

ACTIVITY , ANNUAL ALLOCATION & LEVERAGED FUNDING	PERFORMANCE TO DATE
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<p>Ann Arbor SPARK</p> <p>Annual Allocation: \$200,000</p> <p>Leveraged Funding To Date: \$14,978,460</p> <p>Average Annual Leveraged Funding: \$9,985,640</p> <p>Ann Arbor Spark con't</p>	<p>Act 88 funding is leveraged in all services provided by SPARK. The total revenue and committed funding secured by SPARK for January 2010 - June 2011 is \$14,978,460.</p> <p>Return on Investment (January 1, 2010 through June 30, 2011):</p> <ul style="list-style-type: none"> • 69 Project successes generating more than \$171 million in new investments, including 20 attraction successes • 1,688 New job commitments • 88 Innovation start-ups provided with business accelerator assistance – these companies have raised over \$16M in private equity, \$3.78M in grants and currently employ 218 people • 20 Investments totaling \$4,375,000 through the Michigan Pre-Seed Capital Fund • 15 Loans through the Michigan Microloan Program totaling \$618,000 • 110 Tenants in three regional incubators • 2,064 Job postings through Ann Arbor SPARK • 226 Events were held with 7,143 attendees providing educational, programming and networking opportunity for area businesses and start-ups <p>Marketing and Communications Accomplishments January 2010-June 2011</p> <ul style="list-style-type: none"> • Launched www.annarborusa.org Web Site with advanced functionality including event management system and a member-based talent portal allowing registered users to post job availability. The talent portal technology is being leased by MEDC to power their talent portal and is being distributed to many regional economic development corporations throughout Michigan. • Enhanced SPARK's Web Casting capability and visual experience by adding a streamlined interface for live broadcast. • Augmented existing Social Media platform with SPARK connectivity via SPARK blog, Twitter, Facebook and LinkedIn. • Created and produced the 2009 SPARK Annual Report which explained SPARK's "Fast Forward" approach to dealing with the area's economic development. • Created FastForward Email Communication to announce breaking news about SPARK and Business Accelerator client-related information. It is distributed to over 10,000 qualified email addresses. • Implemented the MichAGAIN Campaign which encourages businesses and talent that have moved from Michigan, to return and build their careers and families in their home state. Corporate and state sponsors held national events supported by various marketing communications including print and web ads, email newsletters, wallet cards, flyers, retractable banners and a website. • SPARK is the lead organization for the upcoming \$1 million Accelerate Michigan business plan competition. Working closely with NEI and the Business Accelerator Network of Southeast Michigan (BANSEM) on the creation, execution, marketing and communications to the support the program. • Over 20 Advertisements were developed to promote the Ann Arbor area's business advantages and SPARK's services.
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	<p>Ads were placed in programs, magazines, newspapers, and web sites.</p> <ul style="list-style-type: none"> • Updated and reprinted the Eastside Innovation Brochure which highlights the entrepreneurial services and assistance available in Ypsilanti. • Designed Entrepreneur Guide, SPARK Brochure and Sector pamphlets which focuses on the organization’s capabilities and successes. • Created and produced the 2010 SPARK Annual Report which celebrated the organization’s fifth year and provided a detail overview of the return on investment since SPARK’s inception and its many economic development accomplishments. • Designed a Universal Signage System to be used at incubator sites and headquarters to provide cross-marketing of services. Successful clients, entrepreneurs and staff are featured offering testimonial proof of the value of SPARK’s services. • Created program series materials to promote ongoing SPARK entrepreneurial events: Marketing Roundtable, Business Law & Order, Michigan Energy Forum and Eastside Innovation Campus. • Supported A2Fiber Initiative with application submission, social media, event and public relations activities. • Created and executed a Business Pitch Competition held at SPARK East. • SPARK hosted Assistant Secretary of Commerce, John Fernandez on 3/31/10. In addition to his keynote appearance at the Economic Outlook Luncheon, SPARK also hosted (with AMI) a business forum. • Distributed and pitched over 30 Press Releases featuring regional company success stories, Microloan/Pre-Seed recipients and Business Accelerator news. Also placed 8-10 Stories per month in local, state and national publications (e.g. Crain’s, A2.com, GLITR, Concentrate, Free Press, Bloomberg, WSJ, Entrepreneur, Reuters and numerous online outlets). • SPARK hosted Department of Commerce, Rebecca Blank, on 7/28/11. Connected over a dozen business owners with Blank for feedback on economic policy. • Conducted an economic webinar in conjunction with the <i>Detroit Free Press</i>, highlighting opportunities for business owners. • Received prestigious awards from the International Economic Development Council, Michigan Economic Developers Association and SSTI. • Contributed articles on the region’s economy and successful economic development efforts to the <i>International Economic Development Council Journal</i> and <i>Planning & Zoning</i>.
SPARK EAST Business Incubator	<ul style="list-style-type: none"> • 30 physical tenants /16 virtual tenants since the beginning of SPARK East (companies range from alternative energy experts to mobile sign language device designers).

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<p>Annual Allocation: \$50,000</p> <p>Leveraged Funding To Date: \$397,000</p> <p>Average Annual Leveraged Funding: \$264,666</p>	<ul style="list-style-type: none"> • 92 jobs • The Incubator is designed to help tenants “graduate” into their own space as viable companies. 2 tenants graduated to private office space in the Ypsilanti area (VC Web Design and Clean Suite Inspections) • \$180k in Municipal and University support in the last 18 months • \$217K in State and Federal Grants in the last 18 months
<p>Washtenaw County 4-H Youth Show</p> <p>Annual Allocation: \$15,000</p> <p>Leveraged Funding To Date: \$45,000</p> <p>Average Annual Leveraged Funding: \$30,500</p>	<ul style="list-style-type: none"> • July 2010 public exhibition of agricultural products attracted over 8,000 attendees. • July 2011 public exhibition of agricultural products attracted over 11,000 attendees. • Leveraged \$29,000 in other local funding in 2010; leveraged \$32,000 in 2011.
<p>Agricultural Innovation Coordinator</p> <p>Annual Allocation: \$15,000</p> <p>Leveraged Funding To Date: \$95,555</p> <p>Average Annual leveraged Funding: \$63,073</p>	<ul style="list-style-type: none"> • The Agricultural Innovation Counselor helps clients evaluate food and agricultural markets, identify gaps between market products/services and consumer needs, develop strategies and financial models for filling market gaps, and effectively introducing products and services in the marketplace through marketing, advertising, and building relationships with consumers, retailers, wholesalers, and distribution services. • Since January 2010 have worked with 123 clients providing 382 hours of direct counseling, resulting in 31 food product businesses being started. Worked with two food related businesses to increase production so they could go from local to regional distribution, and with three food entrepreneurs who have moved operations to Washtenaw County. • 400 people have been reached in group presentations. • Conducted three workshops on Cottage Food covering 91 people, resulting in 4 people starting cottage food businesses. • Leverages \$63,037 per year in funding from MSU.
<p>4-H Extension Educator</p> <p>Annual Allocation: \$22,000</p>	<ul style="list-style-type: none"> • The 4-H Extension Educator works with rural/agricultural 4-H programs by facilitating volunteer-driven committees and programming efforts focused on livestock, dairy and horses. Conducted educational trainings on pork quality assurance, and educated youth and adults about animal welfare.

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<p>Leveraged Funding To Date: \$60,196</p> <p>Average Annual leveraged Funding: \$40,130</p>	<ul style="list-style-type: none"> Facilitated the annual Washtenaw County 4-H Youth Show held in July, which serves as an exhibition for youth agricultural activities. Planning for the youth show is a year round effort. Works on an annual basis with 850 youth involved in rural/agricultural 4-H programs, their parents, 200 direct volunteers, and approximately 8,000 youth show attendees. Gave educational presentations to 5400 youth and adults on the promotion of Michigan agricultural products. Leverages \$40,131 per year in funding from MSU.
<p>4-H Program Coordinator</p> <p>Annual Allocation: \$22,304</p> <p>Leveraged Funding To Date:</p> <p>Average Annual Leveraged Funding :</p>	<ul style="list-style-type: none"> The 4-H Program Coordinator works with rural/agricultural 4-H programs by facilitating volunteer-driven committees and programming efforts focused on rabbits, goats, poultry, and the production of agricultural products. Coordinated Youth Show programs for the marketing of animals, horticulture areas, small animals and agricultural tractor safety for older youth. Works with groups to plan youth show related educational programs throughout the year, focused on agricultural products. Worked with 850 youth involved in rural/agricultural 4-H programs, their parents, 220 direct volunteers, and approximately 8,000 youth show attendees. Also worked with 5200 youth and adults on the promotion of Michigan agricultural products through the Project RED program held in April. Coordinated 40 educational presentations to 1575 youth and adults on agricultural and home arts promotion and skills.
<p>Horticulture Extension Educator</p> <p>Annual Allocation: \$27,075</p> <p>Leveraged Funding To Date: \$36,356</p> <p>Average Annual Leveraged Funding : \$24,237</p> <p>Horticulture Extension Educator con't</p>	<ul style="list-style-type: none"> The Horticulture Extension Educator's 2010 Master Gardener educational certificate class had forty-three adults in the 12 week course. The graduates of this class and the 109 active certified Master Gardeners provided 6,800 volunteer hours in 2010. The 2011 Master Gardener educational certificate class had forty-eight adults in the course and to date nearly 3,000 volunteer hours have been recorded. Advanced training for Master Gardeners on diagnosing problems in the landscape and helping homeowners use healthy practices to deal with plant problems was done in the classroom and on-line in 2011. This training also provides job skills training. Master Gardeners helped answer public questions on gardening at 4 different farm markets in Washtenaw in 2010 and 2011. A Master Gardener helped to establish a market in 2010 in the Whitmore Lake area. Master Gardeners and Horticulture staff provide information through news articles on-line and in print, the Garden Hotline, booths, farm markets, e-mails, facebook, community programs and through an on-line MSU Extension Garden site reaching 48,000 people in 2010 and 29,000 to date in 2011. A farm market, farm stand, u-pick farms and Community Supported Agriculture data base was developed in 2010 to promote growers and agricultural products in Washtenaw County. Master Gardener team is working to yearly update local farm stand information for public use on-line. In 2010 the horticulture educator helped with the research to develop an on-line web site called EnviroWeather . In 2011 he developed a training program for the use of EnviroWeather, which predicts the hatch of serious pests in the

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	<p>nursery, Christmas tree farms, and the home landscape. Master Gardener s received this training in 2011 to provide more accurate information on pest management to consumers with intent to use fewer pesticides. Future trainings will be to provide this training for landscape and nursery professionals.</p> <ul style="list-style-type: none"> • The soil testing initiative, “Don’t Guess...Soil Test” brought trained Master Gardeners into six stores across the county to encourage the use of soil testing to determine correct fertilizer needs. This program brings in over 300 soil tests each year with a focus on reducing phosphorus in turf care. • In 2010 we held the Conservation Steward program teaching the public best management practices for our land and water resources in an eight week class working with Washtenaw County Parks and Natural Areas Preservation. • 2011 plans are to hold the Farming a Few Acres program helping landowners understand agriculture and horticulture opportunities and economic development in the area. • Leverages \$24,238 per year in funding from MSU. • •
<p>Heritage Tourism in Washtenaw County</p> <p>Annual Allocation: \$50,000</p> <p>Leveraged Funding To Date: \$58,916</p> <p>Average Annual Leveraged Funding: \$39,277</p>	<ul style="list-style-type: none"> • County Heritage Tours website maintenance with links to CVBs (German Heritage, Greek revival Architecture, Historic Barns, Esek Pray Tours). • Michigan Modern Residential Architecture Tour (under development). • 8 Michigan Historic Preservation Network Conference Bus and Walking Tours (360 attendees: Esek Pray Trail, Transportation Heritage, Historic Central Campus of the University of Michigan, Germantown (Ann Arbor), Downtown Ann Arbor Church Architecture, Historic Ann Arbor/Homes & Gardens of the Old West Side Bus, North Huron Street/Ypsilanti and Michigan Modern in Ann Arbor). • Developed the <i>Washtenaw Area Historical Attractions</i> Brochure, with the Washtenaw County Historical Consortium, 11,000 brochures in circulation (CVBs, local historical societies, WC Parks & Recreation, etc) and posted online, nominated for a Historical Society of Michigan Award. • 6 Michigan Film Office requests for historic filming location/site identification. • Secured CLG Grants and provided technical assistance for new tourism destinations (Gordon Hall, Chelsea Center for the Arts and USS Washtenaw County Artifacts Exhibition Case). • \$58,916 funding leveraged from local and federal sources.
<p>Food System Economic Partnership</p>	<ul style="list-style-type: none"> • Business Development Services providing counseling and planning to over 28 food and farming businesses. • Provided facilitation and technical assistance in the development of Farm to School programs in Ypsilanti Public Schools, Ann Arbor Public Schools, Saline Community Schools, and Dexter Community Schools. Began preliminary discussions with Whitmore Lake Public Schools regarding interest in Farm to School. Continued to provide technical assistance to

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<p>Annual Allocation: \$15,000</p> <p>Leveraged Funding To Date: \$145,105</p> <p>Average Annual leveraged Funding: \$96,736</p>	<p>the University of Michigan for local food procurement.</p> <ul style="list-style-type: none"> • Planned and hosted the National Farm to Cafeteria conference in May 2010 drawing over 700 attendees from around the country. • Conducted dozens of workshops, presentations, hoop house tours and networking events to farmers, food service directors, and local food system entrepreneurs focused on season extension techniques, cold crop storage, marketing and sales advantages of regional/local foods, and food safety. • Partner with the Tilian Farm Development Center -- farm incubator program located on Ann Arbor Township owned land. The program is providing access to land, capital, and resources for new/beginning farmers to launch successful farm businesses in Washtenaw County. Three farm businesses have launched their businesses at the site in 2011 with plans for additional businesses in 2012. • Providing technical assistance with the Washtenaw County Food Hub, a private venture designed to foster the development of new farms, value-added processing and food businesses. The project will create an entrepreneurial hub for local food businesses and meet food system gaps. Entrepreneurial opportunities include development of 1) Ready-to-plate food products for institutions, 2) Season extension using hoop houses and cold storage (for fall and winter harvest income), 3) Grain malting and pelletizing (to serve the vibrant micro-brewing market), 4) Dry bean and seed cleaning (not currently available), 5) Growing for ethnic and immigrant markets, 6) Pickled and fermented products, 7) Prepared meals, and 8) Agri-tourism and food and farming education. • Provided technical assistance in the development of the Four Seasons Produce Cooperative (FSPC), a farmer-owned cooperative focused on crops grown in hoop houses to meet the growing demand for year-round local food. FSEP is providing assistance to Cooperative members in establishing growing criteria, contracts, production standards, marketing, and connections to institutional buyers. As of June 2011, FSPC consists of 10 farm businesses and 6 institutional customers and is projected to grow to 50+ farms by year-end 2012 with sales of bulk produce to 12+ institutional customers. • Assisted 12 new farmers in developing sustainable business models and facilitated connections to local markets. • Leveraged funding from the other counties of \$28,250 and grants of \$116,855.
<p>Eastern Leaders Group</p> <p>Annual Allocation: \$100,000</p>	<ul style="list-style-type: none"> • Commercial building renovation and re-use grant program developed to provide assistance with renovation and re-use of older commercial buildings in downtown Ypsilanti (3 buildings, 40 permanent and construction jobs created). • CEED micro loan program provided business start up and expansion loans to 7 companies (211 jobs created, 176 jobs retained). • Manufacturing Gap Financing/no interest loans for manufacturing company expansions (1 loan, 7 jobs created).

ACT 88 PERFORMANCE REPORT (January 2010 to June 2011)

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Leveraged Funding To Date: \$474,200 Average Annual leveraged Funding : \$316,333	<ul style="list-style-type: none"> • SPARK micro loans to provide early stage capital accelerating readiness for outside investment and sales (5 companies awarded loans, 26 jobs created). • \$474,200 leveraged in federal / local funding. • \$994,198 private equity (not included in leveraged funding calculations).
Economic Development & Energy Department Annual Allocation: \$87,142 Leveraged Funding To Date: \$128,500 Average Annual Leveraged Funding : \$85,666	<ul style="list-style-type: none"> • Development of job creation programs (commercial building renovation grants, manufacturing gap financing, CEED loan loss reserve fund, SPARK East micro loans). • Re-Imagine Washtenaw Ave. redevelopment & workforce housing to increase private investment and provide housing in close proximity to jobs for area workers. • Comprehensive Economic Development Strategy for the county allowing access to Economic Development Administration grant funding for priority projects. • Workforce Development Business Plan (under development). • Contract management (CEED, SPARK, Ypsilanti DDA, Manufacturing Gap Financing). • Technical assistance (Aerotropolis legislation and marketing plan, Willow Run Airport Redevelopment, Kaliita Charters expansion, International High lab equipment funding, Michigan Urban Affairs strategy). • \$128,500 leveraged in federal funding.