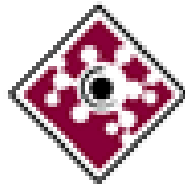


2021



SMARTZONE

Mount Pleasant District



— MIDDLE MICHIGAN —
DEVELOPMENT CORPORATION

CMURC
Accelerating Business

[LDFA USE OF FUNDS]

Middle Michigan Development Corporation and Central Michigan University Research Corporation

2021 Mt. Pleasant SmartZone

Local Development Finance Authority: Use of Funds

Exhibit A

2021 Measures of Success

	CMURC Facility (CMURC Reporting)	SmartZone District (MMDC Reporting)	Total SmartZone
	Cumulative	Cumulative	Cumulative
Total SmartZone Development and Site Selector Relations	26	80	106
Total SmartZone Retention Visits and Company Calls	44	4	48
Total SmartZone Jobs Created	43	33	73
Grants and Investment Facilitated for Companies within the SmartZone	\$49,300	\$10,000	\$59,300

Proposed 2021 Use of Funds

Management, Development and Implementation

CMURC Allocation: \$50,000

To seek out third parties interested in developing land in the Mount Pleasant SmartZone District. Analyze current infrastructure and determine parcels for development. To promote the Conceptual Design Plan to create awareness and gain interested tenants. Assist companies to navigate through the University and the City of Mt. Pleasant development guides. To manage the process from interest to implementation by assisting current and future companies with expansion and development.

Responsible: CMURC

- 1.8.21 – Met with Neumann and Smith Architecture to discuss SmartZone Development Opportunity.
- 1.14.21 Neumann and Smith Architecture came to CMURC and met with MMDC, and CMU to discuss P3 Partnerships and projects.
- 1.13.21 –CMU Leadership education around the SmartZone District is imperative with new members in key roles. Met with CMU General Council. 1.14.21 Met with Residence Life. 1.27.21 – Met with Advancement Office. 3.8.21 – Met with Athletics (initial meeting 12.16.20). 3.9.21 – Met with University Communications
- 2.9.21 – Met with MEDC about potential projects for SmartZone.
- 2.11.21 – Met with Community Landmark to discuss the project and P3 Partnerships. 2.19.21 - Met with Landmark to discuss potential financing options around development. 3.2.21 – Landmark came to CMURC and met with CMU to discuss opportunity. 3.12.21 Continue to discuss opportunity.
- 2.23.21 - Met with Tech Parks Arizona to discuss best practices in tech park developments.
- 3.12.21 – Discussed SmartZone Opportunity with Shaheen Development; 3.17.21 Toured SmartZone District to get a feel of the opportunity and proximity to campus. 6.21.21 – Met with team to discuss where a town center might go and how the development might evolve.
- 5.20.21 – Met with 4M [About Prentice 4M](#) to discuss potential project/collaboration in Mt Pleasant. 6.2.21 – Additional team members were brought into the discussion via conference call. 8.30.21 – Met with 4M at their location in Ann Arbor to determine if there was a potential for SmartZone Development.
- 6.15.21 - Discussed interest of SSP with CMU potential collaboration.
- 6.28.21 – Met with CMU Resident Director to discuss opportunities around housing opportunities.
- 7.22.21 – Met with GLBRA on Regional Marketing Opportunities
- 7.29.21 – Submitted Economic Development Administration - Mt. Pleasant Renovation. Pending
- 8.10.21 – Discussed with company interest in SmartZone –
- 10.19.21 – Submitted Economic Development Administration - Build Back Better Federal Request for Sustainable Development of SmartZone. Not Selected.
- 11.10.21 – Hosted US Army GVSC for potential collaboration in SmartZone and with CMU.

2021 Mt. Pleasant SmartZone

Local Development Finance Authority: Use of Funds

Exhibit A

Business Development + Marketing: To establish positioning in the state as the place to locate and start a business. Specific to the SmartZone District Development Brand.

Responsible: CMURC, MMDC

Mt Pleasant Contracts	Mt Pleasant SmartZone Jobs Created	Mt Pleasant BAF SmartZone Dollars
Active Companies: 44	Jobs Created: 73	Total: \$49,300

SmartZone District Marketing **MMDC Allocation: \$22,800**

COVID-19 Related Efforts: At the beginning of Q1, MMDC continued its efforts to provide access to grant dollars to support businesses in our region negatively impacted by COVID-19.

- (Q1) MMDC once again was selected to facilitate grant dollars to area businesses. Under Senate Bill 748 (Public Act 257 of 2020), the same 15 organizations* that were selected to distribute in 2020 were selected to distribute \$55 million in CARES Act funds to area small businesses. MMDC received \$1.9 million in Q1 to distribute to small businesses and nonprofits impacted by COVID-19 located in the counties of Arenac, Clare, Gladwin, Gratiot, Isabella and Midland. Of the 496 applicants for this program, 183 small businesses and nonprofits were approved for grants ranging from \$10,000 to \$20,000, including one business in the Mount Pleasant SmartZone District. At the time of this report, funds have been distributed.

**The 15 organizations selected by MEDC include: Ann Arbor Spark, Detroit Economic Growth Corporation, Flint and Genesee Chamber, Invest UP, Lakeshore Advantage, Lansing Economic Area Partnership, Macomb County Economic Development, Middle Michigan Development Corporation, Networks Northwest, Oakland County Economic Development, Otsego County Economic Alliance, Saginaw Future, Southwest Michigan First, Target Alpena and The Right Place.*

Site Consultant SmartZone Recruitment: To participate in local, regional and statewide efforts to educate site search consultants on the opportunity within the Mt. Pleasant SmartZone District.

Responsible: MMDC

- (Q1-Q4) MMDC has continued to actively participate on MEDC's Site Selection Committee and Vetted Sites Committee.
- (Q1-Q4) MMDC has submitted the Mount Pleasant SmartZone District property in response to six RFPs received through the MEDC in 2021.
- MMDC has participated in the following site selector related events which resulted in 74 direct points of contact with national site selectors:
 - (Q2) MEDC New York Online Site Consultants Blitz, April 28-29, 2021
 - (Q3) Area Development Consultants Forum in Detroit, July 12-14, 2021
 - (Q3) MEDC Dallas Online Site Consultants Blitz, July 28-29, 2021
 - (Q4) Area Development Consultants Forum in Tampa, December 6-8, 2021

Corporate Recruitment and Retention: To attract companies to establish locations in the Mt. Pleasant SmartZone District and facilitate company retention and growth.

Responsible: MMDC

- (Q1-Q4) MMDC made 4 company calls to businesses located in the Mt. Pleasant SmartZone District in 2021. This included two virtual calls with American Mitsuba, one virtual call with Prism Analytical and one tour visit at American Mitsuba with MEDC CEO, Quentin Messer. 32 new jobs were reported in Q1 for a total of 354 jobs as of February 1st, 2021 by American Mitsuba and Prism Analytical reported 1 new job for a total of 33 employees overall as of 11/9/2021.

Collaboration with Michigan Economic Development Corporation, Region 5 Economic Development Partner Organizations and the Great Lakes Bay Regional Alliance: To market the land and real-estate available to those interested in the region. Develop vision and potential of the SmartZone land.

Responsible: MMDC

Exhibit A

- (Q1-Q4) MMDC continues to leverage their “Available Properties” and continues to work with site selectors to market properties located in the Mount Pleasant SmartZone District.
- (Q1-Q4) MMDC continues to work with MEDC to keep the Mt. Pleasant SmartZone District listed as a “Featured Site” on their property website, <https://siteselection.michiganbusiness.org/>.
- (Q1-Q4) MMDC continues to be an active participant on MEDC’s Vetted Sites Advisory Committee.
- (Q1-Q4) MMDC continues to work collaboratively with Region 5 Partner Economic Development Organizations and the Great Lakes Bay Regional Alliance to coordinate region-wide efforts to market and promote the Mt. Pleasant SmartZone District as an available featured site in the region. In 2021, this includes the development of a Comprehensive Regional Business Attraction Strategy.