



Economic Development
Council of Livingston County

QUARTERLY ECONOMIC
DEVELOPMENT REPORTS 2022

Q1

5 COMPANIES
VISITED

16 REFERRALS
PROVIDED

3 NEW
PROJECTS
ANNOUNCED

\$10.3 million

Planned private investment

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

Regional Highlights



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



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

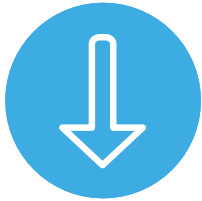
Upcoming Chamber Events

[Hartland Area Chamber of Commerce](#) Annual Polo Classic Event June 18th 4:00 pm Detroit Polo Club
[Greater Brighton Area Chamber of Commerce](#) Annual Golf Outing June 21st 11:00 am Oak Pointe Country Club
[Howell Area Chamber of Commerce](#) Annual Golf Classic September 28th Lakelands Golf and Country Club

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 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.



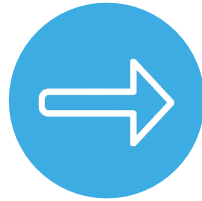
Unemployment

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: BLSLAUS



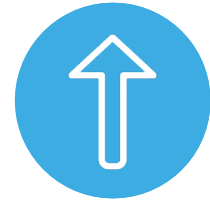
Wages

Q3 2021

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

The average weekly wage in Livingston County stayed the same from Q2 to Q3 2021. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased \$11 from Q2 to Q3 2021.

Source: BLSQCEW



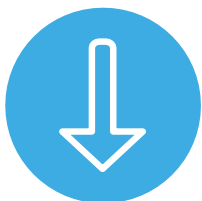
LaborForce

Q4 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: BLSLAUS



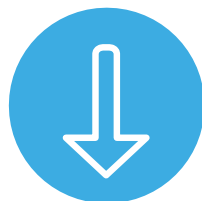
MFG Employment

Q3 2021

Michigan: 586,198
Livingston: 8,985

Employment in manufacturing decreased by 0.89% in Livingston County from Q2 to Q3 2021. Employment in manufacturing increased by 1.09% statewide during the same time period.

Source: BLSQCEW



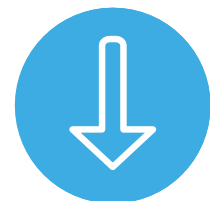
Job Postings

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.

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.

