



Economic Development
Council of Livingston County

QUARTERLY ECONOMIC
DEVELOPMENT REPORTS 2024

Q3

2024

\$6M

SUPPORTED PRIVATE
INVESTMENT IN 2024

2.8%

LIVINGSTON COUNTY
UNEMPLOYMENT RATE

11

COMPANY VISITS



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



U of M Presents Economic Forecast Report for Livingston County.

The Economic Development Council of Livingston County (EDCLC), in collaboration with Ann Arbor SPARK and the University of Michigan, has announced the release of the Livingston County Economic Outlook 2024–2026 report. This comprehensive report highlights Livingston County’s strong economic performance and the positive projections for the years ahead.

The report was researched and written by economists from the University of Michigan’s Research Seminar in Quantitative Economics, including Jacob T. Burton, Gabriel M. Ehrlich, Donald R. Grimes, and Michael R. McWilliams, who are recognized national experts and authors. For a copy of the full report, reach out to Marcia Gebarowski.

Sector-Specific Highlights

- Construction: The sector continues to lead job recovery efforts, with significant growth expected. Blue-collar industries overall are projected to see a 9.7% increase in employment by 2026 compared to 2019 levels.
- Health and Social Services: Private healthcare and social services are anticipated to grow significantly, contributing to a 4.0% increase in higher-educational attainment services jobs by 2026.
- Professional Services: The county expects healthy growth in professional, scientific, and technical services, enhancing its diverse and dynamic job market.

Bright Prospects Ahead

Looking forward, the report anticipates continued economic expansion for Livingston County. Job growth is expected to exceed pre-pandemic levels by 5.6% by the end of 2026, compared to a 2.9% increase for Michigan. The county’s unemployment rate is projected to remain between 2.5% and 3.0%, underscoring its strong economic foundation.

Livingston “Gazelle” Businesses Recognized for Growth

Ann Arbor SPARK celebrated in style as 16 thriving gazelle companies were honored at the 26th Annual FastTrack Awards. 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 Livingston recipient recognized this year – *PopDaddy Snacks, LLC*

Regional News



MFG Day 2024 – Livingston Firms Highlight Career Opportunities

More than 150 participants in Livingston County, including students, teachers, and chaperones, joined Ann Arbor SPARK, MI Works Southeast, LESA, and 12 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 no-cost to the schools and students.. 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: Automated Controls & Engineering, Asahi Kasei, C&B Machine, Hatch Stamping, KemKrest, Moeller Aerospace, MS Ultrasonic, Novi Precision, Precise Power, Promess, TG Fluids, Thai Summit.



Small Business Hub welcomes first cohort of participants

A new program is being introduced to offer no-cost resources and support for small businesses in Livingston County through the Livingston Business HUB by the Howell Area Chamber of Commerce. As a center for innovation and support for small businesses, the HUB provides a variety of programs focused on leadership education and development, business coaching, succession planning, organizational culture and innovation and growth strategies. It also offers practical guidance on AI applications for businesses and fosters valuable networking opportunities, empowering local businesses to thrive. For more information or to apply to the program please visit: www.MIsmallbusiness.org

Regional Highlights



Progress Continues on new Trinity Hospital in Livingston

Construction on the new Trinity Health Livingston hospital in Brighton is well underway and slated to open in 2026. This project represents a \$238.2 million investment into the community. The state-of-the-art hospital will span four-stories and 174,000-square-foot, and include 56 acuity adaptable beds, 18 existing Short Stay Unit beds, and eight licensed operating rooms. The existing medical center, which is adjacent to the new hospital site, is also undergoing renovations. The hospital was designed to accommodate the most advanced medical equipment and attract leading medical professionals, ensuring the highest-quality care close to home for generations to come. It is also being built with growth in mind, with dedicated shell space that can be adapted to accommodate for new medical services as the community’s needs evolve.

The current hospital on Byron Rd in the City of Howell will continue to house certain Trinity specialty departments, with remaining space to be leased to another entity to house long term care for brain injury patients.

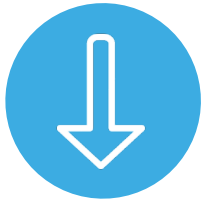
To support the construction project, Trinity Health launched the “Forging our Future” campaign, aimed at raising \$5M in philanthropic support. SPARK is an active member of this campaign for Livingston County. A gift to this campaign allows someone the rare opportunity to make a tangible difference in the health and wellbeing of their friends, family members and neighbors, many of whom will come to need hospital services at some point in their lives.. Anyone wishing to learn more, get involved, or contribute can contact Lindsay Debolski, Gift Officer, at 248-755-3510 or lindsay.debolski@trinity-health.org.



Local Dashboard



The local dashboard tracks demographic trends that are important measures of economic growth. The data is compiled from a range of sources, including the Bureau for Labor Statistics, the U.S. Census Bureau, the Livingston County Association of Realtors, and others. The trend arrow reflects the change in quarterly data, using the most recent data available. The timing of updates vary by source.



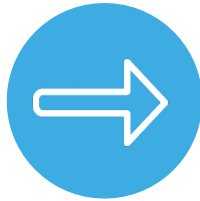
Unemployment

August 2024

Michigan: 4.5%
Livingston: 2.8%

Livingston County's unemployment rate dropped to 2.8% making it the lowest reported rate in the State of Michigan in August.

Source: [BLS, LAUS](#)



Wages

Q4 2023

Michigan: \$1,316
Livingston: \$1,124

The average weekly wage in Livingston County decreased by 3.6% from Q1 2023 to Q2 2023. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which increased by 1% from Q1 2023 to Q2 2023.

Source: [BLS, QCEW](#)



LaborForce

August 2024

Michigan: 5,055,000
Livingston: 106,679

The labor force in Livingston County remained steady from May to August with a reported increase of 38 individuals. The State of Michigan reported an increase of 2,000 individuals in the labor force during the same period.

Source: [BLS, LAUS](#)



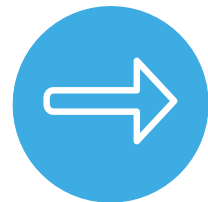
Manufacturing Jobs

Q4 2023

Michigan: 613,232
Livingston: 10,316

Employment in manufacturing remained relatively steady in both the State of Michigan and in Livingston County throughout 2023. Average weekly wages in Livingston for manufacturing jobs in 2023 were \$1,366.

Source: [BLS, QCEW](#)



Job Postings

Q2 2024

Michigan: 402,460
Livingston: 6,408

The total number of job postings in Livingston County increased from 6,127 in Q2 2024 to 6,408 in Q3 2024. From July to September 2024, 1,388 employers posted open positions in Livingston.

Source: [Lightcast, Dataset 2024.1](#)

Home Sales

YTD through August 2024

Livingston: 1,274

The number of cumulative residential and condo sales in Livingston County is on par with YTD sales in August 2023. In August 2023, 1,289 cumulative closed sales had been reported.

Source: [LCAR](#)

SPARK Metrics



PROJECT PIPELINE – Q3 2024

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.

22

Projects in Pipeline

2,441

Potential New Job Commitments

\$2.4B

Potential Capital Investment



SUCCESS METRICS – Q1-Q3 2024

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

1

Successful Projects

33

New Job Commitments

\$6M

Capital Investment



CALL PROGRAM – Q1-Q3 2024

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.

42

Company Visits

4,421

FTEs at Companies Visited

30

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 **\$95,000.00**

Asahi Kasei Plastics; Bank of Ann Arbor; Consumers Energy Foundation; Corrigan Oil; DTE Energy Foundation; Explore Brighton Howell Area; Griffith Realty; Hatch Stamping; ITC Holdings; Kem Krest; Lake Trust Credit Union; Livingston Association of Realtors; Livingston Educational Service Agency; Michigan Economic Development Corp. (MEDC); Michigan Works! Southeast; Rand Construction; Rudolph Libbe Group; The Hanover Insurance Group Foundation; Total Security Solutions, Inc.; Trinity Health

2024 Q3 EDCLC EXPENSES

Q1 **Ann Arbor SPARK** **\$87,500**

Q2 **Ann Arbor SPARK** **\$87,500**

Q3 **Ann Arbor SPARK** **\$87,500**

Events



Upcoming Events



Future Focus: Navigating Economic Trends & Forecasts

Join us for the Livingston County Economic Forecast, where we will delve into the latest economic trends and projections specific to our region expertly prepared by the University of Michigan Department of Economics.

Hear from leading economists who will share their analysis of current economic conditions and future projections for our county.

Whether you're a business owner, investor, or community leader, this event is an essential opportunity to stay informed and strategically plan for the future. Don't miss out on the chance to gain crucial insights and contribute to the economic vitality of our county.

Livingston County Economic Forecast 2025

October 30 | 8-10 am
\$35 | Includes Breakfast
Waldenwoods Conference Center

**Featuring
Economic Expert:**

Gabe Ehrlich,
Economist,
University of Michigan
Department of
Economics

Register with your local Chamber

brightnccoc.org
hartlandchamber.org
howell.org

Corporate Sponsors **Champion Sponsor**



Supporting Sponsors



Alliance Sponsors:





Economic Development Council of Livingston County

Annual Meeting | November 7, 2024 | 5 p.m. - 8 p.m.

Oak Pointe Country Club
4500 Club Drive Brighton, MI 48116

Presented by
ANN ARBOR
SPARK

Meet the Speakers



MODERATOR

Amanda Binder
SBDC



Nicole Dietrich
Lake Trust Credit Union



Jessie Hayes
Skinphorea



George King
Bank of Ann Arbor



Amy Rencher
MEDC



Economic Development Council of Livingston County



Register Now: a2SPARK.org/EDCLC2024

Unlocking Local Capital: Funding Your Business Growth

An event focused on providing entrepreneurs and business owners with insights, strategies, and resources to secure local funding for expanding their businesses. Attendees will learn from experts about various funding options, how to attract local investors, and practical steps to finance business growth while fostering community support.

Award Presentations:

Business Champion Award | Talent Innovator Award
Resilience Award

Registration Fees:

\$350 Table of 10, and \$40 Individual tickets

A SPECIAL THANK YOU TO OUR SPONSORS:

PREMIER SPONSORS



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



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.

