



Economic Development
Council of Livingston County

QUARTERLY ECONOMIC
DEVELOPMENT REPORT 2023

Q3

40 Projects in
Pipeline

7,355 Potential New
Job Commitments

\$4 million Public
Gathering Grant
Awards

150 Students
Participate in MFG Day



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



Howell and Fowlerville Awarded Public Gathering Grant

The City of Howell and the Village of Fowlerville were each awarded \$2 million on September 26th by the Michigan Strategic Fund (MSF) through its Community Development Block Grant program to use for public gathering spaces in their communities.

Howell's \$2 million will be used to reconstruct the City's Depot Lot and Walnut Street project. The city is working to transform the area of town north of Clinton Street and east of Walnut Street, near the train depot and Summit Gardens, to include a large pavilion that could be used in the summer for other events, and ice rink in the winter. Features of the plan include public seating, a fire pit, splash pad, restrooms, and an area for concessions.

The Village of Fowlerville also received \$2 million for improvements to its Fowlerville Community Park. Plans for the funds are a recreation pavilion with restrooms and concessions, pickle ball courts, a fenced dog run, ice skating rink, two new playgrounds, three paved parking areas with room to add future lots, and accessible walkways.

Livingston "Gazelle" Businesses Recognized for Growth

Ann Arbor SPARK celebrated in style as 19 thriving gazelle companies were honored at the 25th Annual FastTrack Awards at this year's a2Tech360 event. Sponsored by Rehmann and Northstar Bank, this event recognized the remarkable growth and success of local businesses and highlighted the impressive resilience and innovation flourishing within the regional business community.

These companies that have been sprinting toward greatness in Washtenaw and Livingston counties, having shown an impressive 20 percent increase in average revenue over three years, starting from a revenue base of at least \$100,000. Talk about rocket-fueled growth!

Congratulations to our two Livingston companies recognized this year – [The Bear Factory](#) and [Virtual Technology Simplified](#).

Howell Area Chamber of Commerce Hold Unique Membership Event

While most Chambers of Commerce struggle through their annual membership drive, The Howell Chamber of Commerce took a page from a different playbook and hosted a 'Membership Event' that was like none other. For two and a half days in September, over 100 volunteers worked against the clock and against each other to sign up new Chamber members and create a greater community awareness of the important role of the Chamber of Commerce. The event was organized by Jimmy Cusano and a group called *Your Chamber Connection*. Their specialty is high energy membership campaigns that allow volunteers to conduct 'out of the box' membership fun while building the membership base. After two high energy days, the event concluded with the Chamber welcoming over 170 new members.

Quarterly Highlights



Livingston County Manufacturing Day 2023

More than 150 participants in Livingston County, including students, teachers, and chaperones, joined Ann Arbor SPARK, MI Works! Southeast, LESA, and 10 local companies to explore career opportunities in the Manufacturing industry. Livingston County Regional Manufacturing Day was one of many Manufacturing Day celebrations across the nation, helping to advance student awareness of career opportunities in the manufacturing sector. Local employers highlighted various opportunities in manufacturing careers including skilled trades such as welding and maintenance technicians, engineering, IT/programming, quality assurance, and administrative roles including marketing and management.

The event was organized by a SPARK and LESA. Through continued support from the MEDC, the event was at no-cost to the schools and students. SPARK has continued to cover all costs associated with this event through grant funds which offset all transportation costs as well as lunch provided to the student groups, making this a no-cost field trip for schools. This event would not have been the success it was without companies that are truly passionate about demonstrating the opportunities students have in the manufacturing industry. A very special thank-you to this year's participating companies: Aludyne, A.C.E., Asahi Kasei, Hatch Stamping, Highland Engineering, KemKrest, MS Ultrasonic, Promess, TG Fluids, and Thai Summit.

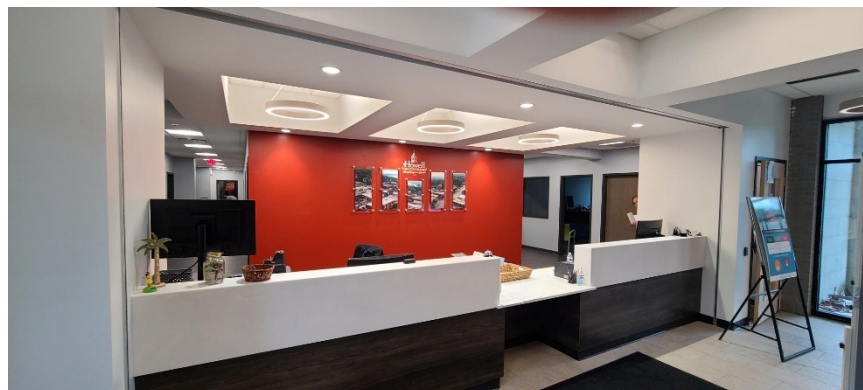
Howell City Hall Make-Over

Howell City Hall recently received a re-model on the first floor after Huntington Bank vacated the space at city hall.

The renovated area on the first floor is 6,565 sq. ft. in total. The first floor now houses operations that used to be located on the second and third floors including the Finance Department including Assessing, Utility Billing, Accounts Payable, Treasurer, Finance Director, Technology Department, as well as the Clerks office, Building and Zoning, and City Managers office.

The next phase of renovation will be to relocate the Police Department to the second floor by Q2 2024, and bring Council Chambers to the first floor where the Police Department is currently located. The third floor will be renovated and will have about 6,500 sq. ft. of space to lease to a third-party tenant.

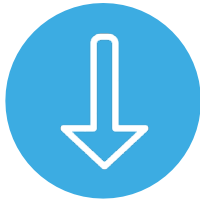
The main goal of the work is to make public spaces more accessible at City Hall including attending council meetings, access to polling locations, as well as interacting with city staff all on the same floor.



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.



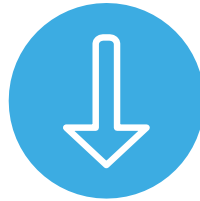
Unemployment

Q2 2023

Michigan: 3.7%
Livingston: 2.2%

The unemployment rate in Livingston County decreased by 22.1% from Q1 to Q2 2023. The local unemployment rate remains lower than the state unemployment rate which decreased by 12.6% from Q1 to Q2 2023.

Source: BLSLAUS



Wages

Q1 2023

Michigan: \$1,308
Livingston: \$1,055

The average weekly wage in Livingston County decreased by 4.2% from Q4 2022 to Q1 2023. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased by 2.7% from Q4 2022 to Q1 2023.

Source: BLSQCEW



LaborForce

Q2 2023

Michigan: 4,894,191
Livingston: 103,490

The labor force in Livingston County increased by 1.6% or 1,626 jobs from Q1 to Q2 2023. Michigan's labor force increased by 1.1% or 50,887 jobs from Q1 to Q2 2023. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



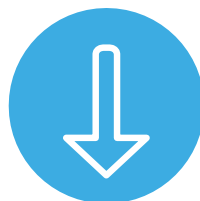
MFG Employment

Q1 2023

Michigan: 610,941
Livingston: 10,642

Employment in manufacturing increased by 2.5% or 262 jobs in Livingston County from Q4 2022 to Q1 2023. Employment in manufacturing statewide increased by 0.3% or 1,661 jobs during the same period.

Source: BLSQCEW



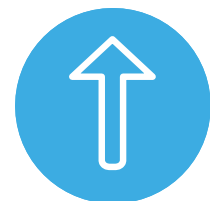
Job Postings

Q3 2023

Livingston: 7,020

The total number of job postings in Livingston County decreased by 11.2% or 787 jobs from Q2 to Q3 2023.

Source: Workforce Intelligence Network



Home Sales

Q3 2023

Livingston: 649

The number of cumulative residential and condo sales in Livingston County increased by 4% from Q2 to Q3 2023, or 25 sales. However, sales decreased by 27.6% from Q3 2022 to Q3 2023, or about 248 sales.

Source: LCAR

SPARK Metrics



The project pipeline April 1, 2023 – June 30, 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.

40

Projects in Pipeline

7,355

Potential New Job Commitments

\$3.15B

Potential Capital Investment



SUCCESS METRICS

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

1

Successful Projects

15

New Job Commitments

\$70M

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.

21

Company Visits

3,138

FTEs at Companies Visited

13

Referrals

2023 Retention Visits

|||||

COMPANY NAME	LOCATION
Q3 Promess, Inc.	Brighton Township
Q3 Aradatum Inc	Green Oak Township

Fundraising



EXPECTED PUBLIC SECTOR CONTRIBUTIONS

+ TOTAL **\$369,544.34**

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 **\$106,750.00**

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.

2023 Q3 EDCLC EXPENSES

+ Ann Arbor SPARK **\$85,750.00**

+ WestGate Insurance **\$1,497.00**

Events



The Economic Development Council of Livingston County (EDCLC) will host its **Annual Meeting on Thursday, November 9** at Crystal Gardens Banquet Center in Howell. The panel discussion topic is **Driving Economic Success: Strategies, Resources, Results**. Panel members will share their Livingston County economic development success stories and the resources that were utilized to make those projects happen. The cost to attend is \$40 for individuals and \$300 for a table (8 seats) and is available for purchase using the QR code below. Confirmed sponsors include Lake Trust Credit Union, ITC Holdings, Comcast and many more. Please reach out if interested in event sponsorship opportunities or scan the QR code for more information. Award presentations are as follows; Rick Scofield Business Champion Award, Talent Innovator Award, Resilience Award, and Project of the Year.



EDC Economic Development Council of Livingston County
Annual Meeting | November 9, 2023 | 6 p.m. - 9 p.m.
Crystal Gardens Banquet Center
5768 East Grand River Avenue, Howell, MI 48843
Presented by **ANN ARBOR SPARK**

Meet the Speakers ▶

 David Snodgrass CEO <i>Lake Trust Credit Union</i>	 John Chwalibog CEO & Managing Partner <i>VTS</i>	
 Mark Sarafa Owner & Founder <i>Pop Daddy Snacks</i>	 Suzanne Morrison Director of Marketing <i>Hatch Stamping Co.</i>	 Panel Moderator Stacey Macek Property Management Sr. Manager <i>Corrigan Oil</i>

Events



Upcoming Events



For the first time in history, five generations are all working together.

Join us for an interactive panel style discussion on how can we establish equity in the workplace and stop waging generation wars. Bridging the generational gap in your work place is an important step to harnessing the potential in all your employees and help you to find sustained success for both your business and your employees.



GREATER LIVINGSTON COUNTY CHAMBER ALLIANCE
BRIGHTON • HOWELL • HARTLAND
Advancing Business Together

Changing the Game

Engaging and Managing a Generationally Diverse Workforce

Panel of Experts

Regina Banks-Hall,
Cleary University
Caryn Bedford,
HRM Services
Amy Mulholland,
Performance Learning Systems
Laura Saline,
LESA

October 25 | 8-10 am
\$35 | Includes Breakfast
Chemung Hills Golf and Banquet Center

Register with your local Chamber
brightoncoc.org
hartlandchamber.org
howell.org

Launching Sponsor



THE POWER IN ALL OF US

Presenting Sponsor



Corporate Sponsors



Supporting Sponsor



Events

Upcoming Events

Live music, apple pickin' for prizes, pumpkin bowling, and a little brew and view – family fun all around! Brought to you by the City of Brighton DDA.



Saline Fiddlers Philharmonic

1-3pm @ The AMP

The Saline High School musicians present an energetic and polished show that features a diverse range of music from American folk, fiddle, bluegrass, jazz, western swing, and Celtic traditions. Spirited vocals and Appalachian step dancing combine with the instrumentals to create an unforgettable live performance.



Vinyl Rockit

4:30-6pm @ The AMP

Lights, Sound, Dancing! This Detroit-area cover band moves and grooves the crowd with a hand-picked setlist geared towards keeping the dance floor full and energized – hits from bands like Prince, Tom Petty, Blondie, Billy Squier, Journey, the Cars, Foreigner, INXS, Donna Summer, Wild Cherry, the Fixx and many more.

SOLO STREET MUSICIANS



Jason Locke
1-2 @ Casa Tequila



Kari Holmes
2-3pm @ Bourbons



Johnny Rhoades
3-4pm @ Captain's on Main



October's full moon is called the Hunters Moon because it was at this time when tribes gathered provisions for the long winter ahead. The Hunters Moon will reach peak illumination at 4:24 p.m. on Saturday, Oct. 28.

[A Business Case For Diversity, Equity, and Inclusion](#) – October 26, 10:00am

[RK Logistics Grand Opening](#) – October 26, 3:00pm

[Using ChatGPT and AI For Start-Up Success](#) – November 8, 9:00am

[Tech Homecoming](#) – November 22, 4:00pm

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.

