

MICHIGAN DEPARTMENT OF
LABOR & ECONOMIC
OPPORTUNITY

MICHIGAN
OFFICE OF
RURAL
PROSPERITY



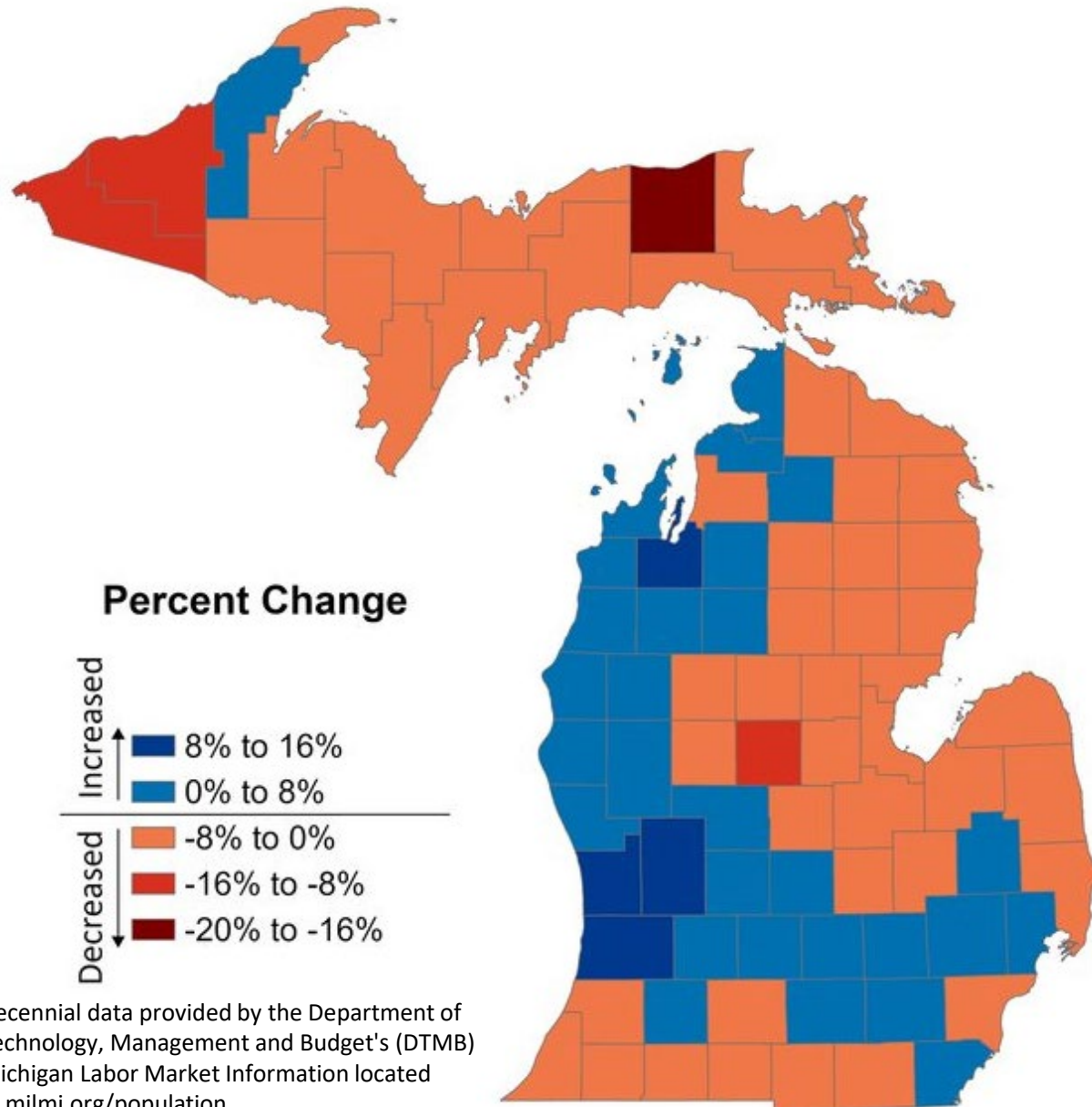
An intergovernmental and cross-sector liaison and 'front door' for rural communities

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)



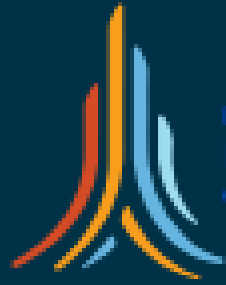
Aging and declining populations create immediate, acute needs for workforce in essential positions

The largest single demographic in rural MI is those age 65+

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

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

New solutions needed for meeting immediate community needs



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Rural Readiness grants are building a pipeline of projects and plans that will add housing, health access, infrastructure, grant writing capacity, non-motorized infrastructure, childcare, and more

\$9+
Million

RURAL READINESS
DOLLARS REQUESTED

\$1.8
Million

RURAL READINESS
DOLLARS AWARDED

40
Projects

FUNDED BY
RURAL READINESS
GRANTS

6

Roundtables

RURAL PRIORITY ISSUES

350

Leaders

ATTENDED 6 REGIONAL
RURAL LEADERSHIP
SUMMITS

200+

Conversations

WITH LOCAL AND
REGIONAL LEADERS

A growing rural network is fostering connections, partnerships, and funding opportunities

2,300+
Subscribers

OFFICE OF RURAL
PROSPERITY NEWSLETTER

2,400+
Responses

RURAL PERSPECTIVES
AND PRIORITIES SURVEY

Feedback from thousands of rural residents and leaders is informing statewide strategies, policy changes, and funding programs

Successful communities invest in planning and collaborate across sectors

Rural communities have unique and valuable assets that can be activated and leveraged

Regional perspectives, solutions, and collaboration can help to overcome geographic and capacity barriers

Investment requires organizational capacity and infrastructure

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



Grow and diversify the workforce across sectors by increasing labor force participation, retaining or reskilling workforce, and attracting out-of-state talent in rural-conscious ways that allow rural businesses to launch, grow, and evolve.

Improve individual health and economic well-being by overcoming rural-specific barriers to accessing quality services including healthcare, education, childcare, high-speed internet, and transportation to allow residents to reach their full potential.

Support local and regional capacity to deliver services by increasing resource supports, building cross-sector and multi-jurisdictional partnerships, and developing capacity to meet immediate demands and evolving future needs of residents, businesses, communities, and natural environments.

Expand quality and attainable housing opportunities by increasing investments in housing, enhancing tailored technical support, and continuing to foster policies that facilitate new housing options for current and future rural residents.

Build and maintain resilient infrastructure by empowering effective planning and multi-jurisdictional coordination with resources that address rural realities and meet the evolving needs of residents, businesses, and communities.

Enhance regionally driven and place-based economic development efforts by building on uniquely rural attributes and resources, empowering regions through flexible funding, and fostering a supportive rural business climate to ensure rural residents, businesses, and communities thrive.

Protect, conserve, and be a responsible steward of natural assets by carefully balancing development and land preservation, offering resources and supports to preserve natural environments, and encouraging environmentally conscious practices to support the health and well-being of future generations



IMPROVE INDIVIDUAL HEALTH AND ECONOMIC WELL-BEING

Improve individual health and economic well-being by overcoming rural-specific barriers to accessing quality services including healthcare, education, childcare, high-speed internet, and transportation to allow residents to reach their full potential.

Build rural health/education workforce, with strategic considerations to attract EMTs/paramedics, medical assistants, nurses, home healthcare aides, teachers, and behavioral and mental health providers to rural communities.

Expedite the expansion of high-speed internet infrastructure to increase opportunities for telehealth and education

Build capacity and infrastructure for organizations to successfully deliver critical community services, including health/behavioral health, food access, emergency response, and other services.

Address funding concerns for EMS and its workforce, including consideration of EMS as an “essential service” in Michigan.

Identify innovative models and pilot programming to diversify rural health services beyond telehealth, increase healthy food access, and address the unique needs of aging and vulnerable rural populations.

Integrate and build support around Community Health Workers (CHWs) to broaden the reach of healthcare services and providers in rural communities.

Identify, support, and scale innovative and successful models for financial, health, and social services that provide support for Michigan’s growing senior population and vulnerable individuals and families.



SUPPORT LOCAL AND REGIONAL CAPACITY TO DELIVER SERVICES

Support local and regional capacity to deliver services by increasing resource supports, building cross-sector and multi-jurisdictional partnerships, and developing capacity to meet immediate demands and evolving future needs of residents, businesses, communities, and natural environments.

Advocate for more state, federal, and philanthropic funding opportunities that offer technical assistance, planning, and capacity building support for rural communities.

Create statewide infrastructure to attract and connect rural communities to greater state and national philanthropic funding and corporate donors to help scale local and regional solutions.

Create a rural financial match program to allow underserved rural communities to identify and access financial match sources for state and federal programs.

Explore policy changes to increase and sustain revenue and efficient distribution of resources for local governments and counties.

Provide resources and support for regional planning and economic development organizations to build shared regional capacity and provide enhanced resources and services.

Support and scale successful examples of cross-sector and multi-jurisdictional partnerships that facilitate innovative solutions and allow communities to efficiently deliver services

Build and expand multi-year fellowship opportunities in rural communities to help fill immediate staffing capacity gaps and attract new talent.

Invest in leadership/governance training and continuing education to equip communities with best practices and connect to peers

Support and provide leadership development programs to cultivate diverse leadership in local, county, tribal, and nonprofit governance



Rural Readiness Grant Program

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

- Housing strategies, including identification and packaging of priority development sites, local government/community education, and partnership building
- Multi-jurisdictional planning/zoning efforts
- Contractual or staff support for capacity building related to grant planning and applications
- Added capacity to coordinate housing or economic development
- Collaborative behavioral health initiatives
- Emergency response planning

\$2.5 million recommended by Gov. Whitmer for FY25 budget to continue the program

YOU'RE INVITED

**MICHIGAN RURAL
PROSPERITY SUMMIT**

★ MAY 20, 2024 ★

Treetops Resort • Gaylord, MI



MICHIGAN OFFICE OF
RURAL PROSPERITY

Reimagining Rural: National Rural Trends & Opportunities

Tony Pipa, Brookings Institute

Rural Insights from the MI Public Policy Survey

University of Michigan

Community Resiliency: Coming Together Post-Disaster

Panel Discussion with Gaylord Community Partners

From Vision to Reality

Panel Discussion with Village of Cassopolis

State Leadership & the Roadmap to Rural Prosperity

LEO, DNR, MEDC, MDARD, MSHDA Leadership

Insights on Talent Attraction and Retention

Panel Discussion with Young Rural Champions

Capacity Building: New Models & Best Practices

Panel Discussion with Rural Readiness Grantees

MI Funding Hub

Michigan Municipal League

Michigan.gov/ORP