



Northern Lakes ECONOMIC ALLIANCE



Annual ACTIVITIES REPORT

2019

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

FIVE YEAR SNAPSHOT (2014-2019):

246 Successful economic development projects

\$446,313,885.50 in PRIVATE INVESTMENT

\$4,342,428 in local unit of government INVESTMENT

\$16,437,938 in grant funding

916 NEW JOBS

2,381 Retained Jobs

2019 IMPACT INDICATORS

53 Successful economic development projects

44 BUSINESS development projects

9 COMMUNITY development projects

\$14,732,962 total INVESTMENT

\$13,519,082 in Private INVESTMENT

\$1,206,880 in Grant Funding

\$7,000 in local unit of Government INVESTMENT

205 New Jobs

365 Retained Jobs

NLEA OUTREACH

Addressed needs and challenges of **124 major employers and communities**

Presented **14** educational WORKSHOPS AND EVENTS with over **1,774 participants**

Created **22 marketing packages** of **30 featured sites** for redevelopment used by communities

Increased **social media engagement** and following

Increased e-mail **mailing list readership** by **10%** for total of 2,223 subscribers

49,180 visitors to our website, and **337,972 page views**



Bill Scott,
2020 NLEA Board Chair

This past year has been one of challenge, change and success! Witnessing the NLEA staff, Board and stakeholders working together to meet the challenge to embrace the change and to finish the job with

integrity and teamwork was very satisfying! I am proud to be a part of such an effective group of professionals!

Thank you for your involvement and commitment to the economic vitality of this region! Economic development is achieved through laying the groundwork for a positive business environment. Partners who work together, bringing effort, expertise and collaboration can truly make a positive difference to the progressive well-being of the entire northern Michigan area.



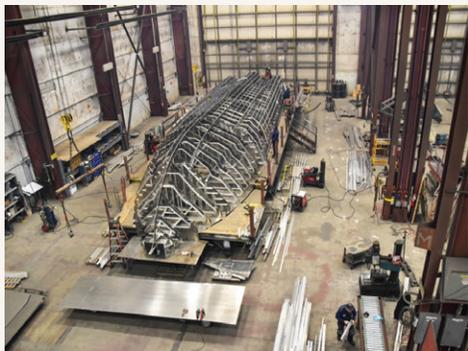
Andy Hayes,
NLEA President

Economic development is an ever-changing industry to thrive in. Projects take multiple years to complete, investments and jobs ebb and flow, and needs fluctuate. Despite this ebb and flow, the NLEA Board is

focused on the mission of helping companies create/retain jobs and our staff team wakes up each day focusing their energy on the economic development needs of companies, communities, and the workforce.

We count 2019 as a success and are thankful for the many hardworking people and the organizations we collaborate with to make these projects happen. Success truly would not happen without everyone working together. When we all work together, we all win together!

2019 Project Snapshots



Moran Iron Works was able to purchase new equipment to expand their ship building operation in Onaway, MI. Moran secured \$564,300 MARAD Small Shipyard Grant with congressional support from Congressman Jack Bergman, Senator Debbie Stabenow, and Senator Gary Peters.



19 entrepreneurs competed, \$55,500K awarded in prize monies for new startups and businesses, 19 businesses launched, and 650 people attended our three "Pitch Night" events concluding with, the **Grand Event**.



Coordinated 3 **CEO Roundtable Forums** for growth stage companies to learn from each other and build business relationships at Aster Brands, Beard's Brewery, and DTS Enterprises.



Tube Fab Roman Engineering is able to continue providing great business at the speed it needs to get done with an upgrade to high-speed fiber-optic broadband service. Projected investment of \$10,000 in Cheboygan, MI.



Bulmann Dock & Lift brought 33 new jobs and impact to Boyne City, MI with their 14,400 square foot business expansion. This resulted in \$1.6 million investment, and 30 retained jobs.



2019 Statewide MSU Extension **Connecting Entrepreneurial Communities (CEC)** conference in Ludington, MI had 100 participants. Breakout sessions and networking events were held in downtown businesses, and keynote speakers included, former mayor of Ludington, John Henderson, and entrepreneurs Brian and Megan Josefowicz, proprietors of three anchor restaurants in Ludington—Sportsman's Restaurant, The Mitten Bar, and Barley & Rye.



Our 2019 summer interns built 22 marketing packages featuring 30 priority sites in the NLEA service region of Antrim, Charlevoix, Cheboygan Counties with the help of local community leaders—an important tool for our area to market not only our available sites, but also help sell the community as a great place to locate. The **Featured Sites** page has 450 views. Made possible by DTE Energy Foundation grant.



Commercial Rehabilitation and Redevelopment District in place – **City of East Jordan Downtown Development Authority**. The city can now provide incentives for commercial property owners to make improvements to their businesses. Property owners can apply for a tax abatement to either freeze the current taxes up to 10 years or abate 50% of the taxes up to 12 years, depending which they qualify for.



Complete after 5+ years of due diligence, \$2.6 million sewer line expansion infrastructure project for the **City of Boyne City and Boyne Mountain**.

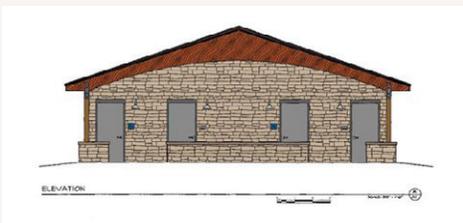


Photo courtesy of Sagasser & Associates, Inc.

\$249k Brownfield EGLE grant awarded for expansion, cleanup of Brownfield site and removal of blight for **Bishop GMC Cadillac dealership** in Cheboygan, MI. Will result in new sales office, 2 new employees, and investment of \$200k.



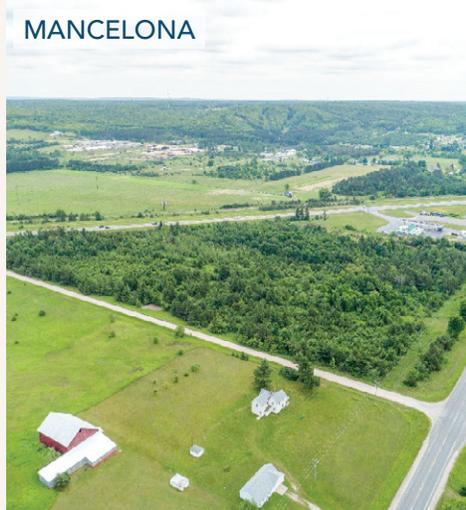
25 local manufacturing companies brought 350 junior and senior students from 8 districts through their facilities to change perceptions on manufacturing and help students experience skilled-trades career paths for **National Manufacturing Day**.



City of Onaway to bring a new trailhead to the city and create a recreation hub. Once all grant funding is approved, total awarded funds will be \$356,900 for the entire project.



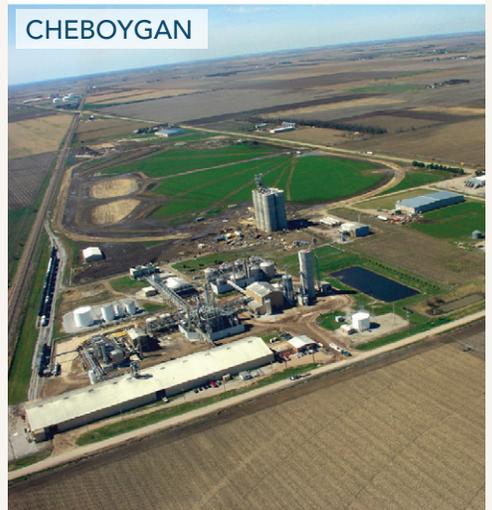
475 attended the **2019 NLEA Annual Event** to celebrate economic development. "Maniac of the Year" given to an individual or community who, with unbridled enthusiasm, is the driving force behind a project was awarded to John & Marcella Costin, Simply Marcella/Queens Head. "Project of the Year" was awarded to EJ Inc. —Great Lakes Center for the Arts in Bay Harbor, MI.



Results of the **MEDC site evaluation** for the Mancelona Tol, Cheboygan Industrial Park, and Port of Cheboygan have been completed by the Olsson Group. Part of MEDC effort to help rural communities market their sites for redevelopment. Each site summary gives a logistical review of the area, site size, recommended next steps, and potential grant opportunities to help the communities complete their next steps.



2019 **Northern Michigan's Largest Hiring Event** at Ellison Place, Gaylord, MI, brought statewide talent to Northern Michigan to help fill the gap in workforce needs resulting in 330 job seekers, 70 companies and organizations, and 400+ job opportunities.



600 9th grade students from 8 area school districts experienced 40 career paths in a variety of local industries at the inaugural hands-on career expo, **MiCareerQuest Char-Em ISD** held at North Central Michigan College.



\$400k total investment in four major CDBG façade renovations finished in downtown Elk Rapids, MI. Pictured, one of the four façade renovations at **Nifty Things gift store 144 River St.**

2020 Board of Directors

Rick Diebold, <i>2019 Board Chair</i>	Mark Heydlauff
Bill Scott, <i>2020 Board Chair</i>	Adam Koivisto
Jeff Lawson, <i>Secretary</i>	Mark Lagerwey
Paul Blome, <i>Treasurer</i>	Dawn LaVanway
Robin Stanley <i>Vice Chair</i>	Sheridan Rhoads
Chris Christensen	Jim Rummer
Pete Garwood	Richard Sangster
James Granger	Kevin Shepard
Carla Gribbs	Joe Short
Chuck Hayes	Carlin Smith
	Jeff Veryser
	Don Voisin
	Gary Walker

NLEA Service Categories



NLEA Staff

Andy Hayes, <i>President</i>	Carly Bortz, <i>Administrative/ Communications Assistant</i>
Jessica Lovay, <i>Community Development & Grants</i>	Eric Grandstaff, <i>Broadband Consortium Staff Specialist & Consultant</i>
Buck Love, <i>Business Retention & Growth</i>	Taylor Malpass, <i>East Jordan DDA Coordinator</i>
Angie Ross, <i>Business Attraction & Growth</i>	



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Investors / Members

AKT Peerless	Consumers Energy	MDC Contracting, LLC
Antrim County	Consumers Energy Foundation	Melrose Township
Awakon Federal Credit Union	DTE Energy	Michigan Economic Development Corporation
Baker College	DTE Energy Foundation	Michigan Works!
Banks Township	East Jordan Chamber	Mitchell Graphics
Bay Street Orthopedics	East Jordan, City of	MSU Extension
Beaver Island Boat Company	East Jordan DDA	Moran Iron Works
Beckett & Raeder	EJ, Inc.	Munson Healthcare Charlevoix Hospital
Bellaire, Village of	Elk Rapids DDA	Networks Northwest
Bellaire DDA	Elk Rapids, Village of	North Central Michigan College
Bellaire Chamber of Commerce	Ellsworth, Village of	Northeast Michigan Council of Governments
Blue Cross Blue Shield	Fifth Third Bank	Northern Homes Community Development
Boyer Area Chamber	4Front Credit Union	Northwest MI Industrial Association
Boyer City, City of	Granger Professional Services	Onaway, City of
Boyer Mountain	Great Lakes Energy	Otwell Mawby PC
Boyer Valley Township	Gourdie Fraser	Petoskey Regional Chamber
C2AE	Harbor/Brenn Agencies	PMP Inc.
Cannonball LLC	Harbor House Publishers	PNC Bank
Catt Development	Housing North	Rehmann
Central Lake, Village of	Huntington Bank	Roman Tube Fab
Char-Em ISD	Indian River Chamber	Ryba Marine Construction
Charlevoix Agency	Industrial Arts Institute	Short's Brewing Company
Charlevoix Area Chamber	Industrial Magnetics, Inc.	St. Marys Cement
Charlevoix, City of	Inverness Township	Straits Area Federal Credit Union
Charlevoix County	ITC Holdings Corporation	The Brook Retirement Communities
Charlevoix County Community Foundation	Jervis B. Webb Company	Triune Specialty Trailers
Charlevoix State Bank	Link Industries	Van Dam Boat Company
Charlevoix Township	Little Traverse Bay Band of Odawa Indians	Vistage Michigan
Cheboygan Area Chamber	McLaren Northern Michigan	Wolverine Power
Cheboygan, City of	Mackinaw City Chamber	
Cheboygan County	Mackinaw City, Village of	
Chemical Bank	Mancelona, Village of	
Citizens National Bank	MBank	

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.

2019 HIGHLIGHTS

- Currently assisting with 39 business projects that will result in over \$15 million in investment, 260 anticipated new jobs, and 430 anticipated jobs retained.
- Worked with partners to promote "Going Pro" training grants to area companies as well as assisted with applications resulting in 9 companies receiving \$251,900 in funding to train 193 incumbent workers, new hires, and apprentices.
- Updated and maintained 11 shovel ready sites into state attraction data-base and responded to 6 state-wide site requests that our sites met the initial criteria.
- Connected communities with various grant opportunities totaling over \$2 million in investment.
- Secured the official formation of the NLEA Broadband Consortium (NLEABC) with Antrim, Charlevoix, and Cheboygan Counties. NLEA added a Broadband Consortium Staff Specialist & Consultant who will serve as the Operating & Fiscal Agent for the newly established NLEABC; and will provide additional focus to assisting area companies to acquire high-speed broadband internet service.