



## WELCOME TO THE NLEA

Founded in 1984, the Northern Lakes Economic Alliance (NLEA) serves Antrim, Charlevoix, Cheboygan and Emmet Counties in Michigan, USA. Our mission is to serve as a resource to local communities and businesses to retain and create jobs.

We are a non-profit organization funded by a combination of local governments, private companies and partner organizations.

We draw on the resources of our many partners, including our Core Partners: Michigan State University Extension, the Michigan Economic Development Corporation, the Northwest Michigan Council of Governments, the Michigan Small Business & Technology Development Center and the Charlevoix-Emmet Intermediate School District.



We work closely with various local, state and federal economic development agencies and our many elected representatives from Villages, Townships, Counties, State and Federal government. We employ a team approach to economic development.

The NLEA serves as a resource center for local companies by providing information or referrals on business-related matters. In addition, the NLEA provides long-term business assistance services to companies that are starting up, expanding or relocating here. Local communities also receive assistance to prepare them for high quality development or redevelopment.

Feel free to contact our office, we are happy to serve you.

### Member Counties



### Core Partners



## Services and Partnerships

By definition, economic development is typically measured in terms of jobs and income. However, economic development is multi-dimensional, and its success is determined by the combination of community and business development activities that affect and improve the community as a whole.

To that end, the NLEA nurtures partnerships and collaborations with a variety of organizations and provides assistance with the following:

- Grant administration
- Strategic planning
- Industrial park development
- Infrastructure development
- Community marketing
- Business attraction activities
- Downtown revitalization
- Economic assessment/analysis
- Historic preservation
- Brownfield redevelopment
- Liaison to government agencies
- Grant writing
- Community retention visits
- Business retention visits
- Business plan development
- Market analysis
- Financial projections
- Business licensing assistance
- Agriculture business support
- Entrepreneurial resources
- Business incubator program

*Additional Partners* In order to ensure that multiple resources are available for economic development programs and that businesses are provided with the broadest range of services throughout the state and country, the NLEA continues to maintain a development network with the following organizations:

Area financial institutions, consultants, realtors  
Civil engineering, environmental companies  
Chambers of Commerce  
Char-Em Intermediate School District  
Charlevoix County Community Foundation  
Economic Development Corporations  
Little Traverse Bay Band of Odawa Indians  
MI Department of Treasury  
MI Economic Development Corporation  
MI Economic Developers Association  
MI Department of Environmental Quality  
MI Land Use Institute  
MI Small Business Technology & Dev. Center  
MI State Housing Development Authority  
MI State University Extension  
MI State University Product Center  
Michigan Works!

North Central Michigan College  
NCMC Institute for Business and Industry Training  
Northeast Michigan Council of Governments  
Northern Homes Community Dev. Corporation  
Northern Initiatives  
Northwest Michigan Council of Governments  
Northwest Michigan Industrial Association  
Northwestern Michigan College  
Pet. - Harbor Springs Area Community Foundation  
S.C.O.R.E. (Service Corps. of Retired Executives)  
State and Federal elected officials  
Utility companies  
US Department of Agriculture  
US Department of Commerce  
US Department of Housing and Urban Dev.  
US Environmental Protection Agency  
US Small Business Administration



## Services for Communities

The NLEA helps municipalities prepare for quality development and redevelopment. Services include assistance with:

Infrastructure development	Downtown development	Downtown revitalization
Business attraction	Business Park development	Community profiles
Grant writing/administration	Affordable housing	Historic preservation
Brownfield redevelopment		

## Services for Companies

Business plan development	Financial analysis	Export assistance
Marketing assistance	Site location and development	General counseling
Brownfield redevelopment	Government regulations	Business start-up assistance
Tax abatements	Access to capital assistance	

## Services for Small Business

The NLEA in partnership with the Michigan Small Business & Technology Development Center provides a wide array of counseling services and business planning assistance to people interested in starting a successful new venture or to entrepreneurs already in business.

Start-up business basics	Market research	Business plan development
Financing options	Legal considerations	Marketing strategy & plan development
Human resources preparation	Operational management issues	
Connections to local and state regulatory agencies		

## Services for Agriculture

The NLEA assists area agriculture entrepreneurs in the creation of unique agricultural and natural resource-based enterprises and processing businesses.

Confidential business advising with “certified” Michigan State University Ag Innovation Counselor  
Access to MSU Product Center for Agriculture & Natural Resources  
Market research    Business plan development    Educational classes    Industry networking

## Services for Stage Two Entrepreneurs

The NLEA has specialized assistance for entrepreneurs wanting to take their business or project to the next level. Each case is different and a program is designed based on the entrepreneurs’ specific needs and the availability of resources and support. Services include, but are not limited to:

Business Incubator program	Access to capital assistance	Service provider support teams
Special workshops & seminars	One-on-one business counseling	



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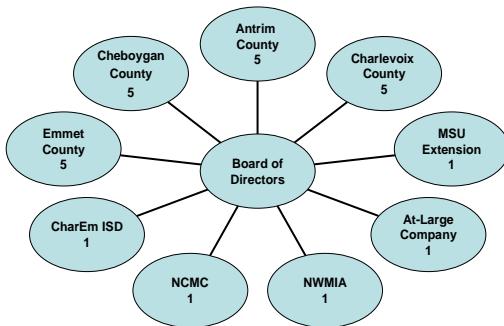
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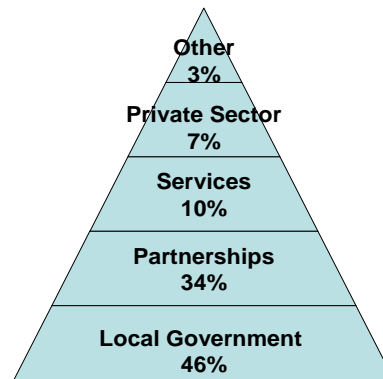
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