



Northern Lakes ECONOMIC ALLIANCE



Annual ACTIVITIES REPORT

2020

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

FIVE YEAR SNAPSHOT (2016-2020):

207 successful economic development projects

\$422,752,913 in private investment

\$3,340,928 in local unit of GOVERNMENT INVESTMENT

\$11,797,786 in grant funding

837 new jobs

3,666 retained jobs



David Emmel,
NLEA President

It is my honor to have been selected to serve as president of the lead economic development team in our region. The leadership transition is complete, and the exciting work continues as we focus intently on being the best collective of professional economic developers in our industry. If ever there was a year of transition, this would be it. The pandemic has challenged our regional and local economy in ways we do not yet fully understand but will. Our communities are evolving to meet their unique and collective challenges. Our Board of Directors and staff remain steadfast in their commitment to our mission and long-term sustainability, placing us on strong financial footing. We owe much of our success during 2020 to the people of our region. The notable Peter Drucker famously stated; “The ultimate resource in economic development is people. It is people, not capital or raw materials that develop an economy.” The hard work and courage of our region’s people make our economy work for everyone. We are grateful to be part of your team!

2020 PROJECT IMPACTS INDICATORS

18 Successful Economic Development Projects

11 BUSINESS Development Projects

7 COMMUNITY Development Projects

\$5,924,306 Total Investment

\$3,650,000 in PRIVATE INVESTMENT

\$2,268,306 in GRANT FUNDING

\$6,000 in Local Unit of GOVERNMENT INVESTMENT

264 New and **1,910 Retained** Jobs



Robin Stanley,
2021 Board Chair

The success that NLEA achieved in 2020, despite innumerable challenges, speaks volumes about the talent and teamwork of its staff and leadership. The effect of the pandemic on the regional economy was profound; NLEA was there to provide guidance, assisting many local stakeholders to obtain the grants and loan funding needed to weather the storm. I am truly proud of the team’s passion and commitment to the economic well-being of our served region.

The past year showcased the resilience of the people of our area. The creative and collaborative ways in which they overcame obstacles to success was truly remarkable. By working together, we can persevere through tough times and drive forward to enhance the economic vibrancy of northern Michigan. Thanks to all of you, our future looks bright!

NLEA OUTREACH

Maintained relationships with **124** MAJOR EMPLOYERS AND COMMUNITIES

Conducted **51** retention visits with area manufacturers

Created **4** How It’s Made Videos with **910** views

Created **3** Pitch Night Spotlight Videos with **91** views

Reached **582** LIKES and **737** FOLLOWS on Facebook

Gained **232** new subscribers to our mailing list with a **28%** open rate

76,986 VISITORS to our website, and **1,108,181** PAGE VIEWS



CORE PARTNERS

2020 Project Snapshots



COVID-19 Business Grants

The NLEA was a major partner in administering the CARES Act/Michigan Economic Development funds in 2020 for the "Relief Grants" and the "Restart Grants". By working with partners Target Alpena and Networks Northwest, our staff assisted in the distribution **236 grants** for of over **\$2.2 million dollars** throughout our region, providing much-needed relief to those small businesses and nonprofits hardest hit by the impact of COVID-19 as they work to recover from the pandemic.



How It's Made Video Series

NLEA 2020 summer interns created a "How It's Made" video series that highlighted four area businesses and manufacturing companies, with manufacturing being a leader in base jobs and GDP in our area. Companies featured include Link Industries, Kurth Robotics, Classic Instruments, and Spare Key Winery. Made possible by DTE Energy Foundation grant.



Broadband Fiber Optics Projects

In response to the heightened importance of the need for Broadband service in rural communities brought on by Covid-19 requirements for remote work, virtual learning, and conducting virtual medical and business meetings from home, the NLEA has responded to several regional efforts from providing information and resources for funding small internet service providers, supporting existing services surveys, and providing fiber optic mapping and service options to allow greater opportunities for fiber optic infrastructure grants.



IMI Expansion

IMI acquired an out-of-state company to relocate to Boyne City requiring construction of a new 34,000 sq. ft. building on their property located on 5.7 acres north of the existing facility. This **\$3 million** project will bring 28 new family sustaining jobs to the area.



CEC Virtual Conference

2020 Statewide MSU Extension **Connecting Entrepreneurial Communities (CEC)** conference went virtual with a weeklong program featuring several sessions each day for participants to choose from. The 8 state Extension programs that provided programming, planning and promotional leadership were Michigan State, Nebraska, North Dakota, South Dakota, Missouri, Penn State, New Hampshire, and Minnesota. This innovative concept was recognized by earning the 2021 National Association of Community Development Extension Professionals (NACDEP) Excellence in Teamwork Award.



PRD Expansion

After Charlevoix Township unanimously approved a Plant Rehabilitation District (PRD), Charlevoix Warehousing, LLC. was successfully able to apply for a tax abatement for the estimated **\$165,000** expansion. This infrastructure improvement project will retain 4 employees and has the potential to create an additional 4 jobs.



Elk Rapids CDBG Façade Project

The Village of Elk Rapids has successfully closed out their Community Development Block Grant Façade Project through the Michigan Economic Development Corporation. The **\$191,877 grant** in conjunction with **\$204,382 private match dollars** allowed four downtown building owners to eliminate blight and remediate physical decay.



Cheboygan Brownfield Site Cleanup

\$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**.



City of East Jordan Community Projects

The City of East Jordan has taken advantage of two Community Development Block Grant opportunities through the Michigan Economic Development Corporation. The first being a **\$3 million dollar** infrastructure project improving downtown water, sewer, storm, and streets and constructing a new water tank. The second and under construction, Joining Jordan. The **\$2.2 million dollar grant** project includes a pedestrian boardwalk featuring pavilions and a fishing deck that will connect the main pier of the City Marina on the east side of Lake Charlevoix to the new pocket park on the west side. There will also be updates to the M-32 bridge corridor creating a safer shared-use options for crossing the Jordan River.

2021 Board of Directors

Robin Stanley <i>2021 Chair</i>	Carla Gribbs
Bill Scott <i>2020 Chair</i>	Mark Heydlauff
Jeff Lawson <i>Secretary</i>	Robert Jess
Paul Blome <i>Treasurer</i>	Juliette King-McAvoy
Jim Rummer <i>Vice Chair</i>	Adam Koivisto
Chris Christensen	Mark Lagerwey
Rick Diebold	Dawn LaVanway
David Roland Finley, PhD	Sheridan Rhoads
Pete Garwood	Richard Sangster
James Granger	Kevin Shepard
	Carl Smith
	Jeff Veryser
	Don Voisin
	Gary Walker

NLEA Service Categories



NLEA Staff

David Emmel <i>President</i>	Angie Ross <i>Business Attraction & Growth</i>
Jessica Lovay <i>Community Development & Grants</i>	Eric Grandstaff <i>Broadband Consortium Staff Specialist & Consultant</i>
Buck Love <i>Business Retention & Growth</i>	



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Investors / Members

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

2020 HIGHLIGHTS

- Currently assisting with 34 business projects that will result in over \$51 million in investment, 433 anticipated new jobs, and 363 anticipated jobs retained.
- Updated and maintained 26 shovel ready sites into state attraction data-base and responded to 6 state-wide site requests that our sites met the initial criteria.
- Currently assisting with 22 community projects that will result in over \$13 million in investment.