

**Application Information Page:**

Name of Project	Ann Arbor Ann Arbor Green Business Challenge
Name of organization	Ann Arbor SPARK
Prepared By	Ann Arbor SPARK & Ann Arbor Office of Sustainability and Innovations
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Title	SVP, Entrepreneur Services
Indirect Funds Requested	\$0
Total Project Budget	\$300,000
Funds requested	\$250,000



## Summary

In April 2020, the City of Ann Arbor published [A<sup>2</sup>ZERO](#), Ann Arbor's living carbon neutrality plan. The plan outlines how the city can achieve community-wide carbon neutrality by 2030, focusing on seven overarching strategies and forty-four actions. One of these actions is the creation of a program tailored to businesses, including those that may not own the building in which their office is located. This program is known as the Ann Arbor Green Business Challenge (A2 GBC).

This proposal is to officially launch the A2 GBC as a joint effort between Ann Arbor's Office of Sustainability and Innovations (OSI) and Ann Arbor SPARK.

The A2 GBC is a voluntary certification program that local businesses can participate in to promote and grow their sustainability accomplishments while also promoting Ann Arbor as a sustainability leader and ideal location for sustainability-focused businesses. Moreover, participation in the A2 GBC will help local businesses create a stronger brand, build a more sustainable culture, enhance employee and customer satisfaction, and reduce their environmental footprints. The A2 GBC will provide a toolkit to promote more sustainable behaviors by encouraging the creation of sustainability plans, providing sustainability-related implementation guidance, resources, and recognition via certification, and branding support.

The A2 GBC has four certification levels: bronze, silver, gold, and platinum. The certification level that a business earns will be based on the number of points that a business accumulates. There are seven areas for a business to achieve points—energy, water, circular economy, mobility, resilience, supply chain, and education.

### **Project Budget:**

Total operation budget: \$300,000

Funding request from LDFA: \$250,000

## Introduction

The City of Ann Arbor published [A<sup>2</sup>ZERO](#), Ann Arbor's living carbon neutrality plan, outlining how the city can achieve community-wide carbon neutrality by 2030. Included in this plan is the creation of a local green business challenge. . The A2 GBC is the manifestation of this idea, which is envisioned as a voluntary program designed to incentivize local businesses and employees to adopt sustainability practices, creating a culture of sustainability, making these businesses attractive places to work, and advancing the community's climate and sustainability goals. The A2 GBC also provides visibility into the sustainable efforts in the region through marketing local business efforts and accomplishments via certifications and badges to be installed on doors, windows and on websites. By recognizing sustainability in action, the A2 GBC helps establish Ann Arbor as a leader in the transition to carbon neutrality.

Ann Arbor SPARK and OSI have been collaborating on the design of the A2 GBC since early 2023. Several meetings and a lunch and learn community session were held to solicit feedback from the community on the proposed A2 GBC design. The A2 GBC is a program that Ann Arbor companies can get excited about and participate in. Participation will promote the incremental gain of momentum, readying local companies with the knowledge and the resources needed to begin their sustainability journey, which will ultimately energize the business community to band together to help the city achieve their [A<sup>2</sup>ZERO](#) goals. Moreover, participation in the A2 GBC will help local businesses create a stronger brand, build a more sustainable culture, enhance employee and customer satisfaction, and reduce their environmental footprints.

The A2 GBC will make use of the many local partners and resources in Ann Arbor such as the University of Michigan's Environmental Consulting Organization, local business owners, property renters, the 2030 District, Energy Alliance Group, the Green Home Institute, and more. The community and residents of Ann Arbor will get to reap the benefits of a greener business community, edging the city closer to its [A<sup>2</sup>ZERO](#) goals, and increasing awareness of the tech and entrepreneurial community's dedication to positive social impact and environmental consciousness in all aspects of their business.

## Proposal Narrative

Ann Arbor has a robust ecosystem of innovative tech companies and is a community known for its ongoing commitment to sustainability. The envisioned A2 GBC program will allow tech companies and entrepreneurs to innovate and deploy their technologies to advance sustainability-related outcomes, while also making the city's 'living lab' environment greener, and bringing the community one step closer to achieving the [A<sup>2</sup>ZERO](#) goals.

Overall, the A2 GBC program addresses the following challenges:

- Help the city achieve carbon neutrality goals by 2030.
- Create a greener downtown environment for all to enjoy.
- Energize the business community to get started or advance their sustainability efforts, including:
  - Incentivizing local businesses and employees to adopt sustainability practices.
  - Encouraging businesses to work together to achieve levels of certification.
    - Foster healthy competition, driving increased implementations.
    - Drive sustainable innovations.
  - Creating sustainability-related momentum within and outside the business community.
  - Creating a culture of sustainability within the business community.
  - Making Ann Arbor businesses attractive places to work, inclusive of:
    - Attracting the attention of sustainable minded professionals.
    - Increasing employee retention.
    - Increasing graduating student retention.
- Make Ann Arbor a leader in the transition to carbon neutrality.
- Draw the attention of new businesses to Ann Arbor because they want to be part of positive change and sustainability leadership.

## **The project will help advance or meet the following LDFA's strategic priorities:**

### Promote region

- Increased visibility of AA's focus on sustainability and showcase our implementations through a targeted and sustained marketing effort.
  - Website (SPARK, City, Internal)
  - Marketing materials and campaigns
  - Certifications, badges and other visible markers of achievement.
    - Windows, doors, plaques
- Seek national recognition by applying for an [American Planning Association \(APA\) Award for Excellence in Sustainability](#).

### Connected high-tech ecosystem

- Align sustainability partners with businesses.
  - University of Michigan's Environmental Consulting Organization, local business owners, property renters, 2030 District, Energy Alliance Group, the Green Home Institute, and more.
- Businesses work together to achieve levels of certification.
  - Foster healthy competition.
  - Drive increased implementations.
  - Drive sustainable innovations.

### High-tech company friendly collaboration

- By creating and supporting local companies to deploy new A2 GBC aligned innovations and suggested implementations within the downtown, we are supporting their growth and encouraging other innovative technology companies to choose Ann Arbor as the place for growing their businesses. All while offering a healthy sense of friendly competition.

### High-tech company creation and growth

- Support education and A2 GBC implementations throughout the local business and tech community, building their awareness and development of sustainability plans and related actions, drawing the attention of like-minded talent looking to work for environmentally conscious employers. These efforts will further enhance the attractiveness of the Ann Arbor region to start and grow a business.

## Talent and workforce investment

- We expect this program to have a substantial impact on our talent attraction and retention goals, especially in ClimateTech, CleanTech, electrification and EV infrastructure, as well as a focus on carbon free and sustainable Mobility innovations, just to name a few. By keeping the AA Region and its' innovation ecosystem at the forefront of global leadership in sustainability, the individual company participants will be able to leverage this program when recruiting out of state candidates as well as graduating students. This new identity and branding, based on our research, is an important factor in people's decision matrix of where to live and work.

## **Project Goals and Objectives:**

The A2 GBC project goals and objectives include:

- Create a certification program that local businesses can participate in and advertise their sustainability accomplishments.
- Provide an easy way for any business to get started and engage in sustainability.
- Help local businesses lower their operating costs, create a stronger brand, build a more sustainable culture, enhance employee and customer satisfaction, and reduce their environmental footprints.
- Encourage businesses to engage in more sustainable behaviors by providing guidance, resources, and recognition via certification, branding support, and implementation assistance that voluntarily participate.
- Make local improvements in seven sustainability focus areas—energy, water, circular economy, mobility, resilience, supply chain, and education.
- Provide companies with a roadmap to create momentum in sustainability.
- Provide marketing toolkits to promote individual progress and ignite ambition throughout the business community.
- Measurably assist the city in meeting their [A<sup>2</sup>ZERO](#) goals.
- Enhance existing and create new opportunities for companies to receive public recognition for sustainability activities.
- Create pathways to celebrate (e.g., a Sustainability Summit) the program, the participants, and the community's work towards carbon neutrality.

## **Work Plan:**

**Project Development & Deployment:** The City of Ann Arbor and Ann Arbor SPARK have a thorough outline of the A2 GBC ready to be finalized upon approval of funding. The A2 GBC will be co-managed by SPARK and OSI. The stages of the program will start with a kickoff celebration to educate the business community on the program, incentives, benefits, and a toolkit of resources provided to get started. Events will continue through the project period to provide support, Q&A sessions, technical assistance, and to enhance recruitment/awareness of the program.

Participation in the A2 GBC is optional, but encouraged through incentives ranging from badges, certificates, and mini grants to encourage early implementation efforts for companies with a demonstrated need. The A2 GBC program encourages businesses to continually engage in more sustainable behaviors by providing guidance, resources, and recognition via certification, branding support, and implementation assistance.

Though the various events we will host we plan on accomplishing the following:

- Kickoff the program and recruit companies
- Provide education and training on strategies, methods, and best practices from subject matter experts
- Celebrate the accomplishments of the companies and program at a Sustainability Summit including financial awards across various categories of achievement.

The proposed A2 GBC has four certification levels—bronze, silver, gold, and platinum. The certification level that a business can advertise will be based on the number of points that a business accumulates.

The certification program has seven areas for businesses to earn points in—energy, water, circular economy, mobility, resilience, supply chain, and education. Each area has an explanation on the importance of that topic and ways to earn points, all detailed in a toolkit that will be made publicly available. Some areas have more points possible than others. In addition to the formal certification levels, there are also recognition opportunities for those entities that improve their performance year over year, regardless of if they reach bronze status or not. Further, each of the seven areas has an “innovation” metric. This will allow for businesses to accumulate up to ten additional points in innovative ways not outlined in the toolkit.

This program will be run on an honor system that encourages open lines of communication and information sharing. An intern in the OSI will be used for occasional spot checks and auditing to validate the program and adherence to program rules and guidelines. In addition, staff in OSI will be available to provide technical support, as needed, to program participants.

Although we may make modifications to the categories and/or point values based on feedback and learnings during the project, currently the seven areas of implementation are:

### **Energy**

The City of Ann Arbor has set the ambitious goal of powering the entire community with 100% renewable energy while also reducing energy waste and supporting greater energy efficiency

measures. Numerous supportive programs are available through the city and its collaborators to help achieve these goals, including support with conducting energy assessments, installing renewable energy, and installing more energy efficient appliances and equipment. In addition, there are numerous federal and state-level incentives to support the transition to more efficient operations and the adoption of clean energy solutions. The matrix below highlights the A2 GBC scoring and some support resources related to the energy category.

**Table 1. Energy implementations and possible points.**

Energy implementations	Y, N, N/A	Points
Baseline: benchmark & disclose energy usage (see OSI's " <a href="#">Commercial and Multifamily Benchmarking</a> " as a resource)		5
Create a plan of action to reduce energy usage and/or increase the amount of renewable energy used ( <a href="#">Free energy assessments</a> )		5
Create an inventory of all appliances used by business, inclusive of type, age, efficiency score		2
Research renewable energy options ( <a href="#">Commercial Solar Program</a> ) and present viable options to leadership (e.g., solar, geothermal, etc.)		1
Install renewable energy ( <a href="#">Federal Tax Incentive programs</a> ) OR participate in green purchasing program (e.g., <a href="#">MIGreenPower</a> , <a href="#">Arcadia Power</a> , Wheeler Center Solar Park)		5
Electronics are turned off nightly (e.g., via a power switch, networked software, smart plugs, or other control)		2
All indoor and outdoor lightbulbs are LED		3
Programmable thermostats are installed		2
Reduce energy usage by at least 15% OR switch at least 10% of appliances to electric based on the baseline assessment		10
Regularly (at least annually) monitor annual kWh electricity usage (targets provided in toolkit)		3
Other: Energy Innovation		10

### Water

Water is a finite resource. Freshwater shortages are becoming more common across the country due to increasing demand and compromised water quality. Even though Michigan is a state surrounded by lakes, residents should still practice responsible stewardship of water resources.

The United States Environmental Protection Agency (EPA) has a WaterSense program, which aims to educate Americans about the need for water saving practices and in turn have Americans take actions to reduce water usage. This program is a great place to start a water



saving journey. The matrix below highlights the A2 GBC scoring and some support resources related to the water category.

**Table 2. Water implementations and possible points.**

<b>Water Implementations</b>	<b>Y, N, N/A</b>	<b>Points</b>
Baseline: Benchmark & disclose water usage		5
Identify areas for water conservation		2
Regularly inspect faucets, fixtures, and toilets for water leaks and then promptly fix them or notify management about the need for repairs		3
Create a plan to reduce water consumption (template in toolkit)		5
Install water saving technologies (e.g., low flow faucet, aerators, shower heads, water efficient toilets, etc.)		5
Install WaterSense labeled appliances		5
If applicable, install water conservation infrastructure in your outside space (e.g., rain gardens, green roof, native plants, rain barrels, bioswale etc.)		10
Other: Water Innovation		10

### **Circular Economy**

The City of Ann Arbor promotes circular economy practices including source reduction, material repair, reuse, recycling, composting, and zero waste events such as Green Fair. Ann Arbor encourages businesses to maximize environmentally friendly behaviors and minimize usage of single-use products. Businesses play a critical role in eliminating waste and minimizing the extraction of natural resources. One way you can learn more about ways to improve the circularity of your materials is through the U.S. EPA's online marketplace for "greener products and services." The matrix below highlights the A2 GBC scoring and some support resources related to the circular economy category.

**Table 3. Circular economy implementations and possible points.**

<b>Circular Economy Implementations</b>	<b>Y, N, N/A</b>	<b>Points</b>
Baseline: Assess your annual waste to establish what items are being composted, recycled, and sent to landfills		10
Use the baseline to establish a waste reduction goal that can include source reduction, reuse/repair, recycling, and composting goals		5
Accessible recycling & composting bins available at your facility		2
If applicable based on the baseline, reduce or eliminate single use plastics by at least 75% and sign a Zero Waste Pledge		5
Commit to year-round recycling and composting services		5

Keep technology resources (like computers and televisions) in use for at least 6 years or donate them for reuse		5
Properly recycle all electronics and accompanying accessories (e.g., computers, printer ink cartridges, lightbulbs, etc.)		5
Donate excess materials (e.g., food scraps, office supplies, materials) to re-use centers		5
Ask suppliers about their sustainability practices (2 points) and/or use suppliers/vendors that utilize sustainable practices (e.g., post-recycled content, local farm and agriculture vendors)		2 or 5
Other: Circular Economy Innovation		10

**Mobility**

A<sup>2</sup>ZERO aims to reduce the miles we travel in our vehicles by at least 50% by 2030. Additionally, the City of Ann Arbor has a Comprehensive Transportation Plan and established the goal of zero traffic fatalities ([Vision Zero](#)). The City of Ann Arbor has put together resources on [electric vehicles \(EVs\)](#), [non-motorized transportation](#), and [public transit](#).

It might first appear that mobility is a difficult area for businesses to contribute to. However, there are steps that businesses can take to increase sustainable mobility options and help Ann Arbor achieve its goals. Some of the implementations may not be applicable to all businesses, however, we encourage businesses to do what they can. The matrix below highlights the A2 GBC scoring and some support resources related to the mobility category.

**Table 4. Mobility implementations and possible points.**

Mobility Implementations	Y, N, N/A	Points
Bus passes: Provide employees with discounted bus passes (2 points) or with free bus passes (5 points) ( <a href="#">go!pass Program</a> )		2 OR 5
Ensure employees and guests have access to a bike rack and other appropriate bike parking infrastructure (e.g., air pump, hand pump, etc.)		5
Add a micro-mobility option (scooters, e-bikes)		5
Ensure employees and guests have access to electric vehicle charging stations		5
If applicable, add EVs to your business fleet and/or transition to electric fleet vehicles		5
Ensure employees and customers can access your business without having to drive (e.g., walking, public transit, bike, etc.)		2
If applicable, business uses virtual technologies (e.g., Zoom) to reduce driving for staff/clients/customers and allow telework		5
Other: Mobility Innovation		10

## Resilience

Changes to our climate are already leading to significant local impacts, necessitating that residents start preparing and enhancing their own resilience. Given this, we encourage businesses to invest in efforts to reduce their vulnerability and enhance their operational and staffing resilience. The matrix below highlights the A2 GBC scoring and some support resources related to the resilience category.

**Table 5. Resilience implementations and possible points.**

Resilience Implementations	Y, N, N/A	Points
Baseline: Business has an emergency plan in the event of a natural disaster (e.g., ice storm, thunderstorm, snowstorm, etc.)		5
Business supports employees with creating emergency plans and emergency kits		5
Business has back up power system (2 points for generator or 5 points for battery-powered storage)		2 OR 5
Business has researched and installed air quality monitoring devices (indoors or outdoors)		5
Other: Resilience Innovation		10

## Supply Chain

Supply chain is critical to keeping the economy running smoothly and to help businesses meet their needs and goals, driving prosperity in the community. Supply chains can have a significant environmental footprint due to transportation, manufacturing, and sourcing of materials. By optimizing their supply chains, companies can reduce their carbon emissions, energy consumption, and resource use, contributing to overall sustainability efforts. Ann Arbor, like many other areas, is increasingly focused on reducing its environmental impact and carbon emissions, making supply chain sustainability a key consideration. The matrix below highlights the A2 GBC scoring and some support resources related to the supply chain category.

**Table 6. Supply chain implementations and possible points.**

Supply Chain Implementation	Y, N, N/A	Points
Optimizing supply chain study to identify areas for improvement (Resource: <a href="#">OrbAid</a> )		5
Implementation of one improvement identified in optimization study		5
Partner with neighboring businesses to identify shared improvements in overall supply chain for commonly used products and services		5
Require your vendors to have a sustainability plan		5
Other: Supply Chain Innovation		10

## Education

A<sup>2</sup>ZERO offers different ways for community members and business owners to get involved in sustainability initiatives. We encourage businesses to spread the word about the Ann Arbor Green Business Challenge as well as many of the other sustainability initiatives unfolding. Learn more on the City's website: [www.a2gov.org](http://www.a2gov.org). The matrix below highlights the A2 GBC scoring and some support resources related to the education category.

**Table 7. Education areas and possible points.**

Education areas	Y, N, N/A	Points
Supported a business employee to participate in the City's A <sup>2</sup> ZERO Ambassador Program (5 for first, 2 for each additional)		5 +
Have shared information about the A2 GBC or environmental sustainability with clients/customers		2
Have information about A <sup>2</sup> ZERO and ways to get involved available for staff, clients, etc. (e.g., flyers, on website, etc.)		2
Host an event with the A <sup>2</sup> ZERO Team for staff, management, clients, or the community		5
Became an <a href="#">A<sup>2</sup>ZERO Collaborating organization</a>		7
Other: Education Innovation		10

## Certification and Maintenance

The certification level that a business can advertise will be based on the number of points that a business accumulates. There are seven areas for a business to achieve points in as noted above —energy, water, circular economy, mobility, resilience, supply chain, and education. Some areas have more points possible than others. In addition to the formal certification levels, there are also recognition opportunities for those entities that improve their performance year over year, regardless of if they reach bronze status or not.

**Table 8.** The possible score range for achieving each certification level.

Level	Point Range
Bronze	35-70
Silver	71-140
Gold	141-210
Platinum	211-283

Businesses will provide the documentation needed to receive their certification status to OSI staff. The certification level will be good for two years. However, a business can resubmit documentation after the first year if they would like to achieve a higher tier.

In Partnership with the City of AA/OSI a “Sustainability Summit” will be created to showcase and honor the participants and accomplishments of the program. Awards will be made to honor participants that have demonstrated strong results with their efforts.

### **Marketing, Promotion, and Plan for Success**

Ann Arbor SPARK and OSI will launch the A2 GBC with an event to explain the program, generate excitement among the pioneering participants, provide resources, share marketing and advertising assets, and next steps. To measure the success of the A2 GBC the following quarterly milestones and metrics will be tracked:

- Quarter 1
  - Program design complete
  - Program launch complete
  - Registration portal opened
- Quarter 2
  - Number of registrations received
  - Number of sustainability plans submitted
  - Number of jobs created
- Quarter 3
  - Number of registrations submitted
  - Number of sustainability plans submitted
  - Number of jobs created
  - Number of program implementations submitted
  - Number of certifications awarded
- Quarter 4
  - Number of certifications awarded
  - Participant survey results
  - Apply for [American Planning Association \(APA\) Award for Excellence in Sustainability](#)
  - Apply for additional funding to continue program, if successful

### **Outcome Metrics**

- Number of Companies Participating in the Program
- Number of Companies that achieve Bronze, Silver, Gold, and Platinum status
- Number of events held and attendance numbers
- Number of Jobs Created
- Number of graduating students hired

### **ROLES OF DIFFERENT PARTNERS**

#### Ann Arbor SPARK: Project Advertiser / Lead Marketer

SPARK will serve as the advertiser and marketer for the A2 GBC while also supporting OSI in program implementation, and leading project impact tracking.

The City of Ann Arbor's Office of Sustainability and Innovations (OSI): Project Technical Lead  
 The OSI will serve as the project administrator, providing technical support to businesses, maintaining the A2 GBC framework, developing supporting technical resources such as the toolkit, and supporting SPARK with monitoring program impact.

**TIMELINE**

Finalize A2 GBC Program Design & Toolkit	Feb 2024
A2 GBC Launch, Education & Marketing	Mar 2024
Business Registration Portal Opens for A2 GBC	Apr 2024
A2 GBC Business Registrations Begin	May - Jun 2024+
Businesses Submit A2 GBC Plans	Jul - Sep 2024+
Businesses Begin Implementations	Jul - Sep 2024+
A2 GBC Certification Awards Begin	Sep 2024+
Sustainability Summit as part of A2Tech360	Sep 2024
A2 GBC Annual Check-In and Spot Audits	Oct 2024
Evaluate Program Success	Nov 2024
Apply for APA Award for Excellence in Sustainability	Dec 2024

**BENEFITS**

- Economic Impact:
  - Companies get the assistance they need to make improvements that save them money, improve their brand, and enhance the employee experience
  - Companies that are early adopters of sustainable practices in Ann Arbor may gain a competitive advantage, attract top talent, and access new markets and opportunities.
  - Consumers are becoming more environmentally conscious, and they often make purchasing decisions based on a company's sustainability efforts. A sustainable culture can enhance a company's brand reputation, leading to increased customer loyalty and sales. This is especially relevant in Ann Arbor, where sustainability is a core value for many residents and businesses.
  
- Promote the region:
  - When businesses nurture a culture of sustainability, they become attractive places to work, making Ann Arbor a leader in the transition to carbon neutrality.
  - Ann Arbor, like many other areas, is increasingly focused on reducing its environmental impact and carbon emissions, making sustainability a key consideration.
  - Seek national recognition by applying for an [American Planning Association \(APA\) Award for Excellence in Sustainability](#).
  
- Social & Environmental Impact:

*Ann Arbor Green Business Challenge*

**Ann Arbor SPARK**

- The A2 GBC aligns with local sustainability goals, reduces environmental impact, enhances Ann Arbor's reputation, and contributes to the city's long-term success. Companies that integrate sustainability are better positioned to thrive in a world increasingly focused on environmental and social responsibility.

### **Management Competency:**

#### **Ann Arbor SPARK**

For more than 15 years, Ann Arbor SPARK has served the greater Ann Arbor region as a catalyst for economic development. Ann Arbor SPARK works to advance the economy of the Ann Arbor region as a desired place for innovation, business location and growth, and for talented people to live and work. Mobility is a driving industry for the Ann Arbor region. Ann Arbor SPARK has knowledge and contacts to build relationships to potential clients, partners and other stakeholders that have participated in the project. SPARK will play the grant administrator role for the funding and help convene the project stakeholders to ensure execution of the project.

#### **Ann Arbor's Office of Sustainability and Innovations**

The mission of the Office of Sustainability and Innovations is to create and implement programs and policies that improve the well-being, equity, sustainability, and resilience of all Ann Arborites.

The city created the Office of Sustainability and Innovations (OSI) in 2018 as a testament to its commitment to climate action and sustainability. Working in tandem with dozens of community groups and hundreds of community stakeholders, OSI created [A<sup>2</sup>ZERO](#), an award-winning, bold strategy to achieve community-wide carbon neutrality by 2030. OSI will serve as the technical lead for the project, helping ensure the A2 GBC framework is robust, that participants in the program are supported, and ensuring that the program leads to meaningful impacts.

## Detailed project budget and budget justifications:

### Project Budget:

The total budget for the project is \$300,000 over a 12-month period. The City of Ann Arbor will provide \$50,000 of support. The remaining \$250K budget request will allow for full development, education, outreach, deployment, and evaluation of the A2 GBC.

- Work with the partners to finalize A2 GBC program design and toolkit.
- Create A2 GBC events: kickoff, ongoing education, Sustainability Summit, and marketing.
- Create A2 GBC Portal:
  - Registration process
  - Participant tracking
  - Certification
  - Recognition
  - Audits
- Develop success metrics with partners and support data to evaluate success of program.
- Create technical support resources and support services for A2 GBC participants.
- Provide reports with data collected to the partner and the LDFA.
- Supporting promotion and marketing efforts to build awareness.
- Create and implement the Sustainability Summit.

BUDGET	
Staffing (2 interns)	\$25,000
Marketing (website, SEO, campaigns, etc)	\$95,000
Events (Kickoff, education, recruiting, summit, and company awards)	\$85,000
Materials and supplies (business signage)	\$20,000
<b>TOTAL</b>	<b>\$250,000</b>

### City of Ann Arbor/OSI Matching Funds:

In Kind Support – the City of AA/OSI will provide staff time of \$25K in the first year.

Cash Support – the City of AA/OSI will provide \$25K in cash to support program deliverables, support for the events and Summit, as well as various other materials and support.



After the completion of this 12-month initial program, if continued, the City of AA/OSI is ready to provide continued support of the program with both in-kind support at a minimum level of \$35K as well as financial support of at least \$50K per additional year.

*Conflicts of interest:* Any and all conflicts of interest, either perceived or real, on the part of any individual identified in this Proposal must be disclosed. For instance, any financial and/or membership relationships with the LDFA, Ann Arbor Spark, City of Ann Arbor, City of Ypsilanti, or corporate entity.

We are very excited to create this program for the benefit of the Ann Arbor Business community as well as the LDFA.

Thank you.

Authorized Agent for Applicant:



By: \_\_\_\_\_

Paul Krutko, President & CEO  
Ann Arbor SPARK