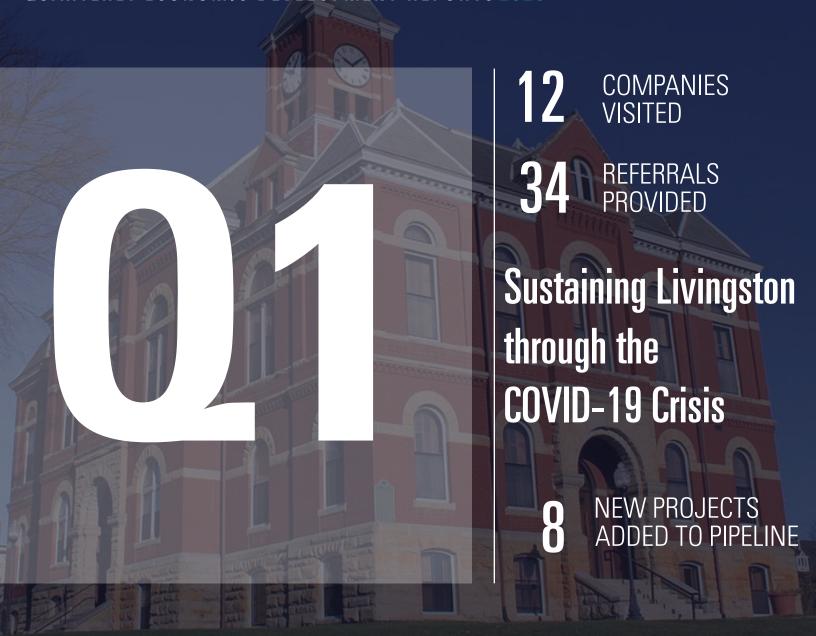


QUARTERLY ECONOMIC DEVELOPMENT REPORTS 2020





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:

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 <u>Coronavirus Aid</u>, <u>Relief</u>, <u>and Economic Security</u> (<u>CARES</u>)
 <u>Act</u> 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: <u>Business interruptions due to coronavirus</u> <u>Is it covered by insurance?</u>
- 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: <u>COVID-19 Relief Fund</u>
- Bountiful Harvest Livingston County

HEALTH RESOURCES

- World Health Organization (WHO) on the Coronavirus
- CDC Coronavirus Updates
- Michigan Medicine Coronavirus Updates
- Saint Joesph Mercy Health System Coronavirus Updates
- <u>Livingston County Coronavirus Information</u>, including a running number of confirmed cases of COVID-19 in Livingston County.

Regional News

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Michigan Small Business Relief Program

The Michigan Small Business Relief program, funded by the MEDC was established in response to businesses experiencing COVID-related distress. Ann Arbor SPARK administered this funding for Washtenaw and Livingston counties.

The demand for funding through the program was overwhelming. The need far exceeded the funds available. More than 1,500 companies in Washtenaw and Livingston counties applied for the limited amount of funding available. Nearly \$15 million in need was requested compared to the \$327,000 in grant funding available to disperse in Washtenaw County and \$168,000 to disperse in Livingston County.

For more information, visit a2spark.org/MichRelief.

Diverse Dimensions Opens Office in Brighton

Zeeland-based metrology company Diverse Dimensions has recently expanded to a second location in Brighton.

Specializing in measuring dimensions with precise accuracy, Diverse Dimensions chose Brighton's central location as its new office to support customers across southeast Michigan.



Diverse Dimensions' core expertise is metrology and provides this capability for many manufacturers that do not have in-house measurement equipment. It also specializes in generating CAD models from existing geometry and prototype parts. Diverse Dimensions can also measure and create three-dimensional computer models of parts for customers to help with overflow and quality control.

Diverse Dimensions also has reverse engineering capability. The new Brighton office has a two-person team working in the space, with plans to expand as they grow their presence in the region.

Genoa Township Plans Innovation Park

Versa Development, a Royal Oak-based firm, plans to develop a business park on 193 acres of undeveloped land off Latson Road South of the interchange. The proposed development would include a mix of high-tech research facilities, light industry, offices and commercial spaces.





To support the planned development, Genoa Township adopted an Innovation Park zoning ordinance to allow buildings up to 200,000 square feet in size for approved uses. The township is also preparing to extend water and sewer infrastructure to the property.

Additional utility expansion will be needed to support the proposed development. SPARK has coordinated with DTE, Consumers Energy, and Comcast to plan for possible expansion of their infrastructure. SPARK is also working with the development team and township to evaluate available resources to offset the cost of expanding utilities to the property that will help make the site ready for development.

Local Dashboard

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The local dashboard tracks demographic trends that are important measures of economic growth. Please note: this data does not reflect the impact of the COVID-19 Crisis as the data is in arrears. The data is compiled from a range of sources, including the Bureau for Labor Statistics, the Census, the Livingston County Association of Realtors, and more. The trend arrow reflects the change in quarterly data, using the most recent data available. Timing of updates vary by source.



Unemployment

Q4 2019

Michigan: 3.4% Livingston: 2.8%

The unemployment rate in Livingston County decreased slightly from 3.4% in Q3 to 2.8% at the end of Q4. This is in line with increased seasonal employment. The local unemployment rate remains lower than the state unemployment rate.

Source: BLSLAUS



Wages

03 2019

Michigan: \$1,021 Livingston: \$852

The average weekly wage in Livingston County saw a slight decrease from \$863 in Q2 2019 to \$852 in Q3 2019. The average weekly wage in Livingston County remains lower than the average weekly wage statewide.

Source: BLSQCEW



LaborForce

Q3 2019

Michigan: 4,932,168 Livingston: 104,324

The labor force in Livingston County increased by 1% between Q3 2019 and Q4 2019. During the same time period, the labor force in Michigan decreased by 1%. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



MFG Employment

Q3 2019

Michigan: 626,269 Livingston: 9,751

Employment in manufacturing dropped slightly by 1% in Livingston County from Q2 to Q3. Employment in manufacturing decreased 0.5% statewide between during the same period.

Source: BLSQCEW



Job Postings

Q1 2020

Livingston: 7,079

The total number of job postings in Livingston County decreased by 7% between Q4 2019 and Q1 2020.

Source: Workforce Intelligence Network



Home Sales

Q1 2020

Livingston: 508

The number of cumulative home sales in Livingston County increased by 5% in Q1 2020 compared to Q1 2019.

Source: LCAR

Building Great Organizations

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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.

Building Great Organizations

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Adapting to a Virtual Working World: Further Resources

REMOTE WORK RESOURCES

- New to Working Remotely? These Resources Can Help
 LinkedIn free learning path with 16 online courses with focus areas on productivity, leading teams, the virtual environment as well as online tools.
- What It Takes to Run a Great Virtual Meeting
 HBR article with tips on facilitating effective virtual meetings.
- Best Practices for Effective Video Conferencing
 Stanford University provides best practices for onsite and remote participants.
- These 5 Tech Companies Are Providing Free Remote Working Tools During the Coronavirus Outbreak
 This article highlights five companies with remote working tools, that are making their services more
 accessible to small businesses and organizations.
- Webinars JointPivot
 A free webinar from JointPivot on March 18 to walk through tips to facilitate a virtual meeting.
- So You've Been Told to Work From Home. Now What?
 Advice for individuals, managers, and teams on how to navigate remote work.
- 2020 State of Remote Work
 Buffer report provides the latest data and findings on remote work.

SPARK Metrics

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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.

389

15
Projects in

Projects in Potential New Job Pipeline 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

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| COI | MPANY NAME | LOCATION |
|------------|---------------------------|--------------------|
| Q 1 | Grit & Lavender | City of Brighton |
| Q 1 | Surgical Safety Scanner | City Of Brighton |
| Q 1 | VTS | Hamburg Township |
| Q 1 | Asahi Kasei | Fowlerville |
| Q 1 | Little Diablo Salsa | Green Oak Twp. |
| Q 1 | Industrimax | Hartland |
| Q 1 | The Bear Factory | Green Oak Township |
| Q 1 | Dewitts Radiators | Genoa Township |
| Q 1 | C & B Machinery | Green Oak Township |
| Q 1 | Boss Engineering | Green Oak Township |
| Q 1 | UPS | Genoa Township |
| Q 1 | Livingston County Airport | Howell Township |

Fundraising

EXPECTED PUBLIC SECTOR CONTRIBUTIONS

| + TOTAL | \$286,767.22 | |
|--------------------|--------------|--|
| Livingston County | \$175,000 | |
| Municipal Partners | \$114,267 | |

City of Brighton: \$9,065.98; City of Howell: \$6,799.49; Genoa Township: \$23,283.09; Green Oak Township: \$19,574.28; Hamburg Township: \$20,604.50; Handy Township: \$3,467.00; Hartland Township: \$13,392.93; Oceola Township: \$10,579.95; Village of Fowlerville: \$5,000; Village of Pinckney: \$2,500

EXPECTED PRIVATE SECTOR CONTRIBUTIONS

+ TOTAL \$134,079

Asahi Kasei Plastics; Boss Engineering; Brighton Chamber; Chem-Trend; Chemical Bank; Cleary University; Consumers Energy; Corrigan; Crystal Gardens; DTE Energy; Duncan Disposal; Elite Insurance; Era Griffith Realty; Financial Plus+ Credit Union; First National Bank; Hartland Insurance; Howell Chamber; IHA; ITC Holdings; J&J Joseph Properties; Lake Trust Credit Union; Livingston Association of Realtors; Lindhout Associates; Lowry Solutions Inc; May & Scofield; Old National Bancorp; Refrigeration Research; Rudolph Libbe; Senior Care Equities #4 LLC; Signature Associates; Thai Summit; Trinity Health

2020 EDCLC EXPENSES

| + TOTAL | \$0 | | |
|---------|-----|--|--|
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Quarterly Highlights

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Livingston News

Re-Introducing SE Michigan to Chicago

In February, Ann Arbor SPARK joined the Detroit Regional Partnership (DRP) on a week-long trip to Chicago to re-introduce the southeast Michigan region to key Chicagoland businesses and other stakeholders. In its first out-market trip of the year, SPARK joined the DRP in more than a dozen one-on-one meetings with firms that have prospective growth opportunities in our region. Livingston County and Ann Arbor SPARK were spotlighted by our participation in the trip. The team also met with national site selectors and international business associations to re-introduce the region, the new DRP team, and active local partnerships like Ann Arbor SPARK. DRP shared its new marketing materials highlighting data relative to the targeted industry clusters, and other competitive strong points of the region. Leading industry clusters and other regional data can be found at www.detroitregionalpartnership.com.

Site Selectors Guild Conference

Ann Arbor SPARK joined about 300 fellow economic development professionals to meet with the top 50 site selectors during their annual Site Selectors Guild conference held in Atlanta. The conference allowed SPARK to promote our best practices as well as hear about the work and initiatives done in other parts of the country.

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.

NDIA Cyber Security Conference

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.

The NDIA Michigan Chapter is committed to being a conduit of educational and informative dialogue between industry, government, and academia specific to cyber-physical security (CPS) of military-connected and autonomous systems such as ground vehicle systems, military drones, heavy trucks, aerospace, robotics, and maritime platforms.

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
- <u>Unemployment Insurance Agency State of Michigan</u> —
 Resources for Employers, including Work Share Program
- <u>Unemployment Insurance Agency Michigan Employer</u> 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 CommerceRead More



Hartland Chamber of Commerce Read More



Greater Brighton Chamber of CommerceRead More

Report Definitions

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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.





