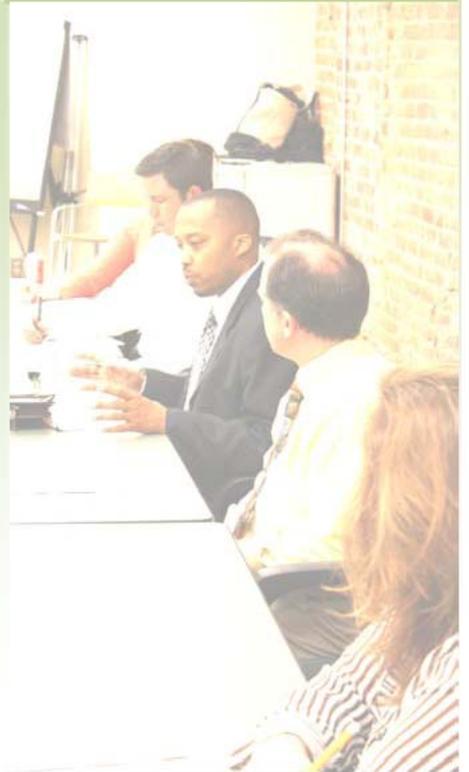


# Eastern Leaders Group Annual Report 2010



<http://elg.ewashtenaw.org>

# MESSAGE FROM THE CO-CHAIRS

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The Eastern Leaders Group is a partnership between public education, non-profit and business leaders who are collaborating to meet the immediate and long-term economic and quality of life needs of Eastern Washtenaw County. To meet these needs, we have focused on three key goals: ***creating jobs***; assisting the School Districts in ***improving educational attainment***; and ***improving the quality of place***.

## Creating Jobs

In our first two years of collaboration, we have made significant strides in meeting our goals. The SPARK East Incubator, CEED and SPARK microloans and the Commercial Building Renovation and Re-Use Grant Programs have:

- Created 305 new jobs.
- Retained 154 jobs.
- Leveraged \$1.6 million in federal, state, university, private and foundation funding.

## Improving Educational Attainment

The Early College Alliance, Washtenaw Technical Middle College, and Gear Up programs have all increased enrollment and three new secondary school options have been developed including New Tech High, Widening Advancement of Youth and Washtenaw International High. These secondary school options have:

- Over 1,000 Eastern County students are enrolled in these secondary schools options.
- Leveraged \$840,000 in foundation and state funding.

## Improving the Quality of Place

To enhance our quality of place, the City of Ypsilanti has secured \$700,000 in federal funding for West Cross Street streetscape and Eastern Michigan University has committed \$200,000 for wayfinding projects.

- Funded the renovation of 3 commercial buildings.
- Leveraged \$700,000 of state funding.

In 2011, we hope to build on the success of these efforts and have an aggressive set of priorities to implement. To create additional jobs, we plan on developing a retail incubator, prepare a business plan for a student run graphic design incubator and work with Wayne County to improve facilities and incentives as a way to create jobs at Willow Run Airport. We want to market and promote secondary school options to increase student enrollment and attract new companies to the area. To enhance our quality of place, we want to continue to redevelop dilapidated commercial buildings and look forward to the redevelopment of the Parkview Apartments, West Cross Streetscape and EMU wayfinding projects.



We have accomplished a great deal with the help of our regional partners and we look forward to your continued leadership and engagement throughout the coming year.

**Leigh Greden**  
Eastern Michigan University  
ELG Co-Chair



**Verna McDaniel**  
Washtenaw County  
ELG Co-Chair

## Secondary School Options

In 2010, the Eastern Leaders Group hosted meetings with the ELG Executive Committee, Eastern Michigan University, the WISD and the School Board Superintendents and Board members from the Ypsilanti, Willow Run and Lincoln School Districts. The purpose of these meetings was to hear about the secondary options and identify ways the ELG might provide assistance.

Several secondary options are under implementation, including, but not limited to:

- **Early College Alliance<sup>SM</sup>**  
**@ Eastern Michigan University**

ECA is a public, early/middle college program located on the campus of Eastern Michigan University. This program allows students to accelerate through the program based on skill acquisition, and provides students with the opportunity to graduate with up to 60 college credits.



**Status**

- ✓ Established in 2007.
- ✓ Seven local school districts are participating in the ECA.
- ✓ Current enrollment of 370, over 90% of which are Eastern Washtenaw County students.
- ✓ The program is expected to enroll 450 students by 2012.

- **Washtenaw International High School -- International Baccalaureate**

Washtenaw International High School is a free, public, consortium high school for students in participating Washtenaw County school districts. Located at the former East Middle School in Ypsilanti, this high school will provide a demanding curriculum leading to a high school diploma that is accepted internationally.

**Status**

- ✓ Opening in Fall 2011.
- ✓ The program is expected to enroll 150 students in 2011 and 600 students by 2014.

- **New Tech High**

This high school, located in the former Ardis Middle School in Ypsilanti, uses technology to facilitate project-based learning for the students they serve with a one-to-one student-to-computer ratio and a project-based curriculum to connect students with local businesses. The core elements of the New Tech High School are *Culture That Empowers*, *Technology That Enables*, and *Teaching That Engages*.



**Status**

- ✓ Established in 2010.
- ✓ Current enrollment of 125, 90% of which are Eastern Washtenaw County students.
- ✓ The program is expected to enroll 500 students by 2013.

- **Gear Up**

EMU GEAR UP is a program that has the goal of helping more students in Eastern Washtenaw County become both more aware of college opportunities and to be better prepared to succeed in college. The program works with 404 eleventh grade students at Willow Run High School and Ypsilanti High School, and will continue work with them until their high school graduation/college enrollment in July 2012.

**Status**

- ✓ Established in 2006.
- ✓ Focused on successful high school graduation and college entrance.
- ✓ 404 Eastern Washtenaw County students are currently enrolled.
- ✓ The program will conclude in 2012.

- **Washtenaw Technical Middle College**  
Washtenaw Technical Middle College is a public school academy located on the campus of Washtenaw Community College. Students engage in rigorous academics, trades, and life-management skills to earn technical certificates or associate degrees in addition to high school diplomas.



#### Status

- ✓ Established in 1997.
- ✓ Current enrollment of 360.
- ✓ The program is expected to enroll 500 students by 2012.

- **Willow Run Freshman Academy**

This formal high school program serves all freshmen in the Willow Run Community Schools. The curriculum focuses on the core academics, utilizing a project based learning approach. In addition, all of these students will receive an introductory Robotics course and be teamed with a teacher mentor.

#### Status

- ✓ Established in Fall 2010.
- ✓ Current enrollment of 75, 91% of which are Eastern Washtenaw County students.
- ✓ The program serves all freshmen in the Willow Run schools.

- **Ypsilanti Public High School**

This traditional high school program is undergoing a redesign process. The new curriculum will be developed around a plan of small learning communities by creating themed academies within the school to provide students with personalized and customized educational experiences. The academies will include Freshman Academy, Fine & Performing Arts Academy, College Readiness Academy, and Communication & Media Arts Academy.

#### Status

- ✓ Redesigned curriculum rolled out in 2011-2012.

- **Career and Tech Academy at Lincoln Consolidated Schools**

Students will be exposed to careers such as cosmetology, culinary arts, gaming applications, video production, business/marketing, and also have the opportunity to complete their high school course requirements in a dual enrolled college program through Cleary University.

**Status**

- ✓ Slated to be established in Fall 2011.
- ✓ Fall enrollment of 60, all of which will be Eastern Washtenaw County students.
- ✓ The program is expected to enroll 250 students by 2013.

- **Widening Advancement for Youth (WAY Washtenaw)**

- ✓ This county-wide pilot program is designed to provide a technology-rich, online, project-based learning environment for students. It has program centers at Stone School in Ann Arbor and Willow Run Schools. This year-round educational program is targeted to students who are 16-19 years old and who are at risk of not graduating with their cohort.

**Status**

- ✓ Established in Fall 2010.
- ✓ Current enrollment of 230, 49% of which are Eastern Washtenaw County students.
- ✓ The program is expected to enroll 500 students by 2012.

## 2011 Educational Attainment Priorities

The ELG will continue our partnership with the School Districts to help improve the performance of area students so they can successfully compete in the workforce by:

- Assist the School Boards in promoting and marketing secondary school options and with consolidation of services.
- Solicit businesses to partner with New Tech High in developing project based learning opportunities.
- Ensure that adequate public transit is provided to support secondary school facilities.

## SPARK East

Established in March 2009 and operated by SPARK, this incubator provides reduced rent and business development services to start up companies. Companies using the incubator include alternative energy, mobile sign language device designers, web design and consulting firms. SPARK East is home to the Shifting Gears program which helps former “big company” employees’ transition into the “new economy” and also hosts the Summer Speaker Series, career transition Brown Bag lunch series and community events such as “The B Side” graduations.



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### Status

- ✓ Received \$927,000 from federal, state, foundation, private, DDA, and university funding sources to support operations.
- ✓ SPARK East has served 26 physical tenants and 8 virtual tenants since opening in March 2009.
- ✓ In 2010, two tenants graduated to private office space in the Ypsilanti area.
- ✓ There are 34 jobs associated with SPARK East physical tenant companies.

<http://www.annarborusa.org/start-ups/spark-incubator/spark-east-incubator>

## SPARK’s Eastern Washtenaw County Micro Loan Fund

This micro loan program is used to support innovative, high-growth start-up companies as they near commercial viability. Loans are used to develop products and services, protect intellectual property and develop markets.

### Status

- ✓ In 2009, micro loan funding was provided to New Eagle (technology-enabled service provider), RealKidz (specialty clothing company), Current Motors (electric vehicle manufacturer) and Ergun Technologies (restaurant management software company).
- ✓ In 2010, an additional \$39,000 in micro loan funding was provided to Fusion Coolant Systems, a manufacturer of coolant and lubrication system for metalworking and tooling.
- ✓ These startup companies have a total of 34 employees.

<http://www.annarborusa.org/funding-incentives/eastern-washtenaw-county-micro-loan-program/>

## CEED Micro Loan Fund

This micro loan program assists businesses who cannot obtain conventional financing. Funding from the County is used as a loan loss reserve fund leveraging and loans ranging from \$500 to \$50,000 to allow companies to realize growth in their products and services and to also create new jobs.

### Status

- ✓ Leveraged \$433,000 in SBA loan funding.
- ✓ 5 loans provided to local businesses including a personal training, art studio, temporary service agency and tax preparation company.
- ✓ 191 jobs created and 154 jobs retained.

[www.miceed.org](http://www.miceed.org)

## Commercial Building Redevelopment and Re Use

Washtenaw County and the Ypsilanti Downtown Development Authority and have created the Building Rehabilitation Program to rehabilitate and reuse older buildings on W. Cross St. The program provides grants to building owners for upgrading older buildings to meet modern building code and accessibility requirements as well as to create consistency in design, materials and architectural character thereby enhancing the physical appearance of W. Cross Street.



### Status

- ✓ \$30,000 in grants has been awarded to three building. Renovated buildings will be used for restaurant, retail and apartments uses.
- ✓ 42 new jobs will be created at these renovated businesses.

## Gap Financing

The Gap Financing Pilot Program provides additional funding to manufacturing companies that wish to expand their operations. It is intended to supplement company investment and bank financing for eligible expansion costs including the purchase of equipment or inventory, facility enhancements and other company expansion expenditures not to include working capital or refinancing.

### Status

- ✓ \$35,000 is available for financing company expansions in 2011.

## Retail Incubator

Retail incubators are designed to increase retail company formation and job growth by providing additional cash flow and business services to retail companies in the early stages of business start-up. They also help in downtown revitalization by reducing vacant storefronts and offering additional retail experiences for residents and visitors. The ELG retail incubator will place tenants into privately owned commercial space as a means to incentivize owners to renovate older space and as a means to fill up vacant storefronts.

### Status

- ✓ \$215,000 grant from the Small Business Administration has been awarded to implement this program in 2011 and 2012.

## Aerotropolis

The Detroit Region Aerotropolis is an exciting new concept to develop a global logistics hub and stimulate economic development in Michigan. A key aspect of creating jobs in Eastern Washtenaw County is the retention of current companies located at the airport and attraction of new companies to this facility.



### Status

- ✓ Corporation Board and Executive Committee have been formed.
- ✓ Aerotropolis Incentives legislative package signed into law.

<http://detroitregionaerotropolis.com/>

## 2011 Job Creation Priorities

- Secure funding for continuing the operation of SPARK East in 2012 and beyond.
- Secure funding to continue the SPARK Eastern County Micro Loans through 2011 (in 2012 the loan fund starts to be replenished through repayment of 2009 and 2010 loans).
- Secure funding for the CEED microloans loan loss reserve fund.
- Assess the Commercial Building Renovation and Re Use Pilot Program and find additional funding if the program is successful.
- Establish a retail incubator in downtown Ypsilanti.
- Initiate a capital fund to provide “gap” financing for business expansions.
- Prepare a business plan for a graphic design incubator on Cross Street.
- Improve facilities and provide incentives at Willow Run Airport to retain current companies and attract additional business investment.

## West Cross Streetscape

The City of Ypsilanti streetscape project will include street trees, lighting, brick pavers, and crosswalks. This project is being carried out in collaboration with the Ypsilanti DDA. It has been designed to enhance existing infrastructure in Depot Town and to upgrade surfaces on West Cross Street.



### Status

- ✓ Received \$770,000 MDOT grant.
- ✓ Construction starts in Summer 2011.
- ✓ Completion expected by September 2011.

## Parkview Apartments

The Ypsilanti Housing Commission is working with Chesapeake Community Advisors to redevelop this rental housing complex. The apartments will be owned by a subsidiary of the Housing Commission and will be a “private” development for taxing purposes. Redevelopment will take place in two phases, using federal funding to assist in renovations.

### Status

- ✓ \$6.2 million in state and federal funding secured for both phases of the project.
- ✓ 74 units will be redeveloped starting in Spring 2011.
- ✓ Redevelopment of the additional 70 units is targeted to begin later in 2011.

## EMU Wayfinding Program

This program is intended to better define entrances to campus and other key border areas. Standardized wayfinding signage will be provided to increase efficiency of vehicular and pedestrian traffic on or near campus. Signage and other streetscape elements will be chosen to complement streetscape elements being installed as part of the City/DDA project on West Cross Street.

### Status

- ✓ \$200,00 has been allocated by EMU for the project.
- ✓ Bids to be received in Spring 2011.
- ✓ Installation anticipated for Summer 2011.

## 2011 Quality of Place Priorities

- Work with the Housing Authority to ensure the redevelopment of the Parkview Apartments includes landscaping along Hamilton Street.
- Develop a capital improvements plan to enhance the major entrances into the area.
- Install West Cross Street Streetscape improvements.
- Secure grants for West Cross Street two-way traffic design.
- Help stabilize neighborhoods impacted by foreclosure.
- Improve the public safety image of Eastern Washtenaw County.

## Eastern Leaders Group 2011 Priorities

1. **Continue our partnership with the School Districts** to help improve the performance of area students so they can successfully compete in the workforce.
  - Assist the School Boards in promoting and marketing secondary school options and with consolidation of services.
  - Solicit businesses to partner with New Tech High in developing project based learning opportunities.
  - Ensure that adequate public transit is provided to support secondary school facilities.
2. **Accelerate company and job formation** through a variety economic development programs including incubators, micro loans and technical assistance.
  - Secure funding for continuing the operation of SPARK East in 2012 and beyond.
  - Secure funding to continue the SPARK Eastern County Micro Loans through 2011 (in 2012 the loan fund starts to be replenished through repayment of 2009 and 2010 loans).
  - Secure funding for the CEED microloans loan loss reserve fund.
  - Assess the Commercial Building Renovation and Re Use Pilot Program and find additional funding if the program is successful.
  - Establish a retail incubator in downtown Ypsilanti.
  - Initiate a capital fund to provide “gap” financing for business expansions.
  - Prepare a business plan for a graphic design incubator on Cross Street.
  - Improve facilities and provide incentives at Willow Run Airport to retain current companies and attract additional business investment.
3. **Improve the area’s quality of place** by redeveloping dilapidated commercial and residential buildings, way finding and other physical improvements.
  - Work with the Housing Authority to ensure the redevelopment of the Parkview Apartments includes landscaping along Hamilton Street.
  - Develop a capital improvements plan to enhance the major entrances into the area.
  - Install West Cross Street Streetscape improvements.
  - Secure grants for West Cross Street two-way traffic design.
  - Help stabilize neighborhoods impacted by foreclosure.
  - Improve the public safety image of Eastern Washtenaw County.

# THE EASTERN LEADERS GROUP

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## ***Executive Committee***

Verna McDaniel, Washtenaw County/ELG Co-Chair

Leigh Greden, EMU/ELG Co-Chair

Bill Kinley, Phoenix Properties

Bill McFarlane, Superior Township

Bill Reynolds, Washtenaw County  
Administration

Brenda Stumbo, Ypsilanti Township

Daphne Adams, GM

Dave Wheeler, Ypsilanti DDA

David Bates, Ypsilanti Public Schools

David Palmer, LaVision

Dedrick Martin, Ypsilanti Public Schools

Diane Keller, Ann Arbor/Ypsi Regional Chamber

Erik Dotzauer, Depot Town DDA

Fred Eaton, Comcast

Gary Hawks, EMU

Joe Sesi, Sesi Automotive

Kimberly Samuelson, Lincoln Consolidated Schools

Kirk Profit, GCSI

Larry Whitworth, WCC

Laura Lisiscki, Willow Run Schools

Leah Gunn, Washtenaw County Board of Commissioners

Lynn Cleary, Lincoln Consolidated Schools

Mark Ouimet, State Representative

Mary Jo Callan, Washtenaw County Community Development

Merrill Guerra, RealKidz

Mike Finney, SPARK

Patricia Denig, Washtenaw County ETCS

Paul Ganz, DTE

Paul Saginaw, Zingerman's

Paul Schreiber, City of Ypsilanti

Pete Hafler, Augusta Township

Peter Fletcher, Ypsilanti Credit Bureau

Rick Leyshock, WISD

Rolland Sizemore, Washtenaw County Board of Commissioners

Ronnie Peterson, Washtenaw County Board of Commissioners

Russ Olwell, EMU Gear UP

Sheri Washington, Willow Run Schools

Tim Colbeck, Ypsilanti DDA

Tom Harrison, Michigan Ladder

Yvette Pugh, AT&T

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