

COMMUNITY DEVELOPMENT COALITION

NORTHWEST MICHIGAN

Working together to achieve transformational
change for Northwest Michigan.

- The Community Development Coalition of Northwest Michigan is represented by an alliance of 30+ nonprofit, business, governmental, and philanthropic partners. Together, the Coalition has identified and committed to a set of shared priorities, being reported on a regional scorecard, that are focused on five economic, four societal, and three environmental objectives.
 - By collaborating on these shared objectives, Coalition Contributors are working together to share information, coordinate action, and align resources through advocacy for regional projects and resources; fundraising for shared priorities; recruiting and hosting subject matter experts to share on key topics; and unified communications to raise awareness about opportunities and challenges.
 - Most of the work represented by the Coalition and in the scorecard focuses on Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau Counties. In some cases, objectives align with the service areas of key contributors and reflect work from additional counties in Northwest Michigan.
 - This is a 10-year effort, beginning in 2020 and ending in 2030. The shared scorecard is the primary tool to track outcomes of the Coalition's efforts over time.
 - Coordinated work is already underway and demonstrated in recent efforts such as:
 - Collaboration among regional foundations and philanthropists, the TBAISD, and TCAPS to preserve the Great Start Readiness Program, a high-quality preschool program serving more than 100 local students
 - Jointly advocating for state funding to support a Housing Ready Coordinator in Grand Traverse County, a model to drive housing solutions across our region
 - Partnerships among BATA, Norte, TART Trails, GTRLC, and others to improve community mobility and create more walkable and bikeable communities
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FREQUENTLY ASKED QUESTIONS

What is the Coalition?

The Coalition is comprised of representatives from regional organizations that have a leading role in affecting economic, environmental, and societal outcomes. Through focused engagement, the Coalition leverages the power of interdependent connection and shared accountability to achieve transformational change for Northwest Michigan. The Coalition is focused on big systemic challenges like housing access, workforce talent attraction, and water quality. Visit www.nwmiccommunitydevelopment.org to learn more.

Why was the Coalition created?

Our region is full of vibrant leaders and organizations within the public, private and nonprofit sectors. Yet, significant challenges persist in our region and, in many cases, sectors work independently and miss the opportunity for interactive strategies that drive favorable societal, environmental and economic issues and outcomes and can result in transformational change for our communities.

What does the Coalition do?

The Coalition is focused on achieving improved economic, societal, and environmental outcomes in Northwest Michigan, primarily including Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau Counties. Coalition Contributors may:

- Advocate for community projects (e.g. meetings with elected officials or support for ballot initiatives)
- Facilitate the pursuit of joint funding opportunities
- Host or recruit subject matter experts on key topics related to the scorecard project
- Jointly communicate and raise public awareness about the Coalition's work and the opportunities and challenges to accomplish the objectives on the Scorecard

Who is contributing to the Coalition?

The Coalition is comprised of organizations that collaborate to take advantage of cross-sector leadership. The Community Foundation has convened various non-profit, government, and business organizations to discuss how to measure and improve sustainable practices in the region. In recognition of their participation so far, those organizations constitute the initial set of Coalition Contributors, and they may add or subtract Contributors as they see fit. Many organizations have contributed to this effort in varying degrees, including:

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| BATA | Munson Healthcare |
| Boomerang Catapult | Networks Northwest |
| City of Traverse City | Northwestern Michigan College |
| Northern Michigan Community Health Innovation Region | Rare Bird Brew Pub |
| Consumers Energy | Rotary Charities of Traverse City |
| GT County Economic Development Corporation | SEEDS |
| GT County Health Department | TBAISD |
| Discovery Center and Pier | TC New Tech |
| For Love of Water (FLOW) | Traverse City DDA |
| Grand Traverse County | Traverse City Light and Power |
| Grand Traverse Regional Community Foundation | Traverse City Tourism |
| Hagerty | Traverse Connect |
| Housing North | United Way of NWMI |
| | Watershed Center GT Bay |

The Community Foundation is providing the initial administration and facilitation support for this effort.

What is the scorecard and how will it be used?

The scorecard is a measurement and storytelling tool, used to track progress toward shared goals and objectives in economic, societal, and environmental focus areas. Coalition Contributors agree that it is desirable to:

- Facilitate the creation of high value jobs
- Improve overall economic and societal well-being
- Create thriving and resilient and equitable communities for all
- Protect, preserve, and restore the natural environment.

The scorecard is a tool to assess how we are collectively providing for a healthy population, economy, and environment and supports the Coalition in focusing on strategies and tactics to accomplish shared goals.

Where will the Coalition focus its efforts?

Broadly the Coalition is focused on Northwest Michigan. The initial, exact geographic focus of the Coalition is driven by the lead partners within each scorecard objective. Some efforts are primarily focused on the five-county area, others reach a 10-county region, and one objective focuses on the service area of Traverse City Light and Power – a choice driven by the public availability of annual data available to track progress toward our energy objective.

How did the Coalition select objectives for the scorecard?

To ensure transparency and measurability, each objective on the scorecard is backed by a publicly available data-set that is refreshed regularly. Each objective has been thoroughly vetted and jointly adopted by Coalition Contributors. Objectives are also reflective of the broad community outreach efforts of Coalition contributors. This is a 10-year effort, and we needed to align energy and resources around projects and programs that intend to have a lasting impact.

When will the Coalition be in operation?

The Coalition worked quietly, behind the scenes during much of 2019 and early 2020. A website and external communications were launched fall of 2020 and progress will be tracked through 2030. Learn more here: www.nwmicommunitydevelopment.org.

How can you engage with the Coalition?

Each objective on the scorecard notes which organizations are leading the way. To support specific efforts as a volunteer or investor, you can contact those organizations directly. With any questions, or to engage with the Coalition effort over all, please connect with us via email at communitydevelopment@gtrcf.org

How are the Coalition and scorecard being funded?

The Community Foundation is serving as the backbone for this shared effort; providing staffing, facilitation, hosting subject matter experts, and managing production of the scorecard. A group of generous, community-minded partners invested in the Community Foundation to underwrite these start-up costs.

In addition to Coalition operations, funding also will be needed to support individual projects and programs that advance the objectives on the scorecard. In some cases, it may make sense for the Community Foundation to serve as the fiscal sponsor or host of a shared grant. For example, the Michigan Health Endowment Fund made a grant to the Community Foundation to support expanded transportation options for seniors to travel to medical appointments. BATA and other health-oriented organizations are involved in the expenditure of this grant.

Coalition contributor organizations are also seeking funding to advance specific scorecard efforts. For example, The Watershed Center and the Grand Traverse Regional Land Conservancy recently received grants from the Michigan Department of Environment, Great Lakes and Energy to support water projects like green infrastructure and riverside land protection. Both of these grants will advance objectives on the scorecard.