



Economic Development
Council of Livingston County

QUARTERLY ECONOMIC
DEVELOPMENT REPORTS 2022

Q2

Release of Livingston
County Benchmarking
Report

Motorsports Gateway
Howell Review

EDCLC Annual Meeting
November 10th

Rural Business
Development Grant,
Brighton



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



MI STEM Forward Internship Program

The Michigan Economic Development Corporation (MEDC) has partnered with Ann Arbor SPARK to launch the Michigan STEM Forward internship program on a statewide level. SPARK has run the program on a local level with a decade of positive results.

In scaling the program up, MEDC will work in partnership with SPARK to place 425-450 STEM students currently attending Michigan colleges into STEM-focused internships with Michigan based businesses. SPARK will contribute to 50 percent of the interns' pay as well as take on the entire financial responsibility, and participating companies will pay the remaining 50 percent. SPARK staff is reaching out to various employer groups in Livingston County to promote this program and give businesses the opportunity to participate in the program and plan for future internship opportunities.



Learn more and apply here.

Polo Pictures & Write-up

The SPARK-Livingston team was in full attendance at the 5th annual Hartland Polo Classic. This fun and unique event located at the Detroit Polo Club in Hartland raised funds to support Warrior Path Home – a nonprofit organization serving veterans in Livingston County.

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, Nick Joblonski, 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, as well as the traditional stomping of the divots!



City of Brighton, Rural Business Development Grant

A Rural Business Development Grant (RBDG) of \$27,000 has been awarded to The Downtown Development Authority of City of Brighton (DDA) to launch an App that promotes all businesses within the DDA district. The grant was Applied for through Ann Arbor SPARK (SPARK) which will oversee the implementation of the App on behalf of the DDA.

Denise Murray, the economic development and marketing specialist for the City of Brighton, had come to work with the City of Brighton after 15 years Director of Marketing and Business Development in Michigan malls across the region. While supporting business was nothing new to Murray, the tools by which to support retailers were quite different. In a mall environment, there are shared resources that had been pooled together through a common marketing fund and managed through a single channel. In Murray's experience, The App was the single greatest contribution that the marketing team had provided to its retailers. The concept is to provide a single portal that all retailers had equal access to in which they could post events, news and sales year-round. The portal would seamlessly broadcast the information to the website and social media sites. Content can be easily loaded into digital boards and can be printed into flyers on demand. It makes event planning easier and participation greater, and there was immediate access for all new retailers. Local retailers are on the same playing field as national retailers. Posts will be monitored for quality and content, but the responsibility falls back on the retailer for submissions. This eliminated weeks of gathering information, printing proofs and tracking Approvals.

The App would provide the community with a highly useful tool to turn to for events, sales and useful information. The first prototype will roll out in July and a team of business owners will test out its capabilities before going live to the public, which is expected to be in September.

Quarterly Highlights



PMBC Access and Certification Grant

Designed to break down barriers preventing Small Businesses from winning purchase orders. Up to \$15,000 in assistance is available to offset 75 percent of pre-approved expenses per fiscal year. Program funds may be approved for industrial certification, software access to procurement/bid site, vendor registration/management platforms, or other procurement barriers.



Automotive Technology & Mobility Sector Report

Mobility innovation and automation is one of the hottest topics in transportation research, and it's all happening in our backyard! Learn more about your local Mobility Ecosystem in the newest Automotive Technology and Mobility Sector Report here.



2022 FastTrack Award Applications Now Open

FastTrack Awards are presented to "gazelle" companies headquartered in Washtenaw or Livingston county. "Gazelles" are defined as high-growth companies with 20 percent increased average revenue for three years, starting from a revenue base of at least \$100,000. As gazelle companies are characterized by their rapid growth, rather than their absolute size, they can range in size from small companies to large enterprises.

Deadline July 31. Read more here.



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

Q1 2022

Michigan: 4.3%
Livingston: 3.6%

The unemployment rate in Livingston County increased 21% from Q4 2021 to Q1 2022. The local unemployment rate remains lower than the state unemployment rate which decreased 8% from Q1 to Q2 2022.

Source: BLSLAUS



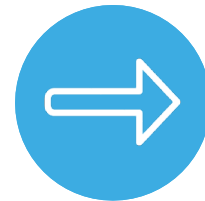
Wages

Q4 2021

Michigan: \$1,291
Livingston: \$1,121

The average weekly wage in Livingston County increased 5% from Q3 to Q4 2021. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased 3% from Q3 to Q4 2021.

Source: BLSQCEW



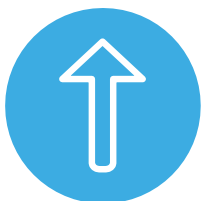
LaborForce

Q4 2021

Michigan: 4,846,480
Livingston: 103,451

The labor force in Livingston County only increased by 254 jobs from Q4 2021 to Q1 2022. Meanwhile, Michigan's labor force increased by 1% from Q1 to Q2 2022. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



MFG Employment

Q4 2021

Michigan: 595,110
Livingston: 9,467

Employment in manufacturing increased by 5% in Livingston County from Q3 to Q4 2021. Employment in manufacturing also increased by 2% statewide during the same time period.

Source: BLSQCEW



Job Postings

Q1 2022

Livingston: 7,578

The total number of job postings in Livingston County increased by 17% from Q1 2022.

Source: Workforce Intelligence Network



Home Sales

Q2 2022

Livingston: 884

The number of cumulative residential and condo sales in Livingston County increased by 45% in Q2 2022 compared to Q2 2021 which recorded 609 combined residential and condo sales. Sales also increased 49% from Q1 to Q2 2022.

Source: LCAR

SPARK Metrics



The project pipeline April 1, 2022 – June 30, 2022

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

251

Potential New Job Commitments

\$61M

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

19

New Job Commitments

\$280K

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.



13

Company Visits

1,377

FTEs at Companies Visited

7

Referrals

Upcoming Events



a2TECH360

VIRTUAL & IN-PERSON EVENTS

COMMUNITY, TECHNOLOGY, & INNOVATION

OCTOBER 7 – 14, 2022

ORGANIZED BY

ANN ARBOR

SPARK

LDFA

MEDIA SPONSOR



RussellVIDEO
Script to Screen



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

[Greater Brighton Area Chamber of Commerce](#) Brighton Art & Music Festival August 5-6, Downtown Brighton

[After Hours Networking](#) Green Oak Township/Northfield Township August 11, Whitmore Lake

[Greater Brighton Area Chamber of Commerce](#) Smokin' Jazz & BBQ Blues Festival Sept. 9-10, Downtown Brighton

[10 Ways to Advance Your Financial Health](#) September 20th, Oceola Community Center

[48th Annual Howell Chamber Golf Classic](#) September 26th, Lakelands Golf and Country Club

[Job Shadow Day](#) Livingston Educational Service Agency October 26-28

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.

