



# Grand Vision Growth & Investment Areas Regional Network Meeting

Monday, July 11<sup>th</sup>, 2011: 10a.m. – 12p.m.

202 E. Grandview Pkwy – T.C. Chamber of Commerce Bldg, Steelcase Room

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*Mission Statement: Facilitate the growth and entrepreneurial culture of unique cities and villages that strengthen our region by encouraging business development, removing barriers, utilizing incentives, and fostering public and private improvements.*

## Proposed Agenda

### I. Welcome & Introductions

- A. Roundtable Introductions
- B. Review Proposed Agenda
- C. Review 6/13/11 Minutes

### II. Ongoing Business (10:10 a.m.)

- A. Community Growth Grant Updates (R. Richardson, S. Gest, Jan Kellogg, N. Griswold and/or Grantee Communities and local units)
  - a) Final Reports from 2010 Grantee Communities
  - b) Presentation of 2010 program success and 2011 Grantees @ Grand Vision Event
  - c) Discussion of 2011 Grant Program (Document Attached)
- B. G&I Placemaking Subcommittee(s) (N.Griswold/NWMCOG, Connor Miller/AmeriCorps, James Bruckbauer/MLUI, and other subcommittee members)
  - a) Resource Group
    - i. Creating a placemaking service product for our regional communities (Community Placemaking Guidebook)
    - ii. Drafts are in motion. Reporting on progress by subcommittee members.
  - b) Implementation/Action Group
    - i. Environment to incubate and cultivate placemaking campaigns and opportunities
    - ii. Need leadership – mission/goals/strategies draft is in place.

### III. New Business (11:00 a.m.)

- A. Grand Vision Communications Update (Carrie Bourdage, NWMCOG)
- B. Discussion Focused on Regional Loan Fund Availability to Businesses (Chris Wendell, SBTDC)
  - a. Potential for a Business Financing Subcommittee?

### V. Public Comment (11:55 a.m.)

### VI. Adjourn

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*This meeting is open to all who wish to attend.* If you are planning to attend and have a disability requiring any special assistance at the meeting, please notify the Northwest Michigan Council of Governments – Nigel Griswold (231-929-5056/E-mail at [nigelgriswold@nwm.cog.mi.us](mailto:nigelgriswold@nwm.cog.mi.us))



**Grand Vision Growth and Investment Areas Working Group**  
**Meeting Minutes from June 13<sup>th</sup>, 2011**  
**10:00am-Noon**  
**T.C. Chamber Building, Steelcase Room**

***Mission Statement:*** Facilitate the growth and entrepreneurial culture of unique cities and villages that strengthen our region by encouraging business development, removing barriers, utilizing incentives, and fostering public and private improvements.

**Members Present**

Nigel Griswold NWMCOG <a href="mailto:nigelgriswold@nwmcog.mi.us">nigelgriswold@nwmcog.mi.us</a>	Jan Kellogg NLEA/NWMCOG <a href="mailto:jan@northernlakes.net">jan@northernlakes.net</a>	Wally Dolamater Village of Suttons Bay <a href="mailto:manager@suttonsbayvillage.com">manager@suttonsbayvillage.com</a>
Erick Takayama Acme Township <a href="mailto:Etak4gto@sbcglobal.net">Etak4gto@sbcglobal.net</a>	James Bruckbauer MLUI <a href="mailto:james@mlui.org">james@mlui.org</a>	Conner Miller AmeriCorp Vista <a href="mailto:thegrandvisionvolunteer@gmail.com">thegrandvisionvolunteer@gmail.com</a>
Kurt Schindler MSU Extension <a href="mailto:Schindl9@msu.edu">Schindl9@msu.edu</a>	Ron Crummel Leelanau County <a href="mailto:rcrummel@co.leelanau.mi.us">rcrummel@co.leelanau.mi.us</a>	Rob Franzo Mitten Communications <a href="mailto:rob@mittencom.com">rob@mittencom.com</a>
Kathy Egan Suttons Bay/Bingham Planning <a href="mailto:sbtplan@centurytel.net">sbtplan@centurytel.net</a>	Debbie Mckeon NorthSky NonProfit Network <a href="mailto:dmckeon@northskynonprofitnetwork.org">dmckeon@northskynonprofitnetwork.org</a>	John Sych G.T. County Planning <a href="mailto:jsych@grandtraverse.org">jsych@grandtraverse.org</a>
Tom Emling <a href="mailto:emlingt@msu.edu">emlingt@msu.edu</a> MSU		

**Introductions**

Nigel Griswold

**Agenda Review**

No changes

**Review of Minutes**

No changes

### **Community Growth Grant Updates**

Very exciting update from Suttons Bay - they received nearly \$1 million from EPA that was ultimately leveraged from Community Growth Grant streetscape plan. Wally Delamater was very excited about this, as it coincides with road improvements that are making downtown improvements a reality.

The 2011 Community growth Grant draft document was also released to the group. The date currently set for release is July 1<sup>st</sup>, but it is looking like release will occur in mid-July. Funding levels are halved for this year's program - 6 are available once again, but each is at the \$10,000 maximum.

### **Placemaking Subcommittee**

Placemaking Subcommittee is mainly focused on the creation of a tangible community placemaking guidebook that lays out the principles, process, tools and best practices related to community-level placemaking. The NWMCOG is very excited to release this tool, and it should be available by winter or spring 2012.

The action subcommittee is in its infancy, and is coming together. More updates are forthcoming.

### **Grand Vision Event**

The 2011 Grand Vision Event is scheduled for September 27<sup>th</sup>, 2011 and will have a thematic focus on successes and implementation of the Grand Vision as expressed on video/filming with young people.

### **Regional Loan Fund Discussion**

Chris Wendel, Executive Director of the Michigan Small Business Technology and Development Center presented a document to be launched online that lays out different funding options for start-up, cash-flow and expansion for companies in the region. The document needs much improvement and constant monitoring, therefore it will be a standing placeholder for discussion in the G&I group. Chris is planning to begin attending as often as possible to garner information on the latest business development and funding trends in the region.

### **Next Meeting**

Monday, August 8<sup>th</sup>, 2011

10am

Steelcase Room, T.C. Chamber Building, 202 E. Grandview Parkway, Traverse City, MI 49684



*In partnership with:*



# NEW DESIGNS FOR GROWTH: COMMUNITY GRANTS PROGRAM



## REQUEST FOR PROPOSALS

**Release Date: July 1, 2011**  
**Due Date: August 19, 2011**

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The Grand Vision is a citizen-led vision for the future of land use, transportation, economic development, and environmental stewardship in Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford Counties. The ultimate goal of the Grand Vision is to create prosperity by making this region an even better place to live, work and play. In support of the Grand Vision and with generous support from the W. K. Kellogg Foundation, the Northwest Michigan Council of Governments and the Traverse City Area Chamber of Commerce is offering the New Designs for Growth Community Grant Program. This program will work to move the Grand Vision into action by providing direct financial support to communities for leadership, planning, collaboration, local decision-making and action-oriented projects that will enhance our communities' sense of place and build the foundation for a stronger regional economy.

**Grants of up to \$10,000 (provided as cash or as direct technical assistance) will be made available on a competitive basis to city, village, township, and county governments from the six-county Grand Vision region.**

## Purpose

The New Designs for Growth Community Grant Program is intended to strengthen our region by removing barriers and creating incentives for greater investment and development in our region's potential investment centers. Successful projects will create a framework for sustainable and efficient growth and development by integrating strategies into plans or zoning ordinances that are consistent with the Grand Vision ([www.thegrandvision.org](http://www.thegrandvision.org)) and New Designs for Growth ([www.newdesignsforgrowth.org](http://www.newdesignsforgrowth.org)) principles.

## Project Application and Selection

All city, township, village, and county governments in Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford Counties are eligible to apply.

The NWMCOG is accepting applications in the form of clear and concise proposals of no more than 5 pages. Proposals must contain all of the following:

- **Purpose Statement.** Summarize the purpose of the project.
- **Background and Need.** What has led you to apply for this grant? What is the need for this activity?
- **Project Goals and Activities.** In a brief statement, please identify the project goals. What do you hope to achieve? What activities will be completed to meet the community's needs? Who will complete the work?
- **Participant Information.** Describe your community's organizational structure, including staff capacity and leadership. Is your community collaborating with neighboring jurisdictions or other units of government in this project? If so, who are the partners and how will they participate in the project?
- **Project Area.** Please provide a brief description and/or map.
- **Project Commitment.** The proposal must include a commitment to provide either cash or in-kind match within one month of project start-up, as well as a commitment to participate in the Grand Vision Growth and Investment Working group. Appropriate documentation such as resolutions or meeting minutes showing participants' commitments to meet project obligations **must** be attached in the proposal.
- **Innovation.** Does your program/project incorporate a new approach, technique or methodology?
- **Community impact.** What will be different in the community if your project is successful? How will the outcomes of the project have a long-term community benefit? How will the greater Northwest Michigan regional economy benefit from this program/project?
- **Performance Measures and Accountability.** How are the impacts of this activity measurable? What is the plan to show accountability in reaching the defined project goals?

An application review committee of the Grand Vision Growth and Investment Working Group will evaluate all applications received. The success of an application will be determined by its completeness and clarity of purpose, the likelihood of project success, and the level of commitment offered by participants.

Please note that selected communities will be asked to provide a representative to participate monthly in the Grand Vision Growth and Investment Area Working Group. Also, the NWMCOG will provide communication support to all projects selected through the New Designs for Growth Grant Program.

**To apply:**

Grant applications must be received no later than 4 p.m. on August 19, 2011. Please submit applications as Adobe Acrobat .pdf documents (preferred method), to [mccauley@nwm.cog.mi.us](mailto:mccauley@nwm.cog.mi.us) or mail to:

Northwest Michigan Council of Governments  
Attn: Matt McCauley, Director of Regional Planning  
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DRAFT