



Economic Development
Council of Livingston County

QUARTERLY ECONOMIC
DEVELOPMENT REPORTS 2021

Q3

6 COMPANIES
VISITED

12 REFERRALS
PROVIDED

\$13M Series AA
Funding
Secured

BY A LIVINGSTON BUSINESS

2 EVENTS
MODERATED BY
SPARK

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.annarborusa.org

Events



ECONOMIC DEVELOPMENT COUNCIL OF LIVINGSTON COUNTY



ANNUAL MEETING | OCTOBER 28, 2021 | 6 PM - 9 PM

Crystal Gardens Banquet Center
5768 East Grand River Avenue, Howell, MI 48843

Presented by
ANN ARBOR
SPARK

You're Invited: A2SPARK.org/EDCLC2021



Talent Retention in a Changing Environment

Join business, government, and community leaders from across the region as we celebrate the successes in Livingston County with dinner and cocktails and an informative panel discussion on the current state of talent in Michigan.

Award Presentations:

Resilience Award | Talent Innovator Award | Project of the Year

Registration Fees:

\$300 Table of 8, and \$35 Individual tickets

A Special Thank You To Our Sponsors:



Panel Members:

- Dr. Alan Drimmer, *President, Cleary University*
- Shamar Herron, *Executive Director, Michigan Works! Southeast*
- Andrea Ferrario, *Senior Director, Human Resources, Ascension*
- Dr. Mike Hubert, *Director, Livingston Educational Services Agency*
- Suzy Murphy, *Vice President, Work Skills*

You're Invited!

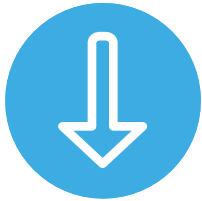


Scan this or Register at
A2SPARK.org/EDCLC2021

Local Dashboard



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.



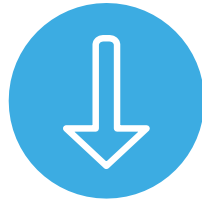
Unemployment

Q2 2021

Michigan: 4.9%
Livingston: 2.8%

The unemployment rate in Livingston County decreased from 0.6% from Q1 to Q2 2021. This accounts for businesses reopening back up throughout pandemic. The local unemployment rate remains lower than the state unemployment rate that decreased 0.4% from Q1 to Q2 2021

Source: BLSLAUS



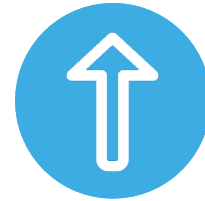
Wages

Q1 2021

Michigan: \$1,155
Livingston: \$923

The average weekly wage in Livingston County decreased \$146 from Q4 2020 to Q1 2021. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which decreased \$102 from Q4 2020 to Q1 2021.

Source: BLSQCEW



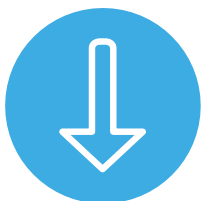
LaborForce

Q2 2021

Michigan: 4,710,499
Livingston: 97,566

The labor force in Livingston County increased by 0.714% from Q1 to Q2 2021. During the same time period, the labor force in Michigan decreased by 0.025%. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



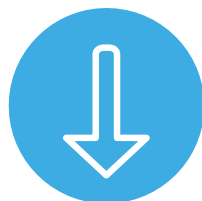
MFG Employment

Q1 2021

Michigan: 582,238
Livingston: 9,332

Employment in manufacturing decreased by 5.012% in Livingston County from Q4 2020 to Q1 2021. Employment in manufacturing however increased by 0.899% statewide between during the same time period.

Source: BLSQCEW



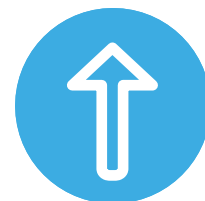
Job Postings

Q3 2021

Livingston: 8,956

The total number of job postings in Livingston County decreased by 7% from Q2 2021.

Source: Workforce Intelligence Network



Home Sales

Q3 2021

Livingston: 939

The number of cumulative residential and condo sales in Livingston County increased by 31.7% in Q3 compared to Q2 which recorded 713 combined residential and condo sales.

Source: LCAR

SPARK Metrics



The project pipeline July 1, 2021 – September 30, 2021



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.



SUCCESS METRICS

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



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.



Regional Highlights



SPARK CEO Paul Krutko Response on Ford Choosing to Invest Outside of Michigan

Ford Motor Company's decision to create 11,000 jobs and invest \$11 billion in electric vehicle assembly and battery production plants in Tennessee and Kentucky is a setback for Michigan. Make no mistake about it, this is one of the largest investments ever made by a company in the U.S. and globally and is a tremendous bet by Ford on the future. Also make no mistake about it, the future automotive industry is Michigan's game to lose, and we've lost the first inning.

I am a Ford kid. I have lived through this story before where the plants outside Cleveland that my father worked in as a skilled tradesman for 30 years, providing for his family, closed shortly after his retirement. Technology had moved on and Ford did not need the foundry and two massive engine plants in Cleveland. For many of my Michigan-based economic development colleagues, this announcement brings back memories of pivotal moments from decades past in our state's economic history. The decision by GM to close the Willow Run plant in Ypsilanti, which once employed thousands of workers, was a cathartic event for our region and the entire state. That decision was a wakeup call to Michigan, which led to the development of an aggressive and robust set of economic development programs and strategies that have unfortunately faded over the last decade.

We can't lose without learning, and if Michigan doesn't learn from Ford's decision, we risk further losses. How we respond today will set the course for the next generation of Michigan's economic future. And rest-assured the impact is not isolated to one region of our state. We know of the massive supply chain of Tier 1 through 3 suppliers in our region, but that is the case across the entire state. For example, our fellow Michiganders in Grand Rapids have over 400 automotive suppliers employing 40,000 people. But we are at a pivotal point. This investment by Ford puts a bright spotlight on what we in the economic development community have known and have been warning about for quite some time. Automobiles and trucks are not going to be made the same way as they have been. The days of the internal combustion engine are numbered and places that are dependent on the manufacture of that 20th century technology are at risk.

We must respond to this competitive threat from other parts of the country aggressively and immediately. We must be able to compete and win on the following:

- Sites:** We need shovel-ready sites for companies to build EV-related facilities and other large-scale job generating projects.
- Incentives:** We need robust economic incentive tools that measure up to those of our competitors, specifically designed to lure our companies away.
- Utilities:** We need competitive economic development rates for these large-scale projects.
- Training:** We need to train our workforce for these high-tech jobs.

While today's news is focused on electric vehicle investments, the elements noted above are universal needs across all our industries. Our homegrown companies have many options when considering their next investments, and other states are competing aggressively to have them leave Michigan.

The good news is we are still in the game. With a strong supply chain, available infrastructure, and skilled workforce at the ready, we can win future investments. While we may have lost this inning, we can still step back up to the plate the next inning ready to hit. But we cannot afford to wait, because the future is now. Let's lead from the front, not trail from behind.

Respectfully,
Paul Krutko

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.



