



Northern Lakes
ECONOMIC ALLIANCE



A regional public/private economic development organization serving Antrim, Charlevoix, and Cheboygan Counties, Michigan, USA

March 29, 2019

To: Antrim County Board of Commissioners
From: Andy Hayes, NLEA President
RE: Annual Report

Attached is a slightly different version of our annual report than we have provided in the past. Our "official" annual reports are still at the printer, so this version is simple, to the point and without project photos.

We've divided the report into three parts.

1. Simple bullet point list of 2018 highlights
2. Project report with current project status as well as a five year look back (appropriate as many projects are multi-year).
3. List of Board of Directors and Staff

Thank you for your partnership and I look forward to appearing at the April 18, Board of Commissioners meeting.

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- Core Partners -



Northern Lakes Economic Alliance - 2018 Highlights

Business Retention & Growth

- Coordinated/conducted over 50 retention visits to the area's large employers
 - Visits included at various times partner reps from MEDC, MI Works!, MDARD, USDA, and local gov. reps
- Assisted with 18 business expansions that resulted in over \$269.5 million in investment and 455 jobs
- Assisted an area company with a successful USDA and GLE 0% loan application (\$10million project, \$1.2million loan). This savings enabled the project to move forward.
- Assisted with the first ever - Regional hiring event that resulted in 72 employers with over 400 openings. The event attracted over 480 job seekers
- Held two USDA lender forums with area lenders and local gov. reps to familiarize them with programs to assist businesses and communities.
- Worked with partners to promote "Going Pro" training grants to area companies as well as assist with applications resulting in 18 companies receiving \$515,000 in funding to train 359 workers
- Active with Area Manufacturing Advisory Team
- Teamed with NWMI/United Way to launch the Business Resources Network providing on-site employee counseling services to address employee retention

Business Attraction & Growth

- Expanded business model competition "Pitch Night" program to five events
 - 36 entrepreneurs, \$81K in prize monies, 1,500 attendees. 25 business launches/expansions to-date.
- "Saved" two companies from relocating out of the area that resulted in \$13million investment, 110+ jobs
- Created Com. Redevelopment District for new business + cleanup of Brownfield site, \$1.5million investment, 30 jobs
- Updated and maintained 70 shovel ready sites into state attraction database and responded to 6 state-wide site requests that our sites met the initial criteria
- Participated in MEDC Site Selector "Familiarization Tour" with site selectors from all over the US representing companies from all over the world
- Created an "entrepreneurial tool-kit" used by many partners and entrepreneurs throughout the region

Community Development, Grant Writing/Administration

- Administered 15 CDBG Grants, IDD/IFEC/CFEC/CREC apps, CRD projects, Brownfield projects, etc.
- Created 4 commercial dev. districts in local communities
- Completed 7 tax abatement applications that enabled Local Gov. units to assist local companies with expansion projects
- Assisted 9 communities in their quest to become a certified "Redevelopment Ready Community"
- Completed Transit survey with area employers for Emmet County

- Established the NLEA Broadband Consortium that will provide business access to high-speed internet not previously accessible
- Dove into new areas of involvement including Housing and Day Care and transportation as it related to talent attraction/retention
- Currently assisting Antrim County with public input for Facilities Master Plan
- On-going assistance with M-119 Corridor and Charlevoix BRA
- Actively engaged with county EDC's as well as regional partners including NNW, Char-Em ISD, NCMC, Baker College, MSU Extension and NW MI Industrial Association
- Provide leadership to both Reg. 2 and 3 Collaborative Dev. Councils resulting in region-wide programs that benefit our companies and communities (mini-grants, talent plans, entrepreneurial network, youth entrepreneurial grants, housing efforts, daycare studies, etc.)
- Regularly provide stakeholders with information about potential state/federal loan & grant programs that could be applicable to their wants/needs

Downtown Development Authority (DDA) Coordinator

- Provided "DDA Director" services to two communities (Elk Rapids, East Jordan) to implement a wide range of community-based goals and programs
- Connected communities with various grant opportunities from \$1,200 to \$2million totaling over \$4.5million in investment
- Organized 4 region-wide DDA Training Forums
- Assisted two DDA's with "DDA 101 training"
- Secured \$2.5million in MEDC funding for a Pedestrian Bridge project in East Jordan with 90% funding from MEDC grants

Communications

- Launched "new look" newsletter
- Published 12 issues featuring 80+ success stories
- Expanded reach to 4,900 subscribers
- Increased visibility with social media growing our presence on Facebook, LinkedIn, and Instagram
- Created 16 news articles for MSU Extension website and newsletters
- Created a "testimonials" section on NLEA website which has grown to 25 testimonials to-date from companies, communities, and partners.
- Created and launched specialty campaigns promoting Manufacturing Week, Entrepreneurial Tool Kit, DDA Forums, Annual lunch, Sporting Clays Event, Pitch Nights, etc.
- Created staff "focus area info sheets" to easily explain what expertise and services the NLEA provides
- Implemented a successful Annual Lunch with over 500 local, state, federal and regional partners and stakeholders
- Implemented successful Sporting Clays Fun Shoot with 100 local, state, federal and regional partners and stakeholders

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NLEA 2019 Project Report

3.20.2019

2019	Community	Business	Other	Total				
Completed								
# of Projects				0				
# of Jobs-Created/Retained				0				
\$ Investment				\$0				
In Progress								
# of Projects	13	16	3	32				
# of Jobs-Created/Retained	0	227	0	227				
\$ Investment	\$7,614,081	\$25,539,619	\$0	\$33,153,700				
Potential								
# of Projects	21	15		36				
# of Jobs-Created/Retained	0	171		171				
\$ Investment	\$3,470,249	\$11,767,218		\$15,237,467				
GRAND TOTALS					Antrim	Charlevoix	Cheboygan	Other
# OF PROJECTS	34	31	3	68	17	30	8	13
# OF JOBS	0	398	0	398	61	294	22	21
\$ INVESTMENT	\$11,084,330	\$37,306,837	\$0	\$48,391,167	\$ 6,098,668	\$ 20,131,747	\$ 2,438,974	\$ 19,721,778

5 YEAR LOOK BACK 2014-2018 Completed					
	Antrim	Charlevoix	Cheboygan	Emmet	Total
Number of Projects	42	89	47	56	234
Number of Jobs-Created Retained	633	1,432	377	1,168	3,610
Amount of Investment	\$135,077,870.00	\$286,836,016.00	\$16,630,033.00	\$50,925,006.00	\$489,468,925.00

**Northern Lakes Economic Alliance
2019 BOARD OF DIRECTORS**

Appointed by Antrim County:

Dawn LaVanway	Antrim County Commissioner
Rick Diebold (Chair)	Retired – CharEm ISD
Pete Garwood	Antrim County Administrator
Joe Short	Shorts Brewing Company
Sheridan Rhoads	Antrim County Transportation, Retired

Appointed by Charlevoix County:

Chris Christensen	Charlevoix County Commissioner
Robin Stanley (Treas)	Industrial Magnetics, Inc.
Kevin Shepard	Charlevoix County Administrator
Don Voisin	Charlevoix Agency, Inc.
Mark Heydlauff	Charlevoix City Manager

Appointed by Cheboygan County

Richard Sangster	Cheboygan County Commissioner
Jim Granger	Granger Professional Services
Paul Blome	Roman Tube Fab
Jeff Lawson (Sec)	Cheboygan County Administrator
Jeff Veryzer	Link Industries

Designated Appointments:

Adam Koivisto	MSU Extension – District 14 Coordinator
Jim Tisdell	North Central Michigan College
Jim Rummer	Char-Em Intermediate School District
Gary Walker	NW MI Industrial Assoc.

Regional-At-Large Appointments:

Carla Gribbs	DTE Energy
Bill Scott	Great Lakes Energy
Tim Petrosky	Consumers Energy
Mark Lagerwey	Baker College

NLEA Staff

Andy Hayes	President
Hannah Sanderson	Business Attraction & Growth
Buck Love	Business Retention & Growth
TBD	Community Development
Jessica Lovay	Office Manager/Grant Administration
Amanda Baker	Downtown Development Coordinator
Carly Bortz	Administrative Assistant/Communications
Sara Darooge	Bookkeeper

The Northern Lakes Economic Alliance is a 501(C)3 non-profit organization