



# Northern Lakes ECONOMIC ALLIANCE

# Annual ACTIVITIES REPORT

2017



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



CORE PARTNERS

The economic development projects we report every year reflect multiple years of work to reach the finish line. It is the assured investments and collaborative support of business and community expansions from communities, companies, NLEA investors, and partner organizations that truly help these projects and our region succeed; we commend your resolute support. *"When we all work together we all win together!"*

## OVERVIEW OF THE PAST FIVE YEARS (2013-2017):

**220**

business & community development projects completed

**\$10,218,986** in local unit of government INVESTMENT

**\$496,367,102** INCREASE in taxable value

**2,670** retained jobs

**\$174,040,089** in PRIVATE INVESTMENT

**\$13,378,316** in grant funding

**842** NEW JOBS

## NLEA OUTREACH

**60** pro-active retention visits to major area employers

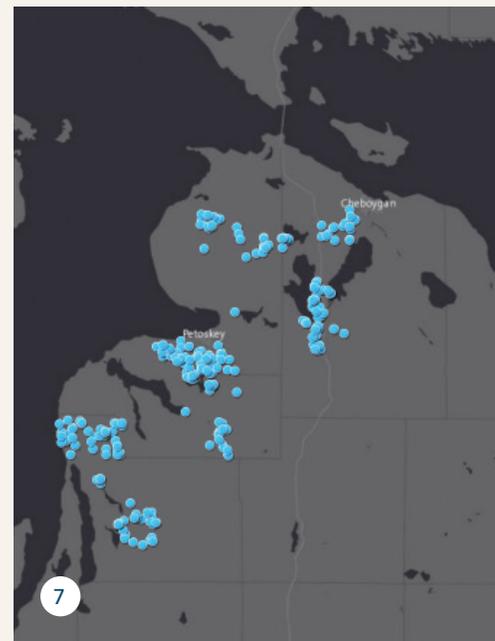
Presented **25** workshops and events with 1,252 participants

**7** REGIONAL ONGOING broadband projects

Produced publications for **2,080** stakeholders

Assisted **146** business & COMMUNITY CLIENTS

**49** ongoing projects WITH **\$156 MILLION** in investment



**1** NLEA collaborated with core partners to identify and facilitate 20 local companies successfully receiving \$485,000 in state training grant funds which resulted in \$9.2M in investment and the training of 523 employees.

**2** East Jordan DDA fulfilled years of planning and public input by moving Engine No. 6 and its coal car from Memorial Park to Sportsman's Park. The new, more visible location is fast becoming one of the most photographed areas in downtown East Jordan. Memorial Park gained space for festivals and events, and views of the harbor can be enjoyed more fully.

**3** NLEA expanded the popular business model event GreenLight East Jordan by adding two additional events "Invest Cheboygan and a Grand Event" to the region. 21 entrepreneurs pitched ideas and competed for \$55,000 in startup funds. As a result, 19 have successfully launched or will launch in the near future with over \$1.3M in investment by these new businesses.

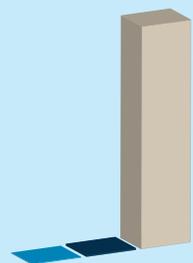
## 2017 Impact Indicators

**59 Successful Economic Development Projects**



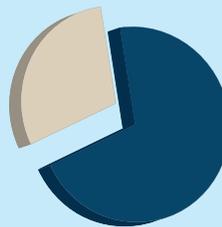
47 Business Development Projects  
12 Community Development Projects

**\$98,694,066 Total Investment**



\$97,944,579 in Private Investments  
\$641,975 in Grant Funds  
\$107,512 in Local Unit of Government Investments

**189 New and 451 Retained Jobs**



Retained Jobs  
New Jobs

## 2017 HIGHLIGHTS

- Provided ongoing assistance throughout the year for **49** potential community and business projects. We anticipate that these projects will result in **484** new/retained jobs, and an investment of over **\$156 million** over the next several years.
- NLEA Broadband Consortium continues to collaborate with community leaders and local units of government to make broadband connections more widely accessible throughout the region.
- As part of the Regional Prosperity Initiative, NLEA worked with our regional planning organization and core partner,

Networks Northwest, on various projects including: US-131 Economic Strategy, facilitating Downtown Development Authority (DDA) forums throughout the region, and providing administrative services to the M-119 Heritage Route committee.

- Five businesses participated in the Michigan Economic Development Corporation (MEDC) Exporting Assistance Program, receiving **\$48,000** in financial resources leading to **\$1,355,103** in annual export assisted revenue to **24 countries**.

**4 8 9** Over 700 people attended the NLEA annual lunch to celebrate the economic development partnerships that thrive throughout the region. Local and state government officials, community and business leaders, area entrepreneurs, chamber members, and educational leaders gathered for networking and award recognitions. Football great, Jon Jansen, empowered the crowd as keynote speaker.



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5 Construction is underway on a new \$125 million state of the art, and environmentally friendly foundry in Warner Township, Antrim County. EJ, a global leader in manufacturing, is keeping their foundry in Northern Michigan allowing for the retention of 350 family-supporting base jobs.

6 Growth Company CEO's gathered to share ideas and best practices. Each forum included: peer-peer networking, facility tour, and presentations. In 2017, 24 CEO's representing 14 growth stage companies participated. Sponsored by Chemical Bank.

7 Thanks to funding from the DTE Energy Foundation, NLEA was able to hire two interns who brought awareness to the regional demand for Broadband Internet. This project involved developing survey coverage models in NLEA 4-county region. The models demonstrate where the greatest demand for each community is. Results will be used with broadband planning and implementation.

10 Crusecom Technology Consultants is a national, inbound call center headquartered in Oscoda, MI that expanded to a second location with support from the Village of Bellaire, Antrim County, and other local units. Crusecom was able to invest \$760,000 into the project and create over 70 new jobs in Bellaire.

11 666 career profiles of in demand hot jobs in Northeast and Northwest Michigan were produced by the NLEA. These profiles will assist in highlighting the excellent opportunities available in Northern Michigan to job seekers from high school to adults. View the full profiles at [www.northernlakes.net/hotjobs](http://www.northernlakes.net/hotjobs)

12 Miss Margy, the newest edition to the Shepler's fleet built by Moran Iron Works, a great example of local companies working together.

13 Northern Michigan will soon be home to a \$25,000,000 state-of-the-art, 500 seat performing arts center. The Great Lakes Center for the Arts in Bay Harbor will offer year-round performances in music, theater, film, and dance. Look for the Grand Opening in July 2018.

14 Short's Brewing Company—a pioneer of economic development in Antrim County—is a prime example of entrepreneurship, growth, and enthusiasm for success in Northern Michigan. This company has invested millions of dollars in renovations and expansions in their Bellaire and Elk Rapids locations, creating and retaining over 100 positions.



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# Northern Lakes

ECONOMIC ALLIANCE

## Board of Directors



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2018 Board Chair

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Grant Administrator

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*Business Attraction  
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*AmeriCorps Vista  
Community Liaison*

Buck Love  
*Business Retention  
and Growth*

Carly Thompson  
*Administrative/  
Communications  
Assistant*



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## Investors / Members

AKT Peerless  
AM Manufacturing  
Antrim County  
Baker College  
Banks Township  
Bay Harbor Company  
Bear Creek Township  
Bellaire, Village of  
Bellaire DDA, Village of  
Blue Cross Blue Shield  
Boyer Area Chamber  
Boyer Ave.  
Greenhouse Florist  
Boyer City, City of  
Boyer Mountain  
Boyer Valley Township  
C2AE  
Cannonball LLC  
Catt Development  
Central Lake, Village of  
Char-Em ISD  
Charlevoix Agency  
Charlevoix Area Chamber  
Charlevoix, City of  
Charlevoix County  
Charlevoix County  
Community Foundation  
Charlevoix State Bank  
Charlevoix Township  
Cheboygan Area Chamber  
Cheboygan, City of  
Cheboygan County  
Chemical Bank  
Circuit Controls  
Corporation  
Citizens National Bank  
Consumers Energy  
Consumers Energy  
Foundation  
Crusecom  
DTE Energy  
DTE Energy Foundation  
East Jordan Chamber

East Jordan, City of  
East Jordan DDA  
Edgewater Design Group  
EJ  
Elk Rapids Chamber  
Elk Rapids DDA  
Elk Rapids, Village of  
Ellsworth, Village of  
Emmet County  
Fifth Third Bank  
Forest Township  
4Front Credit Union  
Granger & Associates  
Great Lakes Center  
for the Arts  
Great Lakes Energy  
Harbor/Brenn Agencies  
Harbor House Publishers  
Harbor Springs Chamber  
Harbor Springs, City of  
Huntington Bank  
Indian River Chamber  
Industrial Arts Institute  
Industrial Magnetics, Inc.  
Inverness Township  
ITC Holdings Corporation  
Jervis B. Webb Company  
Kilwins Quality Confections  
Link Industries  
Little Traverse Bay Band  
of Odawa Indians  
Little Traverse Township  
McLaren Northern  
Michigan  
Mackinaw City Chamber  
Mackinaw City, Village of  
Mancelona, Village of  
MDC Contracting, LLC  
Melrose Township  
Michigan Economic  
Development Corporation  
Michigan Maple Block  
Michigan Works!

Mitchell Graphics  
MSU Extension  
Moran Iron Works  
Munson Healthcare  
Charlevoix Hospital  
Networks Northwest  
North Central  
Michigan College  
Northeast Michigan  
Council of Governments  
Northern Homes  
Community Development  
Northwest MI Industrial  
Association  
Onaway, City of  
Otwell Mawby PC  
Pellston, Village of  
Petoskey, City of  
Petoskey-Harbor Springs  
Area Community  
Foundation  
Petoskey Plastics  
Petoskey Regional  
Chamber  
PMP Inc.  
PNC Bank  
Rehmann  
Resort Township  
Ryba Marine Construction  
Short's Brewing Company  
St. Marys Cement  
Stafford's Hospitality Inc.  
Straits Area Federal  
Credit Union  
The Brook Retirement  
Communities  
Triune Specialty Trailers  
Van Dam Boat Company  
Vistage Michigan



The City of Charlevoix's Van Pelt Alley saw a dramatic transformation, creating a unique extension of the downtown area. Following an investment of about \$1.2 million, three buildings are now home to a new Mexican restaurant, a full-service salon, a flower and gift shop, a clothing shop, and an ice cream parlor—creating 15 new full-time equivalent jobs and six new residential units. Such a large undertaking took commitment not only from the building owner but from the city as well. In order to make financing of the project viable, the owner applied for and received a Commercial Facilities Exemption Certificate (tax abatement).