



## Michigan Talent Partnership Application

### Overview and Instructions

The Michigan Talent Partnership Program (“MTP”) is a grant program that aims to invest state funding in public space development projects in central city neighborhoods or concentrated districts designed to increase density, walkability, and vibrancy in Michigan’s central cities to attract and retain talent and create business ownership opportunities for local residents. Administered by the Michigan Economic Development Corporation (“MEDC”) and supported by the Department of Labor and Economic Opportunity (“LEO”), this program provides access to grant funding for transformational public space development projects in each of four cities identified in Section 528(13)(a)(i-iv) of Public Act 121 of 2024. Two cities in the Upper Peninsula and two cities in the Lower Peninsula with four-year public universities have also been identified to apply. Through the MTP Program, the MEDC partners with local communities to support talent attraction and retention by investing in transformational placemaking projects that create high-density, high-amenity, and vibrant street life neighborhoods/districts, with business ownership opportunities for residents.

Please submit your application in a proposal format that is no more than 20 pages, not including budget document, letters of support, or letters of evidence of match funding, as a PDF. Use this document to ensure your application includes all of the required elements.

### Application

#### **Talent Plan and Project Narrative: 63 points**

1. Project name
2. Location – **3 points** total awarded with the following distribution: ***Attach map of corridor, district, or neighborhood where project funds will be used.*** The map should designate the current use of spaces within the proposed project boundaries. Please explain why this area was chosen as the site of the local talent plan. ***\*Optional: if available, include a map of future intended use for the area.***
  - a. **3 points** map has clear boundaries of the proposed project area, outlines the use of spaces within the proposed project boundaries, and provides compelling reasoning for why the area was chosen. The area is a central city neighborhood or concentrated area of development.
  - b. **1 point** attached map does not have clear designation of boundaries or uses or does not provide compelling reasoning for why the area was chosen.
  - c. **0 points** there is not a map attached

3. Narrative – Provide a comprehensive narrative addressing the following: (1) how the planned activities support all the goals of the MTP (2) the project(s) you are requesting funding for, which specific goals of the MTP it addresses, and how it supports those goals. Please attach existing local planning documents that support the narrative of your local talent plan and specify where/how they support the narrative. **60 points** total awarded with the following distribution:
- a. **0-45 points** awarded based on how comprehensively the narrative demonstrates how planned activities increase Michigan’s population of talented workers
    - i. **0-15 points** awarded based on how comprehensively the narrative demonstrates how planned activities support increased walkability and the creation of transit-rich areas. At a minimum, describe the plan for the transition of roadway usage from cars to alternative transportation spaces, including, but not limited to, walking, biking, and transit and a plan to improve direct access to multimodal transportation.
    - ii. **0-15 points** awarded based on how comprehensively the narrative demonstrates how planned activities support the creation of high-density districts. At a minimum, describe strategies to support density and mixed-use development that contributes to dense, walkable, vibrant spaces that will attract and/or retain talent. Identify strategies to increase access to mixed-income housing, preferably in concert with the goals laid out in a MSHDA-supported Regional Housing Partnership Plan.
    - iii. **0-15 points** awarded based on how comprehensively the narrative demonstrates how planned activities supports improved quality of life in the district. At a minimum, describe the plan to support facilities and walkways that house or present cultural arts programs, performances, and exhibitions and to improve quality of life through increased parks, green spaces, outdoor recreation, arts, and cultural amenities.
  - b. **0-15 points** awarded based on how comprehensively the narrative demonstrates support for locally owned businesses, and plan to use the space to promote, provide space for, or otherwise directly support the creation and ongoing success of locally owned business(es). At a minimum, describe strategies for commercial corridor activation, including innovations to fill vacant retail space with locally owned businesses, small business and emerging entrepreneurial support, including access to credit and professional development.

**Successful Implementation and Sustainability: 4 points**

4. Successful implementation and sustainability – Provide a comprehensive narrative of how your project will be implemented and maintained after the grant period. For example, include information such as who will be involved in the continued implementation of the project and if the project needs ongoing funding, how it will be secured.
- a. **4 points** for a comprehensive narrative that demonstrates the likelihood of successful implementation of the project and its sustainability
  - b. **2 points** for a narrative that lacks detail on or does not sufficiently demonstrate the likelihood of successful implementation
  - c. **0 points** for not including a narrative

### **Project Consortium Information: 10 points**

5. Lead applicant – Provide the name, organization, and contact information of the lead applicant
6. Support of chief administrator – ***attach required letter of support***. Please include a letter of support of the chief administrator of your local unit of government, such as the mayor or city manager, if they are not the lead applicant
  - a. **3 points** includes letter of support from the chief administrator or executive of the local unit of government where the project funding will be expended
  - b. **0 points** does not include a letter of support
7. Project consortium and support – Identify all consortium entities and provide a narrative of the partnership including what roles and/or resources each organization contributes. Also provide a list of stakeholders that were engaged in the planning process for the talent plan.
  - a. **7 points** identifies all consortium entities and a narrative of the partnership and roles and/or resources of all organizations explained, includes a broad range of types of entities, and includes list of other stakeholders engaged
  - b. **5 points** identifies all consortium entities but without clear explanation of organization roles and/or resources in project explained
  - c. **3 points** identifies consortium entities and their roles and resources, but the explanation is not clear and/or the entity types are limited
  - d. **0 points** does not identify any consortium entities, their narrative of roles and/or resources and a list of stakeholders

### **Eligible Activities + Project Readiness: 13 points**

8. Eligible activities and comprehensiveness – Identify the activities your project addresses.
  - a. **4 points** project includes 4+ eligible activities
  - b. **3 points** project includes 2-3 eligible activities
  - c. **2 points** project includes 1 eligible activity
  - d. **0 points** project does not include eligible activities

Eligible activities include:

- i. Planning, engineering, permitting review, and other local assessments to support implementation.
- ii. Demonstrated community engagement or stakeholder support.
- iii. Plans for the redevelopment of existing housing stock.
- iv. Plans to improve utilization of mixed-use and commercial property, including, but not limited to, the conversion of commercial space for affordable housing.
- v. Road repairs and other surface improvements that will increase walkability, access to green space, dedicated nonmotorized transportation, and access to rapid transit or high-speed rail.
- vi. Costs associated with site improvements such as access (including ADA improvements) and streetscaping elements such as lighting, fencing, street furniture, etc.

- vii. Supports for small businesses and emerging entrepreneurs, including access to credit and professional development.
  - viii. Plans to enhance parks, green space, community recreation, promotion of local artists or art installations, and outdoor social spaces.
  - ix. Activities to pursue other sources of funding.
9. Zoning and code restrictions – Depending on community context, describe the following: How the zoning code supports high-density residential development in the project area; how zoning and code restrictions do not need to be changed for the project; plans to alter the zoning code to support high-density residential development; how the zoning code has been amended to allow for higher-density residential development in the project area
- a. **3 points** description of how the zoning code supports high-density residential development in the project area; OR description of how zoning and code restrictions do not need to be changed for the project; OR description of plans to alter the zoning code to support high-density residential development; AND/OR description of how the zoning code has been amended to allow for higher-density residential development
  - b. **1 point** for partial description of how zoning and code restrictions have been or will need to be modified OR for partial description of how zoning and code restrictions do not need to be changed for the project
  - c. **0 points** no description of how zoning and code restrictions have been or will need to be modified OR n do not need to be changed for the project
10. Project implementation timeline – Provide an implementation timeline and describe the project's sustainability after grant funds are exhausted.
- a. **3 points** includes a proposed implementation timeline that is feasible and describes project's sustainability after any grant funds are exhausted
  - b. **1 point** Includes a timeline without a demonstration of a project's sustainability after any grant funds are exhausted
  - c. **0 points** does not include a timeline
11. Measurable outcomes – Identify a list of goals and outcomes that can be used to monitor project progress, (i.e. the amount of businesses launched or expanded, square feet of public space activated, or number of housing units supported)
- a. **3 points** includes a list of identifiable goals and measurable outcomes that will be used to monitor progress
  - b. **1 point** goals are not easily measurable or identifiable
  - c. **0 points** does not include a list

**Budget: 10 points**

12. Total project costs and funding request – ***attach cost estimates and budget using budget template.*** Provide costs estimates for entire proposed project and total amount being requested. Budget must include at least one eligible activity, and a description of how grant funds will be used to ensure the project meets all MTP goals.

- a. **5 points** for cost estimates of entire proposed project, including at least one eligible activity and identifies total grant amount being requested, as well as a description of how grant funds, and any other funds or resources that will be provided will be used to ensure a project meets all MTP goals
- b. **2 points** for not including cost estimates of entire proposed project and total grant amount being requested OR not including a description of how grant funds will be used
- c. **0 points** for not attaching cost estimates and grant amount being requested AND not including a description of how grant funds will be used

13. Project match funding – ***attach evidence of match funding and funding commitments.***

Evidence of match funding can include of letters of commitment, proof of other grant funding, etc. Match funding must have been committed to the project no earlier than July 24, 2023, and must be contributed to the project no later than September 30<sup>th</sup>, 2029, or by the project completion date, whichever is sooner. Please also provide an explanation of how the project will be funded prior to reimbursement including the sources of funding and schedule of when funds will be available.

- a. **5 points** for including all of the following elements: (1) evidence of 50% match funding (2) submission of verifiable funding commitments for each funding source, (3) clear explanation of how the project will be funded prior to reimbursement including (4) sources of funding, and (5) schedule of when funds will be available. For match funds that have already been spent, please provide evidence of where + how they were spent.
- b. **4 points** for 4 of 5 requested elements
- c. **3 points** for 3 of 5 requested elements
- d. **2 points** for 2 of 5 requested elements
- e. **0 points** for 0-1 of 5 requested elements

**Tie breaker: 5 points**

14. Additional match funds – ***attach evidence of additional match funding above the required 50% match***

- i. **5 points** for 91% or more match
- ii. **4 points** for 81-90% match
- iii. **3 points** for 71-80% match
- iv. **2 points** for 61-70% match
- v. **1 point** for 51-60% match
- vi. **0 points** for no more than 50% match