

COUNTY ADMINISTRATOR
220 NORTH MAIN STREET, P.O. BOX 8645
ANN ARBOR, MICHIGAN 48107-8645
(734) 222-6850
FAX (734) 222-6715

TO: Jeff Irwin
Chair, Ways & Means Committee

THROUGH: Robert E. Guenzel
County Administrator

FROM: Trena Rusher
Employment Training & Community Services Director

DATE: July 5, 2006

SUBJECT: ETCS Southeast Michigan Hospitality and Tourism Regional
Skills Alliance (RSA) Application

BOARD ACTION REQUESTED:

It is requested that the Board of Commissioners ratify the County Administrator's signature on the Southeast Michigan Hospitality and Tourism Grant Regional Skills grant application to the Michigan Department of Labor and Economic Growth (MDLEG) in the amount of \$90,000 for the period of July 1, 2006 through June 30, 2007.

BACKGROUND:

The State of Michigan is promoting the formation of "MiRSAs" (Michigan Regional Skills Alliances) to help business and workers in Michigan improve their competitiveness and economic security.

RSAs are partnerships formed to address workforce challenges such as worker shortages, skill shortages, training mismatches, employee recruitment and retention, and organizational design within a specific geographic area and industry.

- RSAs seek to resolve systemic and structural problems by working at a multi-firm, industry-based level.
- RSAs are regional in nature and reflect the local labor market. Participating firms draw on a regional labor pool of people who live and work in the region.
- RSAs engage relevant public and private stakeholders in collaborative problem-solving.
- RSA stakeholders are brought together by a convenor, an organization with expertise in the industry and credibility among partner entities.
- While RSAs deal with workforce issues at all levels, many have an emphasis on workers or potential workers at the lower wage end of the industry and work to improve opportunities in those jobs as well as in jobs at higher levels in the

career ladder.

- Sectors in which RSAs are formed are a significant part of the local economy, but they need not be the principal industry of the area.

DISCUSSION:

The Michigan Department of Labor and Economic Growth (MDLEG) has identified the Washtenaw County Michigan Works! Agency (ETCS) to serve as the applicant, convener and fiscal agent for the Southeast Michigan Hospitality and Tourism RSA. MDLEG staff was duly impressed with the training, partnership and efforts demonstrated by the work exhibited through the work of the Southeast Michigan Works Agencies (better known as SEMWAC) during the Super Bowl XL activities preparation. The feedback from area hoteliers, restaurants, transportation companies, and the area Convention and Visitor Bureaus was tremendous.

This Hospitality and Tourism Regional Skills Alliance Grant will assist with the hiring of a program manager/consultant and marketing and specialty consultant to work with community based organizations and private sector businesses to plan and build a mechanism to address and support the workforce needs in the Hospitality and Tourism sector throughout the following counties, Livingston, Wayne, Macomb/St. Clair, Oakland, Genesee/Shiawassee and Washtenaw. Hiring will be a joint process through the RSA process.

The Southeast Michigan Hospitality and Tourism RSA partners are quite impressive and includes documented commitment and support from the following workforce industry leaders: Dick Blouse, President & CEO, Detroit, Regional Chamber of Commerce; James E. King, Pres/CEO JEKG; John Almstadt, Director, Oakland County MWA; John Bierbusse, Macomb/St. Clair, MWA; Pam Loving, Pres/CEO, Career Alliance; Larry Whitworth, Pres, WCC; Cylenthia LaToye Obayan, Director, Detroit, MWA; William Sleight, Director, Livingston County, MWA; Mary Kerr, President/CEO Ann Arbor CVB; Barbara Clark, VP, Economic & Workforce Development, MCC; Victor Martin, President, Best Westin; Trenda Rusher, Director, Washtenaw County, MWA; Larry Alexander, Pres/CEO, Detroit CVB. The list is growing, and the following businesses will be joining the Southeast Hospitality RSA in the near future for training and hiring purposes: Greektown Casino, Motor City Casino, and MGM Casino.

IMPACT ON HUMAN RESOURCES:

None

IMPACT ON BUDGET:

The requested Board action approves the ETCS Southeast Michigan Hospitality and Tourism Grant Application budget in the amount of \$90,000.

IMPACT ON INDIRECT COSTS:

None

IMPACT ON OTHER COUNTY DEPARTMENTS OR OUTSIDE AGENCIES:

None

CONFORMITY TO COUNTY POLICIES:

The requested Board action conforms with County policies.

ATTACHMENTS/APPENDICES:

Southeast Michigan Hospitality and Tourism Regional Skills Alliance Application

A RESOLUTION RATIFYING THE COUNTY ADMINISTRATOR ON THE ETCS SOUTHEAST MICHIGAN HOSPITALITY AND TOURISM GRANT APPLICATION TO THE MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC GROWTH IN THE AMOUNT OF \$90,000, FOR THE PERIOD OF JULY 1, 2006 THROUGH JUNE 30, 2006; AUTHORIZING THE ADMINISTRATOR TO SIGN THE NOTICE OF GRANT AWARD; APPROVING THE BUDGET; AND AUTHORIZING THE ADMINISTRATOR TO SIGN DELEGATE CONTRACTS

WASHTENAW COUNTY BOARD OF COMMISSIONERS

July 5, 2006

WHEREAS, ETCS serves employers and job seekers under State direction, through grants to local Michigan Works! Agencies, administered locally by the Washtenaw County Workforce Development Board; and

WHEREAS, ETCS has applied for \$90,000 in funding from the Michigan Department of Labor (MDLEG) for the Southeast Michigan Hospitality and Tourism Regional Skills Alliance; and

WHEREAS, this program will help business and workers in Michigan improve their competitiveness and economic security; and

WHEREAS, MDLEG staff was duly impressed with the training, partnership and efforts demonstrated by the work exhibited through the work of the Southeast Michigan Works Agencies (better known as SEMWAC) during the Super Bowl XL activities preparation including Super City Ann Arbor; and

WHEREAS, the feedback from area hoteliers, restaurants, transportation companies, and the area Convention and Visitor Bureaus was tremendous; and

WHEREAS, the Michigan Department of Labor and Economic Growth has identified the Washtenaw County Michigan Works! Agency (ETCS) to serve as the applicant, convener and fiscal agent for the Southeast Michigan Hospitality and Tourism RSA; and

WHEREAS, this matter has been reviewed by the Workforce Development Board, Corporation Counsel, the Finance Department, the Human Resources Department, the County Administrator's Office, and the Ways and Means Committee;

NOW THEREFORE BE IT RESOLVED that the Washtenaw County Board of Commissioners hereby ratifies the County Administrator signature on the Workforce Southeast Michigan Hospitality and Tourism Grant Application submitted to the Michigan Department of Labor and Economic Growth in the amount of \$90,000, for the period of July 1, 2006 through June 30, 2006.

BE IT FURTHER RESOLVED that the Board of Commissioners takes the following actions contingent upon receipt of the grant award in conformity with the application:

1. Authorizing the County Administrator to sign the Notice of Grant Award
2. Amending the budget as attached hereto and made a part thereof
3. Authorizing the County Administrator to sign the delegate and lease contracts upon review and approval of Corporation Counsel, to be filed with the County Clerk.

Washtenaw County ETCS
Southeast Michigan Hospitality and Tourism Regional Skills Alliance
7/1/2006 – 6/30/2007
2320069120

		Current Budget	Revised Budget	Variance
Revenues				
50000	Federal Revenue	\$ 0	\$ 90,000	\$ 90,000
Expenditures				
80000	Other Services & Charges	\$ 0	\$ 90,000	\$ 90,000