

## FY 2015 SMPC Services

### Planning

- Master plans
  - Assist communities with five-year updates and plan re-writes
  - Methodology:
    - The project team will take a holistic view of a community when updating the Master Plan; the team will review and catalog the community's history, current land use patterns and potential for future growth, economic conditions and trends, existing businesses and industry clusters, economic development strategies implemented, and demographic data. The team will also examine the community's strengths, weaknesses, opportunities, and threats; it will then also focus on strategies to promote the community's strengths, overcome its weaknesses, take advantage of its opportunities, and counteract its threats as well as list potential actions to implement the Master Plan and improve the economic conditions within the community. The project team will also examine the relationship between the community and adjacent municipalities.
  - Typical cost for five-year update: \$2,000-5,000
  - Typical cost for plan re-write: \$5,000-20,000, depending on the size and complexity of a community and content desired in plan
  - Team: Lee Adams (lead, plan author), Brian Pittelko (demographic and economic data), Bryan Bommersbach (mapping)
- Recreation plans
  - Assist communities with five-year updates and plan re-writes, identification of funding opportunities, community input, recreation mapping, and identification of optimum recreational facilities
  - Methodology:
    - The project team will take a holistic view of the recreation needs of the community when creating the recreation plan; the team will review: the community's Master Plan, existing recreational resources, recreational resources of adjacent communities, current land use patterns and potential for future growth, and community utilization rates of, and attitudes towards, nearby parks. The team will include the following items in the recreation plan to satisfy the desires of the community and the requirements of the Department of Natural Resources:
      - Community Description
        - A brief description of the community
      - Administrative Structure of the Community Park System
        - A description of how the parks are administered, governed, and staffed
      - Inventory of Existing Parks, Natural Areas, and Recreation Facilities
        - List and maps with the location and a description of each recreational opportunity within or near the Community
      - Resource Inventory and Mapping
        - Mapping and listing of areas that may be suitable for future recreational uses
      - Location and Typology of Potential Future Parks and Facilities
        - Recommendations for future recreation areas and/or facilities in existing recreation areas
      - Description of the Planning and Public Input Process
        - Description of planning methods and the public input process
      - Goals and Objectives
        - Description of Goals and Objectives with measurable benchmarks
      - Action Program

- Steps that the Community and other stakeholders will take to accomplish the Goals and Objectives
  - Typical cost for five-year update: \$2,000-5,000
  - Typical cost for plan re-write: \$5,000-20,000, depending on the size and complexity of a community and content desired in plan
  - Team: Lee Adams (lead, plan author), Brian Pittelko (demographic and economic data), Bryan Bommersbach (mapping)
- Ordinance development
  - Assist communities update or create new ordinances; development recommendations for common and best practices
  - Rates vary based on the type of ordinance and level of community input desired
  - Team: Lee Adams
- Ordinance review (County)
  - Review proposed ordinances from local units of government
  - Currently under contract with St. Joseph County
  - Hourly or per occurrence rate available
  - Team: Lee Adams
- Community development
  - Housing studies, economic impact analysis, quality of life assessments, etc
  - Rates based on the type and scope of project
  - Team: Lee Adams (lead, author), Brian Pittelko, Bryan Bommersbach

### *Economic Development*

- Economic development planning
  - Economic development plans
    - Community wide assessment of economic conditions and recommendations based on existing conditions, interviews of local leadership, and community input
    - Rates vary based on the size of the community; typically between \$5,000 and \$20,000
    - Team: Lee Adams (lead, plan author), Brian Pittelko (demographic and economic data), Bryan Bommersbach (mapping)
  - Placemaking strategies
    - Create strategies unique to each individual municipality that focus on downtown development, quality of life improvements, planning, and physical design
    - Rate: \$2,500-5,000
    - Team: Lee Adams (lead, plan author), Brian Pittelko (demographic and economic data), Bryan Bommersbach (mapping)
  - Real estate development plans
    - Simulated real estate development on targeted sites
    - Rate: \$1,000-2,000 per site
    - Team: Lee Adams (lead, plan author) Bryan Bommersbach (Mapping)
- Tax Increment Financing
  - Education
    - Target presentations and materials on tax increment financing
    - Rate: No cost for presentations to community leadership
    - Team: Lee Adams
  - TIF Plan development

- Creation of TIF plans and guidance through the adoption process
      - Plans for the following authorities:
        - Downtown Development
        - Corridor Improvement
        - Tax Increment Finance
        - Local Development Finance
        - Historic Neighborhood
        - Neighborhood Improvement
        - Water Resources Improvement
      - Rate: \$5,000-7,500
      - Team: Lee Adams (lead, plan author), Brian Pittelko (demographic and economic data), Bryan Bommersbach (mapping)
    - TIF management
      - Manage the day-to-day operations of a TIF authority
      - Rate: \$50-75/hr
      - Team: Lee Adams
- Brownfield Redevelopment
  - Staff authorities
    - Manage the day-to-day operations of a brownfield authority
    - Rate: \$50-75/hr
    - Team: Lee Adams
  - Project management
- Rural/small town economic development
  - Small downtown development
    - Cohesive business/economic, housing, and land use plan that will enhance a small downtown.
    - Rate: \$3,000-5,000
    - Team: Lee Adams (lead, plan author), Brian Pittelko (demographic and economic data), Bryan Bommersbach (mapping)
  - Small Business Revolving Loan Fund
  - Farmland/open space preservation planning
- Fiscal Impact Analysis
  - An estimate of economic impact of a new development, governmental action, or economic condition on the local economy.
  - Rate: \$1,500-3,000

### *Other*

- Grant writing and administration
  - Preparation of grant application document and reports; help communities prepare for grant applications
  - Rate: \$1,000-3,000
  - Team: Lee Adams (Grant writing), Claudette Robey (Grant Research)
- Geographic Information Systems
  - Produce maps for various projects
  - Rate: \$500-5,000 depending on the geographic scope and level of detail
  - Team: Bryan Bommersbach
- Process facilitation
  - Strategic planning or process facilitation for local governments and authorities

- Team: Lee Adams and Don Ederly
- State reporting
  - Dashboards
    - Assist communities with state required dashboards
    - Rate: \$2,000-3,000
    - Team: Lee Adams (lead, author), Brian Pittelko (demographic and economic data)
  - Consolidation reports
    - Assist communities with state required consolidation reports
    - Rate: \$2,000-3,000
    - Team: Lee Adams

## Team

- Lee Adams – Principle contact
  - Lee’s work is primarily concentrated in the fields of economic development, planning, land use planning, housing, and local government policy. Recently, he authored an economic development policy for Kalamazoo County in Michigan. He also helped to produce a five-year prosperity plan for southwest Michigan. He has coauthored several economic development and land use plans. These plans include: a plan to rehabilitate two commercial corridors in Detroit, a plan to protect farmland and water quality through best land use practices, and several corridor improvements and business district plans. Adams has also created streetscape guidelines, GIS maps, economic profiles, commercial facility reuse plans, business incubator studies, and brownfield plans for various communities.
  - Adams received a Master’s of Arts degree in Urban and Regional Planning with concentrations in economic development and environmental planning and a Graduate Certificate in Real Estate Development from the University of Michigan in 2010; he also received Bachelor of Arts degrees in Political Science and in the Social Sciences with concentrations in economics and history from Olivet Nazarene University in 2007. Prior to joining the Institute in 2014, he was the Resource Coordinator for Kalamazoo County Government (Michigan).
- Brian Pittelko
  - Brian works with data such as the American Community Survey and Burning Glass Labor/Insight. Mr. Pittelko also writes for *Business Outlook for West Michigan* and gives presentations on local economic conditions in the area. He has contributed to community indicator reports and has worked on various projects for the early childhood education community in Kalamazoo.
  - Brian has been with the Upjohn Institute since 2008 and is a graduate of the University of Minnesota with a major in British history and with minors in political science and Japanese. He received his Master of Public Administration degree from Western Michigan University in 2008, shortly after beginning as an intern at the Upjohn Institute.
- Bryan Bommersbach
  - Bryan applies his Geographic Information Skills (GIS) skills to economic research and regional economic development. He is currently developing interactive web maps to display information for all U.S. Workforce Investment Boards and is developing interactive informational graphics for use by a southwest Michigan educational improvement organization. Bryan is also undertaking a location analysis for the Southcentral Michigan Works organization to determine under-served and high-demand areas in the region. Recent work included mapping in support of the Michigan Prosperity Region 6 Economic Development Plan, spatial analysis of Kalamazoo Promise students, cartographic work for the Southcentral Michigan Planning Council, and mapping for the economic development strategic plan for the City of Waco, Texas.

- Bryan received an M.A. in geography with a certificate in Geographic Information Science (GIS) from Western Michigan University in 2014. He earned his B.A. in anthropology from Western Michigan University in 2012.
- Claudette Robey
  - Claudette is experienced in policy-based research and analysis leading to the development and implementation of strategies and outcomes in the areas of economic and workforce development, city management, public finance, and public policy issues. She works with clients at the local, regional, state, and federal levels on projects focusing on economic and workforce development, economic development strategy, strategic planning, program evaluation, and public policy issues. Her experience also includes focus group facilitation, applied research, technical assistance, and project coordination and management. Ms. Robey's experience includes the field of economic development, having worked with nonprofit and local, regional, and state government entities on business attraction and retention efforts. Her economic development experience also includes coordinating, managing, and implementing a regional economic development strategy focused on legislative strategy, government, infrastructure, education, and regional development.
  - Claudette holds a Master's degree in Public Administration, with a concentration in Economic Development, from Cleveland State University, and a Bachelor of Arts degree in English from Nicholls State University.
- Don Edgerly
  - Don holds a license in counseling psychology and is a certified Business Solutions Professional. His professional experience includes the fields of psychology, human resources, training and development, group facilitation, and workforce development.
  - Don graduated with a Bachelor of Arts degree in psychology and communications from Michigan State University in 1989 and with a master of arts in counseling psychology from Western Michigan University in 1993.