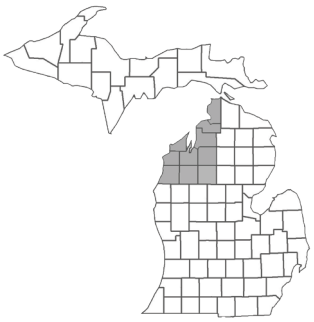
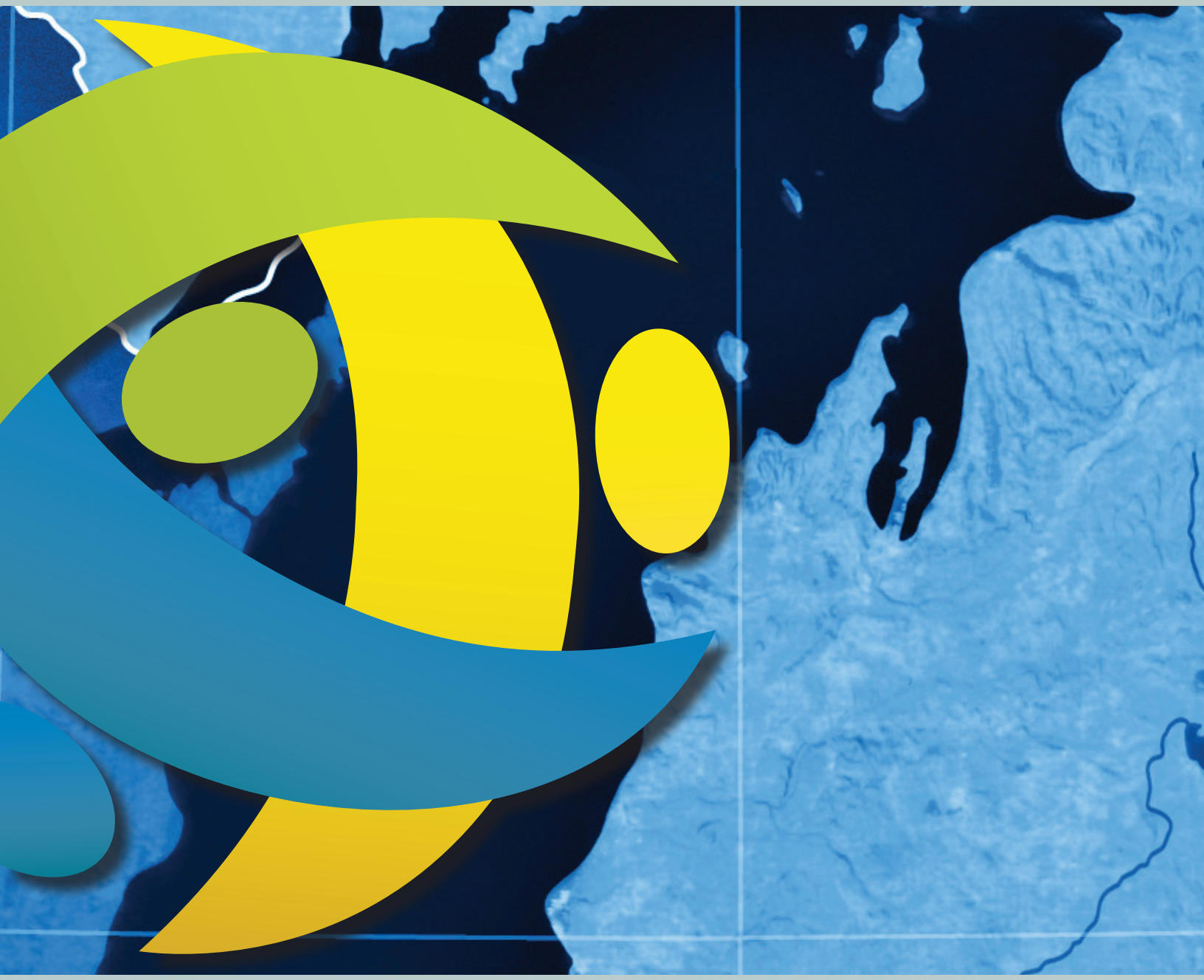
Networks Northwest

Talent / Business / Community



Annual Report FY2014



networksnorthwest.org

Networks Northwest
Talent / Business / Community

To the Communities of the Northwest Michigan Region,

The past year brought much change and progress for Networks Northwest – new board structure, new name, and renewed purpose! The amount of vibrant and meaningful activity undertaken in the past year is almost too much to contain in an annual report; however, we hope this publication gives you a good feel for the scope and magnitude of our work.

Our two previous boards – one representing the public sector and one representing the private sector – entered into a new, unprecedented agreement to do business together as a unified regional prosperity board. Prompted by Governor Snyder's Regional Prosperity Initiative, the agency has taken on a broadened role in providing big-picture support for countless local initiatives around the region's economic health.

Every day we see the inter-connectedness of our three focus areas - talent, business and community – to the region's economic vitality. Public-private partnerships, along with truly collaborative programming, are essential elements for a thriving region. Maintaining our beautiful natural resources and small town rural character are vital factors that must balance our growth and diversification. We remain committed to all these priorities.

An annual report can never capture all the interesting and wonderful things that happened during the year. As you look over the numbers and facts inside, please keep in mind that inside each one is a person, a family, a business, or a particular community that is motivated to do well. We hope you will become a regular visitor to networksnorthwest.org where we highlight the very human stories that underlie the facts & figures of an annual report.

Sincerely,

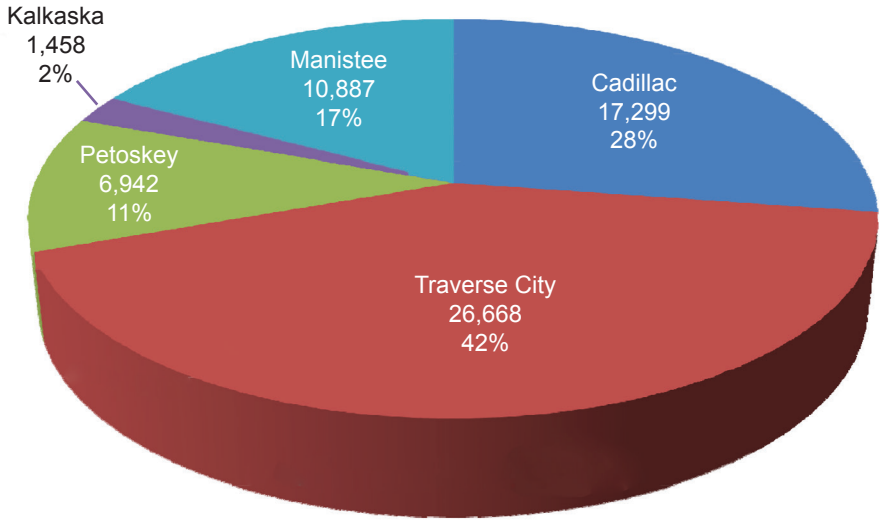
Gary W. Fedus,
Board Chair

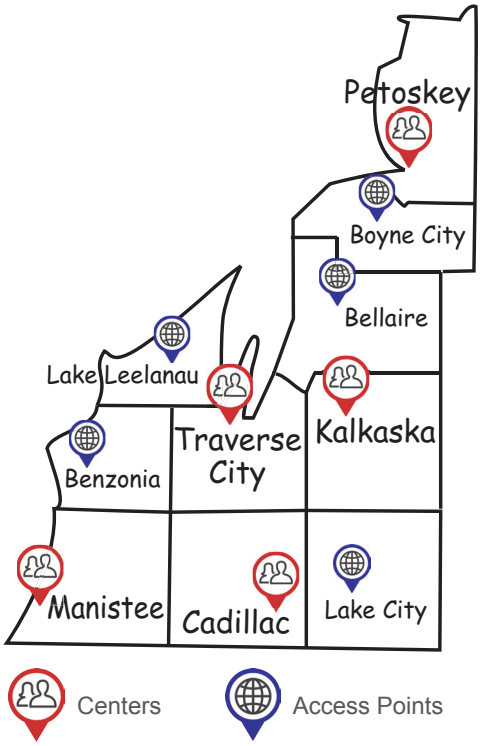
Chris Christensen,
Chief Elected Official

Elaine Wood,
Chief Executive Officer

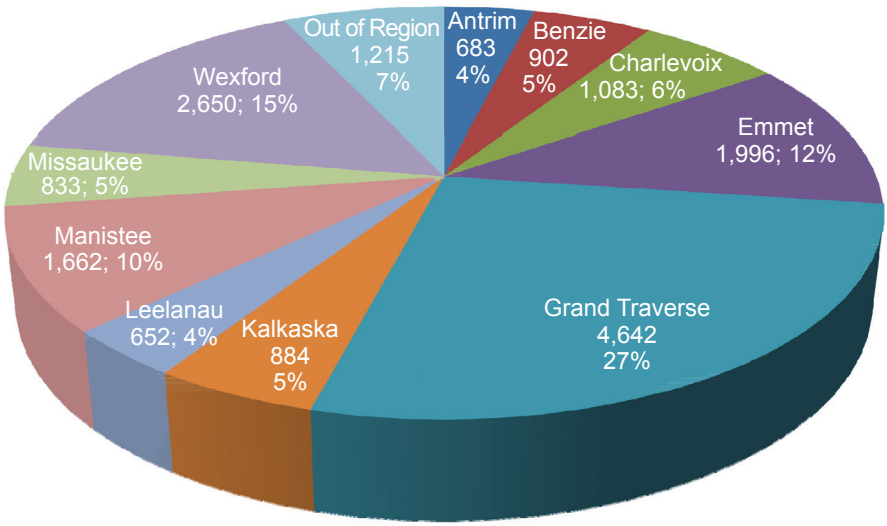
Northwest Michigan Works!, Inc. provides comprehensive services to employers and job seekers of all kinds. By working in partnership with other regional resources that provide education, economic and business development services, Northwest Michigan Works! provides leadership in meeting the needs of local employers and connecting job seekers to opportunities.

Number of Visits by Center
7/1/2013 through 6/30/2014
Total: 63,254





Number of Visitors by Residence County
7/1/2013 through 6/30/2014
Total: 17,202



Traverse City
1209 S. Garfield Ave., Suite C
Traverse City, MI 49686
1-800-442-1074

Cadillac
401 N. Lake Street, Suite 700
Cadillac, MI 49601
(231) 775-3408

Manistee
1660 Manistee Hwy
(US 31 South)
Manistee, MI 49660
(231) 723-2535

Petoskey
2225 Summit Park Drive
Petoskey, MI 49770
(231) 347-5150

Kalkaska
103 Third Street
Kalkaska, MI 49646
(231) 258-8889

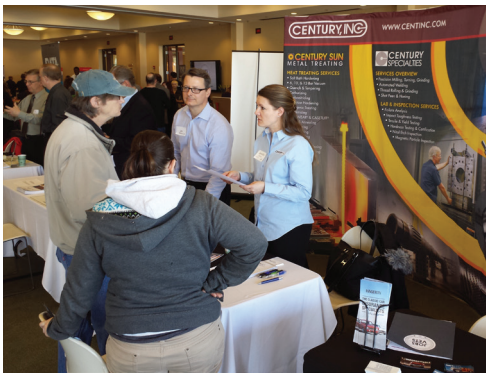
Northwest Michigan Works! – Special Activities During FY'14

Regional

- Coordinated the 2nd annual Auto-Diesel Career Fair in April 2015. Nearly 30 local employers and close to 100 job seekers were able to connect at this event. The industry showcased its latest technology, and the Aeropark campus at NMC was filled with high tech trucks, cars, engines, lifts, and more. Sponsors offered prize give-aways and refreshments.
- Coordinated the 4th annual Information Technology Career Fair in April 2015. 20 local businesses interviewed 80 pre-screened, qualified applicants for their open positions. 40 more interested job seekers came to network and learn more about IT careers from the employers, NMC, and Ferris State University. This event was implemented in partnership with NMC.
- Coordinated the first regional Jobs for Vets event in March 2015, involving 55 employers and more than 150 veterans.
- Used a special dislocated worker grant to train 35 people for in-demand jobs. Training included C.N.A., Truck Driving, Medical Office, Corrections Officer training, Hospitality, and Project Management.
- Implemented a special grant for training the long-term unemployed. In the past year, we trained 17 people in such areas as CNC, C.N.A., and Truck Driving. This grant continues for another year.
- The Jobs for America's Graduates (JAG) program conducted induction ceremonies for new participants at our Beaver Island Lighthouse School. This involved team-building activities, as well as a tangible commitment by participants to work hard at achieving the goals of the program. 35 young people from our region are now enrolled in JAG, which offers enhanced employability skill-building, teamwork, and community involvement for all students.
- Implemented a new web site for Veterans. This site www.careercafe.org/vets provides employment-related information and resources for veterans. It also provides a direct connection to Northwest Michigan Works! staff who can assist veterans with job search services.
- Career Connection workshops were offered throughout the year in an effort to provide access and services in communities where there is not a Northwest Michigan Works! Service Center. Locations were: Boyne City, Pellston, Elk Rapids, Suttons Bay, Peshawbestown, Lake City, and Benzonia.
- Coordinated Talent Tours to expose youth to various real-life career settings:
  - » 3 in Emmet/Charlevoix for 600 students;
  - » 4 in Gr. Traverse/Kalkaska/Leelanau/Antrim for 580 students;
  - » 3 in Wexford/Missaukee for 200 students;
  - » 2 in Manistee/Benzie for 50 students.
- Hosted special hiring events for multiple employers:
  - » 15 in our Petoskey Center;
  - » 45 in our Traverse City Center;
  - » 22 in our Cadillac Center;
  - » 12 in our Manistee Center.

Northwest Michigan Works! Dashboard
July 1, 2013 - June 30, 2014

Metric	Baseline	Current	Target	Percent of Annual Target Completed
Jobs Filled with Michigan Works Assistance	2,281	2,898	1,800	161.0%
Visitors to Service Centers				
Individuals Served	20,151	17,494	18,500	94.6%
Total Visits	73,387	55,020	56,000	98.3%
Employers Served (Unduplicated)	1,178	1,100	1,200	91.7%
Workforce Investment Act				
17 Federal Performance Measures	100%	100%	100%	100%
Customer Satisfaction				
Job Seekers	105.5%	105.9%	100%	105.9%
Employers	106.5%	102.2%	100%	102.2%
% Placements prepared for demand jobs	90.0%	80.7%	87.0%	92.7%
TANF - *federal work participation rate*	50.3%	65.8%	50.0%	131.5%
Unemployment Rate	9.6%	7.9%		



155 veterans attended the Jobs for Vets event.

This Talent Tour exposed students to culinary opportunities.

Employers showcased jobs at the Auto/Diesel Career Fair.

Northwest Michigan Works! – Special Activities During FY'14 (cont.)

Emmet, Charlevoix

- Helped to coordinate the Charlevoix Career Expo in April 2015, where nearly 50 local businesses showcased their career opportunities to approximately 400 high school students.
- Acquired $288,880 in Skilled Trades Training Fund grants for employers in Charlevoix and Emmet counties. This grant leveraged $4,319,000 in additional funds and trained 288 new and incumbent workers.

Grand Traverse, Kalkaska, Leelanau, Antrim

- Coordinated a Veterans Appreciation night, in partnership with Bravo Zulu Brewing, a veteran-owned business in Acme. The event drew close to 100 vets who participated in a survey so we could determine the best way to serve them. This survey resulted in the development of specialized workshops, as well as the website mentioned above, which continue to be offered at the Traverse City center as well as the Bravo Zulu location.
- Helped to coordinate the Northern Michigan Business Expo & Job Fair, in partnership with the Elk Rapids Chamber of Commerce. Held in Williamsburg, this event drew 35 employers, offering jobs in a variety of industries.
- Coordinated a Saturday Special with the Traverse Bay Poverty Reduction Initiative in October 2014. This event was focused on assessment of skills, job search, and networking. Other partners included Goodwill of Northern Michigan, TBAISD, and Northwest Michigan Community Action Agency.
- Conducted "Resume After Hours" workshops at the Traverse City Center throughout the year. This offers our services to individuals who work while our center is open or cannot visit us during regular business hours.
- Offered two Hot Jobs Now! events at the Traverse City Career Café. This event allows local businesses to "pitch" their job openings to groups of job seekers. Employers included AutoZone, Munson, McDonald's, LaSenorita, Macy's, Speedway, and more. Approximately 95 job seekers attended, and 50 people were hired.
- Implemented two hospitality-focused Just-in-Time Trainings with Goodwill Industries of Northern Michigan. Trainees learned food service skills, modeled a strong work ethic, obtained ServSafe certification, and were connected to immediate jobs in the region.
- Hosted an open house for the Career Café in Kalkaska, and presented an Achiever's Award to a successful participant in our PATH program. The event featured tours of the center and orientation to our services, and showcased a single mother who is now working full time, has a stable home and vehicle, and is no longer on cash assistance.
- Acquired $194,000 in Skilled Trades Training Fund grants for employers in the 4-county area. This grant leveraged $488,654 in additional funding and trained 202 new and incumbent workers.

Wexford, Missaukee

- Assisted in recruiting employer exhibitors for the Community Career Expo at Baker College in April, 2015. The event is marketed to graduating Baker College students, in an effort to connect them with job opportunities in the area.
- Offered a Hot Jobs Now! event at the Cadillac Career Café. This event allows local businesses to "pitch" their job openings to groups of job seekers. Employers included Caberfae Peaks, Manpower, Meijer, and Home Depot. Approximately 40 job seekers attended, and 14 hires resulted.

Manistee, Benzie

- Hosted a College Application Night at our learning lab in Manistee during November 2014, in partnership with Launch Manistee. This provided an opportunity for students as well as adults in GED programs to get help with completing college applications.
- Coordinated a massive hiring effort for the new Meijer store in Manistee. We assisted by promoting the job opportunities, preparing job seekers for application and interviewing, and hosted the hiring event. Meijer interviewed more than 500 applicants and filled 288 jobs.

Michigan Works! Occupational Training Provided

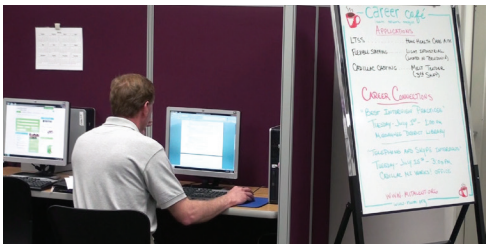
This chart shows the general occupational categories of training that was provided during FY'14 in response to employers' needs. In all cases the training was tied to employment, with the companies playing a large part in developing the curriculum. Nearly all training provided through Northwest Michigan Works! involves a combination of classroom and on-the-job learning.

Occupational Category	Total Trained
Agriculture	5
Automotive	9
Business/Administrative	18
Construction	1
Cosmetology	1
Customer Service	1
Education	1
Energy	2
Engineering	1
Healthcare	23
Information Technology	11
Manufacturing	274
Prerequisite Training[5]	7
Remedial Academics	3
Sales/Managemant	10
Security/Law Enforcement	4
Social Services	2
Telecommunications	2
Truck Driving	3
Welding	2
Total	**386**

Workforce Investment Act (WIA)

This category of programs is the largest of all services provided by Michigan Works! Agencies. It includes:

- Staff-assisted Core Services for anyone in the population;
- Intensive Services for those who meet income eligibility requirements;
- Occupational Training (on-the-job, in the classroom, or combined) for those who meet income eligibility requirements;
- A variety of youth services, similar to those listed above, and illustrated on page 8.
- Special services for dislocated workers (people who have lost their jobs due to business closings or mass layoffs).



Jobs seekers get the the help they need at their local Northwest Michigan Works! Career Café.

PATH Program

The PATH Program is the state's welfare-to-work program, which is delivered through Michigan Works! Agencies.

The goal of the program is to participate fully in job preparation and search activities, for the required number of hours. This is called Work Participation Rate (WPR).

Workforce Investment Act (WIA) Performance, for Year Ending 6/30/14

Total Participants Served	Adults	13,908
	Dislocated Workers	175
	Older Youth (19-21)	24
	Younger Youth (14-18)	196

WIA Performance Standards

Performance Category		Performance Standard	Northwest Performance	State Average
Customer Satisfaction	Program Participants	93%	99%	96%
	Employers	86%	88%	85%
Entered Employment Rate	Adults	90%	95%	86%
	Dislocated Workers	95%	99%	93%
	Older Youth	84%	100%	94%
Retention Rate	Adults	92%	93%	93%
	Dislocated Workers	92%	96%	96%
	Older Youth	90%	95%	88%
	Younger Youth	86%	98%	
6-Month Avg. Earnings	Adults	$15,200	$13,670	$16,793
	Dislocated Workers	$14,000	$14,274	$17,021
6-Month Earnings Increase	Older Youth	$4,800	$6,851	$5,369
Credential/ Diploma Rate	Adults	81%	84%	83%
	Dislocated Workers	83%	89%	83%
	Older Youth	80%	100%	81%
	Younger Youth	91%	88%	91%
Skill Attainment Rate	Younger Youth	96%	100%	97%

Overall: Northwest Michigan Works! met or exceeded all performance standards.

Federal definitions:
Did not meet = <80% of performance standard
Met = 80-99% of performance standard
Exceeded = 100% or greater of performance standard

PATH - WPR for Year Ending 9/30/14

Minimum performance goal	Northwest Michigan Works actual performance	Statewide actual performance
50%	69.6%	65.7%

Northwest Michigan Works! – Adult Education

Adult Education services are delivered through a partnership between Traverse Bay Area Intermediate School district (TBAISD) and Northwest Michigan Works! Adult Education Learning Labs are located in conjunction with all five Michigan Works! Service Centers as well as the East Jordan Public Library and the Benzie Area Christian Neighbors. Students receive individualized Learning Plans, and work at their own pace. Teacher-managed Distance Learning is also available to students if they wish to use that approach. Most learning plans are correlated to occupational goals. In addition, a high school completion class is delivered at the TBAISD Career Tech Center.

Michigan Works! Adult Education

Core Follow-up Outcome Measures	Number of Participants in Cohort	Number of Participants Achieving Outcome	Percent Achieving Outcome
Entered Employment	88	58	65.91%
Retained Employment	80	64	80%
Obtained a GED or Secondary School Diploma	67	48	71.64%
Entered Postsecondary Education or Training - current program year	57	10	17.54%
Entered Postsecondary Education or Training - prior program year	91	33	36.26%

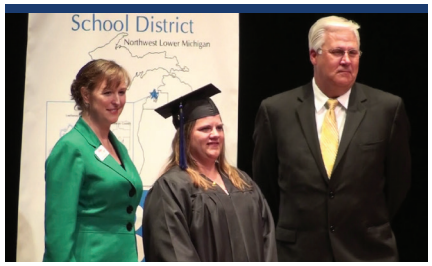
Sixty-two students received diplomas or GEDs at the Northwest Michigan Works! and TBAISD Adult Education 2014 commencement ceremony in Traverse City.

National Adult Education Honor Society students.

Northwest Michigan Works! Adult Education

Entering Educational Functioning Level	Total Number Registered	Total Attendance Hours	Percentage Completing Level	USDOE State Negotiated %
Beginning ABE Literacy	4	209	50%	42%
Beginning Basic Education	16	2,262	56.25%	42%
Low Intermediate Basic Ed.	31	2,919	29.03%	40%
High Intermediate Basic Ed.	65	5,434	36.92%	35%
Low Adult Secondary Education	34	3,162.75	32.35%	32%
High Adult Secondary Education	22	1,845	N/A	N/A
Beginning ESL Literacy	1	20	0.00%	50%
Low Intermediate ESL	1	394	100%	45%
High Intermediate ESL	2	26	0.00%	48%
Total	**176**	**16,271.75**	**31.82%**	

Students who did not yet complete during this year were carried forward to the next year.



Graduate Tracey Neihardt earned her diploma and was one of 12 Honor Society members.

"I hope your education goals extend beyond tonight," said keynote speaker Barb Worgess.

Northwest Michigan Works! Youth Services

Each Youth receives an individual plan to improve his/her employability, and each plan contains one or more specific goals. The total number of goals achieved this year was 361. Of those, 14 Youth received paid Work Experience.

YES! YOUTH EDUCATION EMPLOYMENT SERVICES Northwest MICHIGAN WORKS!

Northwest Michigan Works! Youth Services Enrollment	
County	**Number of Youth Enrolled in WIA**
Antrim	23
Benzie	14
Charlevoix	28
Emmet	26
Grand Traverse	56
Kalkaska	13
Leelanau	6
Manistee	17
Missaukee	14
Wexford	21
Total	**218**

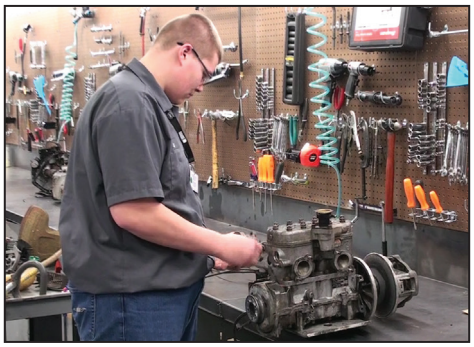
Beaver Island Lighthouse School

63 Students Served

15 Earned H.S. Diploma

87% Successful Completion

The Beaver Island Lighthouse School Completion/Graduation Ceremony for the Class of Fall 2014 included the presentation of the 10-10-10 Scholarship to valedictorian Madison Bellenbaum. The scholarship is named for the wedding anniversary date of 10-10-10 Scholarship founders Beth Urech and Mark Gillingham who discovered the Beaver Island Lighthouse School while on a summer sailing trip."We discovered the Beaver Island Lighthouse School, a place where exceptional things are happening," said Beth Urech.



A YES program participant works on a small engine during his paid Work Experience, demonstrating a highly successful partnership between the YES program and TBAISD's Small Engine Repair Program. Part of this partnership has been the development of a blended training model scholarship program, which incorporates Career Technical Education at the secondary level with employment-focused hands-on training and further post-secondary training, all resulting in obtaining an industry-recognized credential.

Conner Queenan shows excitement receiving his Jobs for Americas Graduates (JAG) membership certificate. Youth Advisors Aaron Sue Meyer, Dana Venhuizen, and Cheryl Worlfram were on hand to present the certificates to students. The Northwest Michigan Works YES program adopted the highly successful Jobs for America's Graduates model on Beaver Island this year. JAG provides a proven curriculum and program model that emphasizes teamwork, leadership skills and academic skills attainment.

Northwest MICHIGAN WORKS! BUSINESS SERVICES

Hiring | Training | Connecting

Connecting Your Business to Opportunities

1,093
Businesses Served -
meeting human resource and business development needs.

The 2014 IT Career Fair featured 18 employers with current open positions. Reps from two colleges and a career tech center provided information about IT education and training opportunities.

Michigan Works! Business Services
Unique Companies Served by County, by Industry

Industry (NAICS Code)	Ant.	Ben.	Cha.	Em.	G.T.	Kal.	Lee.	Man.	Mis.	Wex.	Out of Region	Total
11 Agriculture, Forestry, Fishing	2	1		2	5		4		4	4		**22**
21 Mining, Oil and Gas Extraction		1			2	1						**4**
22 Utilities			1	1	3			1		4		**10**
23 Construction	1	4	2	8	31	5	6	3	2	5	4	**71**
31-33 Manufacturing	21	6	25	16	67	8	7	7	5	28	3	**193**
42 Wholesale Trade	3		4	3	15				2	2		**29**
44-45 Retail Trade	5	2	4	20	59	3	5	6	10	72	2	**188**
48-49 Transportation and Warehousing			1	4	7	1	1		3	15		**32**
51 Information	1			1	12	1	1	1		4	2	**23**
52 Finance and Insurance	1	1		5	11		1	2		12		**33**
53 Real Estate and Rental and Leasing			1	3	2			1		3		**10**
54 Professional, Tech Services			4	3	30	5	3	2	1	23		**71**
55 Management of Companies			1									**1**
56 Admin, Support, Waste Management		2	2	4	9	1	3			6	2	**29**
61 Educational Services	2			1	6		2	1	1	6		**19**
62 Health Care and Social Assistance	1	1	2	11	40	2	8	8	6	26	2	**107**
71 Arts, Entertainment, and Recreation			1	2	8		2	2		6	1	**22**
72 Accommodation and Food Services	4	4	7	21	39	4	9	7	6	25	2	**128**
81 Other Services	3	4	5	8	33		3	6	2	9	3	**76**
92 Public Administration	2	1		1	5	3	2			11		**25**
TOTAL	**46**	**27**	**60**	**114**	**384**	**34**	**57**	**47**	**42**	**261**	**21***	**1093**

*Local business with home office outside of region.

Small Business Development Center — SBDC

The Small Business Development Center (SBDC) provides a variety of business consulting, training and research services to both start-ups and growth companies.

AMERICA'S SBDC MICHIGAN

Northwest Michigan - Small Business Development Center Business Counseling and Training Services, 2014

County	Received Counseling	Received Training
Antrim	8	14
Benzie	13	13
Charlevoix	9	10
Emmet	11	8
Grand Traverse	132	108
Kalkaska	10	7
Leelanau	23	17
Manistee	27	10
Missaukee	4	7
Wexford	32	25
Outside of region	9	4
Total	**278**	**223**

$6,467,765
New Capital Invested

101
New Jobs Created

$44,640,000
Sales Growth

Northwest Small Business Development Center Recognized Sweet Thunder Exhaust as SBDC Business of the Year

John Crawford worked closely with the Northwest Michigan Small Business Development Center (SBDC) to purchase and expand Sweet-Thunder Chambered Exhaust Systems in Cadillac. With help from the SBDC, Sweet-Thunder increased sales by 36 percent in Crawford's first year of ownership. The company's success has earned it recognition as the Michigan SBDC's Northwest Region Small Business of the Year.

Procurement Technical Assistance Center — PTAC

The Procurement Technical Assistance Center (PTAC) helps companies successfully obtain and perform under local, state and federal government contracts. In addition to our ten Northwest counties, the PTAC also covers the entire Upper Peninsula.

NorthwestMichigan PTAC GovernmentContractingExpertise

Procurement Technical Assistance Center (PTAC) 2014 Data (for Northwest region only)

County	Number of Businesses Counseled	Number of Counseling Hours Provided	Resulting Contract Dollars Awarded to Clients
Antrim	3	52.53	$2,147,859.04
Benzie	-	-	-
Charlevoix	5	27.4	$119,100.00
Emmet	2	21.2	$147,960.00
Grand Traverse	20	120.4	$557,333,48
Kalkaska	1	0.2	-
Leelanau	1	9.0	-
Manistee	1	43.9	$3,186,857.33
Missaukee	-	-	-
Wexford	5	71.22	$23,238,904.44
Total	**38**	**345.73**	**$29,398,014.29**
Return on Investment — client contract award dollars for every dollar of program funding			**$331 to $1**

Oldenburg Group Awarded Northwest PTAC and State Government Contractor of the Year

The Oldenburg Group has facilities in Iron River, Kingsford, and Ontonagon and does a lot of business with the U.S. Navy. Northwest PTAC assisted Oldenburg in its government contracting efforts. In addition to regional recognition, for their dedication and superb history in government contracting, the company was also named the Michigan Government Contractor of the Year.

Global Trade Alliance

The Global Trade Alliance of Northern Michigan (GTA) is a business resource center for international trade, connecting businesses to service providers and peers to assist the launch and enhancement of global trade operations. In addition to our ten Northwest counties, the GTA also serves the entire Northeast region and all of the Upper Peninsula.

GLOBAL TRADE ALLIANCE of Northern Michigan

Northern Michigan Global Trade Alliance (GTA) 2014 Data (for Northwest region only)

Location of Business	Number of Businesses Counseled
Antrim	5
Benzie	-
Charlevoix	8
Emmet	4
Grand Traverse	35
Kalkaska	-
Leelanau	5
Manistee	3
Missaukee	1
Wexford	4
Total	**65**

$150,000
Direct Exporting Assistance*

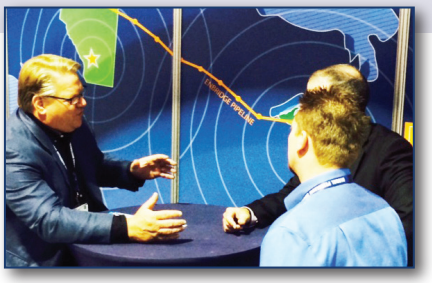
*The 65 companies in the Northwest region received a total of $150,000 in direct state financial assistance for their exporting activities, through the MI-STEP.

$38,267,795
Export Sales Results**

**Resulting export sales in FY14 for Regions 1 (UP), 2 (Northwest) & 3 (Northeast) combined were $38,267,795.

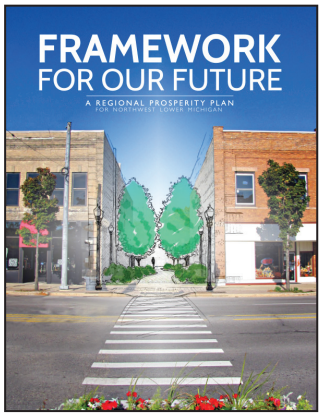
GTA Hosts Trade Mission to Calgary, Alberta, Canada

The Global Trade Alliance of Northern Michigan hosted the Trade Mission to Calgary to help Northern Michigan companies create new business in Canada. ConeDrive, IR Telemetrics, Monroe Environmental, Moran Iron Works, Pettibone, and Superior Fabrication participated in the Mission.



Charlie Nyhus of Moran Iron Works (pictured left) meets with two of his contacts in Calgary.

A FRAMEWORK FOR OUR FUTURE: A REGIONAL PROSPERITY PLAN FOR NORTHWEST MICHIGAN



By far, our organization's largest undertaking during FY 2014 was the preparation of the region's first, comprehensive prosperity plan. Developed as part of Michigan's Regional Prosperity Initiative, the *Framework* is a regional resource for communities working to identify and address local goals. It includes a wealth of research, information, and tools that can help stakeholders address issues related to workforce and economic development, housing, transportation, food and farming, arts and culture, community health, natural resources, and recreation.

Each of these topic areas was addressed in a separate document.

In addition, several supporting research documents were issued, as shown.

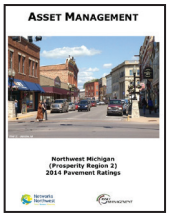
As part of the statewide Regional Prosperity Initiative, Networks Northwest is working with countless organizations, units of government, and businesses within the ten-county region to develop resources and tools for local decision makers as they work to create more opportunities for investment in their communities. Networks Northwest's Regional Prosperity Plan is not a state mandate, nor does it supersede any local government decision-making; each community's participation is 100% voluntary. Opportunities to participate in the process included:

- Strategy work sessions that were held throughout the region over several months to share information on the Regional Prosperity Plan, and to discuss ideas for regional actions and potential solutions to common issues;
- Online discussion groups, surveys, and polls on the Regional Prosperity Plan and related communities issues, via an interactive online public forum;
- A 60-day open review and comment period.

Community Development

- Developed a Natural Hazard Mitigation Plan, with a value of $15,000 to each county, that will allow each county to qualify for FEMA grants. Activities within each county included a public input process, coordinating stakeholder input, plan development, and mapping.
- Annually, we administer the Rural Task Force meetings and $7.9 million of federal & state transportation funds for MDOT, which includes all ten counties, per Michigan Department of Transportation requirements.
- Conducted several education sessions that were available to both public sector representatives and business people of the region. The topics this year were: Freedom of Information Act, Placemaking, Advanced Shoreline Zoning, Streamlining the Zoning Ordinance, Open Meetings Act, and Wildfire/Urban Interface Zoning.
- In addition, there are numerous services that are conducted throughout the region that benefit several or all the counties equally, for which we cannot break down concrete numbers. Just one example is that we convene, staff, and support the region's central dispatch 911 directors to develop technology-based ways for inter-county backup.

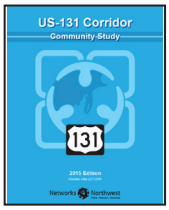
Community Development (cont.)



Annually, we coordinate the Asset Management process for roads in each of the ten counties, per Michigan Department of Transportation requirements. The process includes providing technical assistance through rating road conditions with stakeholders and preparing an annual road condition report, maps, and ratings that are used by County Road Commissions.

Conducted a County Housing Inventory for each county, which provides an overview of housing affordability, type, and condition, as well as information on related factors such as energy and transportation costs, vacancies and foreclosures, and homelessness.

Created a Housing Target Market Analysis for each of the ten counties, containing analysis of existing and emerging demographic trends to identify future demand for various housing types. The studies present important new opportunities for attracting new housing investment.



Completed a Commercial Corridor Inventory for each of the ten counties that includes data on demographics, land use trends, business patterns, infrastructure, and other investment-related information for communities in each county, in order to gauge how these communities are growing, attracting economic activity, and implementing policies that maximize investment potential.

Developed and published the Northwest MI Seasonal Population Analysis, for the purpose of providing a reasonably accurate estimate of the seasonal population - the number of permanent, seasonal and transient residents by calendar month - for the Northwest Michigan counties. This supports planning and decision-making related to transportation, housing, tourism, economic development, natural resources, infrastructure, public safety, and healthcare.

Community Growth Grants:

- $7,500 to the Village of Ellsworth for the purposes of promoting and launching "Paddle Antrim," an annual outdoor recreational paddling event that connects Ellsworth, Central Lake, Bellaire, and Elk Rapids.
- $7,500 to the Village of Beulah for the purposes of designing and engineering community way-finding signage.
- $7,500 to the City of Boyne City to install way-finding signage, an information kiosk and publicly accessible Wi-Fi in the Old City Park.
- $7,500 to the Village of Pellston to conduct design and engineering for an improved and safe passage for pedestrians to and from Pellston schools and the community at large.
- $10,000 to the Village of Fife Lake to install an extension for a public dock in the downtown waterfront park on Fife Lake.
- $7,500 to the Village of Kalkaska for the purposes of acquiring property in furtherance of the community vision for attracting growth and development to Kalkaska's downtown.
- $7,500 to Elmwood Township to create a dedicated website for the Elmwood M-22 corridor, and for conducting meetings with corridor business owners to coordinate and enhance marketing and promotion of the corridor, and prioritize action items contained within the Greilickville Commercial Corridor Sub-Area Master Plan.
- $7,500 to the Manistee Community Kitchen that will provide space where local residents can prepare and market their own food products or can food for their own use.
- $7,500 to the Village of Mesick to install an outdoor deck for the library and purchase new library materials.

Fee-for-service activity:

Any community in the region can contract with Networks Northwest to provide special research, technical assistance, or planning projects. During FY'14, we conducted the following projects at the request of local communities.

- Provided updated thematic maps (zoning, future land use, recreation, etc.) for Kearney Township.
- Completed a Benzie County Recreation Plan, which will allow the County to apply for recreation grants from the Michigan Department of Natural Resources.
- Began work on the Benzie County Master Plan, the first update to the County's Master Plan since 2000.
- Began work on the Charlevoix County Future Land Use Plan update, the first update to the County's Master Plan since 2009.
- Inventoried, catalogued, and made public via the web all of Kalkaska County's public recreation assets, primarily for the purpose of attracting business.
- Provided technical assistance to communities in Leelanau County to develop recreation plans and capital improvement plans.
- Worked with community stakeholders to initiate work on a Manistee Housing Strategy.
- Rated the surface condition of the entire paved local road network per county road commission requests in Benzie, Charlevoix, Emmet, and Grand Traverse Counties.
- Began working on three-year process for the Betsie River/Crystal Lake Watershed Management Plan, with a total project value of $193,534 to Benzie, Grand Traverse and Manistee Counties, to identify water quality improvement, maintenance, and monitoring projects eligible for future grant funding. Activities include a public input process, conducting studies, coordinating stakeholder input, plan development, and mapping.

Prisoner Reentry

We served 239 individuals who were paroled from state prison to their home communities within our region, after serving their sentences. Parolees are assigned to the program by the Parole Board or by the local Parole Supervisor.

The program's goals are:

- Increased community safety;
- Reduced recidivism;
- Increased economic productivity;
- Reduced costs to taxpayers.

Residential Stability

126 received Residential Stability services.

- Temporary housing assistance, in the form of rent subsidies for parolees that would otherwise be homeless.
- 37% of the annual program budget was spent on Residential Stability.
- 57% resulted in a successful outcome, meaning they secured stable, unsubsidized housing.

Social Support

148 received Social Support services.

- Provides assistance with obtaining basic needs such as identification, clothing, and bus passes.
- 4% of the annual program budget was spent on Social Supports.

Health and Behavioral Health

49 received Health and Behavioral Health services.

- Provides assistance with addressing mental health and/or behavioral health issues impacting successfully re-entry, such as batterer intervention services and individual mental health counseling.
- 4% of the annual program budget was spent on Health and Behavioral Health services.

Employment Readiness

75 received Employment Readiness services.

- Individual employment-based case management, focused on employability skills and transitioning into the workforce successfully.
- Provides temporary work experience for some participants by offering incentives for employers in the form of wage subsidies.
- 100% of temporary work experience contracts resulted in unsubsidized employment for the ex-offender.
- Average wage for temporary work experience was $10.00 an hour.
- Provides assistance with necessary work supplies, such as work tools, specialized clothing, testing fees, etc.
- 20% of the annual program budget was spent on Employment Readiness.
- Resulted in a 54% unsubsidized employment rate (compared to statewide employment rate of 25%).
- Here is a listing, by sector, of the different types of jobs parolees obtained in FY 14:

  Manufacturing
  - Assemblers
  - Machinists
  - Press machine operators
  - Laborer

  Energy, Transportation, & Construction
  - Truck drivers
  - Skilled trades (carpentry)
  - Construction laborer
  - HVAC technicians
  - Auto service technicians

  Hospitality
  - Cooks & food prep workers
  - Servers
  - Restaurant manager
  - Landscaping
  - Housekeeping

Bottom Line

68%
Decrease in Recidivism

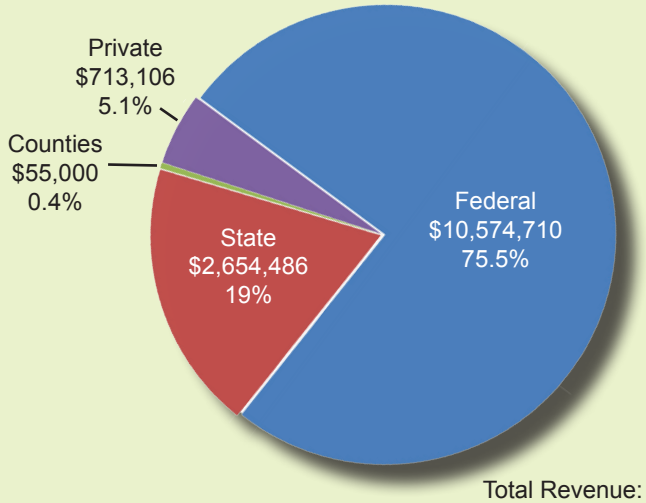
310%
Return on Investment

Statewide recidivism percentage for all parolees is 29% (nearly 1 in 3), down from over 50% before this program was started 10 years ago. Northwest MI tracks its own recidivism percentage for parolees who are assigned to our program, and had a 16% recidivism rate at year-end FY 2014, reflecting a 68% decrease in recidivism from the original State average. The Prisoner Reentry Program in Northwest Michigan has a 310% Return on Investment in the first year alone following an ex-offender's parole.

Networks Northwest
Talent / Business / Community

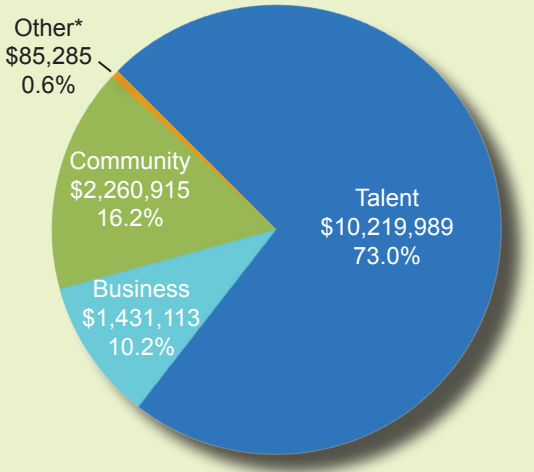
Networks Northwest Revenue and Expenditures		
Revenue by Source		
Federal	$10,574,710	75.5%
State	$2,654,486	19.0%
Counties	$55,000	.4%
Private	$713,106	5.1%
Total	**$13,997,302**	
Expenditures by Service Category		
Talent	$10,219,989	73.0%
Business	$1,431,113	10.2%
Community	$2,260,915	16.2%
Other	$85,285	0.6%
Total	**$13,997,302**	
Expenditures Breakdown (Function)		
Direct services to customers	$12,806,342	91.5%
Administration	$1,190,960	8.5%
Total	**$13,997,302**	

Revenue by Source
Fiscal Year 2014, ending 9/30/2014



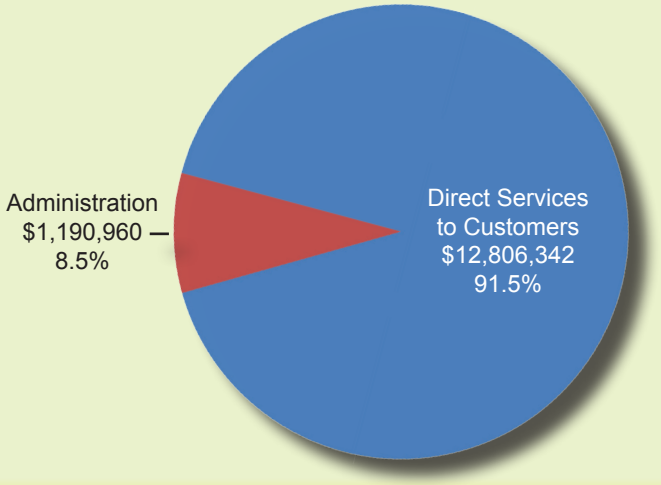
Total Revenue:
$13,997,302

Expenditures by Service Category
Fiscal Year 2014, ending 9/30/2014



*Reserve Fund; Leave Fund; Pass-through funds

Expenditures by Function
Fiscal Year 2014, ending 9/30/2014



Networks Northwest
Talent / Business / Community

Networks Northwest Board Members in FY 2014

The Local Elected Officials Board

Mike Crawford, Antrim County Commissioner

Chris Christensen, Vice Chair Charlevoix County Commissioner

Larry Inman, Chair, Grand Traverse County Commissioner

Melinda Lautner, Leelanau County Commissioner

Susan Rogers, Sec./Treasurer Missaukee County Commissioner

Donald Tanner, Benzie County Commissioner

Jim Tamlyn, Emmet County Commissioner

Stuart McKinnon, Kalkaska County Commissioner

Richard Schmidt, Manistee County Commissioner

Les Housler, Wexford County Commissioner

The Workforce Development Board

David Adams, Owner/Operator, Bear Lake Hardware, Manistee County

Diane Allington, Owner, Master Craft Extrusion Tool Inc., Leelanau County

Eric Bachmann, Regional Director, MI Rehabilitation Services (regional representative of rehabilitation)

Jim Barnard, Owner, Barnard Engineering, Antrim County

Ken Bollman, President, Saber Tool Company, Wexford County

Tino Breithaupt, Regional Manager, MEDC (regional representative of economic development)

Dr. Charles Dillon, President, West Shore Community College (regional representative of post-secondary education)

Gary Fedus, President, Mitchell Graphics, Emmet County

Amanda Haworth, Human Resources Director, Boyne Resorts, Charlevoix County

Paul Hresko, Human Resources Manager, Armor Express, Antrim County

Art Jeannot, Owner, jdc Jeannot Development Company, Benzie County

Jeff Jennette, Superintendent, Wex-Miss & Manistee ISD (regional representative of K-12 education)

Nathan Kalchik, Project Manager, Kalchik Construction, Leelanau County

Gene Kaminski, Human Resources Director, McLaren Northern Michigan, Emmet County

Jane Korthase, Human Resources Director, Grandvue Medical Care Facility, Charlevoix County

Leslie Nowlin, HR System Administrator, Rec Boat Holdings, Wexford County

Ken Osborne, VP of Manufacturing, Boride Engineered Abrasives, Grand Traverse County

Douglas Parkes, Co-Owner, Kellie's Hallmark Shop, Manistee County

Tracey Peal, VP, Hague Equipment Company of MI Inc., Kalkaska County

Steve Perdue, President & CEO, Grand Traverse Industries – GTI (regional representative of community based organizations)

Sue Peters, VP for Human Resources, Munson Healthcare, Grand Traverse County

Christine Pettibone, Human Resources Specialist, Kalkaska Screw Products, Kalkaska County

David Pratt, Deputy Warden, Pugsley Correctional Facility (regional representative of corrections system)

Bob Scheele, Vice President, Central Labor Council (regional representative of labor)

Patricia Simmons, DHS Director, Emmet, Charlevoix & Antrim Counties (regional representative of DHS)

Jim Smith, Controls Designer, Tool North Inc. (regional representative of apprenticeships)

Clint Steele, Pipefitter, UAW Local 85 (regional representative of labor)

John Stephenson, Executive Director, NW MI Community Action Agency (regional representative of community based organizations)

John Toth, President, Central Labor Council (regional representative of labor)

Tom Vine, Plant Manager, Viking Energy, Missaukee County

Betty Workman, Owner, Vacation Trailer Park & Sales, Inc., Benzie County

Northwest Workforce Leaders Receive State Recognition

Workforce Development Board Chairman Dave Adams (pictured above) received the Volunteer of the Year award. Dave has been a Workforce Development Board member since 1981 and Chair since 1986. He was recognized for being a consistently strong voice for Michigan Works, and always supporting the mission and advocating for the key role played by the private sector.

Networks Northwest CEO Elaine Wood (pictured above with Dave Adams) received the Ralph Loeschner Outstanding Service Award. Elaine was recognized for being a staunch supporter and promoter of the Michigan Works! system throughout her four decade career in talent and workforce development, and for being a shining example of leadership in the Michigan Works! system.