



**Northern Lakes**  
ECONOMIC ALLIANCE



# Annual ACTIVITIES REPORT

2014

*“Providing resources for communities and entrepreneurs to create and retain jobs in Antrim, Charlevoix, Cheboygan and Emmet Counties.”*

Often times, economic development cannot be viewed in a “one year snapshot”. In spite of the tough economy these past few years, we applaud those companies and communities that have continued to have faith and foresight to invest in business and community expansions. Over the past five years:

- 131 business and community development projects completed;
- \$99,183,484 in private investment;
- Approximately \$8,317,525 in new taxes generated;
- \$9,281,430 in local unit of government investment;
- \$10,199,591 in grant funding;
- 542 new jobs; and
- 1,660 retained jobs.



A record-breaking 730 regional partners and stakeholders attended the 2014 Annual Luncheon along with keynote speaker, Governor Snyder, to recognize the outstanding achievements of the past 12 months.

NLEA assisted the Township of Charlevoix, Charlevoix County, and the Michigan Economic Development Corporation to put together the best possible package to encourage St. Marys Cement to select their local facility rather than one in another state for a \$130,000,000 project with 10 new jobs.

In partnership with the City of Boyne City, Boyne Valley Township and the Michigan Economic Development Corporation, Boyne Maintain Resort is preparing for a \$5,500,000 project to include a sewer expansion, new Mountain Coaster, and additional condominiums.

In its first year of operation, the NCMC Mobile CNC “Fab Lab” trained 72 people at high schools, on campus, and at local companies. This effort lead by 13 public/private companies, organizations, and agencies has been an excellent marketing tool for manufacturing careers making 35 public appearances throughout the region.



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**CORE PARTNERS**



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Sue Eno  
2015 Board Chair



Andy Hayes  
President

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## 2014 IMPACT INDICATORS

### 53 Successful Economic Development Projects

31 Business Expansions

5 Business Start-ups

17 Community  
Development Projects

### 174 New & 874 Retained Jobs

#### NLEA Outreach:

Produced 24 monthly publications for 2,186 stakeholders;

Presented 54 workshops to 1,524 attendees;

Assisted 114 business and community clients;

Partnered with local chambers, libraries, MSU Extension and others to offer ten business resource centers throughout our area

### \$43,129,718 Total Invested

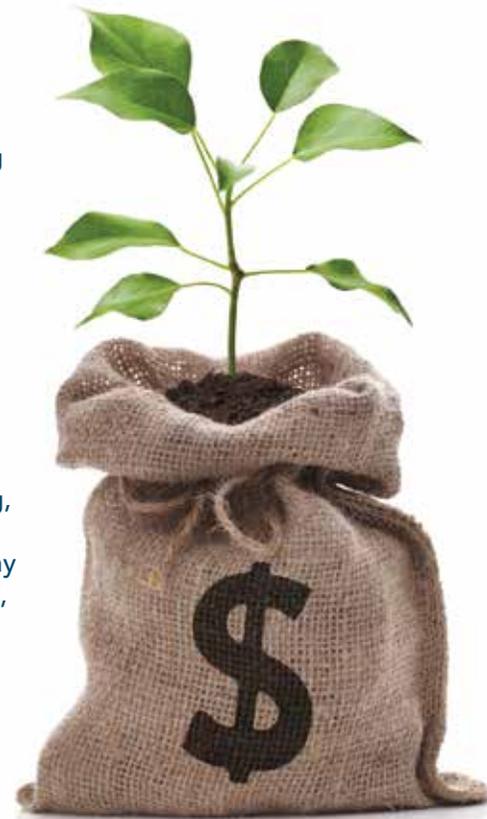
\$34.6 M in Private Investments

\$2.4 M in Grant Funds

\$6.1 M in Local Unit of Government Investments

## 2014 HIGHLIGHTS

- Assisted local units of government, local manufacturers and entrepreneurs to leverage investments over \$40 million to receive nearly \$2.5 million in grant funding which resulted in the retention of 874 jobs and the creation of 174 new family supporting "base" jobs.
- Provided ongoing assistance throughout the year on 64 additional community and business projects with the potential for 1,435 new/retained jobs, and investment of \$308 million over the next few years.
- Provided guidance and staff expertise on 12 successful community development projects totaling \$1,785,000 (\$495,000 local, \$1,390,000 grant). Partners include the Michigan Economic Development Corporation, Michigan Department of Natural Resources, Networks Northwest, and U.S. Department of Agriculture.
- Implemented pro-active visits with 68 area manufacturers and major employers with partners from organizations including Michigan Economic Development Corporation, MI Works!, Michigan Department of Transportation, and Michigan Department of Agriculture and Rural Development.
- NLEA, in partnership with Bank of Northern Michigan, coordinated and facilitated quarterly Growth Company CEO Forums hosted by local employers. Forums included; peer-to-peer networking, a facility tour, and keynote speaker on topics of interest to growth stage company CEOs. In 2014, 61 executives participated, representing 28 companies.





## Economic Gardening

NLEA assisted four (4) local companies to qualify for the Michigan Economic Development Corporation's Economic Gardening Program.

- The companies received over 160 hours of individualized consultation services utilizing a national team of experts in: marketing, management, social media and demographic mapping valued at over \$18,000.

*"The Economic Gardening Program is a great investment in growing existing businesses in Michigan. As a small business owner...competing in a global and domestic economy... this grant program gave us access to resources which would have otherwise not been available."*

Gary Fedus, President  
Mitchell Graphics in Petoskey



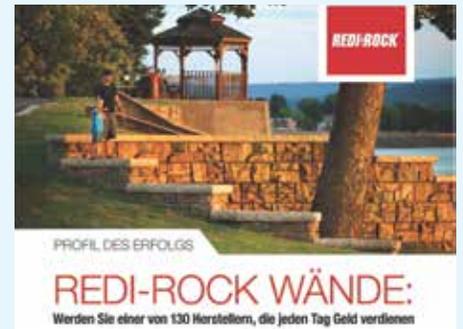
## Skilled Trades Training

NLEA collaborated with MI Works!, North Central Michigan College, and the Michigan Economic Development Corporation to identify and facilitate local company applications.

- 13 local companies invested over \$9.8M, trained more than 550 employees and received over \$480,000 in state grant funds.

*"The grant funds from the State of Michigan have given us the opportunity to further enhance the knowledge and skills of our team by inspiring them to continually improve through the training provided by our local colleges and other skilled trades training centers."*

Jeff VanCompernelle, Plant Manager  
Moeller Aerospace Technology  
in Harbor Springs



## Exporting

NLEA worked closely with partners, the Michigan Economic Development Corporation and Networks Northwest to develop and host matchmaking events and individual meetings with local businesses for participation in the state's exporting program.

- Five (5) local companies received over \$50,000 in export assistance grants and all have reported an increase in export sales.

*"The export STEP program has been wonderful as it pushed us to make a bigger investment into our international expansion than we would have done...this will help us grow our company, the region, and therefore benefit the state of Michigan."*

Jacob Manthei, General Manager  
RediRock/MDC Contracting in Charlevoix

Before



After



## Downtown Bellaire

*"Setting up a Downtown Development Authority can be a complicated and lengthy process, but the staff at the NLEA made the formation easy and painless. They not only helped us with the logistics; they provided training, education, and valuable resources to help us lay down a strong foundation that will help our community capitalize on private economic investments in Downtown Bellaire such as the Shorts Brewery expansion."*

David Schulz, President, Village of Bellaire

# INVESTORS/MEMBERS

ACAT Global	Charlevoix County Community Foundation	Great Lakes Energy	Northeast Michigan Council of Governments
AKT Peerless	Charlevoix State Bank	Harbor House Publishers	Northern Initiatives
Antrim County	Chase Bank	Harbor Springs Chamber	Northwest MI Industrial Association
Armor Express	Cheboygan Area Chamber	Harbor Springs, City of	Onaway, City of
Baker College	Cheboygan, City of	Huntington Bank	Otwell Mawby PC
Bank of Northern Michigan	Cheboygan County	Indian River Chamber	Pellston, Village of
Banks Township	Circuit Controls Corporation	Industrial Magnetics, Inc.	Petoskey, City of
Bay Shore Steel Works/DCL Inc.	Citizens National Bank	Inverness Township	Petoskey-Harbor Springs Area Community Foundation
Bear Creek Township	CMS Energy-Consumers Power	ITC Holdings Corporation	Petoskey Plastics, Inc.
Bellaire, Village of	DTE Energy	Jervis B. Webb Company	Petoskey Regional Chamber
Blue Cross Blue Shield	East Jordan Chamber	Kilwins Quality Confections	PNC Bank
Boyer Area Chamber	East Jordan, City of	Little Traverse Township	Rehmann
Boyer City, City of	Echo Quality Grinding	Mackinaw City Chamber	Resort Township
Boyer Mountain	EJ	Mackinaw City, Village of	Ryba Marina Construction
C2AE	Elk Rapids Chamber	Mancelona, Village of	St. Marys Cement
Catt Development	Elk Rapids, Village of	McLaren Northern Michigan	Straits Area Federal Credit Union
Central Lake, Village of	Ellsworth, Village of	Michigan Economic Development Corporation	Triune Specialty Trailers
Char-Em ISD	Emmet County	Mitchell Graphics	Vistage Michigan
Charlevoix Agency	First Merit Bank	MSU Extension	
Charlevoix Area Chamber	Fifth Third Bank	Moran Iron Works	
Charlevoix, City of	Forest Township	Networks Northwest	
Charlevoix Area Hospital	4Front Credit Union	North Central Michigan College	
Charlevoix County			

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Members of "Paddle Antrim", an event planned for September 2015, pose for a Community Growth Grant check presentation from partners NLEA and Networks Northwest.



Ryba Marine Construction in Cheboygan receives a recognition plaque for their contribution to the economy from local and state partners at NLEA, MI Works! and the Michigan Economic Development Corporation.



Local CEO's attending a Growth Company CEO Forum at Walstrom Marine in Harbor Springs tour the docked boats.