# Economic Development Council of Livingston County

## QUARTERLY ECONOMIC DEVELOPMENT REPORTS 2022

Release of Livingston County Benchmarking Report

Motorsports Gateway Howell Review

EDCLC Annual Meeting November 10th

Rural Business Development Grant, Brighton



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.ore

## **Quarterly Highlights**

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#### **MI STEM Forward Internship Program**

The Michigan Economic Development Corporation (MEDC) has partnered with Ann Arbor SPARK to launch the Michigan STEM Forward internship program on a statewide level. SPARK has run the program on a local level with a decade of positive results.

In scaling the program up, MEDC will work in partnership with SPARK to place 425-450 STEM students currently attending Michigan colleges into STEM-focused internships with Michigan based businesses. SPARK will contribute to 50 percent of the interns' pay as well as take on the entire financial responsibility, and participating companies will pay the remaining 50 percent. SPARK staff is reaching out to various employer groups in Livingston County to promote this program and give businesses the opportunity to participate in the program and plan for future internship opportunities.

Learn more and apply here.



#### City of Brighton, Rural Business Development Grant

#### **Polo Pictures & Write-up**

The SPARK-Livingston team was in full attendance at the 5th annual Hartland Polo Classic. This fun and unique event located at the Detroit Polo Club in Hartland raised funds to support Warrior Path Home – a nonprofit organization serving veterans in Livingston County.

Among the 400 attendees SPARK was able to network with, we were happy to connect with EDCLC funders Hartland Insurance, Lake Trust Credit Union, and Trinity Health. SPARK staff Marcia Gebarowski, Nick Joblonski, and Tami Salisbury were able to hold many brief conversations to check-in with local business owners. In addition to the polo match itself, the event included a hat parade and contest, as well as the traditional stomping of the divots!



A Rural Business Development Grant (RBDG) of \$27,000 has been awarded to The Downtown Development Authority of City of Brighton (DDA) to launch an App that promotes all businesses within the DDA district. The grant was Applied for through Ann Arbor SPARK (SPARK) which will oversee the implementation of the App on behalf of the DDA.

Denise Murray, the economic development and marketing specialist for the City of Brighton, had come to work with the City of Brighton after 15 years Director of Marketing and Business Development in Michigan malls across the region. While supporting business was nothing new to Murray, the tools by which to support retailers were quite different. In a mall environment, there are shared resources that had been pooled together through a common marketing fund and managed through a single channel. In Murray's experience, The App was the single greatest contribution that the marketing team had provided to its retailers. The concept is to provide a single portal that all retailers had equal access to in which they could post events, news and sales yearround. The portal would seamlessly broadcast the information to the website and social media sites. Content can be easily loaded into digital boards and can be printed into flyers on demand. It makes event planning easier and participation greater, and there was immediate access for all new retailers. Local retailers are on the same playing field as national retailers. Posts will be monitored for quality and content, but the responsibility falls back on the retailer for submissions. This eliminated weeks of gathering information, printing proofs and tracking Approvals.

The App would provide the community with a highly useful tool to turn to for events, sales and useful information. The first prototype will roll out in July and a team of business owners will test out its capabilities before going live to the public, which is expected to be in September.

## **Quarterly Highlights**

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#### Livingston County Benchmarking Report

The goal of this report is to continue to take the pulse of the Livingston County in comparison to a specific competitive set of counties in Michigan and across the United States. The objective is not to make policy recommendations, but to provide clear, unbiased data with regional analysis on a series of metrics that are often applied without context.

Ann Arbor SPARK worked with various groups of stakeholders to develop a comprehensive, accurate picture of the region in comparison to competitor regions. It is important to note that, for the most part, the data used in this report does not include the effects from the coronavirus pandemic. Therefore, it can be used as a snapshot of the region before it hit, and perhaps as a baseline to aim for after the fact.

#### **Fowlerville Grant**

SPARK assisted the Village of Fowlerville in applying for an MDOT grant to help offset the costs of repairing and reconstructing Ann Street. In January 2022, a water main pipe burst, and subsequent flood occurred on Ann St. If awarded, the \$250,000 grant would offset the \$640,000 project to re-build the road after the Village replaces and upgrades water and sewer lines, as well as reconstruct the sidewalk along Ann St. from Power St to the Rolling Meadows apartment complex.



#### Motor Sports Gate Way Howell

Howell plans for a new condo, driving circuit and motorsports complex in Howell are racing toward the finish line after local officials gave developers the green light to proceed on 273 acres of city-owned land.

Father-son development team Mark and Jordan Dick unveiled plans for Motorsports Gateway Howell, which they call an exclusive "automotive country club."

They envision a 2.2-mile European-designed track overlooked by two-story, 1,200-square-foot "garage condominiums," where members can store automobiles and take in the racecourse from exterior balconies.

They hope to break ground soon on the project after receiving final approval for a planned-unit development for the property from Howell City Council in an unanimous on June 13.

The property is located in what is known as the "Loop Road area" north of I-96 between Michigan Avenue and Lucy Road and will be rezoned from single-family residential for the project.

The project will be rolled out in phases, according to city planning documents. The first includes a 1.4-mile driving course, 92 garage condos, a paddock building with outdoor event space and a public nature trail. Future phases will bring a pit lane clubhouse, rentable member garages, added condo units and an extension of the circuit bringing it to 2.2 miles. Developers also plan a roughly 35-acre "automotive innovation business park," as well as a 10-acre mixed-use area with shopping, office rental space, restaurants and lodging, according to planning documents.

Read more here <u>https://www.mlive.com/news/ann-arbor/2022/06/automotive-country-club-with-condos-european-inspired-race-course-gets-green-light-in-howell.html</u> by Lucas Smolcic Larson, June 28, 2022.

## **Quarterly Highlights**

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#### PMBC Access and Certification Grant

Designed to break down barriers preventing Small Businesses from winning purchase orders. Up to \$15,000 in assistance is available to offset 75 percent of pre-approved expenses per fiscal year. Program funds may be approved for industrial certification, software access to procurement/bid site, vendor registration/management platforms, or other procurement barriers.

#### Automotive Technology & Mobility Sector Report

Mobility innovation and automation is one of the hottest topics in transportation research, and it's all happening in our backyard! Learn more about your local Mobility Ecosystem in the newest Automotive Technology and Mobility Sector Report here.





#### 2022 FastTrack Award Applications Now Open

FastTrack Awards are presented to "gazelle" companies headquartered in Washtenaw or Livingston county. "Gazelles" are defined as high-growth companies with 20 percent increased average revenue for three years, starting from a revenue base of at least \$100,000. As gazelle companies are characterized by their rapid growth, rather than their absolute size, they can range in size from small companies to large enterprises.

Deadline July 31. Read more here.



## 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 constantly being updated. 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

### 01 2022

#### Michigan: 4.3% Livingston: 3.6%

County increased 21% from Q4 2021 to Q1 2022. The local unemployment rate remains lower than the state unemployment rate which decreased 8% from Q1 to Q2 2022.

Source: BLSLAUS



Wages

#### 04 2021 Michigan: \$1,291 Livingston: \$1,121

The unemployment rate in Livingston The average weekly wage in Livingston County increased 5% from Q3 to Q4 2021. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased 3% from Q3 to Q4 2021.

Source: BLSQCEW



LaborForce

#### 04 2021 Michigan: 4,846,480 Livingston: 103,451

The labor force in Livingston County only increased by 254 jobs from Q4 2021 to Q1 2022. Meanwhile, Michigan's labor force increased by 1% from Q1 to Q2 2022. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



### MFG Employment

#### 04 2021

#### Michigan: 595,110 Livingston: 9,467

Employment in manufacturing increased by 5% in Livingston County from Q3 to Q4 2021. Employment in manufacturing also increased by 2% statewide during the same time period.

Source: BLSQCEW



### **Job Postings**

#### 01 2022

#### Livingston: 7,578

The total number of job postings in Livingston County increased by 17% from Q1 2022.

Source: Workforce Intelligence Network



### Home Sales

#### 02 2022 Livingston: 884

The number of cumulative residential and condo sales in Livingston County increased by 45% in Q2 2022 compared to Q2 2021 which recorded 609 combined residential and condo sales. Sales also increased 49% from Q1 to Q2 2022.

Source: LCAR

## **SPARK Metrics**

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The project pipeline April 1, 2022 – June 30, 2022

## 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.



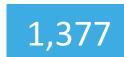


### CALL PROGRAM

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.



**Company Visits** 



FTEs at Companies Visited



Referrals

## 2022 Retention Visits

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COMPANY NAME	LOCATION
Q1 Hatch Stamping Company	Howell Township
Q1 Bryllan LLC	Brighton Township
Q1 Pop Daddy Popcorn, LLC	Green Oak Twp.
Q1 Visualization Technology & Services	Hamburg Township
Q1 CGE Energy	Green Oak Twp.
Q2 Brightline Technologies, Inc.	City of Brighton
Q2 Dunnage Engineering, Inc.	City of Brighton
Q2 Flexible Metal, Inc.	Hamburg Township
Q2 Fortech Products, Incorporated	Green Oak Twp.
Q2 Fowlerville Proving Ground	Handy Township
Q2 H.H. Barnum Company	Green Oak Twp.
Q2 Medical Comfort Specialists LLC	Village of Fowlerville
Q2 RFM Incorporated	City of Brighton
Q2 Transtar Autobody Technologies	Genoa Township
Q2 Commercial Construction Inc.	Green Oak Twp.
Q2 Citizens Insurance Company	City of Howell
Q2 Fortech Products, Incorporated	Green Oak Twp.
Q2 Lake Trust Credit Union	Brighton Township

## Fundraising

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#### **EXPECTED PUBLIC SECTOR CONTRIBUTIONS**

+ TOTAL	\$285,269.50	
Livingston County	\$175,000	
Municipal Partners	\$110,269.50	

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; Village of Fowlerville: \$5,000; Village of Pinckney: \$2,500

#### **EXPECTED PRIVATE SECTOR CONTRIBUTIONS**

#### + TOTAL \$91,500.00

Asahi Kasei Plastics; Boss Engineering; Brighton Chamber; Chem-Trend; Consumers Energy; Corrigan; DTE Energy; Duncan Disposal; Elite Insurance; Era Griffith Realty; Financial Plus+ Credit Union; Bank of Ann Arbor; Howell Chamber; IHA; ITC Holdings; Lake Trust Credit Union; Livingston Association of Realtors;; Lowry Solutions Inc; Rand Construction; Rudolph Libbe; Signature Associates; Thai Summit; Trinity Health

#### **2022 Q1 EDCLC EXPENSES**

+ Ann Arbor SPARK	\$91,757.00
+ Westlife Insurance	\$450.00
+	
+	

## **Regional Highlights**

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#### Sartorius Adds To Regional Job Growth



Sartorius, a leading international partner of the life science research and the biopharmaceutical industry, announced today it is breaking ground on its new 130,000-square foot (12,000 square meter) Center of Excellence for BioAnalytics at 3874 Research Park Drive in the Tech Loop at the Ann Arbor Research Park in Ann Arbor, Michigan.

The company has purchased 16 acres of land which provides sufficient space for further expansion. Currently, there are about 140 employees in the Ann Arbor area, and this project is expected to increase that number to about 300 within three years. These jobs will include product development, operations, and other support functions.

The state-of-the-art facility, set to open by year end 2023, will consolidate existing business operations from Washtenaw County and other sites to create a Center of Excellence for BioAnalytics in North America, which focuses on providing advanced solutions to help customers develop drugs that cure, prevent, and halt the progression of diseases.

"Sartorius is continuously growing and innovating, and this new facility in Ann Arbor will help the company meet the increasing demand for our products and services worldwide. The plant will house all our existing sites and functions already based in Ann Arbor for BioAnalytics, Microcarriers, and Particle Validation Standards. In addition, we will build a Process Development Laboratory to support the Advanced Therapies market.

Moreover, driving efficiencies in our businesses processes will support our growth plans," said Mary Lavin, President of Sartorius North America.

The site, which is seeking LEED certification for new construction and major renovation by the U.S. Green Building Council, offers sustainable features including capacity for up to 75 electric vehicle charging stations, 200 kilowatt solar panels on the roof, and the research park's first storm runoff pond to protect against flooding and erosion.

This extension is part of Sartorius' ongoing worldwide expansion to support the development and production of biopharmaceuticals, enabling Sartorius to scale up its operations and capabilities in the Ann Arbor biotech hub. <u>https://www.sartorius.com/en/company/newsroom/corporate-news/ground-breaking-ceremony-for-center-of-excellence-in-ann-arbor-1266646</u> June 23, 2022, Sartorius

## **Upcoming Events**

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# **OCTOBER 7** – 14, 2022

 MEDIA SPONSOR Russellvideo



#### **Economic Development Council of Livingston County Annual Meeting**

November 10th, 2022Crystal Gardens Banquet Facility6:00 p.m. - 9:00 p.m.SAVE THE DATE FOR THE EDCLC'S 2022 ANNUAL MEETING

#### **Upcoming Chamber Events**

<u>Greater Brighton Area Chamber of Commerce</u> Brighton Art & Music Festival August 5-6, Downtown Brighton <u>After Hours Networking</u> Green Oak Township/Northfield Township August 11, Whitmore Lake <u>Greater Brighton Area Chamber of Commerce</u> Smokin' Jazz & BBQ Blues Festival Sept. 9-10, Downtown Brighton

<u>10 Ways to Advance Your Financial Health</u> September 20<sup>th</sup>, Oceola Community Center <u>48<sup>th</sup> Annual Howell Chamber Golf Classic</u> September 26<sup>th</sup>, Lakelands Golf and Country Club <u>Job Shadow Day</u> Livingston Educational Service Agency October 26-28

## **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.



