

**Antrim County Economic Development Corporation
Results of County-wide Strategic Planning Survey 2016**

179 emailed - 7 undeliverable; 12 hard copies w/no email
36 online responses, 1 snail mail response

Total of 184 surveys distributed
20.1% response rate

1. What is your community's top priority?

Economic development	10	28.6%
Protecting & preserving natural resources	9	25.7%
Maintaining the rural character of our community	5	14.3%
Providing housing opportunities for all income levels	5	14.3%
Maintaining & improving our recreational facilities	3	8.6%
Supporting agriculture	1	2.9%
Intergovernmental cooperation	1	2.9%
Other	1	2.9%
Improving transportation systems	0	0.0%

2. Does your community have plans to finance that priority?

Don't know	14	40.0%
Yes	12	34.3%
No	9	25.7%

3. If your community plans to finance that priority, what are the funding sources?

Select all that apply.

Grants	11	26.2%
No financing is planned at this time	7	16.7%
Don't know	7	16.7%
My municipality's general fund	6	14.3%
Donations	6	14.3%
An earmarked millage	3	7.1%
Other	2	4.8%

4. What do you think Antrim County's top priorities should be? Select all that apply.

Protecting & preserving natural resources	23	20.4%
Economic development	18	15.9%
Providing housing opportunities for all income levels	15	13.3%
Maintain & improve our recreational facilities	14	12.4%
Maintaining the rural character of our community	12	10.6%
Intergovernmental cooperation	12	10.6%
Supporting agriculture	10	8.8%
Improve transportation systems	7	6.2%
Other	2	1.8%

5. Does your community currently have any promotional efforts?

Yes	20	57.1%
No	9	25.7%
Don't know	6	17.1%

6. If so, what promotional materials & methods are being used? Select all that apply

Events	18	22.2%
Website	17	21.0%
Brochures	16	19.8%
Social Media	14	17.3%
Magazine advertisements	8	9.9%
Radio advertisements	4	4.9%
Other	3	3.7%
Television advertisements	1	1.2%

7. Would you be willing to work with Antrim County to expand those promotional efforts?

Yes	17	48.6%
Don't know	8	22.9%
No	7	20.0%
My community isn't doing any promotion at this time	3	8.6%

8. Do you think your community would be willing to contribute financially to a county-wide promotional effort?

Don't know	23	63.9%
No	7	19.4%
Yes	6	16.7%

9. Please tell us if your community is working with any of the following to fund special projects (select all that apply):

Northern Lakes Economic Alliance	15	24.2%
Michigan Economic Development Corporation	11	17.7%
Private businesses	10	16.1%
Other municipalities	9	14.5%
None of the above	8	12.9%
Don't know	5	8.1%
Other	4	6.5%

10. Would you like more information regarding potential funding sources?

Yes	23	67.6%
No	11	32.4%

11. Does your community see a need for more broadband?

Yes	21	58.3%
Don't know	10	27.8%
No	5	13.9%

12. Please tell us about the community you represent. Select all that apply.

Village government	19	33.9%
Township government	17	30.4%
West side of Antrim County	13	23.2%
Other	4	7.1%
East side of Antrim County	3	5.4%

13. Are you elected, appointed, or a volunteer in your community? Select all that apply.

Elected	16	37.2%
Appointed	16	37.2%
Volunteer	10	23.3%
Other	1	2.3%

14. If you have any comments regarding this survey, please use the box below.

1) i will be curious as to the results of this survey, and the process that the county will use to evaluate the results and set a plan for implementation.

2) Our lakefront property is being developed by individuals with what appears to be cottages of over 3000 sq ft Which will mean they are not affordable by most (99%) of Michigan residents. This usually means that most small business development will be stopped because of a limit in customers. We need to plan the use of our resources so further growth will be across all age and economic lines.

3) question #1 after protecting natural resources the 2nd priority of the community is affordable housing for the area.

4) It is hard to fill this survey out because I am only one person on our Twp Board and I can't speak for everyone.

5) I hope the county can prioritize the capital investments necessary to accomplish the identified priorities. More long-term financial planning should be a priority. A capital expenditure budget should be specific re; the project to be done not a \$ amount which is "uncommitted" to be debated later.

6) I have not attended a Village Council meeting in some time because the members do not always use the mike. It is hard to hear if people are making comments to each other during Council discussions and you are trying very hard to listen. It becomes very frustrating. Thank you

7) Have great broad band and infrastructure need more businesses to use it.
