recreational areas, and river trails).

Objective 3: Sustainable Development

- I. Develop infrastructure that can be sustained financially and environmentally over the long term
- II. Redevelop infrastructure (grey infrastructure and green infrastructure) where necessary to respond to climate change
- III. Ensure universal access to public infrastructure
- IV. Raise standards for future development to embrace and enhance the natural resources where they exist and identify practical solutions in areas where there is less impact.

Objective 4: Housing

- I. Support the alignment of public and private resources to fill housing needs
- II. Develop housing that accommodates the needs of the region's existing and future workforce
- III. Allow for and promote more density of housing in urban or planned areas to bring down the cost, increase connectivity and use land effectively.

Objective 5: Quality of Place

- I. Support projects that grow the regional economy while also improving the quality of place

Goal 3: Infrastructure

Objective 4: Transportation of People

- I. Develop transportation infrastructure that supports new and existing modes and creates more choice for job, healthcare, recreation, and food access
- II. Develop innovative solutions to create a comprehensive, linked non-motorized transportation network across the region
- III. Optimize the maintenance of transportation infrastructure for the best possible condition and performance
- IV. Support the most efficient and effective possible public transportation network
- V. Support the most efficient and effective possible passenger rail system for southwest Michigan

Southwest Michigan Economic Development District

Project Selection Process

1. Call for projects
 - a. SWMPC sends out a call for projects with directions on how to submit projects
 - i. Send out educational material highlighting eligibility requirements & SWMPC process
 - ii. A fillable PDF is made available to submit projects
 1. Collects information such as: project name, description, overall cost, contact
 2. Sets deadline for project submission to SWMPC
 - iii. Application rounds throughout the year
 1. Projects not previously selected can be resubmitted with added details/improvements
2. Submission to SWMPC
 - a. Eligible applicants submit projects to SWMPC (Jerrid Burdue, Associate Planner, burduej@swmpc.org)
3. Eligibility test
 - a. SWMPC ensures projects submitted meet the eligibility criteria
 - i. Based on eligibility criteria outlined in the Notice of Funding Opportunity
 - ii. Based on conformity with Comprehensive Economic Development Strategy (CEDS)
4. Project scoring
 - a. Scoring criteria based on regional goals established in CEDS
 - i. Goal 1: Livability for Talent Attraction (promote a diverse environment that creates an excellent quality of life for talent)
 - ii. Goal 2: Education & Training (attract, retain, and develop a high-quality workforce)
 - iii. Goal 3: Infrastructure (create, improve, and maintain services and infrastructure)
 - iv. Goal 4: Support Business (support and meet the needs of current, new, and emerging businesses)
 - v. Goal 5: Coordination (promote better coordination among different economic development groups)
 - b. Additional scoring from outside the CEDS
 - i. Additional points for communities facing highest levels of poverty and unemployment
 - ii. Additional points for communities with greatest need for federal assistance
5. Selection
 - a. The CEDS Committee reviews projects, scores, and recommends which ones move onto the EDA application.
6. Application to EDA
 - a. SWMPC notifies applicants of project selection outcome
 - b. SWMPC works with successful applicants and EDA in the EDA application process
 - c. Submission of application to EDA
 - d. SWMPC works with unsuccessful applicants to improve their applications in the next round



Southwest Michigan Planning Commission

376 West Main Street, Suite 130 • Benton Harbor, MI 49022-3651

EDA CARES Act Funding Consideration Submission Form (v2)

Email completed forms to Jerrid Burdue, burduej@swmpc.org

1. Applicant

2. Project Title

3. Project Contact (designated individual)

Name

Email Address

Phone Number

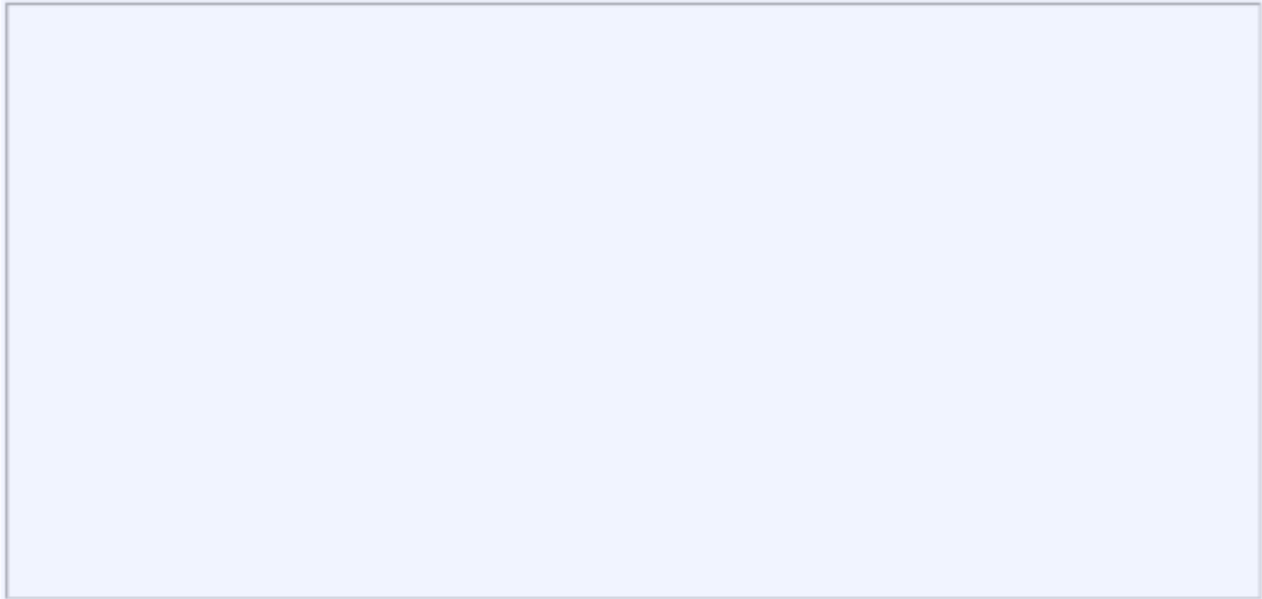
4. Proposed project location (city, village, or township)

5. Briefly explain how the proposed project would "prevent, prepare for, and respond to coronavirus" or respond to "economic injury as a result of coronavirus."

6. Which EDA investment priorities does this project address? (<https://www.eda.gov/about/investment-priorities/>)

- Recovery & Resilience
- Critical Infrastructure
- Workforce Development & Manufacturing
- Exports and Foreign Direct Investment
- Opportunity Zones

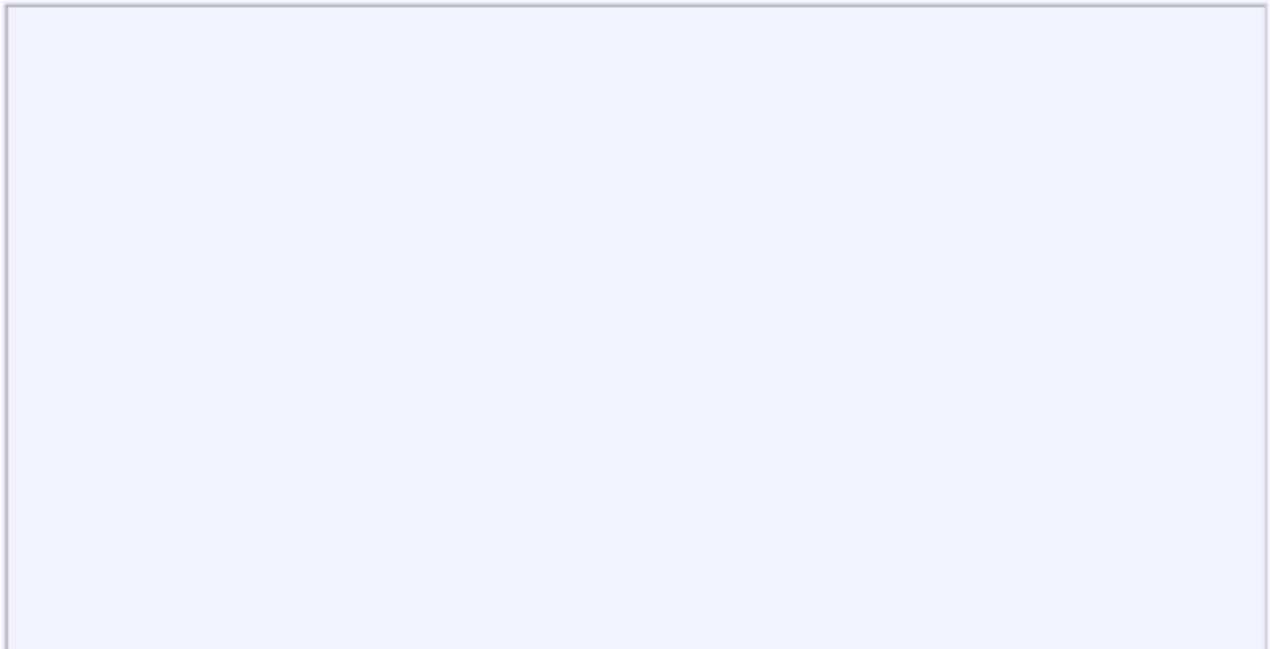
7. Explain how this project addresses the investment priorities listed in Q6.



8. Which goals outlined in the Comprehensive Economic Development Strategy (CEDS) does this project address? (https://www.swmpc.org/eda_eaa.asp)

- Livability for Talent Attraction** - promote a diverse environment that creates an excellent quality of life for talent
- Education & Training** - attract, retain, and develop a high-quality workforce
- Infrastructure** - create, improve, and maintain services and infrastructure
- Support Business** - support and meet the needs of current, new, and emerging businesses
- Coordination** - promote better coordination among different economic development groups

9. Which actions or objectives outlined in the CEDS are addressed by the project?



10. Projected number of permanent jobs created (do not count contractors for design/construction work)

11. If job creation is expected, please elaborate (average wages, sectors, etc.)

12. Projected number of jobs retained

13. Identify employment impacts of project

- Community
- Adjacent communities
- County
- Region

14. Will the proposed project lead to private investment?

- Yes
- No

15. Have matching funds been secured?

- Yes
- No

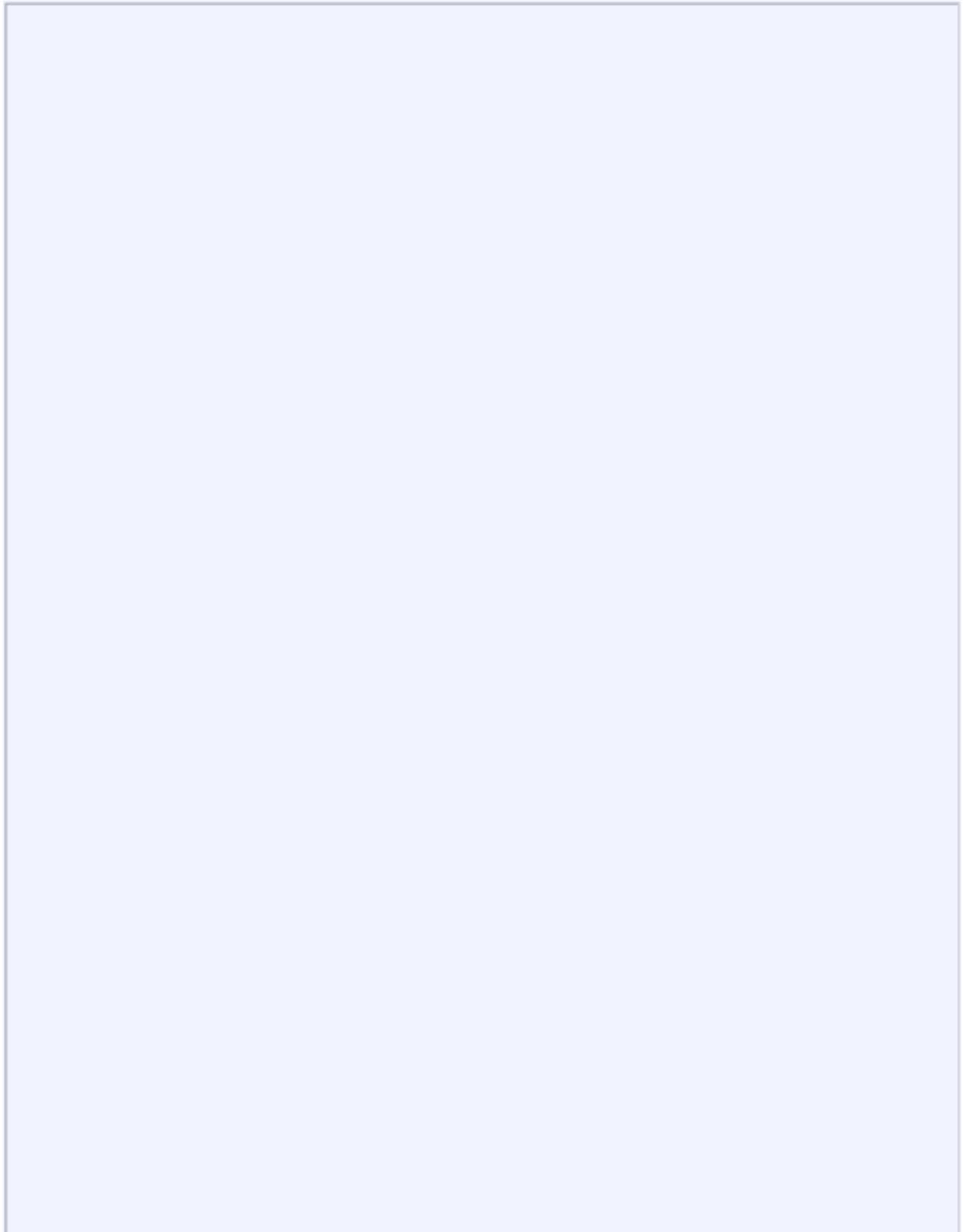
16. Who owns the site's property?

17. Total Project Cost

18. EDA Share

19. Local Share

18. Project Description (if you have drawing, tables, or other graphics, please include them in the email with this form)



EDA CARES Act Funding Opportunity Scoring Rubric

Southwest Michigan Economic Development District

Applicant

Project Title

Application Round

Reviewer's Name

Relationship to COVID-19 Pandemic Scoring Rubric

			Points Awarded
Is a link made between the proposed project and the COVID-19 pandemic?	No (0 points)	Yes (5 points)	
			<i>(Box A)</i>

EDA Investment Priorities Scoring Rubric

(<https://www.eda.gov/about/investment-priorities/>)

Scoring Criteria	Does not address	Addresses investment priority	Points Awarded
Recovery & Resilience	0 points	5-10 points	
Critical Infrastructure	0 points	5-10 points	
Workforce Development & Manufacturing	0 points	5-10 points	
Exports & Foreign Direct Investment	0 points	5-10 points	
Opportunity Zones	0 points	5-10 points	
TOTAL EDA INVESTMENT PRIORITIES POINTS			
			<i>(Box B)</i>

Comprehensive Economic Development Strategy Goals and Objectives Scoring Rubric

Scoring Criteria	Does not meet any objectives	Meets one objective	Meets two or more objectives	Points Awarded
Goal 1: Livability for Talent Attraction	0 points	5-9 points	10-15 points	
Goal 2: Education & Training	0 points	5-9 points	10-15 points	
Goal 3: Infrastructure	0 points	5-9 points	10-15 points	
Goal 4: Support Business	0 points	5-9 points	10-15 points	
Goal 5: Coordination	0 points	5-9 points	10-15 points	
TOTAL GOALS AND OBJECTIVES POINTS				<i>(Box C)</i>

Economic Need, Impact & Cost Scoring Rubric

Scoring Criteria					Points Awarded
Unemployment Rate (see attached tables)	0% - 4% (0 points)	5% - 9% (1 point)	10% - 14% (3 points)	15% + (5 points)	
Poverty Rate (see attached tables)	0% - 10% (0 points)	11% - 20% (1 point)	21% - 30% (3 points)	31% + (5 points)	
Need for federal assistance (subjective assessment)	Low Need (0 points)	Medium Need (1-4 points)	High Need (5-10 points)		
Projected number of jobs created	0 (0 point)	1-25 (5 points)	26-50 (10 points)	51+ (15 points)	
Types of jobs created (overall average wage)	Under \$15/hour (0 points)	\$15 - \$25/hour (3 points)	\$26/hour or greater (5 points)		
Projected number of jobs retained	0 (0 point)	1-25 (5 points)	26-50 (10 points)	51+ (15 points)	
Employment impacts of project (geographic scope of impact)	Community (1 point)	Adjacent communities (3 points)	County (5 points)	Region (10 points)	
Will the proposed project lead to/be a catalyst for private investment?	No (0 points)	Yes (10 points)			
TOTAL ECONOMIC NEED, IMPACT POINTS					<i>(Box D)</i>

Project Cost and EDA Share Scoring Rubric

Scoring Criteria					Points Awarded
Total Project Cost (Construction) ----- OR -----	Less than \$500,000 (0 points)	\$500,001 - \$1 million (10 points)	\$1,000,001- \$3 million (5 points)	Over \$3 million (0 points)	
Total Project Cost (Non-construction)	Less than \$25,000 (0 points)	\$25,000 - \$100,000 (10 points)	\$100,000 - \$200,000 (5 points)	\$200,000 + (0 points)	
EDA Share	0%-50% (15 points)	51-80% (10 points)	81-89% (5 points)	Over 90% (0 points)	
TOTAL PROJECT COST AND EDA SHARE POINTS					<i>(Box E)</i>

Add Box A, B, C, D and E for **FINAL SCORE** out of 230* possible points

*While a grand total of 230 points are possible, a low score does not necessarily represent a poor chance of advancement to the EDA application process.