

AUGUST 8, 2000

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Lake Superior Community Partnership



County

Commission

Update

Including:

- Community Development
- Chambers of Commerce
- Education & Human Services
- Tourism
- Culture & Recreation
- Operations
- Economic Development

Mission Statement

The Partnership is committed to long-term community improvement to build sustainable employment and increase opportunities for all people, including our youth. Members are committed to collaborative decision making and will make a strong and lasting commitment to serve our region by investing time and resources. The Partnership will be a place where dialogue and cooperative decision making between the private and public sectors results in positive change for a progressive community and economic development and connection with the global economy.

Community Development

Chamber Committee

- Prime Time Expo for Mature Citizens
- NMU Fall Fest
- Adopt-A-Classroom/Job Shadowing
- Relocation/Informational Packets (average of 205 per month)
- Thousands of Walk-In Guests Assisted. (Year to date total is 3153)
- Lake Superior Leadership Academy
- Networking Opportunities including Golf Outings, Recognition Dinners, Business After Hours, Ribbon Cuttings, First Dollar of Profit Presentations
- Membership Survey
- New Member Benefits
- Focus on Membership Recruitment/Retention
- Voice of Business Committee—tackling issues affecting area businesses
- County-wide gift certificate program implemented to support shopping locally

Education & Human Services

- Educator Internship Program
- Workforce Development including High School Career Day at Marquette Senior High School, The U.P. Business-Education Summit and Technology for Kids committee formed to endorse the Technology Millage.
- Healthy Communities Workgroup: promoted Project ACES (All Children Exercising Simultaneously), Coordinated efforts to formally unite joint grant writing and research activities between NMU, University of Michigan,

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Wayne State University, Marquette General Health System, Marquette Co. Health Dept., Family Independence Agency, and the Marquette/Alger Intermediate School District, and Healthy Access is partnering with others to form a non-profit corporation to provide medical services and prescription drugs to uninsured individuals.

- Youth Economic Summit planned for Fall
- K.I. Sawyer Community Development Workgroup has hired a Family Services Coordinator to assist with community development at Sawyer. Among other projects they are providing free lunches to needy children ages 2–18 through the Summer Meal Program, formed a Neighborhood Watch Program and continue to apply for grant funding to assist in their mission.
- Lake Superior Partners in Education, in conjunction with the Utility Business Education Coalition (UBEC), is working to implement the findings of the UBEC study, and bring systemic change to our schools through business/education partnering.

Tourism Committee

- Marketing Plan, defining targets geographically and demographically, continue to survey area events and conventions to determine target markets and economic impact.
- Advertising Campaigns, following Travel Michigan's lead, targeted publications and TV stations in the Fox Valley area.
- Compiled information and published 2500 copies of the first ever Marquette County Convention and Meeting Planner Guide, and produced a companion video.
- Booked a convention for Parts Unlimited which will rent out 1,000 room nights in September of 2000.
- In process of working on a new, 48 page, four-color visitor guide, in cooperation with the Marquette Country Convention & Visitors Bureau. Ran an amateur photo contest for the pictures and subcontracted for the text writing. This project is currently in the bid process, with a publication date on January 5, 2001.
- Events committee formed and created a seed funding application process to aid event organizers that are

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starting new events to help through the transition period.

- Entered into a contract with the Noquemanon Ski Marathon committee to provide administrative support for this 1000 participant event.
- Provided the layout and copy writing for the tourism portion of the new web site.
- Prepared an educational power point presentation on the economic impact of tourism in Marquette County.

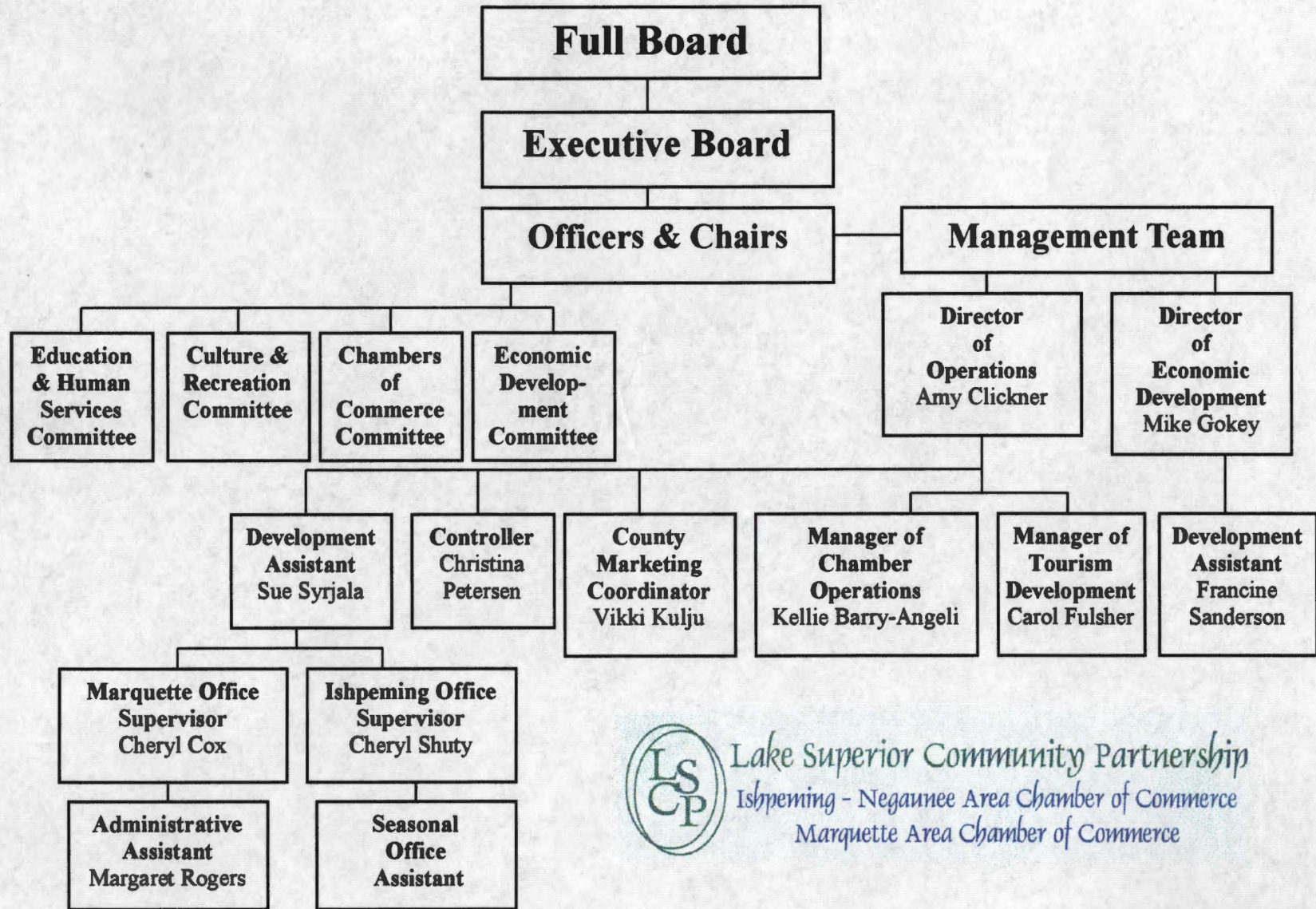
Culture & Recreation Committee

- Held a non-motorized conference with guest speaker John Morton in March. Attendees included county planners, members of the DNR, user groups and government entities. A steering committee to implement a county-wide non-motorized trail system has been established, and has been meeting to discuss by-laws, trustees, and other business pertinent to establishing a 501(c)(3) organization, called the Noquemanon Trail Network Council. The Harlow Lake Trail that is under development, will be the first official trail in the Network.
- County-wide events hot line 888-2-EVENTS is up and running to highlight events, both cultural and recreational that are taking place Countywide. A marketing plan is being created and will be implemented during the fall months.
- Created an application process for mini-grants and other support for recreational, or cultural events that seek funding.
- Awarded funding dollars to The Maritime Museum for the implementation of Shelly Russell's play *The Edmund Fitzgerald* and for the Renaissance Fair held in Ishpeming.
- Working on upcoming Boardsmanship Workshops that will help to develop Non-Profit Boards. Workshops are scheduled for September and October.

Operations

- Continue work in partnership with the County on EDA marketing grant administration.
- Provide administrative support via existing contracts for the Superiorland Ski Club, Noquemanon Ski Marathon, Marquette County Economic Development Corporation and Operation Action U.P.
- Focus on training a staff member in grant writing expertise to assist with funding of internal projects, and as an additional fee based service to members.
- Positive image marketing of the Partnership and its accomplishments and benefits (ie. Newsletter, News Releases, video, published articles, etc.)
- Prepare and monitor financial reporting for Lake Superior Community Partnership, Economic Development Corporation, Operation Action UP, and the Superiorland Ski Club.

LSCP Organization Structure



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 Ishpeming - Negaunee Area Chamber of Commerce
 Marquette Area Chamber of Commerce

Economic Development

- Advocate for Unified Economic Development Strategies

 - Process Team

 - Township/City Visits

 - Unified system based on feedback from state/industry/site consultants

- Fulfill Training/Education Needs of the Workforce

 - Identify available training resources, training needs, and existing gaps

 - Create Business Education Training center by April 30, 2002.

- Build Strategic Infrastructure

 - E-commerce Communications Infrastructure

 - Upgrade Existing Basic Infrastructure

 - Financing Options

 - Available Suitable Sites for Development

- Identify, Grow, and Recruit Target Industries

 - Target Industry Identification

 - Existing Company Retention and Growth

 - Recruitment

- Build Climate that Supports Entrepreneurship

 - Entrepreneurial Education

 - Small Business Capital

 - Technical Assistance

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- Assist Local Business to Expand Markets

- Technical Assistance

- Market Expansion

- External Marketing Education

- Projects/Prospects of EDC/Partnership

- Metal Fabrication

- Mini-Mill

- Paneling Plant

- Metal Recycling

- Automotive Design

- Economic Development Corporation

- Administer Revolving Loan Fund

- Loan Portfolio

- Applications Pending/Processed

- Financing Options

- Venture Capital

- Design/Build/Leaseback and Acquisition