



Economic and Community Development

- Impact on our City of Pontiac -

HERE'S WHAT WE DO TO SUPPORT OUR BUSINESSES AND RESIDENTS

See What We Do

Mayor Waterman and the City of Pontiac's Economic and Community Development team are diligent in ensuring that we work to provide resources and support to our business community and our residents. Since the 2020 Covid-19 pandemic, our community of 60,000 residents, like all other communities, have been challenged to survive and to practice safety.

During this past year, we've been creative and collaborative in deploying programs and resources to support our community.

Workforce Development Efforts

- Conducted Virtual Job Fair with Employers and MI Works!
- Shared and Promoted Information regarding jobs on the COP Jobs Link portal.
- Connected Job Seekers to Employers on COP Jobs Link portal.
- Currently, we have 57 Employers on the Jobs Link portal.

One Stop Ready Pre- Development Process

- Assist Developers in efficiently moving through the Development Process.
- Through our One Stop Ready Process, Developers meet with representatives from all involved COP departments (DPW, Building and Safety, Code Enforcement, Planning, Economic Development, Fire and Safety) at an initial Pre-Development Meeting early in the process to discuss project concept, plans, drawing, next steps and all components related to a timely and efficient development project.

Coordinate Development Projects

- Since 2019 and during the 2020 pandemic, the COP has 237 Development Projects valued at \$371.8M.
- \$4.7M in Permit Fees were generated from Development Projects.
- The Development Agreements required employers to recruit Pontiac residents for new employment positions.

Support to our 1,000 Small Business Owners

- During the Covid-19 pandemic, the COP has provided ongoing outreach efforts to our small business owners.
- Entrepreneurs receive e-blasts, direct mail and information on social media regarding grants, re-open kits and related resource information to assist in sustaining their business during the pandemic.

More Support to our 1,000 Small Business Owners

- Distributed 600 Small Business Re-Open Kits valued at \$500 to business owners. The kits contained social distance signage, digital thermometers, masks, hand sanitizer, disposable gloves and informative literature.
- Conducted three (3) Town Hall Meetings to present information on grants, loans and resources for businesses impacted by the pandemic.
- Created and distributed a Resource Guide with grant and resource information with links to the sites.

Collaborative Efforts

Collaborated with Oakland County to award and administer grants, loans and programs to support Pontiac Small Businesses.

- 35 Pontiac businesses awarded Business Stabilization Grants
- 12 Pontiac businesses awarded PPE Grants
- 27 Pontiac businesses awarded Re-Start Grants
- 32 Pontiac businesses awarded Recovery Grants
- 17 Pontiac businesses awarded \$8,300 Restaurant Relief Grants
- 16 Pontiac businesses awarded Survival Grants
- 12 Pontiac businesses received CVT Product and Reimbursements

Support to Pontiac Residents

- 193 Pontiac residents received an average of \$3,645 in payments to their landlords, mortgage company and utility provider to assist with late and back payments incurred during the pandemic.
- The COP provided a special Hot Line telephone number to assist Pontiac residents in completing the applications for the Rent/Mortgage/Utility Grant.
- Also, provided in-person, socially distanced assistance to applicants by appointment and on-site at City Hall.
- \$703,410.10 awarded to 193 Pontiac residents through the Rent/Mortgage/Utility Grant Program.

2020 Census Activities and Events

- The 2020 Census Count was held during the height of the Covid-19 pandemic, yet, the COP achieved a 62.3% participation rate. The nation was 66.2%.
- The 2020 Census Count determines electoral representation, road repair funds, free school lunches, Section 8 housing and WIC/SNAP funding among other resources.
- Each Pontiac resident represented \$1,800 or \$18,000 over 10 years until the next census in 2030. For our City of 60,000 residents, that is \$108M for one year or \$1.0B for all 10 years.

Census Efforts that led to Success

- Outreach to 17,000 Pontiac households to encourage count participation.
- 3,000 residents contacted via telephone and/or email.
- 27 socially distanced events were held.
- 8 Drive-in Concerts held with on-site Census Officials to assist with completing the Census Form. Also, held 3 Virtual Concerts.

Other Community Programs

- The Parks and Recreation Master Plan was updated and a Resolution to adopt the plan was passed by City Council, January 29, 2021.
- The PYREC reopened to provide safe and socially distance mentoring and support services for our youth during the pandemic.

Some of Our Partners

- Oakland County
- Main Street Pontiac (MSP)
- Pontiac Regional Chamber of Commerce (PRCC)
- Community Foundation of Southeast Michigan (CFSEM)
- Michigan Economic Development Corporation (MEDC)
- Oakland University
- Michigan Municipal League (MML)
- State of Michigan (SOS)
- Michigan Department of Transportation (MDOT)
- SOM Talent Investment Agency (TIA)
- Department of Natural Resources (DNR)
- Environment, Great Lakes and Energy (EGLE)

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