



Economic Development Council  
of Livingston County

QUARTERLY ECONOMIC DEVELOPMENT REPORTS 2020

Q1

12 COMPANIES  
VISITED

34 REFERRALS  
PROVIDED

Sustaining Livingston  
through the  
COVID-19 Crisis

8 NEW PROJECTS  
ADDED TO PIPELINE

ANN ARBOR  
**SPARK**

Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture. For more information visit:

[www.annarborsa.org](http://www.annarborsa.org)

# The COVID-19 Crisis

The Economic Development Council of Livingston County maintains a close relationship with private sector industry and local government to provide referrals and services that promote economic growth. This section of the quarterly report usually provides updates on ongoing projects and developments in the community that contribute to local prosperity. We recognize the extreme and dire impact COVID-19 has had on the small business community. At this time, the EDCLC and Ann Arbor SPARK are diligently working on immediate efforts where we can be the most effective and helpful to assist our clients and communities through this crisis.

## COVID-19 Business Information and Resources

The EDCLC and Ann Arbor SPARK have compiled a list of resources available to businesses during the COVID-19 outbreak.

### BUSINESS RESOURCES AND ASSISTANCE

Local, Regional & State

- [MEDC COVID-19 Resources](#)
- [Michigan SBDC COVID-19 Resources](#)
- [State of Michigan's Coronavirus Resources](#)
- [Michigan Works! Southeast COVID-19 Resources](#)

Federal

- The [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#) passed by Congress is intended to provide business owners with resources needed right now during the COVID-19 crisis. These include an array of resources to assist small businesses, non-profits, and other employers.
- [Learn More: Ann Arbor SPARK summary of The CARES ACT](#)
- [The Small Business Administration's Guidance for Businesses and Employers to Plan and Respond to Coronavirus](#)

U.S. Chamber

- [Coronavirus Resources + Coronavirus Response Toolkit](#)
- [U.S. State Department Travel Guidelines](#)
- [CDC Guidance for Businesses and Employers](#)
- [DoL Guidance for Preparing your Workplace for COVID-19](#)

Entrepreneur & Corporate

- [Coping with COVID](#): A free webinar series featuring startup founders and venture capitalists from the region's entrepreneurial ecosystem.
- [Michigan HR Group COVID-19 Employee-Employer Issues](#)
- [Bodman COVID-19 Response Team](#)
- Butzel Long: [Business interruptions due to coronavirus — Is it covered by insurance?](#)
- [Business Marketing during COVID-19 tips](#)

### COMMUNITY RESOURCES

- [#EatLivCo](#): Support local Livingston County restaurants through take out and delivery meals.

### ADAPTING TO A NEW WORK ENVIRONMENT

- [Adapting to the Virtual Working World](#)
- [Free Remote Work Planning Resource](#)
- [Working Remotely: A Guide for Leaders](#)
- [Non-profit resources for remote working](#)
- [12 Ways to Work Remotely During COVID-19](#)

### Employer Considerations and Checklists:

- [Contingency Planning Checklist: Private Equity Portfolio Companies](#)


### SUPPORT LOCAL

- Donate to the United Way of Livingston County: [COVID-19 Relief Fund](#)
- [Bountiful Harvest Livingston County](#)

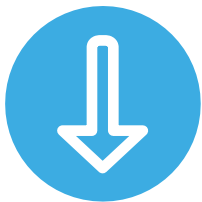
### HEALTH RESOURCES

- [World Health Organization \(WHO\) on the Coronavirus](#)
- [CDC Coronavirus Updates](#)
- [Michigan Medicine Coronavirus Updates](#)
- [Saint Joseph Mercy Health System Coronavirus Updates](#)
- [Livingston County Coronavirus Information](#), including a running number of confirmed cases of COVID-19 in Livingston County.





## Source: BLSLAUS



## Source: LCAR

# Building Great Organizations



Building Great Organizations is a new bi-monthly series from Ann Arbor SPARK that highlights best practices and tools to promote highly innovative, productive, and positive workplace culture.

## Adapting to a Virtual Working World

The COVID-19 global crisis requires many companies and organizations to maintain business continuity and employee communications through virtual working tools. Here are some tips for running effective remote meetings and additional reference information. Communication is key and checking in with individuals regularly through virtual meetings or a phone call is important to maintaining a strong business culture and sense of team connection.

### TIPS FOR ORGANIZERS

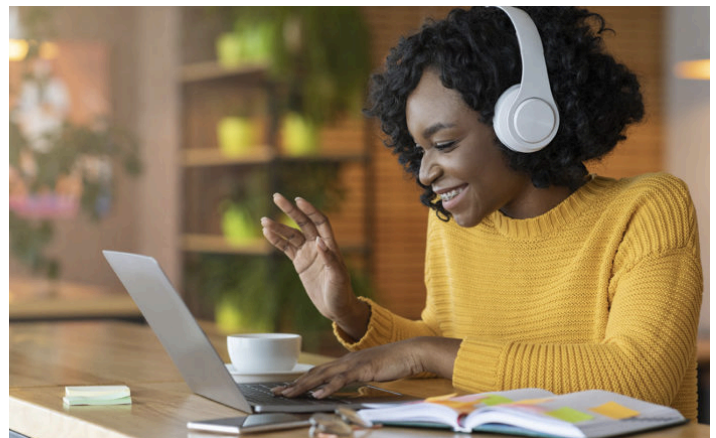
- Ask yourself, “Do we need this meeting? What is the purpose? What decisions need to be made?”
- Focus scope on collaboration and discussion.
- Have an agenda and report-out information.
- Send out agenda and report-outs ahead of time, when possible, so people can review.
- Invite only necessary stakeholders.
- Assign a facilitator.

### TIPS FOR ATTENDEES

- Check meeting notice for virtual meeting platform, download if needed
- Read meeting agenda and do any prereading of additional report-out information
- Understand who the other attendees are and deliverables due
- Make sure you allow yourself enough time to connect to meetings, both audio and video.
- Use video if you can, try to mimic an in-person meeting as much as possible
- Use headphones to reduce feedback – preferably with a built-in mic

### ETIQUETTE

- Be present on video.
- Greet team on the call.
- Make introductions if needed.
- Make sure you are in a quiet place.
- Place yourself on mute if there is noise in the background.



### FACILITATION

- Provide background and agenda in the meeting invite.
- Include the driver-friendly call-in number.
- Don’t double book for key stakeholders — check calendars.
- Provide enough lead time so people can download virtual application used if they don’t have it.
- Be mindful of other’s schedules especially if the meeting goes across multiple time zones.
- Call on people to reduce anxiety and ensure even participation.
- Be mindful of business culture differences across the world.

### MISCELLANEOUS

- Avoid brightly lit windows so that you are easier to see on video meetings.
- Wear neutral, solid-colored clothing. Avoid black, white, patterned, or striped clothing.

## REMOTE WORK RESOURCES

- 4

# SPARK Metrics



The project pipeline January 1, 2020 – March 31, 2020

## PROJECT PIPELINE

Pipeline metrics track projects that SPARK staff are currently working to complete. If and when these projects are complete, they will contribute additional jobs and capital investment into the local economy.

15

Projects in  
Pipeline

389

Potential New Job  
Commitments

\$845M

Potential Capital  
Investment



## SUCCESS METRICS

Metrics of success are recorded when SPARK assists projects that successfully create jobs and/or investment in the community.

1

Successful  
Projects

10

New Job  
Commitments

\$3M

Capital  
Investment



## CALL PROGRAM

The Call Program is SPARK's outreach program to local employers. Company visits are made to build relationships, identify projects, and connect employers to community resources.

12

Company Visits

624

FTEs at  
Companies Visited

34

Referrals



## 2020 Q1 Call Program

|||||

COMPANY NAME	LOCATION
Q1 Grit & Lavender	City of Brighton
Q1 Surgical Safety Scanner	City Of Brighton
Q1 VTS	Hamburg Township
Q1 Asahi Kasei	Fowlerville
Q1 Little Diablo Salsa	Green Oak Twp.
Q1 Industrimax	Hartland
Q1 The Bear Factory	Green Oak Township
Q1 Dewitts Radiators	Genoa Township
Q1 C & B Machinery	Green Oak Township
Q1 Boss Engineering	Green Oak Township
Q1 UPS	Genoa Township
Q1 Livingston County Airport	Howell Township

**+ TOTAL \$286,767.22**

Livingston County	\$175,000
Municipal Partners	\$114,267

## EXPECTED PRIVATE SECTOR CONTRIBUTIONS

+ TOTAL	\$134,079
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## 2020 EDCLC EXPENSES

**+ TOTAL** **\$0**

## Re-Introducing SE Michigan to Chicago

## Site Selectors Guild Conference

Main topics of conversation and break-out sessions were focused on talent, the state of incentives, infrastructure, and marketing strategies for local economic development organizations. SPARK joined our regional partners with the Detroit Regional Partnership on a few private meetings with site consultants not involved in the conference. Key talking points with consultants brought a spotlight to Livingston County and to the work SPARK does in the region.

On Marcy 10 – 11, Ann Arbor SPARK attended the NDIA Michigan Chapter's Cyber-Physical Systems Security Summit along with other regional partners from the Pinkney Cyber Training Institute, University of Michigan, Washtenaw Community College, and many others.

Cybersecurity is one of the fastest growing fields in the job market and is a key area of opportunity for regional jobs.

## Events



Community events are a great way to make connections between local leaders, and industry to create a vibrant network of individuals committed to economic prosperity.

## On-Demand COVID-19 Webinars



- [Tools for small businesses to operate during difficult times](#)
- [Unemployment Insurance Agency State of Michigan – Resources for Employers, including Work Share Program](#)
- [Unemployment Insurance Agency Michigan Employer Informational Webinar](#)



## COVID-19 Resources

<https://www.sbam.org/Resources/COVID-19-Resources>

## Chamber of Commerce Information

See your local Chamber of Commerce websites for additional information regarding local COVID-19 updates as well as webinars. The EDCLC And Ann Arbor SPARK are working closely with the Howell, Brighton, and Hartland Chambers to support the communities through this crisis.



Howell Chamber of Commerce  
Read More



[Hartland Chamber of Commerce](#)  
[Read More](#)



[Greater Brighton Chamber of Commerce](#)  
[Read More](#)

## Report Definitions



## COMPANY VISITS:

Company visits are 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:

Employment multiplier is a 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 one new job would affect two 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.



