



Northern Lakes ECONOMIC ALLIANCE

Annual ACTIVITIES REPORT



2022

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

FIVE YEAR SNAPSHOT (2018-2022)

150 successful economic & community **development projects**

\$434,954,653 in **private investment**

\$113,969 in local unit of **government investment**

\$4,998,969 in **grant funding**

619 new jobs

4,065 retained jobs

2022 PROJECT IMPACTS INDICATORS

19 successful economic & community **development projects**

12 **business development** projects

7 **community development** projects

\$31,825,690 total investment

\$31,810,000 in **private investment**

\$15,690 in **grant funding**

48 new and **262** retained jobs

2022 HIGHLIGHTS

- Currently assisting with 27 economic development projects that will result in over \$154 million in investment, 101 anticipated new jobs, and 232 anticipated jobs retained.
- Updated and maintained 26 shovel ready sites into state attraction database.

David Emmel, NLEA President



With one foot on the gas and an eye on the rearview mirror, the NLEA has finished 2022 with significant accomplishments for our region! 2022 was marked by welcoming Emmet County back into the Alliance, the successful launch of the Northern Lakes Economic Symposium and Showcase, and the consolidation and expansion of global manufacturer Daifuku Jervis B Webb. This report highlights these achievements and others.

Much of our focus in 2022 was on growing and leveraging our community development capacity to address the shifting priorities of our communities. As a regional economic and community development organization, our role is to highlight the achievements of the businesses and communities who utilize the NLEA's skills and competencies to assist as they navigate today's increasingly complex business environment. Thank you for making the NLEA part of your team!

Looking forward, we will be increasing capacity to better support the evolving needs of our business community by convening industry leaders from across our region to invest in the public-private partnership of the Alliance and to create greater value for the organizations driving our economy ahead. Here's to accelerating forward!

Carlin Smith, 2023 NLEA Board Chair



The economy at the global and national level is this delicate balance of public and private investment, political climate, demographics, housing, infrastructure, consumer trends, production, workforce, and countless other factors. The economy at the local level is no different. The success of our four-county region teeters in the balance of these same economic influences.

How fortunate we are to have the NLEA as an established and trusted resource watching the fluctuations in this rapidly changing world and knowing how it might affect our local communities and businesses. It's an honor to be the chairman of the board of directors this year and to work closely with this dedicated staff of professionals who watch these trends and step in when help is needed.

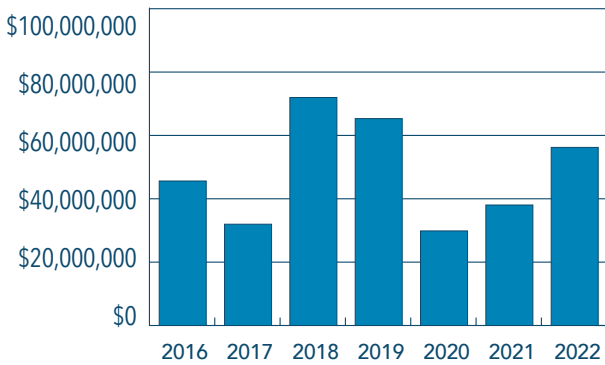
For those who are investors in the NLEA, thank you. For those who are not, we hope you will consider supporting community and economic development in northern Michigan.



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 reveal trends in Antrim, Charlevoix, Cheboygan, and Emmet Counties.

CAPITAL INVESTMENT IN COMMERCIAL PROPERTIES

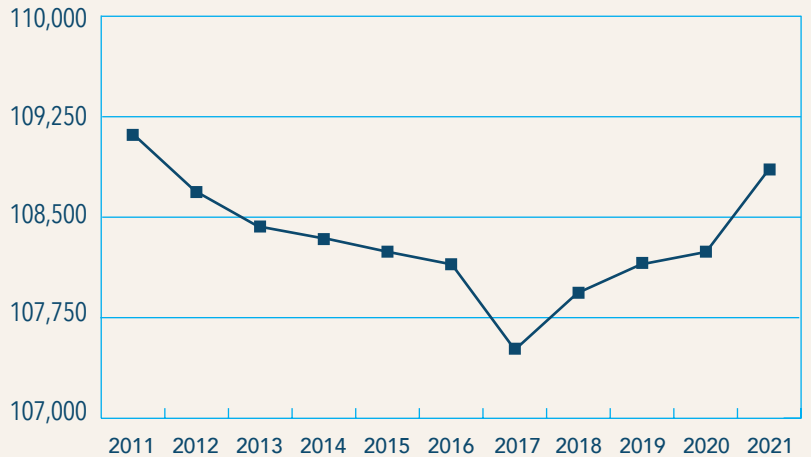
Data is from County Building Departments



The region experienced a dip in commercial capital investment—in the form of new construction, additions, and alterations—during 2020, driven by the COVID-19 pandemic. Since then, regional capital investment has been climbing. More businesses are building new facilities or expanding their existing facilities, like Bulmann Dock & Lift. When businesses invest in our region that ripples out through construction wages, new hires, utilities' revenue, better work environments, workforce attraction, and more.

GROWING COMMUNITIES

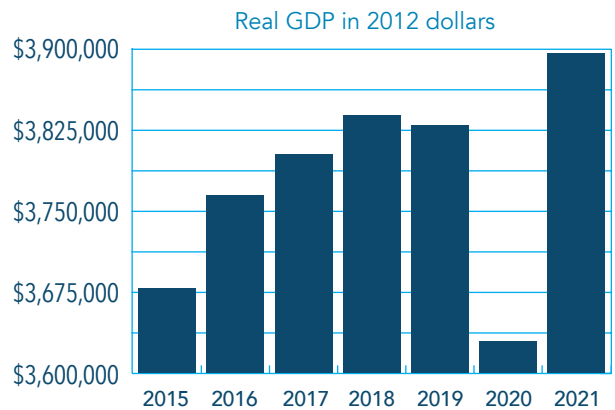
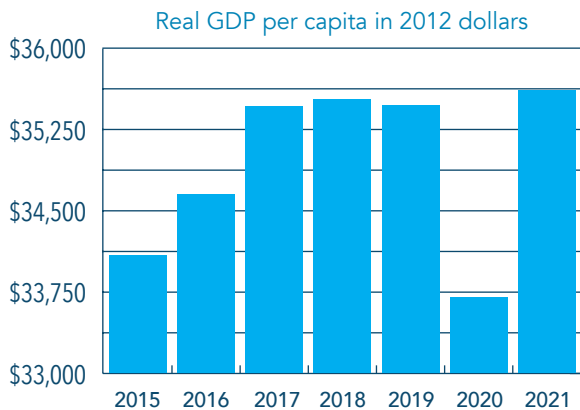
Data is from the US Census Bureau



The region's population declined from 2010 to 2017 before beginning to rebound. Between 2020 to 2021, the regional population saw its largest increase in the past decade, 1,028 people. Much of that growth has been concentrated in Emmet County which added 771 people while Charlevoix County's population shrank slightly by 88 people. However, Charlevoix County's population has been relatively consistent in the past twelve years, never straying further than 198 people from its 2010 level. Population growth can be good for businesses (more potential employees and consumers), schools (more potential employees and per-pupil funding), and local units of government (more tax dollars). However, the older population is growing significantly faster than the working age population, posing a challenge to the local labor force.

Positive Trends in GDP

Data is from the US Chamber of Commerce



Increasing real Gross Domestic Product in recent years is a positive indicator the region. More goods and services are being created locally which bodes well for local communities and residents. GDP took a dip during COVID as businesses were shutdown. In 2021, GDP rebounded due to low unemployment and thriving businesses which continued in 2022. When it's released, we expect the 2022 data to reflect the continued growth of the regional economy.

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, Char-Em ISD, and COP ESD 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.



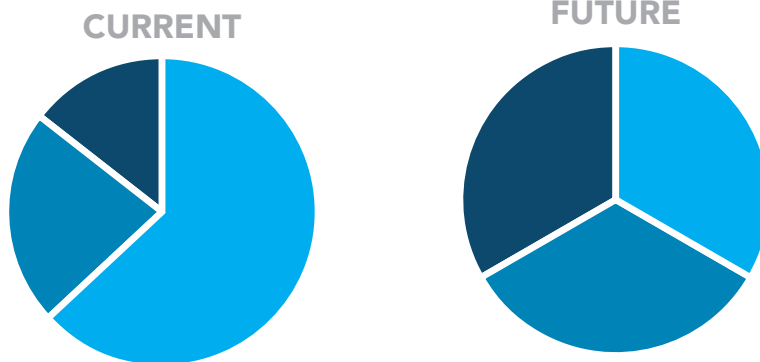
Three regional facilities were consolidated in a new, \$26 million, 225,000 sq. ft. manufacturing facility in Boyne City for Daifuku North America (Jervis B. Webb).

NLEA Launches INVESTMENT STRUCTURE

To accomplish the NLEA's goals and deliver the value our public and private sector stakeholders demand, we will focus our efforts on increasing private sector investment in community and economic development. The NLEA is a public-private partnership; our region needs the private sector to rise to the standard the public sector sets with its investment to support economic and community development.

As such, we are launching 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. Below, you will see a chart showing our current income breakdown and a chart showing where the NLEA needs to be. Look forward to seeing a new investment structure this summer.

■ Public ■ Private/Partnerships ■ Fee for Service/Other



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 Staff

David Emmel, *President*

Jessica Lovay, *Community Development & Grants*

Buck Love, *Business Retention & Growth*

Sam Bailey, *Strategic Initiatives Manager*

Chris Bauer, *Community and Economic Development Manager*

Eric Grandstaff, *Broadband Consortium Staff Specialist & Consultant*

NLEA Service Categories



PO Box 8, Boyne City, MI 49712

231-582-6482

info@northernlakes.net
www.northernlakes.net

2023 BOARD OF DIRECTORS

Jim Rummer, 2022 Board Chair	David Roland Finley, PhD	Nancy Lindsay
Carlin Smith, 2023 Board Chair	Rich Friske	George Ranville
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Dawn Bodnar	Juliette King-McAvoy	Don Voisin
David Cluley	Adam Koivisto	Gary Walker
Thomas Davidson	Dawn LaVanway	

INVESTORS & PARTNERS

4Front Credit Union	Cheboygan, City of	Michigan Economic Development Corporation
Antrim County	Cheboygan County	Mitchell Graphics
AKT Peerless	Citizens National Bank	Michigan State University Extension
Awakon Federal Credit Union	Consumers Energy	Networks Northwest
Banks Township	DTE Energy Foundation	North Central Michigan College
Boyne City, City of	East Jordan, City of	Northeast Michigan Council of Governments
Beaver Island Boat Company	EJ	Onaway, Village of
Central Lake, Village of	Elk Rapids, Village of	Pellston, Village of
Char-Em Intermediate School District	Ellsworth, Village of	Rehmann
Charlevoix, City of	Emmet County	Resort Township
Charlevoix County	Great Lakes Energy Co-Op	Straits Area Federal Credit Union
Charlevoix Township	Link Industries	
Charlevoix State Bank	Mackinaw City, Village of	

EVENT SPONSORS

4Front Credit Union	Great Lakes Energy	Manthei Group
Blue Cross Blue Shield	Harbor Brenn Insurance Agencies	Michigan State University Extension
Boyne Mountain Resort	Huntington Bank	Networks Northwest
C2AE	Industrial Magnetics Inc	North Central Michigan College
Citizens National Bank	ITC Holdings	Odawa Economic Affairs Holding Corporation
Consumers Energy	Jay's Sporting Goods	TubeFab/Roman Engineering
DTE Energy	Little Traverse Bay Ferry Co	Van Treese Management
EJ	Mammoth Distilling	

NLEA FINANCE SNAPSHOT

ASSETS

Total Current Assets \$463,521.36

Total Fixed Assets \$11,835.45

Total Assets \$475,356.81

LIABILITIES

Total Current Liabilities \$124,683.44

Total Liabilities \$124,683.44

EQUITY

Total Equity \$350,673.37

TOTAL LIABILITIES & EQUITY \$475,356.81