



Northern Lakes ECONOMIC ALLIANCE

Annual ACTIVITIES REPORT



2021

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

FIVE YEAR SNAPSHOT (2017-2021)

187 successful economic **development projects**

\$416,277,677 in **private investment**

\$180,765 in local unit of **government investment**

\$5,640,254 in **grant funding**

762 new jobs

4,037 retained jobs

2021 PROJECT IMPACTS INDICATORS

18 successful economic **development projects**

16 **business development** projects

2 **community development** projects

\$5,258,193 total investment

\$4,085,000 in **private investment**

\$1,173,193 in **grant funding**

71 new and **826** retained jobs

2021 HIGHLIGHTS

- Currently assisting with 23 economic development projects that will result in over \$58 million in investment, 575 anticipated new jobs, and 366 anticipated jobs retained.
- Updated and maintained 30 shovel ready sites into state attraction database and responded to 5 state-wide site requests that our sites met the initial criteria.



David Emmel,
NLEA President

As we close out and reflect back on 2021, we are reminded of the resilience of our regional economy. We have seen pressures on our economy in the form of a contracting workforce, supply chain disruptions, along with domestic and international market shifts. While all these converging forces have resulted in significant turbulence, our economic base remains relatively strong across the region.

While our footprint grows from three to four counties with Emmet County recommitting to the regional economic alliance, so too is the value we must deliver. The challenges, tools, programs, and collaborations between the public and private sectors are becoming more complex. We are adding high skilled team members and increasing the skills and capabilities of our team members through professional development and certifications/credentials.

Thank you to all our stakeholders, partners, and investors in community and economic development for the region. Your investment in our region continues to make an impact!



Jim Rummer,
2022 NLEA Board Chair

This past year has been one of challenge, change, and success! The NLEA Board and staff have witnessed our region adapt to numerous challenges. Our region is quickly rebounding from the COVID-19 pandemic with low unemployment, soaring investment, and thriving businesses. This report highlights just a few of the positive trends in capital investment, GDP, and education taking place.

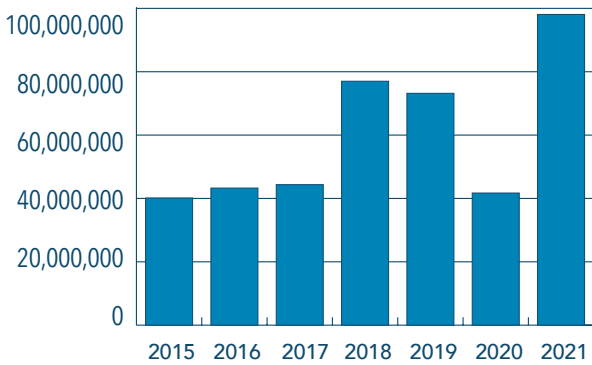
Looking forward, we are excited to re-engage with businesses, organizations, and communities in Emmet County, which rejoined the NLEA at the start of 2022. By working with our new and existing partners, the NLEA aims to continue to have a positive impact on the well-being of the entire northern Michigan area in 2022 and beyond.



As an economic and community development organization, we monitor numerous metrics—education, income, investment, employment, access to healthcare, and more—to gauge the wellbeing of our economy and communities. Below, we outline three metrics that demonstrate positive trends in Antrim, Charlevoix, Cheboygan, and Emmet Counties. Reported values are the sum of all four counties in the NLEA service area. For more detailed information, please contact info@northernlakes.net.

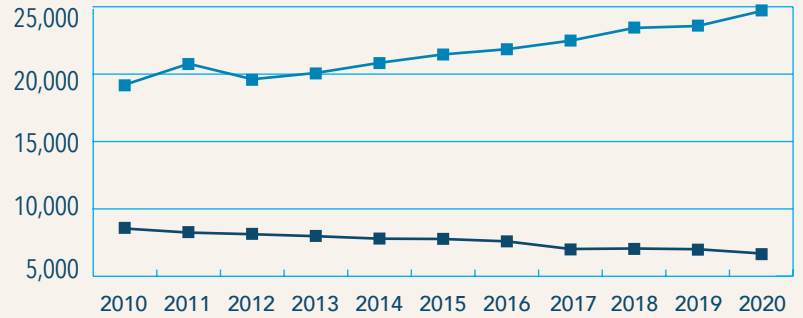
CAPITAL INVESTMENT IN COMMERCIAL PROPERTIES

Data is from County Building Departments



Although we saw a dip in capital investment during 2020, regional capital investment surged back exceeding pre pandemic levels. More businesses are building new facilities, like Daifuku Webb, or expanding their existing facilities, like Industrial Magnetics Inc. When businesses invest in our region that ripples out through construction wages, new hires, utilities' revenue, better work environments, workforce attraction, and more.

INCREASINGLY EDUCATED

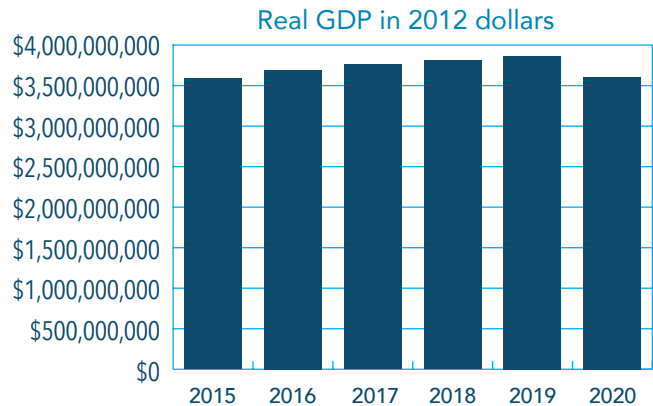
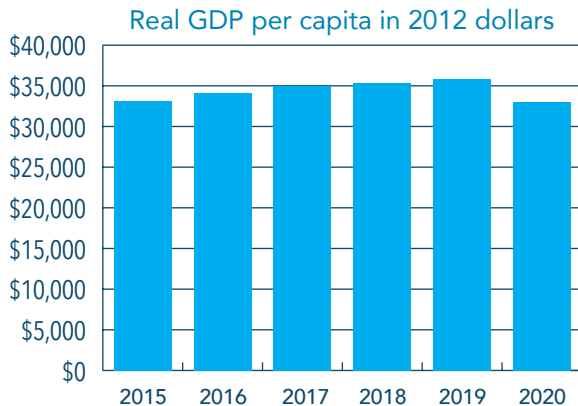


- Population 18+ with Bachelor's degree or higher
 - Population 18+ with less than HS diploma
- Data is from the US Census Bureau.

In the last ten years, Northern Michigan has become increasingly educated. When looking at the regional population eighteen years of age or older, the share with a bachelor's degree or higher increased from 22.4% to 27.9%. Over that same time, the share with less than a high school diploma decreased from 10.1% to 7.6%. This Census data does not capture the increasing number of local students who are graduating high school with experience and certificates in the numerous Career and Technical Education programs offered by local school districts, from welding, to aviation, to culinary arts, to agriscience, and more. Additionally, North Central Michigan College and Baker College have both expanded and evolved their offerings to better meet the demand of local employers.

Positive Trends in GDP

Data is from the US Bureau of Economic Analysis.



Increasing real Gross Domestic Product over the past five years is a positive indicator the region. More goods and services are being created in the region which bodes well for local communities and residents. GDP took a dip during COVID but with low unemployment and businesses thriving in 2021 and now 2022, we anticipated to see growth continue.

STRATEGIC FOCUS

Fall 2021, the NLEA Board engaged in a strategic planning process to evaluate the goals of the organization considering tectonic shifts in the local, state, national, and international economy. Building and maintaining staff bench strength, delivering value to our communities and businesses, elevating talent attraction, and increasing private sector investment represent high areas of focus.

Our region is fortunate to have an excellent ecosystem of workforce development institutions and partnerships. The state has expanded funding for workforce development and local institutions like North Central Michigan College, Baker College, and Char-Em ISD are developing and expanding innovative programs to train and credential workers for the local labor force. However, businesses are still facing the immense challenge of filling their staff. The NLEA will continue to support local workforce development, but it is now expanding workforce consideration to the talent attraction sphere. We are in the initial stages of generating partnerships and programs to develop a regional talent attraction strategy, leverage international workers, and target key industry clusters to grow the local talent pool. This work will take the time necessary (years to a decade) to build on the continued success of our economy.



Increasing Investment in ECONOMIC AND COMMUNITY DEVELOPMENT

The catalyst for economic development is community development. Communities across our region are facing growing challenges and shifts as a result of numerous economic forces. Population shifts are occurring and expected to continue driven by post pandemic factors, climate change, and ever-aging demographics. Our team has highlighted these shifts throughout the past year.

This is why the NLEA's focus on community development is a primary objective of our plan of work. Our work with communities to assess and focus on the critical infrastructure needed to respond

to and prepare for our future helps to lay the foundation for economic development.

To accomplish the NLEA's goals and deliver the value our public and private sector stakeholders demand, we will need to focus our efforts on increasing private sector investment in community and economic development. You will see an increased focus in the coming years as we launch several initiatives to create a more balanced and sustainable public private partnership of committed investors. This evolution of our funding model will bring us in line with highly successful, industry leading economic development organizations in the state, like The Right Place Inc. and the Lake Superior Community Partnership.



Northern Lakes

ECONOMIC ALLIANCE

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.

NLEA Service Categories



NLEA Staff

David Emmel, *President*

Jessica Lovay, *Community Development & Grants*

Buck Love, *Business Retention & Growth*

Sam Bailey, *Strategic Initiatives Manager*

Eric Grandstaff, *Broadband Consortium Staff Specialist & Consultant*



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2022 BOARD OF DIRECTORS

Robin Stanley, 2021 Board Chair	David Cluley Thomas Davidson	Mark Heydlauff Robert Jess	Katelyn Richard Richard Sangster
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Carlin Smith, Vice Chair	James Granger	George Ranville	Gary Walker
Neil Ahrens	Chris Hackbarth	Michael Reaves	

INVESTORS / MEMBERS

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

NLEA FINANCE SNAPSHOT

ASSETS

Total Current Assets	\$615,188.22
Total Fixed Assets	\$16,704.91
Total Assets	\$631,893.13

LIABILITIES

Total Current Liabilities	\$87,958.48
Total Liabilities	\$87,958.48

EQUITY

Total Equity	\$543,934.65
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TOTAL LIABILITIES & EQUITY	\$631,893.13
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