



# Creating Opportunity in Washtenaw's Economy

## Act 88 Program Overview

March 2016

# Presentation Outline

- ▶ Act 88 Funding History
- ▶ Act 88 Program Outcomes & Priorities
- ▶ 2010-2015 Act 88 Results
- ▶ Act 88 Projects Underway
- ▶ 2016 EDCC Schedule for 2017 Use of Funds

# Act 88 Funding History

Budget year	Millage rate	Resolution	Revenues
2010	0.040	09-163	\$599,539
2011	0.043	10-198	\$598,596
2012	0.050	11-152	\$684,369
2013	0.060	12-139	\$814,940
2014	0.070	13-192	\$971,582
2015	0.070	14-131	\$995,461
2016	0.092	15-0166	\$1,383,750 (projected)

# Act 88 Outcomes

- **Increasing The Trade in the Products of the County or The State**
  - Increasing company growth
  - Increasing sales of local products
  - Increasing local capital
- **Encouraging Immigration & Tourism**
  - Agricultural , industrial, eco and heritage tourism
  - Attracting foreign companies
  - Attracting out of state residents
- **Advertising the Agricultural and Industrial Advantages of the County or the State**
  - Fairs & events
  - Trade missions

# Act 88 Priorities

- **Food System Economic Development**

Act 88 was primarily designed to advertise the agricultural advantages of the county, and the BOC continues to prioritize our local food economy.

- **Economically Challenged Communities**

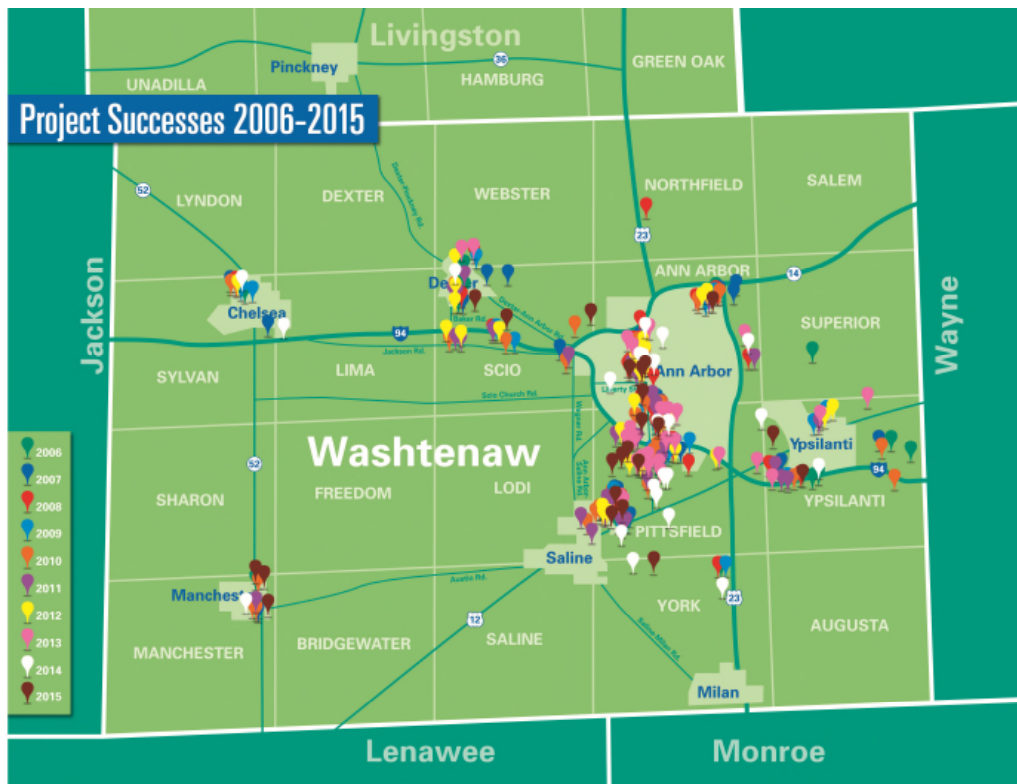
High Poverty; Low Property Values; High Unemployment Rates; Low Per Capita Income; Low Educational Attainment; Struggling Central Business Districts





# 2010-2015 Results

# Increasing Trade 2010-2015 Expansion, Attraction, & Retention

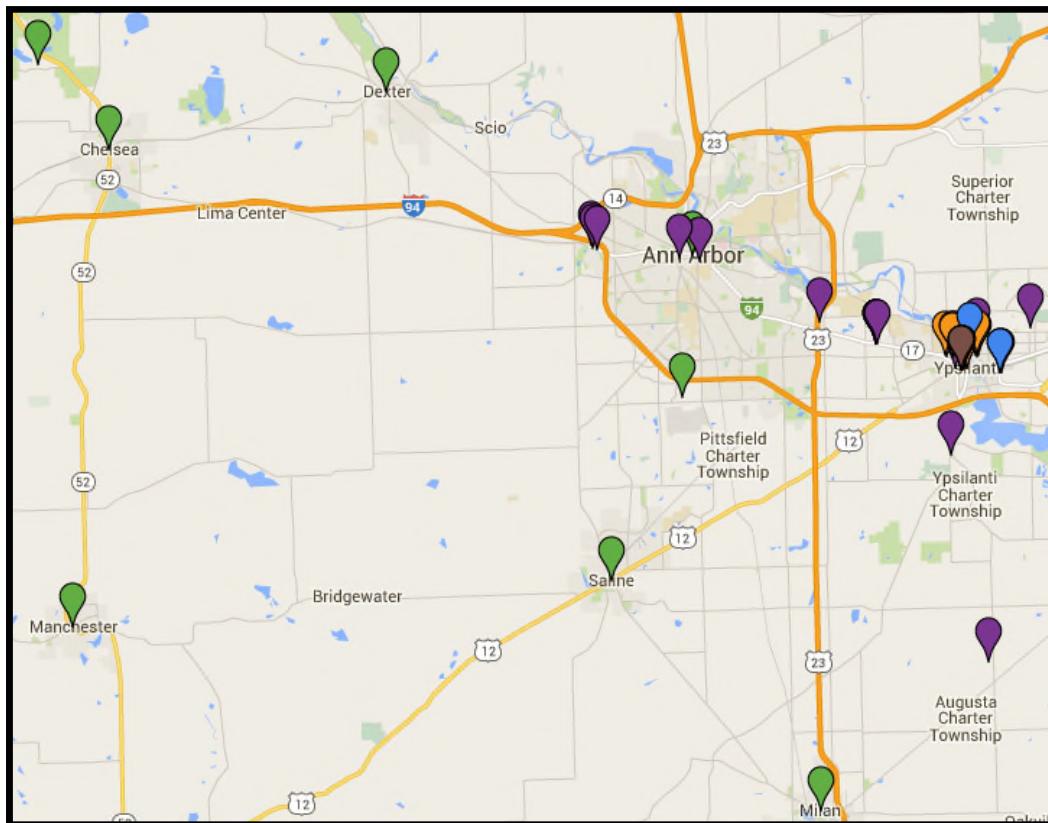


## Ann Arbor SPARK - \$250,000 annually

### 2015 Results

- ▶ 28 company growth projects creating:
- ▶ \$50 million in new investment commitments
- ▶ 640 new announced jobs
- ▶ 3,826 retained jobs
- ▶ Assisted 266 innovation start-ups, 192 of those companies received intensive services those companies currently employ 584.5 FTE.
- ▶ Awarded 1 follow on pre-seed investment and 3 microloans.
- ▶ Nurtured 77 incubator tenants
- ▶ Assisted 255 companies with 1,301 job postings
- ▶ 157 retention visits with companies employing over 12,000 FTE.
- ▶ 31 responses to attraction prospects or site consultant requests
- ▶ 9 attraction site visits

## Increasing Trade 2010-2015 Increasing Community Capital



- ▶ **CEED SBA Microloans - \$100,000**
  - ▶ \$635,000 leveraged SBA funding
  - ▶ 22 loans (\$496,352)
  - ▶ 226 jobs created/200 jobs retained
  - ▶ \$138,648 available to lend
- ▶ **Commercial Rehab Grants - \$75,000**
  - ▶ 13 buildings renovated
  - ▶ 130 jobs / 123 temp const. jobs
  - ▶ \$60,000 leveraged funding
  - ▶ \$15,000 available for grants
- ▶ **Manufacturing Revolving Loan - \$85,000**
  - ▶ 3 loans (\$85,000)
  - ▶ 13 jobs created
  - ▶ \$15,000 available to lend
- ▶ **Spark East Revolving Loan- \$265,000**
  - ▶ 6 loans (\$265,000)
  - ▶ 43 jobs
  - ▶ \$121,000 available to lend
- ▶ **Local Capital Education Events (7) & Investor Training (2)- \$33,000**



## Increasing Trade 2010-2015 Agricultural Products



- ▶ **Farm Council 4-H Youth Show - \$15,000 annually**
  - ▶ 8,000 attendees (2010)
  - ▶ 12,500 attendees (2015)
  - ▶ \$38,700 annual leveraged funding
  
- ▶ **MSU Extension - \$91,000 annually**  
2015 results:
  - ▶ 905 youth 4-H program education
  - ▶ 2972 total youth served in 4-H program
  - ▶ 356 Innovation Counseling sessions
  - ▶ 15 new jobs
  - ▶ \$336,500 in increased product sales
  - ▶ 1 new Cottage Food Businesses
  - ▶ \$140,770 leveraged funding (MSU & Grants)
  - ▶ \$532,350 (In-Kind Volunteers)

# Increasing Trade 2010-2015 Agricultural Products

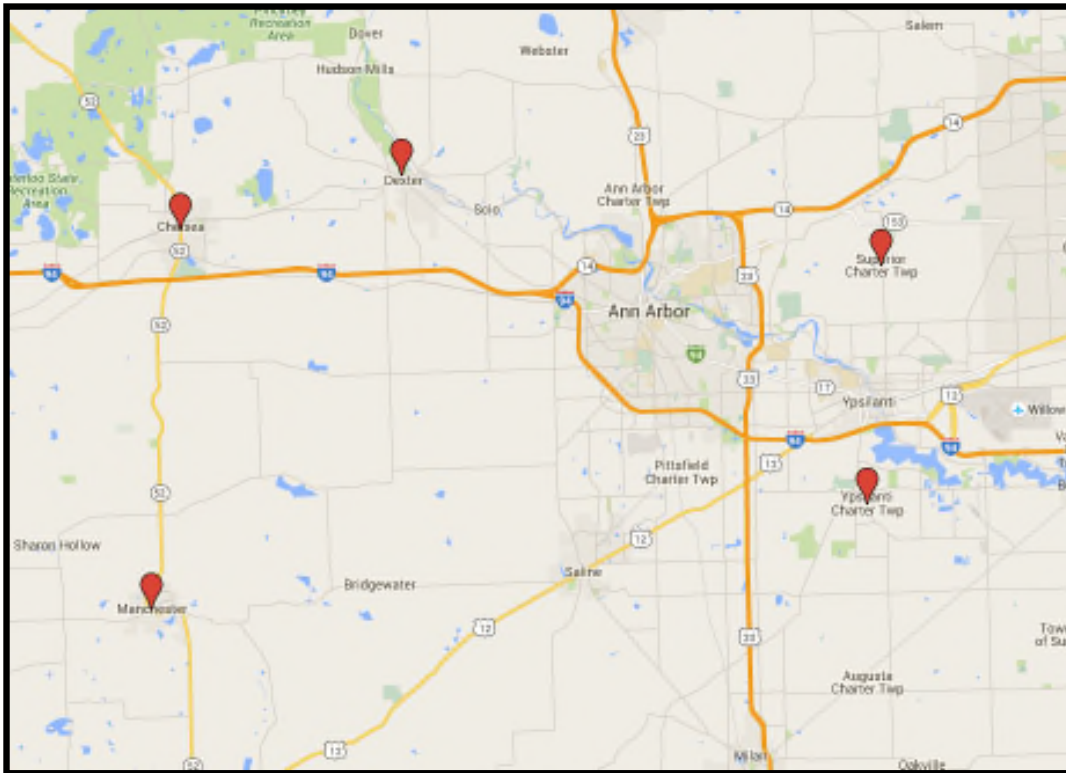


**GROWING OUR  
LOCAL ECONOMY**

WASHTENAW COUNTY ACT 88

- ▶ **Michigan State University Product Center - \$26,430**
  - ▶ MarketMaker Agricultural Product Portal \$12,700
  - ▶ Processing/Distribution Assessment \$10,000
  - ▶ Broker/Aggregator Options \$3,730
- ▶ **Taste the Local Difference Campaign - \$40,000**
  - ▶ Web Portal
  - ▶ In store advertising
  - ▶ Mobile App
- ▶ **Market Expansions - \$42,000**
  - ▶ Food hub/distribution facility business plan
  - ▶ Accepting Food Assistance payments at farm markets
  - ▶ Mobile Farm Stand

## Increasing Trade 2010-2015 Other Act 88 Projects



### Downtown Market Assessments

- ▶ Manchester (\$7,500)
- ▶ Chelsea (\$9,250)
- ▶ Dexter (\$8,760)

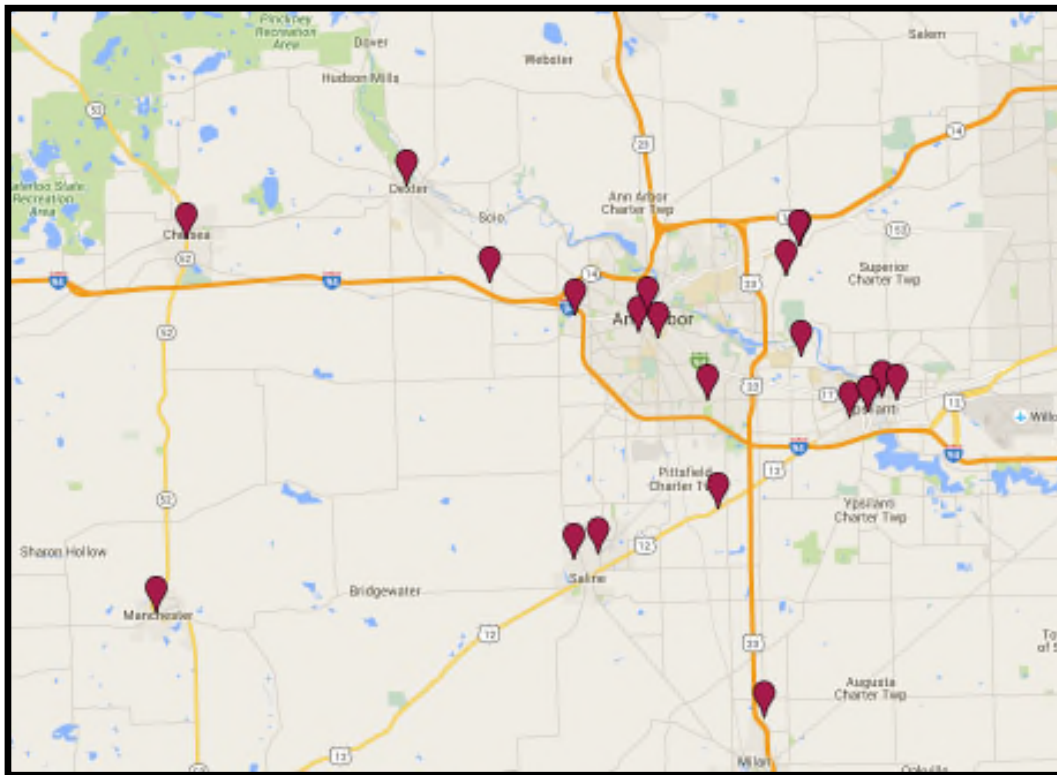
### Economic Development Plans

- ▶ Ypsilanti Township (\$10,000)
- ▶ Superior Township Research Park Expansion (\$1,000)

### County-wide Projects

- ▶ Local Procurement Policy
- ▶ Virtual Business Advisor

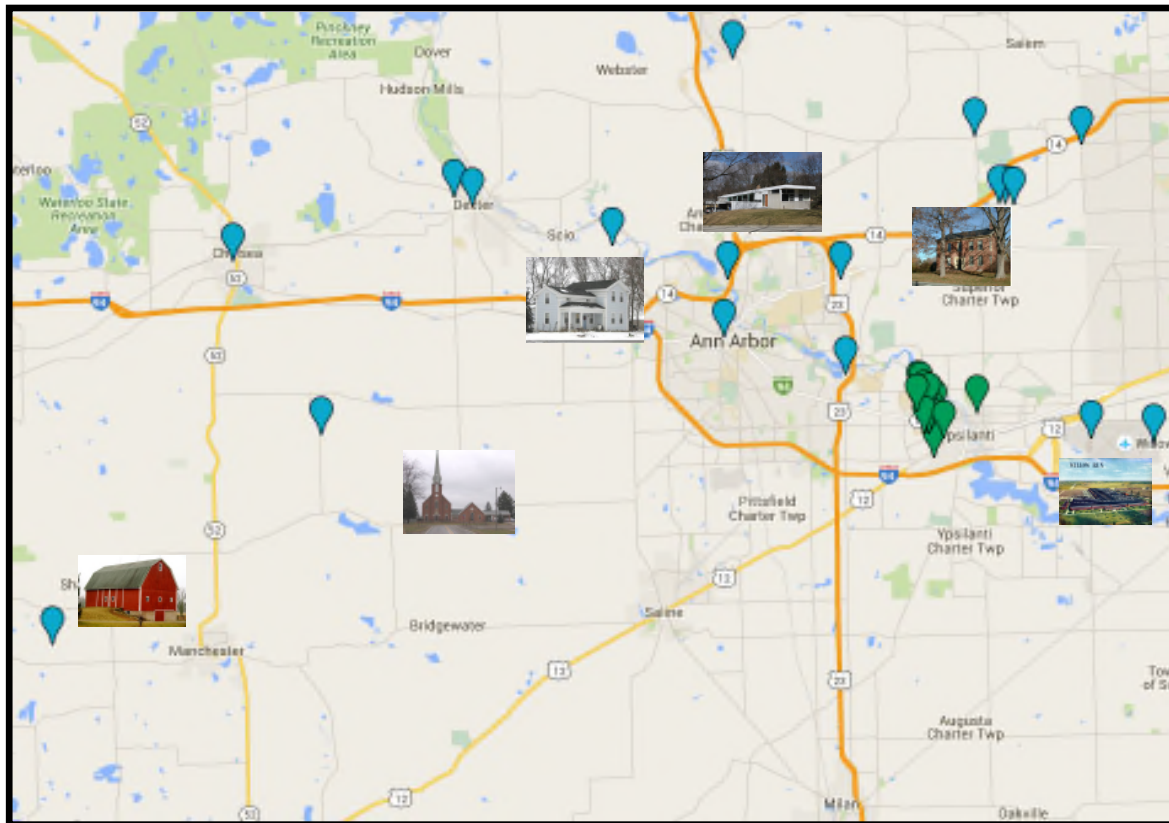
# Immigration, Tourism, and Marketing Advantages 2010-15



## ▶ Events Marketing/Sponsorship

- ▶ Saline Community Fair (\$5,000)
- ▶ Home Grown Festival (\$5,000)
- ▶ Creative Convergence Conference (\$5,000)
- ▶ Dixboro Artisan Market- \$2,500
- ▶ ‘First Fridays’ - \$2,000
- ▶ Tour de Fresh, YpsiTasty, Ypsi Food awards - \$7,000
- ▶ 15 Farmers Market branding and marketing -\$8,000

## Immigration, Tourism, and Advertising Advantages 2010-15



- ▶ **Live Ypsi - \$121,380**
  - ▶ 29 Homebuyers
  - ▶ \$151,380 leveraged funding
  
- ▶ **Heritage Tourism - OCED \$\$**
  - ▶ 6 Heritage Tours
  - ▶ 13 Local Historic Districts
  - ▶ Community Grants & Assistance
    - ▶ Scio & Webster Twp. - \$117,000
    - ▶ Chelsea - \$22,000
    - ▶ Ann Arbor - \$6,000
    - ▶ Ypsilanti Twp. - \$9,200
    - ▶ Yankee Air Museum
    - ▶ African American Museum

# 2015 OCED Use of Funds

\$306,729 annually



## ACT 88 Administration

- Committee Support
- BOC agendas
- Act 88 Public Hearing
- Budget Management
- Applications (22)
- Contracts (21)
- Annual reports
- Website

## Community Projects

- Business Assistance:
  - Requests (100 +)
  - Services Website
  - Incentives List
- Historic Districts & Tours
- Local Procurement Policy
- Annual Food Summit
- Capital Platform Research
- Ypsilanti Developer Event
- Manchester Redevelopment Tool
- Eastern Wayfinding
- LiveYpsi Program revisions
- Ann Arbor ED Plan Review
- Ypsilanti Township Site Map
- Residential Market Analyses (Dexter, Ypsilanti, Saline)

## Regional Projects

- Region 9 Prosperity Initiative
- Semcog CEDS Plan
- MGDC 504 Loan Board
- VantagePort Business Plan

# Act 88 Projects Underway



## FOOD SYSTEM DEVELOPMENT- \$215,390

- Broker/Aggregator - \$60,000
- Taste the Local Difference Campaign - \$45,000
- Local Food Purchasing (Schools and Hospitals) - \$21,390
- Grain Processing Opportunities- \$10,000
- CSA Purchasing by Institutions (Wellness Programs) - \$4,000
- Farm Market Evaluation/Toolkit/Marketing - \$6,000
- Food Entrepreneur workshops & services - \$8,000
- Farm Market evaluation toolkit & marketing campaign - \$14,000
- Local Food in Ypsilanti Community Schools - \$20,000
- Corner store & mobile farm stand expansion - \$20,000
- Food Event Promotion- \$7,000

## 48197/98 - \$225,000

- 48197/98 Toolkit (\$150,000)
  - business location/expansion incentives
  - technical assistance
  - marketing eastern county
- Willow Run CAV Test Center Business Plan -\$30,000
- LiveYpsi Program- \$45,000

## Other - \$99,060

- Creative Sector Cooperative Assessment - \$70,000
- Co-Op Formation Handbook & Assist 4 Co-Ops- \$10,000
- Dexter Downtown Market Assessment - \$8,760
- Local Investment Fund Demand Assessment- \$6,300
- Family Recreation Map & Website - \$4,000

## 2017 Act 88 Funding Schedule

### **April 1: EDCC 2017 Recommendation to BOC on RFP Language**

April 20: BOC Ways and Means

May 4: BOC Regular Meeting

May 10 : RFP Published

June 3: RFP Due

### **June: EDCC Subcommittee Review of Proposals & Recommendations to the EDCC**

### **July 1: EDCC Recommendation to BOC on 2017 RFP Proposals & Millage Rate**

July 20: BOC Ways & Means RFP Proposals & Millage Rate

Set Public Hearing Date for Act 88 Millage

August 3: BOC Public Hearing on Act 88

BOC Regular Meeting RFP Proposals & Millage Rate