



**OFFICE OF
BAY COUNTY EXECUTIVE**

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Thomas L. Hickner
County Executive

February 5, 2004

Mr. Jay Schwedler
Community Specialist
Michigan Economic Development Corporation
300 N. Washington Square, 4th Floor
Lansing, Michigan 48913

Re: Invitation to Participate in Charting a Course for Economic Growth in Bay County

Dear Mr. Schwedler,

Bay County is pleased to present to you our proposal for charting a new a course for economic growth of our community. As you are aware from your own past involvement, local business and community leaders in our area have worked hard during the past two years to identify shared priorities and a plan of action. Your assistance as well as Mr. Bob Trezice's from the Community Assistance Team has been helpful to direct our efforts. We are confident that you will be pleased with our proposal, the show of support we have from various local leaders, and the scope of work we will accomplish.

We recognize the number of new and expanding business facilities in the state continues to grow in large part in response to the smart economic growth that MEDC promotes and your emphasis on partnering with the state and local communities. The Bay County Board of Commissioners has committed \$50,000 for the foundational efforts of a community-wide economic development planning initiative.

To date, we have sought direct input from the Chamber of Commerce, City of Bay City, and local units in drafting the scope of work. We determined the Qualifications Based Selection (QBS) process would be used to ensure quality before cost. Comprehensive research was conducted to identify experienced firms and we broadly solicited qualifications from 28 firms as well as posted the Request for Qualifications (RFQ) on the Michigan Economic Developers Association website.

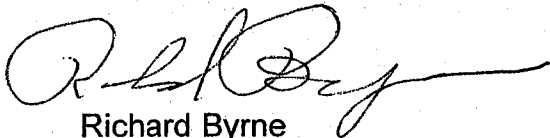
To ensure private and public interests continued to be represented, we invited members from business and the local municipalities to participate on the QBS Committee to evaluate proposals and interview four (4) firms towards selection of the vendor. The interviews were taped for broadcast on local television for public viewing, and we are ready to commit to a contract for the services of a professional consultant.

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MEDC/Schwedler

We invite MEDC's participation in this important effort for the Bay area community, in the form of a planning grant of \$50,000 as a 1:1 match with local dollars for a total project cost of \$100,000. (See Attached Project Budget) After researching other Michigan community efforts and their deliverables, we find this approach to be unique as well as competitively priced. A copy of the Request for Qualifications and Proposal are attached.

This effort is leading the way for other future local investment, as we already have commitments from public and private contributions towards a public/private coalition to assist in implementing the Plan's recommendations. Community economic growth has been recognized as clearly without question the number one need and top priority. Successful completion of these efforts here in the Bay area community will contribute to MEDC's certain success next year again at being number one in the nation for new and expanding business facilities. We look forward to your favorable and timely response, and if you have any questions or need additional information please call Laura Ogar at 989-895-4196.

Thank you,



Richard Byrne
Board Chairman



Tom Hickner
County Executive

cc: Board of Commissioners
Bay City Mayor/Commissioners
Bay Area Chamber of Commerce
Bay Area Economic Development Corp.

Attachments

**CHARTING A NEW COURSE FOR ECONOMIC GROWTH
IN THE BAY COUNTY COMMUNITY**

Proposed Project Budget 2/5/04

- Task 1.) Local Economy Assessment/Location Audit; A comprehensive analysis of the economy of Bay County will be conducted examining significant economic and demographic trends and developments.
- Estimated Cost: \$6,000
- Task 2.) Goal Setting and Strategy Development; Approximately 50 personal interviews of key stakeholders will be held to gather opinions from these leaders on their vision for the economic growth of Bay County. Focus groups will be used to bring together individuals in groups such as municipal and county elected officials, business and industry groups, environmental groups, neighborhood coalitions, and others. A community meeting will be held to provide feedback on what the team gathered, build consensus and prioritize a strategy under three components: business climate improvements, quality of life improvements, and strategic recommendations for the future with a detailed implementation strategy and performance benchmarks as a measurable tool.
- Estimated Cost: \$ 50,000
- Task 3/4.) Selecting Target Programs and an Economic Development Implementation Plan; based on community input and prioritizing Bay County's development opportunities, the team will recommend specific programs that should be developed or enhanced including a recommended budget for each program, staff resources needed to execute these efforts effectively and detailed guidance on how these initiatives should be implemented.
- Estimated Cost: \$15,000
- Task 5.) Strategy Review and Performance Monitoring; an economic development performance measuring system will be accomplished to benchmark key economic data with strategic goals and objectives, using marketing results and lead generation.
- Estimated Cost: \$4,000
- Task 6.) Support of Planning Process; Hard dollar costs associated with promotion of the community wide effort from start up through completion. Promotional mailing/postage, media, room rental fees, refreshments, etc.
- Estimated Cost: \$4,500
- Task 7.) Implementation of Plan; Action items to be identified and prioritized during planning process will be implemented and plan promoted.
- Estimated Cost: \$15,500

Total Work Items	\$ 95,000	Bay County Contribution	\$ 50,000
Vendor travel/Administration	\$ 5,000	MEDC Contribution	\$ 50,000
Total Project Cost:	\$100,000	Total Project Funds	\$100,000