



Economic Development  
Council of Livingston County

QUARTERLY ECONOMIC  
DEVELOPMENT REPORTS 2024

Q2

2024

\$6M

SUPPORTED PRIVATE  
INVESTMENT

3.2%

COUNTY  
UNEMPLOYMENT RAT  
E

29

COMPANY VISITS

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](http://www.annarborusa.org)

# Quarterly Highlights



## Total Security Solutions breaks ground on newest expansion

Total Security Solutions is preparing to break ground on a second building expansion including a 23,000 square foot facility close to their current building in the Fowlerville industrial park. The new facility will house manufacturing, distribution, warehousing, and office operations for the company. Total Security Solutions produces and installs bullet proof barriers that are aesthetically pleasing. They specialize in custom bullet resistant barriers, bandit barriers and bulletproof enclosures.

Ann Arbor SPARK has been working closely with Total Security Solutions since 2012, offering the company a number of different referrals to connect them to local resources. Last December, SPARK sat down with the company to review plans for their new facility and begin the process of applying for a PA 198 abatement for the planned development. The new facility will house the company’s existing workforce and will add approximately five new jobs in the first two years after construction is completed.



## All Eyes on Hartland Polo Classic

The SPARK-Livingston team was in full attendance at the 7th annual Hartland Polo Classic. This fun and unique event moved locations and was held at Heritage Park in Hartland. The event also grew to include a second day of fun called the Festival of Polo and Family Picnic.

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 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, and surprise marriage proposal on the field!



# 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.

## SPARK Livingston Welcomes Sharla Horton

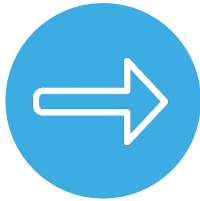
In a unique new move, SPARK Livingston added a new member to the team that will be a shared position with the Howell Chamber of Commerce. Sharla Horton comes to the team with enthusiasm in helping businesses grow. Sharla, former President of the Mason Chamber of Commerce, will split her time supporting the activities of SPARK in Livingston County as well as supporting the Howell Chamber by acting as the Small Business Hub Coordinator. This new role under the Chamber will manage the Small Business Hub grant the Chamber received through Ann Arbor SPARK.



# 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.



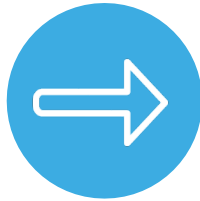
## Unemployment

May 2024

Michigan: 3.9%  
Livingston: 3.2%

The local unemployment rate of 3.2% remains slightly lower than the state's unemployment rate of 3.9%. In the same period.

Source: [BLS, LAUS](#)



## Wages

Q4 2023

Michigan: \$1,316  
Livingston: \$1,124

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](#)



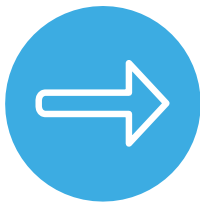
## LaborForce

May 2024

Michigan: 5,067,000  
Livingston: 106,626

The labor force in Livingston County remained steady from April to May with a reported increase of 258 individuals. The State of Michigan reported an increase of 41,000 individuals in the labor force during the same period.

Source: [BLS, LAUS](#)



## Manufacturing Jobs

Q3 2023

Michigan: 617,009  
Livingston: 10,259

Employment in manufacturing remained relatively steady in both the State of Michigan and in Livingston County from Q2 2023 to Q3 2023.

Source: [BLS, QCEW](#)



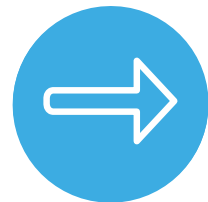
## Job Postings

Q2 2024

Michigan: 402,460  
Livingston: 6,127 5,739

The total number of job postings in Livingston County increased from 5,739 in Q1 2024 to 6,127 in Q2 2024. From April to June 2024, 1,476 employers posted open positions in Livingston.

Source: [Lightcast, Dataset 2024.1](#)



## Home Sales

YTD through June 2024

Livingston: 1,049

The number of cumulative residential and condo sales in Livingston County is on par with YTD sales in June 2023. In June 2023, 1,070 cumulative closed sales had been reported.

Source: [LCAR](#)

# SPARK Metrics



## PROJECT PIPELINE – Q2 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.

20

Projects in Pipeline

2,962

Potential New Job Commitments

\$3.7B

Potential Capital Investment



## SUCCESS METRICS – Q1 + Q2 2024

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

1

Successful Projects

33

New Job Commitments

\$6M

Capital Investment



## CALL PROGRAM – Q1 + Q2 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.

29

Company Visits

2,406

FTEs at Companies Visited

24

Referrals



# Fundraising



## EXPECTED PUBLIC SECTOR CONTRIBUTIONS

**+ TOTAL** **\$357,794.34**

Livingston County \$175,000.00

Municipal Partners \$85,294.34

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** **\$72,500.00**

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 Q2 EDCLC EXPENSES

Q1 **Ann Arbor SPARK** **\$87,500**

Q2 **Ann Arbor SPARK** **\$87,500**

# Events



## Upcoming Events



# Events



## Upcoming Events

# 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.

