

# 2017- Q2 Report

APRIL- JUNE 2017



**SPARK**  
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## *Tips and Tricks*

The programs and services that the EDCLC and SPARK promote are accessible to everyone. Part of helping growing businesses succeed in Livingston is our residents find good local jobs, and our entrepreneurs find the tools that they need to succeed. Here are a few programs that we want you to know about this month:

### **Have you heard about the Livingston County Early College?**

The Livingston Education Service Agency (LESA) has announced that their eagerly awaited Livingston County Early College program will be rolling out this fall. The Early College program will allow Livingston County high school students to begin earning college credit during high school, and to gain on-the-job experience at partner companies. This education model, often referred to as a “middle college” model, is popular in other parts of Michigan and the United States, and has long been a part of skilled trades training in other parts of the world.

To learn more about the Early College visit [LESA's website](#), or reach out to the LESA office directly.

### **Are your kids enrolled MI Bright Future?**

Have you ever wondered how to help your kids develop their career paths? [MI Bright Future](#) provides a direct connection between Livingston County students and industry. Students sign up through their Career Cruising accounts at school, and have access to participating employers who can answer questions, and provide information about internship and job opportunities. Visit <http://mibrightfuture.org/> to learn more!

### **Check Out Who is Hiring in Livingston County:**

Citizen's Insurance Company:

<http://jobs.hanover.com/search?spage=1&keywords=&category=&location=Michigan#postings>

Eberspaecher North America:

<https://www.eberspaecher.com/en/jobs-career/careers-with-eberspaecher.html>

Thai Summit America Corporation:

<http://www.thaisummit.us/careers/>

### **Helpful Websites for Job Seekers:**

<http://annarborusa.org/work-here/job-seeker-resources/job-portal>

<https://jobs.mitalent.org/job-search>



## *Economic Action Plan*

In July, the SPARK team completed a comprehensive economic analysis of Livingston County. The goal of the study was to better understand the economic needs of Livingston County, particularly in the talent and real estate markets. Gathered through gap analysis techniques, the data revealed County-wide trends in the markets studied. The data was benchmarked against comparable communities to help us to understand where Livingston County stands regionally and nationally. The information was intended to strengthen the Economic Development Council's understanding of where Livingston County stands and what needs should be addressed.

### Findings

#### *Land Use*

**Livingston County's greenfields are not shovel-ready.** Although Livingston County has an abundance of vacant greenfield sites on the market, lack of infrastructure for utilities prevents these sites from being developed into job-creating projects. Without utilities, demand for new construction remains low in the County.

**Livingston County has very little land zoned for commercial or industrial development.**

Although commercial and industrial uses create jobs and yield significant property tax revenue, most of the County's land is zoned for residential or agricultural uses.

**The inventory of available land and buildings in Livingston County is smaller in both land and building size than what is desirable for large job-creating projects.**

#### *Talent*

**High-skilled workers are currently underserved by the demand for jobs in Livingston county:**

The *Real-Time Analysis* section also demonstrated that with only one of the top ten occupations being high-skill, workers with a bachelor's degree and above are better served looking for employment in other counties in Michigan.

**Understanding the progression of talent through high school and beyond:** As demonstrated in the *High School Employment Tracking* section of this analysis, all high schools in Livingston are relying singularly on self-reporting at graduation to identify next steps for their students. This results in these schools lacking a clear picture of if they are effectively preparing their students for the jobs available in today's economy.

**Half of the top ten advertised occupations in Livingston county are middle-skill:** The *Real-Time Data Analysis* section demonstrated that having at least a middle-skill education is a good indicator of if an individual will be able to find work, since half are middle-skill, with six of ten being middle-skill and above. In addition, both the *Real Time Data Analysis* and the *High Ranking Occupations* sections identified skills in the healthcare sector as in-demand.



## *Economic Action Plan*

### *Benchmarking*

**When compared to nearby counties in Michigan, Livingston County is in the middle of the pack when it comes to educational attainment, but when we look at our national competitive set, we are ranked last.** This means that the community needs to attract more high skilled people and jobs to the area.

Livingston's Labor Force Participation Rate is 7<sup>th</sup> out of 8<sup>th</sup> in our national set, meaning more people are raising their hands indicating they want to work in other markets. **We need more people who want to work in our community to be successful with talent connections.**

**There are disparities between the County's worker population and residential population.** Livingston County's wages are last when compared to nearby counties in Michigan and 5<sup>th</sup> out of 8 when compared to our national set, despite the fact that Livingston County has the highest median household income in Michigan. This speaks to Livingston as a bedroom community – people can find homes in Livingston and work elsewhere to earn higher wages.

The study included strategic recommendations associated with these findings to build off of existing successes and encourage improvements in areas of need.



## *A Note from Phil Santer, SVP of Ann Arbor SPARK*

To the members of the EDCLC Board,

I have some exciting news regarding SPARK's Livingston team. First, I wanted to share that Anna Zinkel will be starting her Master's degree at UM's Ford School of Public Policy this fall. This means that her last day at SPARK will be at the end of August. Anna has been a tremendous part of our team and while we'll miss her optimism and drive, we're excited that she's taking the next step in her career. As part of her program, she's accepted a Fellowship with the Mayor's office in Detroit, so she'll remain in the economic development in the area (at least during the summers).

The second piece of news is that we've recruited [Marcia Gebarowski](#) to lead our Livingston efforts as Director of Business Development in Livingston County. Marcia is an experienced economic developer, with over 16 years of doing this work in Michigan. Since 2008, she has worked at the MEDC, mainly around financial incentives, and her prior work has been in Southfield and Hamtramck. She also interned with Livingston County's Planning Department. She's a resident of Howell, where she lives with her husband and two kids. Marcia and I were colleagues at MEDC and I'm excited to have her lead this effort. Her first day will be July 17<sup>th</sup>, so there will be six weeks of additional staff dedicated to our work in Livingston. Her email address is [Marcia@AnnArborUSA.org](mailto:Marcia@AnnArborUSA.org). Of course, Julia remains on as our BDM serving Livingston.

We look forward to updating you all on our work on the talent and land use benchmarking studies, further connecting the education and business communities in Livingston, and new investments in the pipeline for the region. Please call or email me with any questions or concerns. Have a great Fourth of July!

**Phil Santer**

Senior Vice President &  
Chief of Staff  
Ann Arbor SPARK

## Regional News & Updates

### TG Fluid Systems Invests \$11 Million into Brighton Operation

Brighton based TG Fluid Systems recently announced an \$11 million expansion project that will entail a 62,000 square foot build-out and the addition of 35 new jobs over the next three years. The company has been doing well over the years and already employs

428 people in the City of Brighton. TG's leadership decided to

expand due to increased customer demand. TG Fluid Systems is a subsidiary of Japanese headquartered Toyoda Gosei, which has a significant global presence. Toyoda Gosei has other Michigan locations in Troy and Plymouth, as well as significant operations in Texas, Canada, and Mexico. TG Fluid Systems in Brighton produces fluid lines that are supplied to most of the major OEMs.



**TOYODA GOSEI**

The Ann Arbor SPARK team worked closely with partners at Michigan Works Southeast and the Michigan Economic Development Corporation to help the TG leadership team execute this project successfully. TG Fluid Systems received the Incumbent Worker Training Grant this year, which allowed them to train their employees in safety and efficiency best practices around a new engineering process. We look forward to continuing to support the growth of this significant employer.

### MEDC's Redevelopment Ready Communities Program Benefits are Available

Redevelopment Ready Communities (RRC) is a statewide program organized by the Michigan Economic Development Corporation (MEDC) to certify communities that perform exemplarily well in administering best practices for planning and accommodating new development. The best practices are not intended to create cookie-cutter solutions for communities, instead they provide guidance for communities to determine what direction is best for them. However, the evaluation process for RRC does emphasize important planning concepts such as walkability, mixed uses, and complete streets. Communities that are certified or initiate the process towards certification will be eligible for state community development incentives. If the Redevelopment Ready Communities program is of interest to your community, Ann Arbor SPARK will provide assistance and support throughout the process. Training sessions on RRC following dates:

- Thursday Sept 21- Best Practices 1,2,3
- Thursday Sept 26- Best Practices 1,2,3
- Thursday Oct 5- Best Practices 4,5,6
- Thursday Oct 19- Best Practices 4,5,6



All sessions will be held at the Michigan Municipal League, 208 North Capitol Avenue #1, Lansing, MI.

## *Regional News & Updates*

### **Livingston County Employers Getting Great Mileage from the Livingston Employer Resource Network**

The Livingston Employer Resource Network (LERN) is one of the newest workforce development organizations in the county, and it is thriving. The Employer Resource Network (ERN) is a Michigan-based organization that has local groups across the Midwest and nationally, with the largest cluster local groups in Michigan. The purpose of an ERN is to provide human resources and workforce development resources to a small group of companies that are geographically close. Most ERN members are in the manufacturing industry, though that is not a requirement of the organization. The main benefit of membership is access to a Michigan Department of Human Resources (DHS) worker, called a “Success Coach,” who rotates between the sites of participating companies. The second benefit is sharing best practices with a geographically similar group of businesses. Chapters meet on a monthly or quarterly basis depending on their needs.

The Livingston ERN chapter has seven members now, all of which are among the largest taxpayers in the county. Participating companies are enjoying the benefits of membership, and participants have accessed the Success Coach over 300 times since LERN was formed in 2016. Human resources professionals at participating companies have found that the Success Coaches help them to field problems that tend to fall outside of the typical purview of a human resources office, and have thus reduced the burden placed on them and increased company efficiency.

SPARK’s team helped to facilitate the introductory meetings for the ERN with our partners at Michigan Works!, and continues to check in with ERN members. The program has been so successful that we are looking into helping to establish a Washtenaw County chapter.

### **The 2017 Livingston County Regional Job Fair was a Huge Success**

The Livingston County Regional Job Fair at Crystal Gardens was a success this year with dozens of local employers participating and hundreds of job seekers in attendance. Matches were made and job openings were filled as employers were given the opportunity to review resumes and talk to potential employees. After the job fair, employers reported on the event positively, with 49/53 employers answering “excellent” when asked about the organization of the event. SPARK sponsored a booth for the job fair and promoted talent services for both job seekers and employers.

## *Regional News & Updates*

### **Peanut Alley Revitalization Project Underway in Downtown Howell**

Community and elected leaders in the City of Howell came together to reimagine downtown and create a vibrant place for locals and visitors to enjoy. After reaching out to residents for feedback and ideas, the Howell Downtown Development Authority charged ahead with plans to transform Peanut Row Alley in the heart of downtown into a pedestrian plaza and outdoor gallery space with new public art, seating, lighting, and more! The Michigan Economic Development Corporation's (MEDC) crowdfunding platform, Patronicity, made it possible for the group to raise over \$12,000 for improvements and the MEDC matched the funds that were raised.

### **LESA Launches Livingston County's First Early College Program**

The Livingston County Educational Service Agency (LESA) will be implementing the first year of the Livingston County Early College program this fall. The Early College program will allow Livingston County high school students to begin earning high school credit during college, and to gain on-the-job experience at partner companies. Students will earn a high school degree, and college credit that will count toward an Associate's degree. The project is a collaboration between local schools and community colleges, equipping students with in-demand skills before they enter into the workforce.

### **Partnership with Flint MTA Continues to Build Momentum**

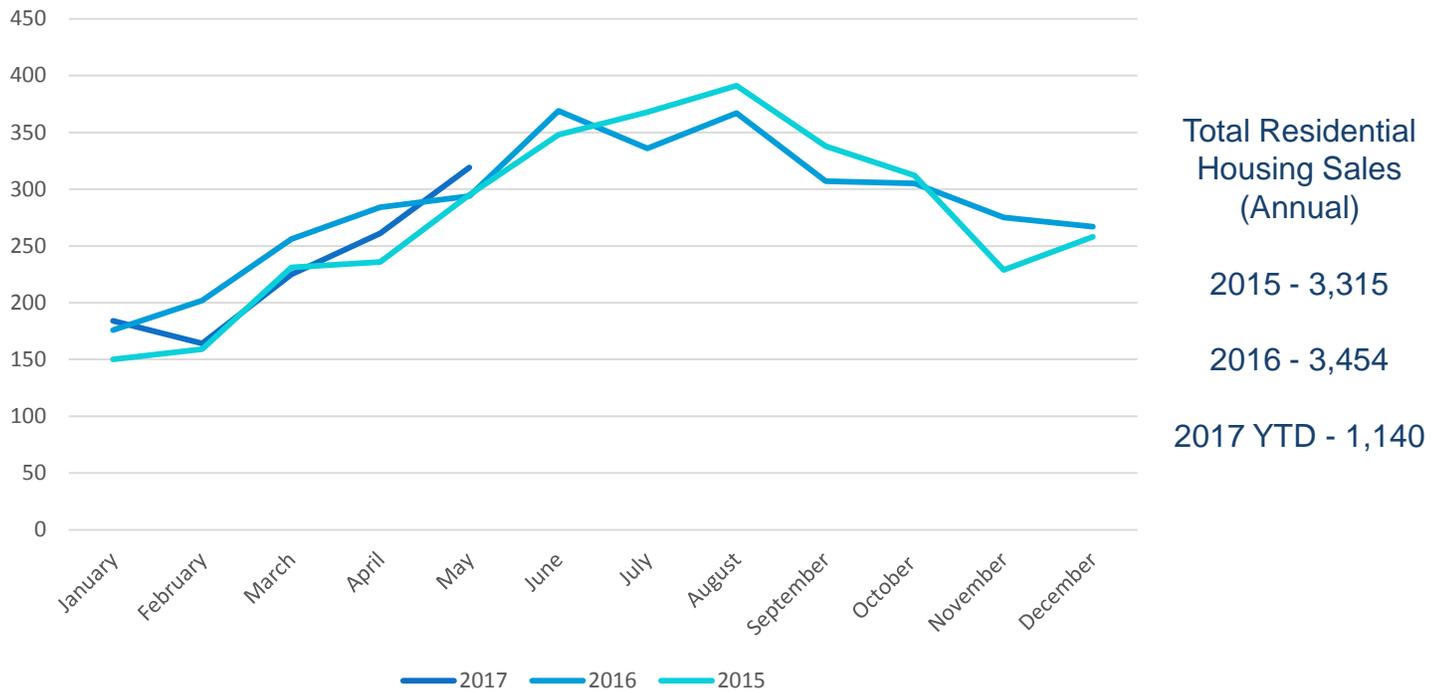
The Flint MTA program has been successful beyond expectations. The bus service addresses an ongoing labor shortage by mitigating a major barrier to employment for Flint residents- transportation. While the program was spearheaded by just a few local companies, several more have joined in as they are eager to take advantage of talent opportunities. In addition, synergies between the MTA busing service and a statewide economic development initiative, Community Ventures, make it possible for companies to leverage funding support to cover these transportation costs. Given all of the program's successes, it is unsurprising that the Livingston Daily recently highlighted the Flint MTA buses and discussed the partnerships that made it possible. To see the article and learn more about the Flint MTA program, visit <http://www.livingstondaily.com/story/news/2017/06/01/why-100s-flint-area-workers-being-bused-into-livingston/100170900/>

### **Welcome, New EDCLC Board Members!**

It is our pleasure to welcome Michael Hubert of the Livingston Education Service Area, and Amy Cyphert of Corrigan Construction Company to the EDCLC Board of Directors. We thank Amy and Michael for their commitment to economic development in Livingston County, and we look forward to having their voices and expertise at the table.

## Data and Demographics

Number of Residential Housing Sales per Month in Livingston



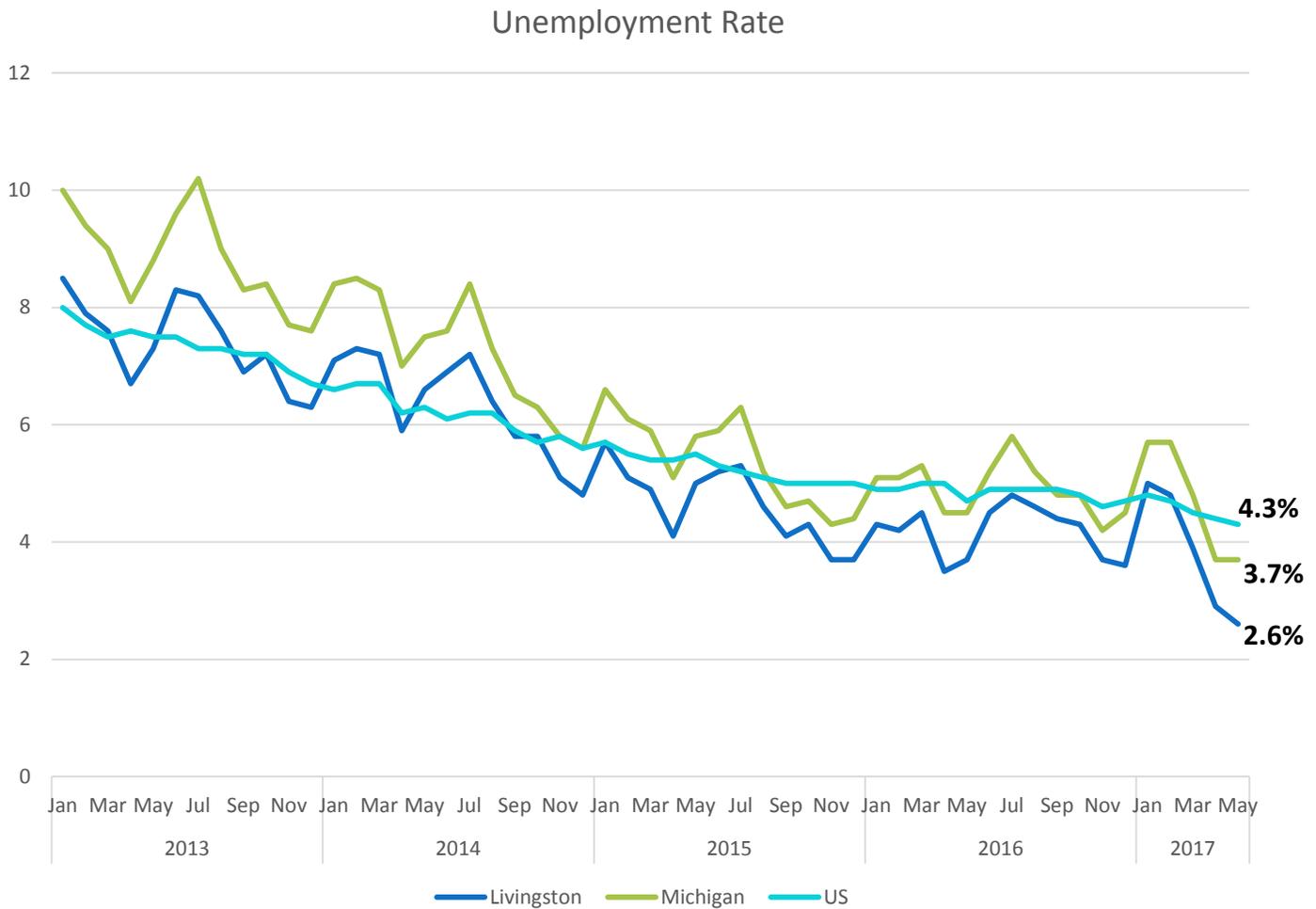
Percent of Commercial and Industrial Property as Total Real Property Tax Base

2013	14.4%
2014	13.0%
2015	13.0%
2016	13.0%

### WARN Notices

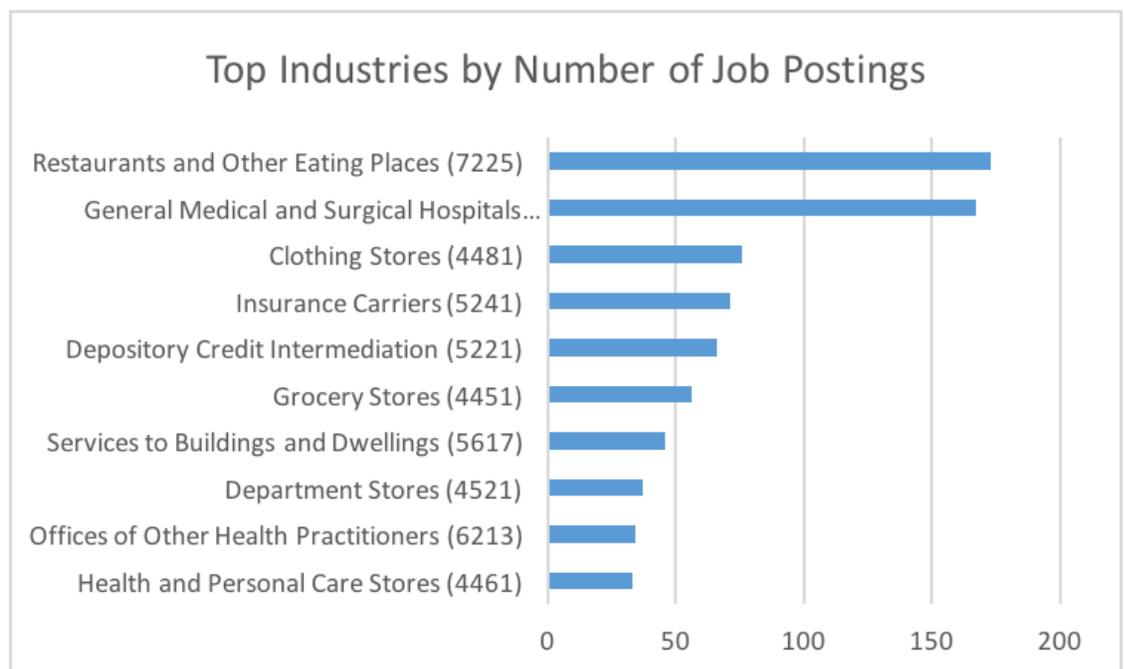
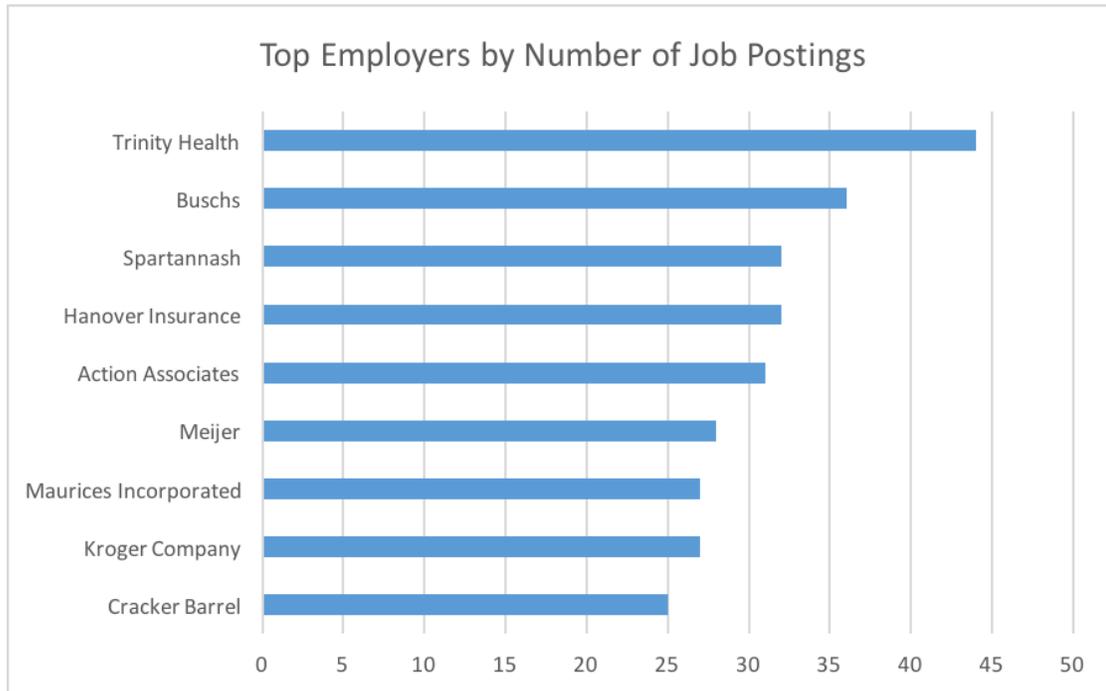
No new WARN notices in the region. “WARN” is the Worker Adjustment and Retraining Notification and helps ensure advance notice in cases of qualified plant closings and mass layoffs.

## Data and Demographics



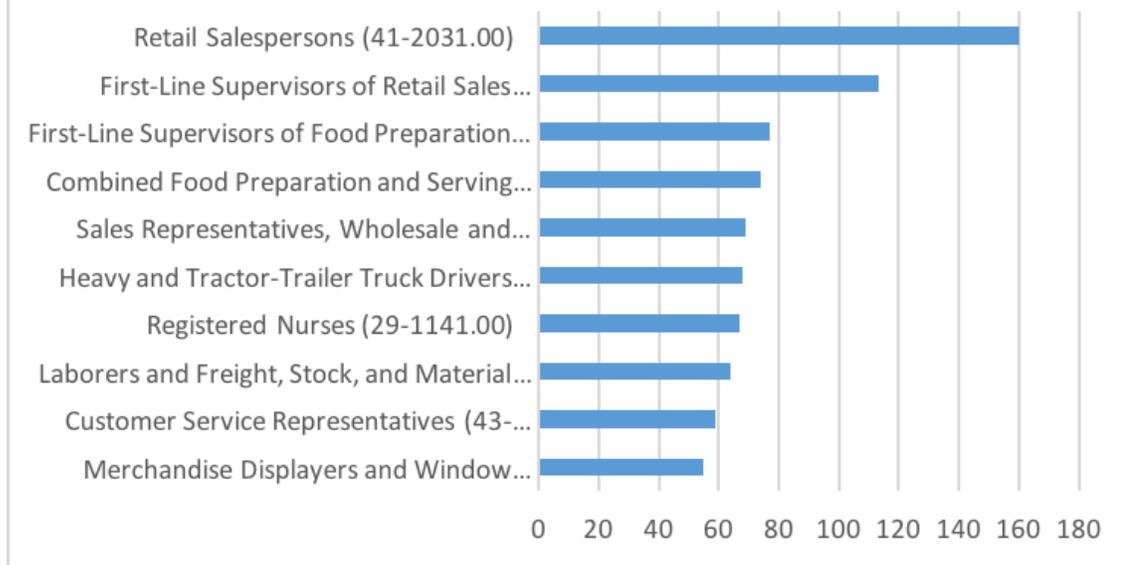
Unemployment in Livingston County has decreased rapidly since January. In May, Livingston County reached the lowest unemployment rate (2.6%) that the Bureau of Labor Statistics has recorded for the County in the last decade.

## Workforce Data

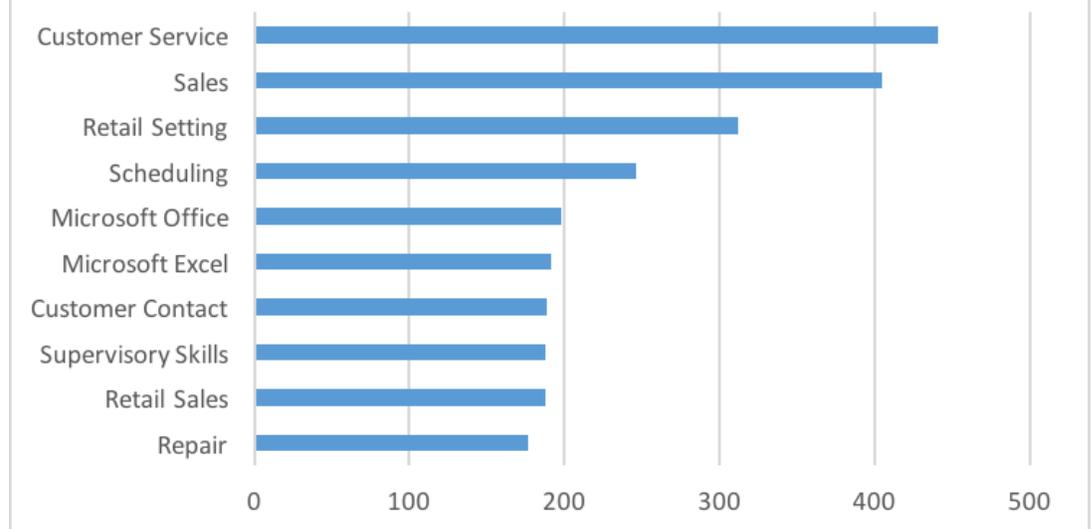


## Workforce Data

### Top Occupations by Job Postings

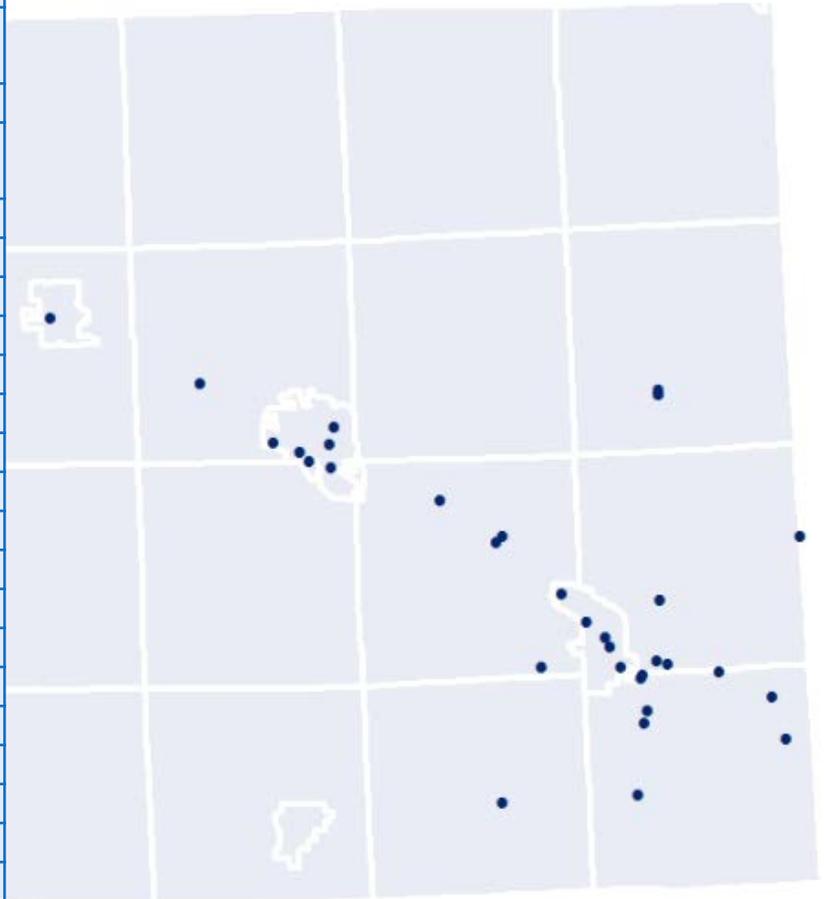


### Top Skills in Demand By Number of Job Postings



## 2017 Growth & Retention Program – Q2

Account Name	Taxing Municipality
AZ Shmina	Brighton Township
Templar Integrated Security Solutions, LLC	Brighton Township
Hug-A-Plug, Inc.	Brighton Township
General Motors Milford Proving Grounds	Brighton Township
t2 designs inc.	Brighton Township
Dunnage Engineering	City of Brighton
TG Fluid Systems	City of Brighton
Ignite XDS	City of Brighton
Brightline Technologies	City of Brighton
Insulgard Security Products	City of Brighton
ALG Tax Solutions	City of Howell
Aberrant Ales	City of Howell
Key Plastics	City of Howell
Thai Summit America Corporation	City of Howell
Pepsi Bottling	City of Howell
A & F Wood Products, Inc.	Genoa Township
CRW	Genoa Township
Express Employment Professionals	Genoa Township
Smart Technologies, LLC	Genoa Township
Peaker Services	Green Oak Township
Legacy Center LLC	Green Oak Township
Brighton NC Machine Corporation	Green Oak Township
AIRman Products, Inc.	Green Oak Township
Carl Zeiss Industrial Metrology, LLC	Green Oak Township
Export Corporation	Green Oak Township
Oxford Recovery Center	Green Oak Township
Additive Manufacturing Solutions LLC	Hamburg Township
Spiral Industries	Hartland Township
Koppert	Hartland Township
Koppert	Hartland Township
Tribar Manufacturing	Howell Township
Armor Protective Packaging, Inc.	Howell Township
Ashland Aluminum Company, LLC	Village of Fowlerville



### Company Visits, Successes & On-Going Projects

Company Visits	33
Total Full Time Employees at Companies Visited	9,177
Number of Successes	2
Employment Multiplier	3
Job Creation Assistance	45
Capital Investment	12.1 Million

## 2017 Project Pipeline

<b>Number of Projects</b>	<b>18</b>
Potential New Job Creation	437
Potential Capital Investment	37020000
Average Age	239

Uniq ID	Age	Probability (%)	Total Project Cost	Total Opportunity New FTE Jobs
3280	982	50%	\$15,020,000	129
8313	219	20%	TBD	TBD
8517	50	10%	TBD	TBD
4700	71	75%	\$10,000,000	100
7600	21	20%	TBD	TBD
7950	223	25%	TBD	20
4618	933	20%	\$5,000,000	20
8456	79	20%	TBD	TBD
7645	734	50%	\$7,000,000	12
6321	167	25%	TBD	TBD
8443	94	50%	TBD	6
8536	38	10%	TBD	150
101	286	25%	TBD	TBD
8470	69	25%	TBD	TBD
8510	57	5%	TBD	TBD
3060	120	50%	TBD	TBD
4729	226	75%	TBD	TBD
8461	73	25%	TBD	TBD

## Events

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### Regional Healthcare Roundtable

Ann Arbor SPARK and Michigan Works Southeast are partnering to host a roundtable discussion for healthcare providers and education providers in Livingston and Washtenaw Counties in early August. The goal of the event is to dig into the talent gaps that exist in the healthcare industry, and facilitate discussion and matchmaking with educators in this space.

### Greater Ann Arbor Region Pure Michigan Business Connect Summit

The Greater Ann Arbor Region and Consumers Energy will be hosting a Pure Michigan Business Connect Matchmaking Summit in Brooklyn, Michigan, this August (date forthcoming). This event will serve as an excellent opportunity for qualified suppliers and buyers from a variety of industries to network and explore the idea of doing business together. For more information on Matchmaking Summits throughout the state, visit: <http://www.michiganbusiness.org/grow/pure-michigan-business-connect/summits/>

### National Manufacturing Day



Mark your calendars: October 6 is National Manufacturing Day, and we look forward to highlighting the thriving manufacturing industry in the Greater Ann Arbor Region that day and the week leading up! Stay tuned for more information on Livingston County events. Visit the National Manufacturing Day official website to learn more: <http://www.mfgday.com/>.

## QUARTERLY REPORT DEFINITIONS

**COMPANY VISITS:** Meetings with local businesses regarding their current business outlook. This is a core “economic gardening” strategy that provides opportunities for referrals like workforce development training, state-level resources, tax incentives, business development opportunities, cost reduction strategies, access to capital, etc.

**EMPLOYMENT MULTIPLIER:** Figure calculated by economic modeling through Regional Economic Models, Inc., which quantifies the indirect assistance provided through new job creation. For example, an employment multiplier of 2.0 would indicate that 1 new job would affect 2 total jobs (the new job itself, and another indirect job). Employment multipliers are based on the company’s industry and investment, among other factors.

**PROJECT PIPELINE:** The project pipeline represents potential projects that have been identified, along with their current status and probability of completion.

**REFERRALS:** Referrals to outside resources or value-added services provided by staff. This could include a referral regarding a state-level program, a review to determine the feasibility of entry into a new sector, or technical assistance with local or state-level programs





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