

Frequently Asked Questions

1. Q: Can you provide insight on the definition of a Talent Profile?

Answer---Regional talent profiles are generally a collection of data sets and information that highlight the availability of talent, pipelines of talent, potential future talent and other assets related to talent.

Regional Talent Profiles may include but are not limited to the following types of information:

- Current talent availability within a specified radius of the site. Talent data sets by site target industries are recommended.
- Wages within specified industries (e.g. advanced manufacturing, IT, aerospace, agriculture, mobility, etc.) and job classifications (Executives, First/Mid-Officers/Managers, Professionals, Technicians, Sales Workers, Craft Workers, Operatives, Laborers, Service Workers).
- The number of University/Community College graduates with degrees related to the identified industries.
- K-12 Career Technical Education (CTE) completers and number of industry related programs. *It is recommended that the profile include brief descriptions of industry programs of interest (cybersecurity, welding, robotics, electrical/electronics, etc.)*
- Other technical and industry related assets (i.e.: FAA drone testing pilot center, Michigan Cyber Range Hubs, mobility test facility, SmartZones, be creative!)
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2. Q: Are there opportunities to use the Site Readiness Grant Program for partial funding of an identified need?

Answer --- Local matches are an eligible grant request.

3. Q: What is the definition of “Specialized Marketing Support”?

Answer--- Any site in your area that will need a very clear and compelling message to address an issue that has received negative press or other unfavorable public exposure can be classified as specialized marketing support. Also, this type of support may be positive marketing to advertise a unique attribute for a site, too.

4. Q: The Site Readiness Grant Program has a very simple application form. Is that all we need to submit?

Answer--- Even though it is a simple form, the required elements of the project time line, project budget, and additional project justification (if necessary) are crucial to your application being considered complete.

Here is some added explanation for the fields on the application:

Statement of Need: Describe why do you need the money here – something like *“The City of XXXX has identified an industrial site that is believed to have high potential for a business attraction/expansion project; however, there are no feasibility studies or other written documentation to support this conclusion”*.

Project Description: Describe how you are going to use the money. More specifically, describe how the grant activities that will support the Statement of Need. For example, say something like *“The City of XXXX is requesting \$XX,XXX to conduct an evaluation to determine the site’s suitability for an industrial project. The study will consist of multiple parts including: 1) gathering data related to: current population, regional labor availability, current and future workforce skills, existing industry needs, other targeted industries for this site, state and local tax environment, available housing, and existing cluster activities; 2) developing a marketing*

and targeting strategy that will identify up to five industry segments that would be a good attraction target for this site; 3) reviewing current zoning of the site; 4) and updating or preparing a city plan for development.”

Project Justification: Tell why this project/grant is a good idea. For example, say how all of your local community partners are coordinating with the city on this project, like “The City of XXX purchased the site 10 years ago with the hope of attracting a major business expansion/attraction project. To date, the City has invested \$XX,XXX toward the effort without success. We are hopeful, that with this grant we can better focus our efforts around attraction/expansion targets that make sense for this site and the region within XX months.”

5. Q: Could we submit two different applications before (~~changed from May 1st~~) June 1st for two different projects in the same area?

Answer--- Yes, but each project needs to have a separate application submitted.

6. Q: Would it be ok for us to use the grant this year to get a rail spur onto a property, then start using the rail spur right away even if there is not immediately any other development?

Answer --- If the grant is awarded, we would not have a problem with the grantee using the track right away. The purpose for this program is to help Michigan communities with the development/enhancement of industrial sites in anticipation of a future business attraction/expansion project.

7. Q: How long do we have to use the money once it is awarded?

Answer--- Funding will be available for 24 months after it is awarded.

8. Q: How will the applications be prioritized?

Answer --- There is a scoring matrix for each application(below) that will assist with the ranking of the projects that will be funded.

MSRP Scoring Matrix

Criteria	Description	Maximum Score
Existing level of site readiness	Is the site currently: vetted, high potential or low potential? Are all impediments to development known?	25
Increased level of site readiness with grant assistance	How well does the grant request better prepare the applicant site for a project?	20
Level of local support	Clear demonstration of support from the local unit of government or other partners both in the form of monetary and/or other resources (indirect, in-kind)	25
Reasonable timeline and project costs	Proposed costs and timelines are reasonable in relation to the stated scope of work and in relation to the level of site readiness being proposed.	15
Site listed on ZoomProspector	A URL link must be provided, and information must be up to date	5

Qualifications of management/project team	The project team possesses the qualifications/expertise to complete the project activities	10
		100

9. Q: What role does a real estate broker or property owner play in this program?

Answer--- Working in collaboration with a local MEDC economic development or community partner, a broker or property owner can identify potential industrial sites and ask for a funding for a site evaluation, a master plan, or other identified needs to make the site ready for development. The grants are awarded to the local partner to manage.

10. Can a non-profit organization apply?

Answer--- Yes, these organizations are community partners.

11. Is there a list of eligible/non-eligible activities?

Answer---We are trying not to limit the types of activities that are considered eligible or ineligible; however, the application must demonstrate that the grant activities will make the site more competitive for a business attraction or expansion project. See this weblink for additional guidance <https://www.michiganbusiness.org/site-readiness/>

12. Can it support environmental studies?

Answer--- Yes

13. Does it specifically have to be attracting any specific end use (i.e. are there limitations to what proposed end use is being attracted such as high tech or industrial)?

Answer--- The grant activities must assist the site in becoming more competitive from a business attraction or expansion standpoint.

14. Is a “vetted site” an empty parcel of land?

Answer---The vetted site criteria were written broadly to accommodate multiple types of requests from the communities or local economic development organizations. The overall objective of this Site Readiness Program should be part of the answer to this question. We are trying to increase the inventory of industrial sites that can be prepared for development in the state. While most of the time it is assumed that means vacant land for development, there is no intention of eliminating any possibilities presented to us with a compelling argument that is intended to meet that objective.

15. Is a historic building eligible for the site readiness program grant?

Answer---See answer to question #14. If the historic building can be used for an industrial purpose, then it would qualify to be considered.

16. Is installation of fiber in a technology park an eligible grant expenditure?

Answer---Yes

17. The local community has property we are just starting to assemble and plan to develop into a large industrial area? Since we don't own all of the property yet, may we apply for a grant for this project?

Answer---Yes, this activity qualifies.

18. Would developing a prospectus for an opportunity zone be an appropriate use of the grant funds?

Answer---Yes, this activity qualifies.

19. There is a large site that we would like to submit for this grant but it's currently zoned Agricultural; the future use in the master plan is Industrial. Since the current zoning is not industrial, does that preclude us from submitting?

Answer--No, any type of property is eligible; however, it is important to demonstrate that the proposed grant activities are leading the site closer to meeting one or more of the vetted sites criteria.

20. Do multi-jurisdictional governmental groups qualify as applicants?

Answer--- Yes, if the organization is a non-profit or governmental, they qualify but working in collaboration with a local community or economic development partner makes their application stronger.

21. May we use these grants as match for a federal grant?

Answer--- Yes, if the federal grant's purpose falls within the objectives of the Site Readiness Program.

22. Is there a minimum size/acreage needed for land to be eligible for consideration?

Answer--- There is no minimum acreage. This program is targeted to assist locals increase the inventory of properties for industrial development. Each community will have sites of different sizes.

23. What is the definition of a "site"?

Answer---A site is defined as a property zoned, planned, or appropriate for development for industrial purposes. If a grouping of acreage is owned by a single owner and then are subsequently subdivided into smaller pieces, such as an in an industrial park, the property would still be considered a single site for this grant program and subject to a \$100,000 limit for the entire acreage.

24. We have several lots that we are actively pursuing development of and can speak to the requirements of the grant with the exception "for sale". Our property is only available for long term lease. Would these properties still qualify for this particular grant opportunity?

Answer--- To answer your question---yes, those lots could be eligible for the grant program if the airport would allow the site to be developed as an industrial development site. Some companies are looking to lease facilities now where in the past they were only looking to buy. However, with a lease situation the airport needs to be willing to allow companies to build to suit their business needs and to structure the lease agreements that are suitable to both parties in a timely fashion.

