



Economic Development
Council of Livingston County

QUARTERLY ECONOMIC
DEVELOPMENT REPORTS 2024

Q1
2024

\$7.1M

FUNDS AWARDED for
LIVINGSTON SITES

\$1,018

COUNTY AVG WAGE

14 REFERRALS
PROVIDED

\$5.8B

PROJECT PIPELINE



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

Quarterly Highlights



State Awards Site Readiness Grants in Livingston County

Governor Gretchen Whitmer joined the Michigan Economic Development Corporation (MEDC) in announcing approval of \$87.5 million in grant funding for 18 projects across the state of Michigan — \$7.1 million designated for two projects in Livingston county — through the Strategic Site Readiness Program (SSRP) to support the state’s efforts to compete for and win transformative projects.

“Strategically prepared sites invite growth, innovation, and economic prosperity for a community,” said Ann Arbor SPARK’s Marcia Gebarowski, director of business development in Livingston County. “We appreciate the state of Michigan supporting these opportunities that will help attract new research and development, manufacturing, and other opportunities to our region. We are pleased to partner with our local communities to support these projects.”

•Latson Innovation Interchange Technology & Industrial Park, Genoa Township and Ann Arbor SPARK: \$6,500,000

•Pleasant Valley Development, Brighton Township (brownfield site): \$604,000

Through this funding for strategic site readiness and collaboration with local, regional, and energy partners, communities across Michigan will experience increased economic development opportunities to support in their business development efforts. Both Livingston projects have received additional site readiness resources through the Verified Industrial Properties Program. Established in December 2021, SSRP provides financial incentives to eligible applicants to conduct eligible activities on, or related to, strategic and large-scale sites in Michigan to attract and promote investment in the state.

Students gain insight during Job Shadow Days

In March, the LESA Career Readiness Team held the second round of Job Shadow Days for the 2023-24 school year. The program allows all juniors and seniors across the county to select a career to shadow for a day. For this event, 49 employers hosted over 130 students, including County Administrator Nathan Burd as a third-year participating employer. Ann Arbor SPARK works to help recruit employers to participate in this or other student interaction events.

To round out the school year, a Youth Employment Fair is planned at the LESA building on **April 24th 5:30-7:30**. Students and parents are encouraged to attend and speak with local employers offering various career experiences.



Regional News



Consumer Energy Foundation Supports EDCLC

The Economic Development Council of Livingston County (EDCLC) is pleased to announce the approval of a \$3,000 grant from the Consumers Energy Foundation, which aims to bolster economic development in the region.

One of the primary focuses of the grant is to support the EDCLC’s Job Growth initiative. The organization’s retention call program ensures that the voices of Livingston County’s employers are heard, collecting pertinent data and identifying growth opportunities. By connecting businesses and communities with necessary resources, the EDCLC aims to retain and expand businesses, create jobs, and generate tax revenue.

Looking ahead to 2024, the EDCLC will maintain its strategic focus on addressing the issue of attainable housing in Livingston County. By collaborating with local stakeholders and advocating for solutions, they hope to provide greater housing options for the local labor force and alleviate housing shortages.

Additionally, the EDCLC remains committed to engaging with students and facilitating career opportunities within the county. Events like Manufacturing Day will continue to foster connections between students and employers, benefiting not only individuals and businesses but also the broader community.

“We are grateful to the Consumers Energy Foundation for their support of our efforts to strengthen Livingston County’s economic landscape. This grant will enable us to continue our vital work in fostering job growth and investment opportunities within the region,” said Marcia Gebarowski, Ann Arbor SPARK’s director of business development for Livingston County.

SBDC Hosts QuickStart Event

The Small Business Development Center (SBDC) coordinated a resource event for Livingston area entrepreneurs and start-up businesses which was held on February 28th. The event was planned in collaboration with the three Livingston Chambers of Commerce, Lake Trust Credit Union and Ann Arbor SPARK.

More than 50 local and regional entrepreneurs gathered at the Howell Area Chamber of Commerce building to meet with local businesses ready to provide advice, guidance, and resources on financing, marketing, legal questions, insurance, accounting, and much more. The SBDC team also worked with individuals on creating business plans on-site.

Quarterly Highlights



Howell Area Chamber Shines during 2023 Annual Meeting

The Howell Area Chamber of Commerce hosted their 67th Annual Dinner & Citizen of the Year Celebration at Chemung Hills Golf Club & Banquet Center yesterday evening. The Howell Chamber was honored to present the 2023 Citizen of the Year award to Richard Lim of Richard Lim Photography.

The celebration also included a presentation from Jimmy Cusano of Your Chamber Connection on the Meaning of the Evening. Other event highlights included recognizing nine outstanding nominees in three award categories, Employee Engagement Innovator Award, Community Engagement & Philanthropy, and the Rick Scofield Business of the Year Award.

Each nominee was highlighted through spotlight videos created by Media Sponsor Wayne Media Group. Guests attending the event voted for the winner in each category. The winner for each award included Rhonda Callahan of Torch 180 (Employee Engagement Innovator Award), Brad Tate of Agape City Church (Community Engagement & Philanthropy Award), and Mike Jonna of Jonna’s Market & Jonna’s Bar and Grill (Rick Scofield Business of the Year Award).

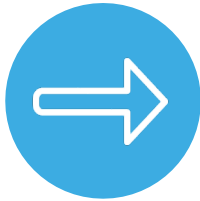
The event also highlighted key Howell Area Chamber of Commerce programs, activities, and accomplishments. The theme of the event was shining together, building forever in honor of the Chamber’s 75th anniversary year. The 2023 annual report can be found [HERE](#).



Local Dashboard



The local dashboard tracks demographic trends that are important measures of economic growth. The data is compiled from a range of sources, including the Bureau for Labor Statistics, the U.S. Census Bureau, the Livingston County Association of Realtors, and others. The trend arrow reflects the change in quarterly data, using the most recent data available. The timing of updates vary by source.



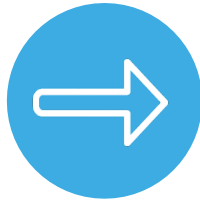
Unemployment

February 2024

Michigan: 3.9%
Livingston: 3.1%

The local unemployment rate of 3.1% remains lower than the state unemployment rate of 3.9%.

Source: [BLS, LAUS](#)



Wages

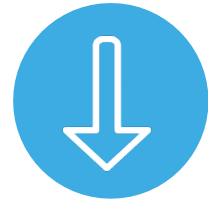
Q2 2023

Michigan: \$1,318

Livingston: \$1,018

The average weekly wage in Livingston County decreased by 3.6% from Q1 2023 to Q2 2023. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased by 1% from Q1 2023 to Q2 2023.

Source: [BLS, QCEW](#)



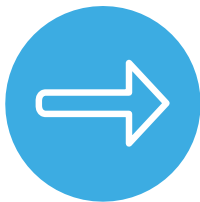
LaborForce

Q3 2023

Michigan: 5,043,000
Livingston: 105,919

The labor force in Livingston County increased by 3.7% or 3901 jobs from Q2 to Q3 2023. Michigan's labor force increased by 1.5% or 71,611 jobs from Q12 to Q3 2023. The labor force consists of individuals working or seeking employment.

Source: [BLS, LAUS](#)



Manufacturing Jobs

Q2 2023

Michigan: 614,914
Livingston: 10,358

Employment in manufacturing decreased by .3% or 284 jobs in Livingston County from Q1 2023to Q2 2023. Employment in manufacturing statewide increased by 1% or 3973 jobs during the same period.

Source: [BLS, QCEW](#)



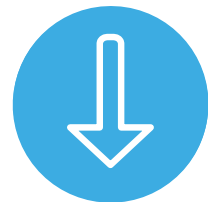
Job Postings

Q1 2024

Michigan: 402,460
Livingston: 5,739

The total number of job postings in Livingston County increased from 4,879 in Q4 2023 to 5,739 in Q1 2024. From January to March 2024, 1,472 employers posted open positions in Livingston.

Source: [Lightcast, Dataset 2024.1](#)



Home Sales

FY 2023

Livingston: 2,286

The number of cumulative residential and condo sales in Livingston County decreased by 19.7% from 2022 to 2023.

Source: [LCAR](#)

SPARK Metrics



PROJECT PIPELINE – Q1 2024

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.

29

Projects in Pipeline

7,008

Potential New Job Commitments

\$5.86B

Potential Capital Investment



SUCCESS METRICS – FY 2023

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

4

Successful Projects

38

New Job Commitments

\$70.1M

Capital Investment



CALL PROGRAM – Q1 2024

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.

19

Company Visits

2,017

FTEs at Companies Visited

14

Referrals

2024 Retention Visits



	Company Name	Location
Q1	Aberrant Brewing Company, Inc.	City of Howell
Q1	Brighton NC Machine Corporation	Green Oak Township
Q1	Chem-Trend	City of Howell
Q1	Flexible Metal, Inc.	Hamburg Township
Q1	Fowlerville Proving Ground	Handy Township
Q1	Lake Trust Credit Union	Brighton Township
Q1	Little Diablo Salsa	Green Oak Township
Q1	Motorsports Gateway Howell, LLC	City of Howell
Q1	Pop Daddy Popcorn, LLC	Genoa Township
Q1	TG Fluid Systems	City of Brighton
Q1	TwoSix Digital, LLC	City of Brighton
Q1	United Systems Group	Genoa Township
Q1	VTS - Virtual Technology Simplified	Brighton Township
Q1	Wayne Media Group	City of Brighton
Q1	Work Skills Corporation	City of Brighton
Q1	Wyman-Gordon Forgings	Green Oak Township

Fundraising



EXPECTED PUBLIC SECTOR CONTRIBUTIONS

+ TOTAL **\$357,794.34**

Livingston County \$175,000.00

Municipal Partners \$87,794.34

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: \$2,500; Village of Pinckney: \$2,500

EXPECTED PRIVATE SECTOR CONTRIBUTIONS

+ TOTAL **\$95,000.00**

Asahi Kasei Plastics; Bank of Ann Arbor; Common Sail Investment Group; Consumers Energy; Corrigan Oil; DTE Energy; Griffith Realty; ITC Holdings; Lake Trust Credit Union; Livingston Association of Realtors; Livingston Educational Service Agency; Lowry Solutions Inc; Rand Construction; Signature Associates; The Hanover Insurance Group Foundation; Total Security Solutions, Inc.

2024 Q1 EDCLC EXPENSES

Events



Upcoming Events

ANN ARBOR
SPARK ANNUAL MEETING &
REGIONAL ECONOMIC FORUM

SAVE THE DATE
TUESDAY, APRIL 30, 2024

**FEATURING PREVIOUS
SPARK BOARD CHAIRS:**

 Stephen Forrest University of Michigan	 Tim Marshall Bank of Ann Arbor	 Rick Snyder SensCy	 Cynthia Wilbanks University of Michigan
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Events



Upcoming Events



GREATER LIVINGSTON COUNTY
CHAMBER ALLIANCE

**RISING
PROFESSIONALS**

**NAVIGATING THE
AI LANDSCAPE:**
*Understanding the
Pros and Cons*

EVENT INFO
May 7, 2024
11:30 am - 1:15 pm

2142 Community Church
7526 Grand River Ave
Howell, MI 48114

\$20 Registration Fee
Includes boxed lunch

Register at
Brightoncoc.org/events
Hartlandchamber.org
Howell.org



GREATER
LIVINGSTON COUNTY
CHAMBER ALLIANCE

BRIGHTON • HOWELL • HARTLAND
Advancing Business Together



SPEAKER **SCOTT SIERACKI**
CHIEF SALES & MARKETING
OFFICER/PARTNER
DAVISTA.AI

Delving into the expansive universe of Artificial Intelligence (AI), we'll discuss a landscape teeming with promise and complexity. The discussion will traverse the transformative power of AI, from **optimizing business operations, revolutionizing marketing, and accelerating product development.**

Yet, amid the allure of innovation, the ethical conundrums that accompany AI's advancement will be highlighted. Issues of algorithmic bias, deep fakes, cyber security, data privacy, and societal impacts loom large, demanding thoughtful consideration. **There is a dual nature of AI, including its vast potential and its intricate web of challenges, fostering a dialogue that embraces both optimism and ethical vigilance.**

Event Sponsor **Premier Sponsor**




Full events calendar can be found here [\(LINK\)](#)

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.

