

# Economic Development Partnership Proposal

## Prepared for the Village of Pinckney

### Overview

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The Economic Development Council of Livingston County (EDCLC), staffed by the Howell Area Chamber of Commerce (HAC), proposes a fee-for-service economic development partnership with the Village of Pinckney. This partnership provides the Village with dedicated, professional economic development capacity without the cost of a full-time hire, drawing on the same staffing model, tools, and countywide relationships EDCLC brings to its municipal partners.

This proposal is scaled to Pinckney's size and needs: a focused, part-time engagement built around the priorities the Village has identified — advancing the Recast City downtown strategy, supporting business retention and expansion (BRE), strengthening DDA business and event programming, and connecting Pinckney to MEDC resources, including Redevelopment Ready Communities (RRC) certification.

### Proposed Partnership Terms

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| <b>Investment</b>   | \$10,000 per year                                                                                                                      |
| <b>Staff Time</b>   | 8–10 hours per month of dedicated economic development support                                                                         |
| <b>Term</b>         | Annual agreement, renewable                                                                                                            |
| <b>Delivered By</b> | EDCLC economic development staff, backed by HAC's operational infrastructure (HR, payroll, marketing, and the Livingston Business HUB) |

### Focus Areas

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Rather than a broad, general-purpose engagement, this partnership concentrates EDCLC's time on the three areas where the Village has asked for support:

#### 1. Recast City Implementation

- Support Pinckney's continued work on the Recast City downtown strategy, helping translate the framework into actionable next steps.
- Assist in prioritizing catalyst projects and tracking implementation progress alongside the DDA and Village leadership.
- Connect Recast City priorities to county, regional, and state resources and technical assistance programs.

#### 2. Business Retention & Expansion (BRE)

- Conduct ongoing outreach and check-in visits with Pinckney's existing businesses to identify needs, risks, and growth opportunities.

- Serve as a direct point of contact connecting local businesses to workforce, financing, and expansion resources available countywide.
- Flag retention concerns early and coordinate a response with Village leadership before issues escalate.

### **3. DDA Business & Event Support**

- Provide staff support to the DDA in planning and promoting downtown business initiatives and community events.
- Help recruit and support new and prospective downtown businesses.
- Bring marketing and promotional support through HAC's existing channels and the Livingston Business HUB.

### **4. MEDC Engagement & Redevelopment Ready Communities (RRC) Certification**

- Serve as Pinckney's liaison to the Michigan Economic Development Corporation (MEDC), connecting the Village to relevant programs, grants, and technical assistance.
- Guide the Village through the Redevelopment Ready Communities (RRC) certification process, coordinating the best-practice assessment across planning, zoning, and public engagement.
- Help prioritize and track the action items needed to achieve and maintain RRC certification, strengthening Pinckney's competitiveness for state redevelopment funding.

## **Why This Partnership**

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The Village gains dedicated economic development expertise at a fraction of the cost of a standalone hire, while EDCLC's staffing model — already proven with other Livingston County communities — provides continuity, countywide relationships, and administrative infrastructure that a single part-time position could not offer on its own.

This is a scaled entry point: a focused, right-sized investment that meets Pinckney where it is today, with room to grow the partnership as needs and capacity evolve.

## **Next Steps**

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- Review this proposal with Village Council and DDA leadership.
- Finalize and execute a one-year fee-for-service agreement between the Village of Pinckney and EDCLC.