

MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

MICHIGAN
OFFICE OF
**RURAL
PROSPERITY**



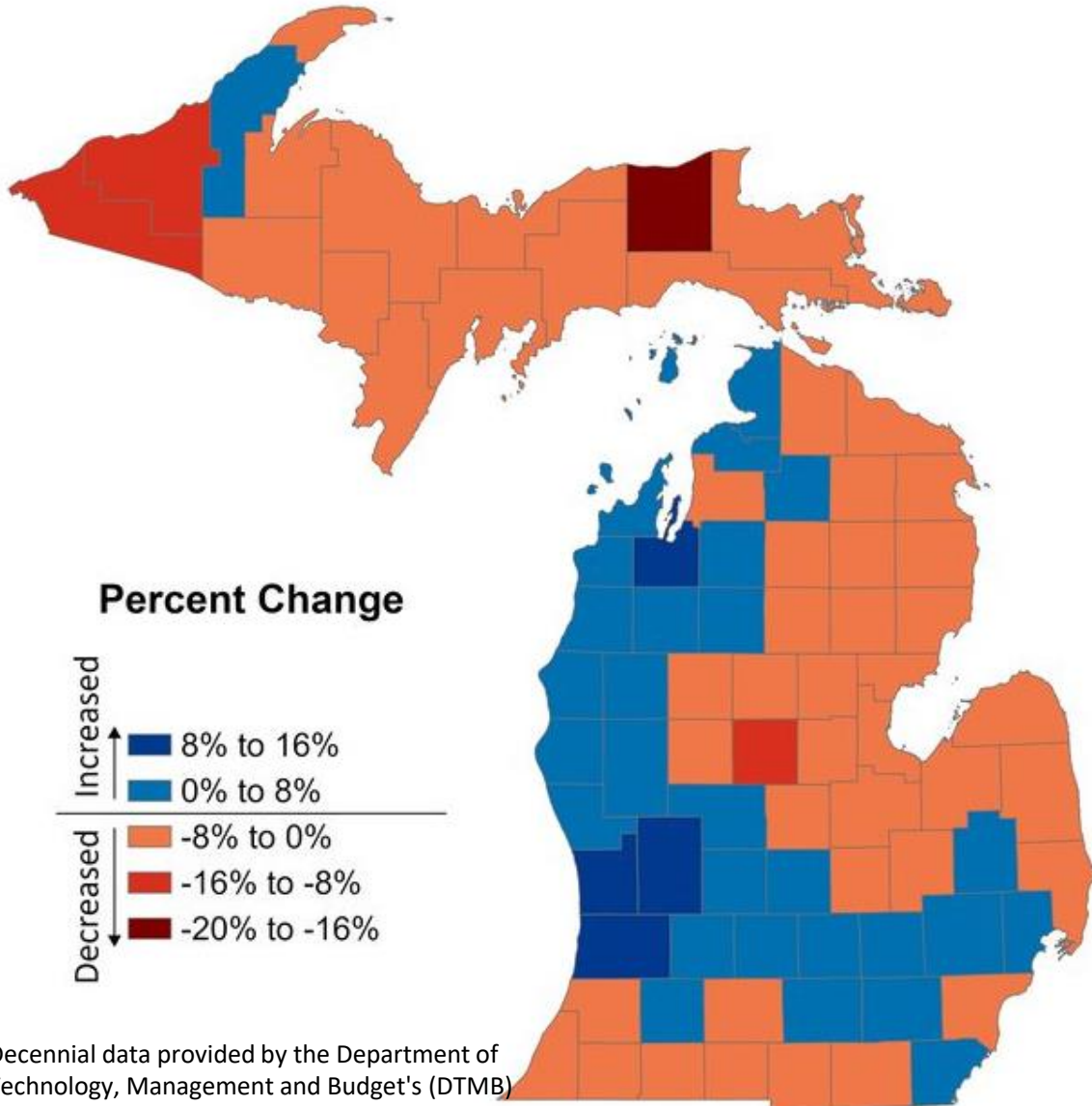
An intergovernmental and cross-sector liaison and 'front door' for rural communities

Strategize and
advocate for rural
needs in policy and
program decisions

Help rural communities
navigate to partners
and resources

Build a strong rural network to
keep rural communities
connected to each other and
resources

Michigan Population Change (2010-2020)



Rural Michigan is facing tremendous change, challenges, and opportunities

The largest single demographic in rural MI is age 65+

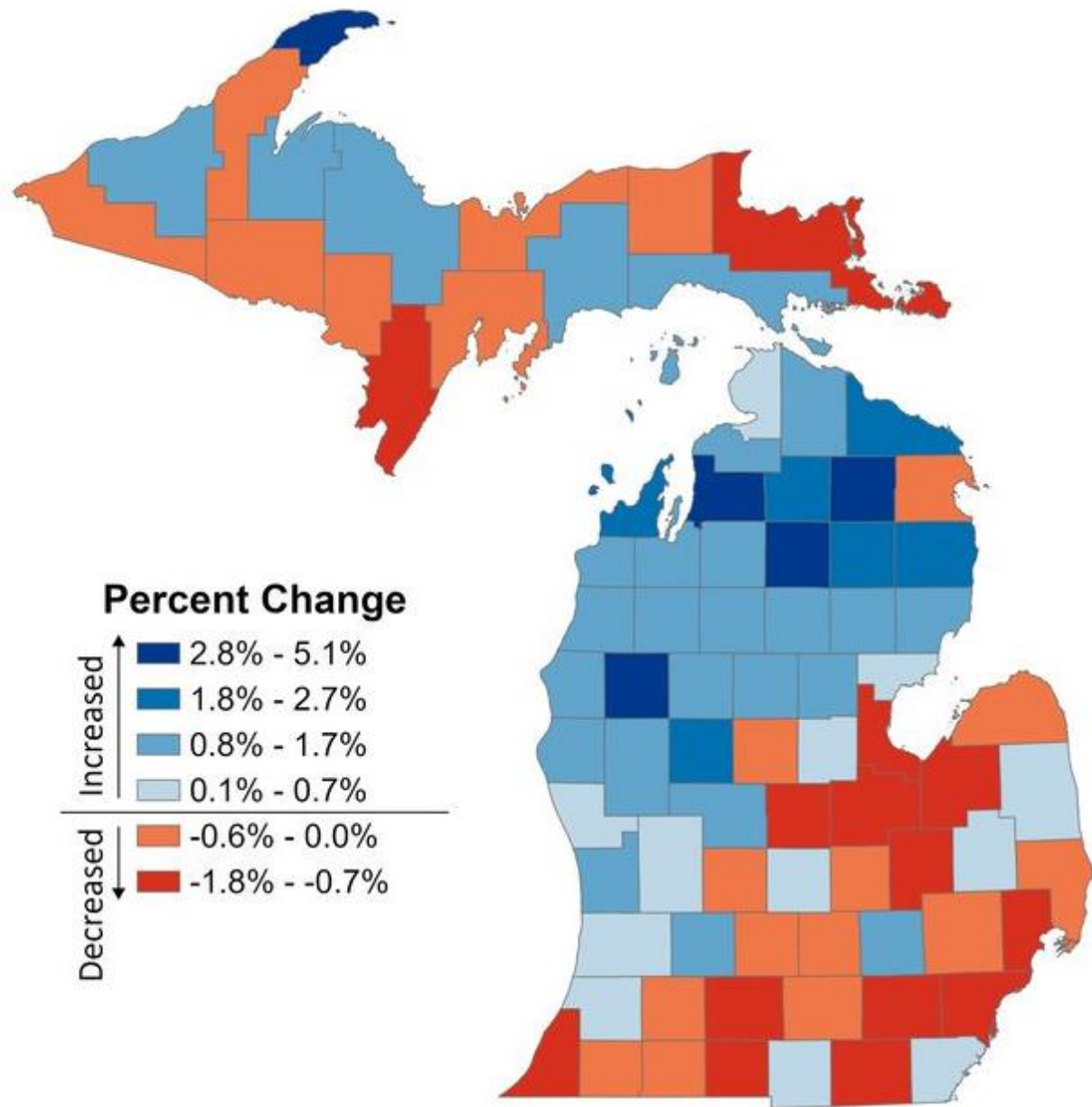
Housing shortages and childcare create local/regional challenges in attracting population to new jobs and other opportunities

Forecasted population declines will impact health outcomes, educational attainment, tax revenue, and future income of rural residents

Climate change impacts to migration, natural resources, and the economy

New funding resources for key priorities and improvements

Michigan Population Change (2021-2022)



Rural Michigan can lead the way for statewide resilience

2023 Rural Preferences & Priorities Survey showed **'place'** – location, recreation, schools, community connections – was a key driver for decisions to stay or relocate to rural areas

Two-thirds thought their community was moving in the right direction

Community planning initiatives were seen as a catalyst for improvements/positive change in direction

Prosperity and resilience depend on the ability of communities to plan for and manage change

Knowledge, expertise, and leadership

Community engagement and partnerships

Plans and project pipelines

Administrative processes and staff

A ROADMAP TO RURAL PROSPERITY

Built on extensive input from rural communities and analysis of key rural trends, the Roadmap to Rural Prosperity offers a vision for coordinated, strategic action among all partners working towards rural prosperity in Michigan. Roadmap strategies harness exciting new opportunities and speak to key rural priorities including:

-  Grow and diversify the workforce across sectors
-  Improve individual health and economic well-being
-  Support local and regional capacity to deliver services
-  Expand quality and attainable housing opportunities
-  Build and maintain resilient infrastructure
-  Enhance regionally driven and place-based economic development efforts
-  Protect, conserve, and be a responsible steward of natural assets

A strategy for resilient, connected communities, businesses, residents, and natural environments

Informing policy, funding, and collaboration across state government

Michigan.gov/ORP



Rural Readiness Grant Program

\$50,000 (20% match, in-kind or cash) awards to local governments and tax-exempt organizations are eligible

Internships and fellowship opportunities are filling capacity gaps around grant writing

Grant writing supports and education and giving communities tools for planning and grant administration

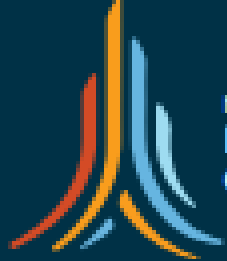
Housing strategies and community engagement are building knowledge, expertise, plans, and partnerships

New staff and organizational infrastructure are attracting partners and developers and preparing land for housing

Shared infrastructure is helping organizations to successfully deliver critical community services, including health/behavioral health, food access, emergency response, and other services.

Accepting letters of intent through October 7

Michigan.gov/ruralreadiness



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PROSPERITY



\$9+
Million

RURAL READINESS
DOLLARS REQUESTED

\$1.8
Million

RURAL READINESS
DOLLARS AWARDED

40
Projects

FUNDED BY
RURAL READINESS
GRANTS

Rural Readiness Grant Program Impact

AS OF
AUGUST 2024

\$35
Million

SUBMITTED BY RURAL
READINESS GRANTEES

\$7
Million

SECURED BY RURAL
READINESS GRANTEES



Rural Readiness Network & Supports

Peer connections

Targeted training and technical assistance

Connections to resource providers

Eligible for other program supports including community coaching, grant navigation, and microgrants

Michigan.gov/ruralreadiness

Capacity and tools are needed at state, regional, and local level to plan for and respond to complex changes and opportunities

Long-term investments to build ongoing, sustained, local and regional capacity

Coordinated, statewide planning to connect and address land and water management, population and workforce, infrastructure, housing, and energy



Discussion

Effective models for building and expanding capacity for planning

Funding and revenue sources for sustained capacity

Biggest long-term gaps

Supports for most remote/underserved communities



Thank you!

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