



Economic Development  
Council of Livingston County

QUARTERLY ECONOMIC  
DEVELOPMENT REPORT 2023

Q1

37 Projects in  
Pipeline

1,149 Potential New  
Job Commitments

City of Brighton &  
Howell Application

2022 Chamber  
Celebrates Local  
Successes

ANN ARBOR  
**SPARK**

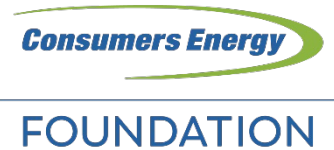
Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture. For more information visit: [www.annarborusa.org](http://www.annarborusa.org)

# Quarterly Highlights



## Consumers Energy Foundation Grant Support

The Consumers Energy Foundation’s investment in people, the planet, and Michigan’s prosperity is grounded in our commitment to Diversity, Equity & Inclusion (DE&I). We demonstrate this commitment by emphasizing DE&I in all funding areas and supporting social justice programs that advance equity. Consumers Energy Foundation has provided EDCLC with a \$3,000 private partner donation towards Livingston Economic Development activities.



## Eternity Brewing Recognized as a Pure Michigan Business

Eternity Brewing Company in Genoa Township can now designate the microbrewery as a Pure Michigan Business which purchased over 70 percent of raw ingredients from Michigan-based companies. The brewery is now able to use the Pure Michigan logo and branding for marketing purposes.



## Training Funds Awarded Locally

Eight companies in Livingston County were awarded funds through the Going Pro Talent Fund. In total, \$380,000 was awarded to employers including TG Fluid Systems, The Willows (Trilogy Health), MS Ultrasonic, Thai Summit, Dunnage Engineering, Ventra Fowlerville, Leigh Harter Speech Services, and Liverpool FC IA Michigan. These funds can be used to train new employees as well as upskill existing employees with transferable industrial credentials. The Going Pro Talent Fund is currently accepting applications for their second-round of 2023 funding. Contact a member of the SPARK team for more information.

# Quarterly Highlights



## Stay Informed with New Municipal Applications

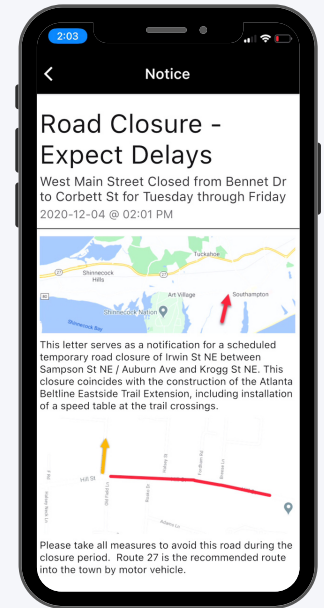
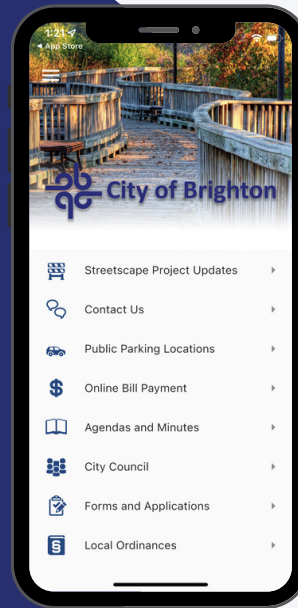
### Download My Brighton MI

- Receive Notifications
- Access Information
- View Latest Updates
- And more...

SCAN TO DOWNLOAD



Powered by GOGov



The Cities of Howell and Brighton recently released an application for residents and local businesses to keep up with city updates on both Android and Apple products.

Both are free applications, My Howell MI and My Brighton MI, are now available on the app store for all smartphones. It has a variety of features such as push notifications to remind residents about bill payments or road closures. Each app is customizable, allowing non-residents or businesses to receive information relevant to visitors.

The app also provides information about events, deals downtown, weather, traffic, emergencies and construction.

**Want to be in the know of all things Howell?**

- Road Closures and construction updates
- Payment and Service reminders
- Events and Festivals
- Downtown deals and events
- Weather and traffic
- Emergencies and special notifications

Use this QR code with your smart phone or download directly from your app store by searching : **MY HOWELL MI**

The City of Howell wants you to sign up for this FREE app. To help keep our residents, visitors and the greater community members informed on all things HOWELL!!

Quick links

- Forgot what day your recycling is?
- Want to be notified of road closures?
- Never be late on a bill payment.
- Wondering what events are going on?
- Be in the KNOW through pushed notifications.

- Notifications
- City Website
- City Calendar
- Event Calendar
- Online Bill Pay
- Phone Directory
- Mayer Page
- DDA / Howell Main Street
- Job Opportunities



# Quarterly Highlights



## Local Chambers Recognize Another Year of Success

In January and February, the Greater Brighton Chamber of Commerce, Howell Area Chamber of Commerce, and Hartland Chamber of Commerce, each held events to celebrate successes from year 2022 and provide recognition to those who made an impact in the community. While many awards were distributed, the following distinguished awards were announced at each respective event:

Howell Chamber of Commerce, Citizen of the Year Presentation: *George Moses, Owner, Marketeer Magazine*

Brighton Chamber Community Economic Development Award: *David Snodgrass, Lake Trust Credit Union*

Hartland Chamber Community Giveback Awards: *HERO Round Table, Livingston County Choirs, LACASA, Hartland Optimist Club, Hartland Area Community Council*



George Moses, Owner,  
Marketeer Magazine

## Livingston County Job Shadow Day

Fifty two employers opened their doors for local high school juniors and seniors throughout the county, giving them the opportunity to experience a day in the life of different career paths ranging from business management, to speech pathologists, to robotics technicians. The Livingston Educational Service Agency (LESA) planned event, in collaboration with Ann Arbor SPARK, local Chambers and other organizations, occurred over two days in March and provided 141 students a closer look at various career paths within Livingston County.

Piloted in 2018 with six companies and 12 students, the Livingston County Job Shadow Day now occurs twice each school year and provides a valuable opportunity for high school students to have a hands-on experience in different industries. The next job Shadow Day will occur in November 2023. Contact the Ann Arbor SPARK team for more information to participate.



# 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 2022

Michigan: 4.4%  
Livingston: 2.3%

The unemployment rate in Livingston County increased by 1.5% from Q3 to Q4 2022. The local unemployment rate remains lower than the state unemployment rate which increased by 3.1% from Q3 to Q4 2022.

Source: BLSLAUS



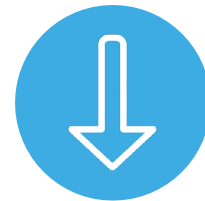
## Wages

Q3 2022

Michigan: \$1,236  
Livingston: \$1,042

The average weekly wage in Livingston County increased by 8% from Q2 to Q3 2022. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which decreased by 7.2% from Q2 to Q3 2022.

Source: BLSQCEW



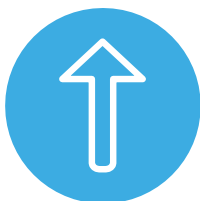
## LaborForce

Q4 2022

Michigan: 4,833,299  
Livingston: 103,050

The labor force in Livingston County decreased by 0.7% or 777 jobs from Q3 to Q4 2022. Meanwhile, Michigan's labor force decreased by 0.15% or 7,243 jobs from Q3 to Q4 2022. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



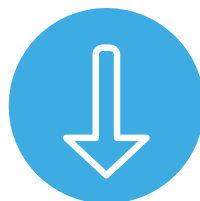
## MFG Employment

Q3 2022

Michigan: 605,618  
Livingston: 10,279

Employment in manufacturing increased by 4.9% or 484 jobs in Livingston County from Q2 to Q3 2022. Employment in manufacturing statewide increased by 0.7% or 4,149 jobs during the same time period.

Source: BLSQCEW



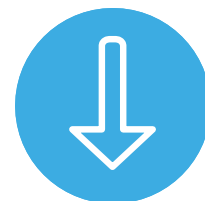
## Job Postings

Q1 2023

Livingston: 6,909

The total number of job postings in Livingston County decreased by 0.25% or 17 jobs from Q4 2022 to Q1 2023

Source: Workforce Intelligence Network



## Home Sales

Q1 2023

Livingston: 399

The number of cumulative residential and condo sales in Livingston County decreased by 25.8% in Q1 2023 compared to Q1 2022. Home sales also decreased 26.7% from Q4 2022 to Q1 2023.

Source: LCAR

# SPARK Metrics



The project pipeline January 1, 2023 – March 31, 2023

## 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.



37

Projects in Pipeline

1,149

Potential New Job Commitments

\$488M

Potential Capital Investment

## SUCCESS METRICS

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



0

Successful Projects

0

New Job Commitments

\$0

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.



15

Company Visits

176

FTEs at Companies Visited

19

Referrals



# Fundraising



## EXPECTED PUBLIC SECTOR CONTRIBUTIONS

**+ TOTAL** **\$262,794.34**

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** **\$87,750.00**

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

## 2023 Q1 EDCLC EXPENSES

**+ Ann Arbor SPARK** **\$85,750**



# Events



Ann Arbor SPARK Annual Meeting at Eastern Michigan University Student Center on May 25, 2023. Register today!



## ANN ARBOR **SPARK** ANNUAL MEETING & REGIONAL ECONOMIC FORUM



FEATURING KEYNOTE SPEAKER  
**DR. SANTA ONO**, PRESIDENT  
UNIVERSITY OF MICHIGAN

### Upcoming Events

Greater Livingston County Chamber Alliance Speaker Series: Demystifying Artificial Intelligence. May 24, 2023.

# 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.

