

Economic Development Council of Livingston County

QUARTERLY ECONOMIC DEVELOPMENT REPORTS 2022





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:

Quarterly Highlights

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Total Security Solutions expands in Fowlerville

Total Security Solutions (TSS) is once again growing their footprint within the Village of Fowlerville. In 2019, the company moved into a newly constructed 46,000 s/f headquarters and manufacturing facility on Garden Lane. Jim Richards, CEO saw an opportunity to grow the TSS book of business through a recent acquisition of Bulldog Innovative Manufacturing. According to Richards, Bulldog is a good complimentary business to TSS. He also sees a good opportunity to grow the Bulldog business as well.

To help launch Bulldog Innovative Manufacturing for future growth, TSS contracted with Rand Construction to construct a 1,500 s/f addition to the existing building located at 925 Garden Lane, as well as build-out a portion of the building for office and engineering capacity.

To support the \$1 million investment, SPARK assisted TSS in preparing a tax abatement, approved by the Village of Fowlerville. Over the next two years, TSS anticipates Bulldog will add up to seven new jobs and retain ten currently at the facility.

New Construction underway along Old US-23

Shovels are hitting the ground in 2022 as local firms choose to expand locally. Export Corporation, located in Green Oak Township needed more warehousing capacity to support their business growth. The company worked with Ann Arbor SPARK and the MEDC to justify the higher cost of constructing a new 83,000 sq/ft warehouse along Old US-23 behind their existing facility. With SPARK's assistance, the township approved a property tax abatement in support of this new investment.

SPARK recognized during Livingston CVB event

The annual partners meeting of the Livingston County Convention and Visitors Bureau (LCCVB) was held on March 1st. Executive Director Mary Robinson gave an overview on the importance of tourism to the local economy.

Guest speakers included Dave Lorenz, Vice President of Travel Michigan and Kim Corcoran, President of Destination Michigan. Lorenz was cautiously optimistic that the number of in-state and out-of-state tourist numbers would rebound after the pandemic, also noting that inflation may limit the discretionary income for vacations. Corcoran agreed that tourism numbers would rebound, including those attending conventions and special events. She noted that peopleafter all the zoom meetings and cancellations, are excited to be face-to-face again.



At the conclusion of the meeting, the #LoveLivCo team including Ann Arbor SPARK, and all three local chambers of commerce accepted the Ultimate Collaborator Award in recognition of the work our group accomplished to support small businesses with resources as well as state and local grants through the #LoveLivCo campaign and LoveLivCo Small Business Assistance Fund.

Regional Highlights

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New Mixed-Use Building Planned in Downtown Fowlerville

A local business owner is preparing to break ground on a more than 13,500-square-foot commercial and apartment building in downtown Fowlerville. Dan and Jennifer Cooke operate TRV|FIT in Fowlerville, Pinckney, and Dexter. The Ville will be located on the former lumberyard site at Grand River and Grand St. in downtown Fowlerville. The vacant lot was owned by the Fowlerville DDA who sold the site to the Cookes.

The Ville will feature eight apartments, including seven two-bedroom units upstairs and an ADA- accessible one-bedroom unit on the ground floor. The project will total more than 6,600 square feet of residential space. The apartments are expected to rent for \$844 to \$1,378 a month. The Ville will also feature up to three commercial spaces on the first floor, including a new TRV|FIT location. The gym will take up about 4,000 square feet, which will also feature more than 1,200 square feet of additional commercial space that could be leased to either one or two more businesses.

The Michigan Strategic Fund board on Tuesday approved a \$1.45 million loan through a Michigan Economic Development Corporation program, which will help them finance the estimated \$3.7 million construction project. The Village of Fowlerville also supported the project with a property tax exemption for up to 10 years under the Commercial Rehabilitation Act.

The building will break ground this spring and anticipate completion sometime next year.



Events

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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.



May 17, 2022 EMU Student Center 11:30 am — 1:00 pm

The Ann Arbor SPARK Annual Meeting is attended by business, government, and academic leaders from across the Ann Arbor region. Business leaders will highlight the region's accomplishments over the past year and include a presentation of the Annual Meeting Awards and preview new projects and initiatives for the coming year

This year's keynote speaker is Thomas Zurbuchen with NASA. Thomas is the Associate Administrator for the Science Mission Directorate.

For more information and registration details visit https://annarborusa.org/annual-meeting/

Economic Development Council of Livingston County Annual Meeting

November 10th, 2022 Crystal Gardens Banquet Facility 6:00 p.m. — 9:00 p.m.

SAVE THE DATE FOR THE EDCLC'S 2022 ANNUAL MEETING

Upcoming Chamber Events

<u>Hartland Area Chamber of Commerce</u> Annual Polo Classic Event June 18th 4:00 pm Detroit Polo Club <u>Greater Brighton Area Chamber of Commerce</u> Annual Golf Outing June 21st 11:00 am Oak Pointe Country Club <u>Howell Area Chamber of Commerce</u> Annual Golf Classic September 28th Lakelands Golf and Country Club

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

Q4 2021

Michigan: 5.23% Livingston: 2.77%

The unemployment rate in Livingston County decreased 0.1% from Q3 to Q4 2021. The local unemployment rate remains lower than the state unemployment rate which decreased 0.73% from Q3 to Q4 2021

Source: BLS LAUS



Wages

03 2021

Michigan: \$1,154 Livingston: \$963

The average weekly wage in Livingston County stayed the same from $\Omega 2$ to $\Omega 3$ 2021. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased \$11 from $\Omega 2$ to $\Omega 3$ 2021.

Source: BLS QCEW



LaborForce

04 2021

Michigan: 4,789,756 Livingston: 100,878

The labor force in Livingston County increased by 0.72% from Q3 to Q4 2021. During the same time period, the labor force in Michigan decreased by 0.06%. The labor force consists of individuals working or seeking employment.

Source: BLS LAUS



MFG Employment

Q3 2021

Michigan: 586,198 Livingston: 8,985

Employment in manufacturing decreased by 0.89% in Livingston County from 02 to 03 2021. Employment in manufacturing Increased by 1.09% statewide during the same time period.

Source: BLS QCEW



Job Postings

Q1 2022

Livingston: 6,503

The total number of job postings in Livingston County decreased by 4.7% from Q4 2021.

Source: Workforce Intelligence Network



Home Sales

Q1 2022

Livingston: 506

The number of cumulative residential and condo sales in Livingston County decreased by 37.8% in Q1 2022 compared to Q4 2021 which recorded 800 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.

33

Projects in Pipeline

693

Potential New Job Commitments \$108M

Potential Capital Investment



SUCCESS METRICS

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

2

Successful Projects 11

New Job Commitments \$6.6M

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.

5

Company Visits

145

FTEs at Companies Visited 16

Referrals

2022 Q1 Call Program

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.

Fundraising

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		
+			
+			

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.



