



Economic Development Council of Livingston County

QUARTERLY ECONOMIC DEVELOPMENT REPORT 2022

Q4

Look Ahead to 2023

Handy Township
Industrial Property

City of Brighton
Streetscape

EDCLC Annual Meeting
in review



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



A look ahead to 2023

2022 saw continued growth for economic development in Livingston County - companies are continuing to grow and invest in the region. Notably, we had the opportunity to assist Flexible Metal and Total Security Solutions with expansion projects during this calendar year that brought in over \$7.02 Million in capital investment and 31 new job commitments, although they are growing at a faster pace than that. We supported the ongoing growth of PopDaddy Popcorn as they acquired a 75,000 sq/ft facility in Genoa Township to support their growing operations. SPARK focused efforts working with communities to identify and build-out information on properties that are ready for new commercial or industrial development. In particular, SPARK managed a grant fund to prepare engineering and marketing materials for a property owned by Handy Township. With information in hand, the township selected a broker to represent a sale of the property. In July, our team launched a Livingston County Benchmark Report through partnership with U of M students/faculty.

In addition, we had to say farewell to key partners to SPARK and leaders of the EDCLC Board. County Planning Director, Kathleen Kline-Hudson announced her retirement after working for the County Planning Department for 33 years. I had the fortune to intern under Kathleen in 2000 and will miss her ongoing partnership always tying planning and economic development on critical issues such as attainable housing. We bid farewell to a long-time County Commissioner and EDCLC Board rep Carol Griffith as she stepped down from the Board of Commissioners. Carol also brought a large voice on the topic of attainable housing in Livingston County. Finally, we give a huge note of gratitude to Mike Kennedy, President of Lindhout Associates, as he steps down from the EDCLC Board. Mike has been a part of the EDCLC organization since its inception in 1984, most recently serving as treasurer. Mike was instrumental in leading the organization as they entered into agreement with Ann Arbor SPARK in 2011.

As we look forward to 2023, we are thinking about ways that we can build on last year’s progress. One of the opportunities we believe is a priority is attracting and developing a talent base local employers can grow. SPARK will continue to lead the county’s manufacturing collaborative which hosts National MFG Day tours with high school students annually. We will support LESA programs in the area of career readiness including Job Shadow Day. In particular, SPARK will continue to find opportunities to pilot on-demand competency-based training local employers need and where employees can grow their career locally.

In 2023, I have no doubt SPARK will continue to collaborate with partner organizations and communities as we continue to advance smart growth strategies and bringing resources into our communities as they create great spaces and opportunities for residents and businesses alike.

As we embark upon another year of projects in partnership with the Economic Development Council of Livingston County, I want to thank our Board Members for their dedication to economic development in the region. Your commitment of time and resources is what continues to drive the county forward. I look forward to seeing what we can accomplish during 2023. My team and I are looking forward to working with you this year!

Marcia Gebarowski
Director, Business Development, Livingston County

Quarterly Highlights



CEO Podcast Series Featuring Ranger Power

As a growing number of municipalities and companies commit to carbon neutrality goals, the demand for renewable energy sources increases. One organization that is helping achieve that vision is [Ranger Power](#). Since 2017, Ranger Power has worked collaboratively with local communities to bring new utility-scale solar projects and investment to the Midwest.

In this podcast, Ranger Power development manager Drew Vielbig discusses with Paul Krutko, Ann Arbor SPARK president and CEO, how it is partnering with Michigan communities to provide utility companies with renewable energy resources.



Podcast Link



Handy Township owned Industrial Property

For the past three years, SPARK has been working with Handy Twp to create a platform of information about the township owned property along Grand River. Using multiple sources of grant funds, SPARK successfully assisted the township in preparing an extensive site due diligence report and other marketing materials which is available for review. SPARK also led the to represent the sale of the land. The property is currently zoned industrial with over 3,100 sq. ft. of frontage along the CSX railroad. Excellent site to make an industrial park. Sewer and natural gas are available.



Harmon Real Estate Link



DRP Full Report Link



Quarterly Highlights



2022 In Review: Changes in Employment and Employer Demand in the Ann Arbor Region

Since March 2020, the coronavirus pandemic has impacted every aspect of our lives, including the way we do business. Many businesses in our region have weathered the storm and in doing so, have had to learn how to pivot and adapt nearly every aspect of their operations on the fly. In 2022, talent acquisition and retention became top of mind for many businesses as the labor market tightened and the Great Resignation continued to impact nearly all industries. The Great Resignation refers to the decisions made by 47+ million workers to voluntarily quit their jobs in 2021 and 2022, seemingly because of – or at least due in part by – the ongoing pandemic.

Full report here



MSU Extension Citizen Planner Program

The Michigan State University (MSU) Extension Citizen Planner Program offers land use education for locally appointed and elected planning officials, zoning administrators and interested residents throughout Michigan.

Citizen Planner is a time-tested educational program proven to be comprehensive without being overwhelming. The program is delivered locally to provide a convenient way for busy community leaders to obtain the latest technical knowledge and the proficiency they need to perform their duties more effectively and responsibly. This program leads to an MSU Extension certificate of completion and the opportunity to become a Master Citizen Planner.

Learn more
and register
here



Quarterly Highlights



City of Brighton Streetscape Project

City of Brighton
Downtown Development Authority

STREETSCAPE 2023

**Building
today
for a
better
tomorrow**

*Brighton-ing
for you!*

The City of Brighton Downtown Development Authority (DDA) announced a roughly one-year City of Brighton Streetscape Project to modernize all streets, sidewalks and infrastructure in Brighton’s downtown area. While the streetscape modernization is anticipated to begin in April, starting Jan. 9, the City of Brighton will begin a three-month water main replacement project on Main Street from Grand River to South 2nd Street. The water main work is anticipated to last through the end of March, and the work will require intermittent lane closures and detours.

The Streetscape Project improvements beginning in April are anticipated to last through November 2023. In addition to the replacement of 100-year-old water lines and new underground utility lines, downtown Brighton will see many changes, such as improved crosswalks, modernized LED lighting, bicycle parking areas, beautiful landscaping and wider, ADA-compliant sidewalks. Giffels Webster, a civil engineering and community planning firm, is managing the redesign.

City of Brighton
Downtown Development Authority

STREETSCAPE 2023

**Main
Street
Businesses
Are
Open**

*Brighton-ing
for you!*

For more information



Quarterly Highlights

2022 EDCLC Annual Meeting Review

The Economic Development Council of Livingston County (EDCLC) gathered for its annual meeting at Crystal Gardens in Howell on Thursday, November 10, 2022, to recognize growth and success in Livingston County. During the program, three awards were presented to local businesses: Resilience Award presented to Flexible Metal, Inc., Talent Innovator of the Year presented to Livingston Educational Services Agency, and Project of the Year presented to Total Security Solutions.

The event will also feature a panel discussion titled Redefining Normal: Adapting to New Workplace Expectations which was led by Janelle Best, president of the Howell Chamber of Commerce. Panelists included Mary Anne Marr, executive director of real estate for Consumers Energy; Jasmit Kaur, CEO of Culturebie; Nathan Burd, Livingston County administrator; and Dan Roman, a Menlo Innovations software developer.

The event was well received with several attendees commenting on the panel discussion both during and following the event. To view the 2022 EDCLC Annual Meeting in its entirety, please [click here](#).

Meet the Speakers



Mary Anne Marr
Executive Director of Real Estate
Consumers Energy



Jasmit Kaur
CEO
Culturebie



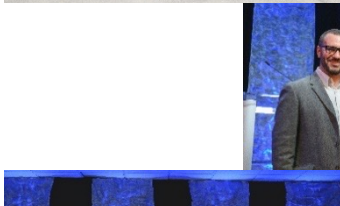
Nathan Burd
Administrator
Livingston County



Dan Roman
Software Developer
Menlo Innovations



Panel Moderator
Janelle Best
President
Howell Chamber of Commerce



Gold Sponsors



Silver Sponsors



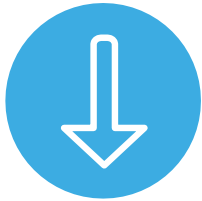
Bronze Sponsors



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.



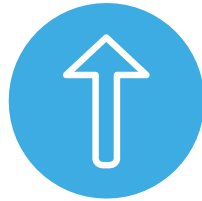
Unemployment

Q3 2022

Michigan: 4.1%
Livingston: 2.2%

The unemployment rate in Livingston County decreased by 28% from Q2 to Q3 2022. The local unemployment rate remains lower than the state unemployment rate which decreased by 3.9% from Q2 to Q3 2022.

Source: BLSLAUS



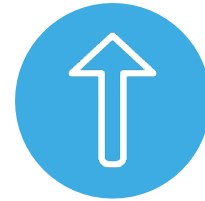
Wages

Q2 2022

Michigan: \$1,183
Livingston: \$991

The average weekly wage in Livingston County increased by 1.5% from Q1 to Q2 2022. The average weekly wage in Livingston County remains lower than the average weekly wage statewide which decreased by 3.4% from Q1 to Q2 2022.

Source: BLSQCEW



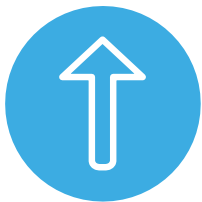
LaborForce

Q3 2022

Michigan: 4,859,703
Livingston: 103,827

The labor force in Livingston County increased by 1.4% or 1,452 jobs from Q2 to Q3 2022. Meanwhile, Michigan's labor force increased by .2% or 13,374 jobs from Q2 to Q3 2022. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



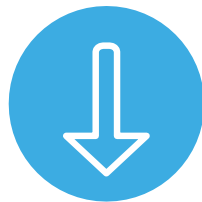
MFG Employment

Q2 2022

Michigan: 600,577
Livingston: 9,764

Employment in manufacturing increased by 1.9% or 181 jobs in Livingston County from Q1 to Q2 2022. Employment in manufacturing statewide increased by 0.7% or 4,593 jobs during the same time period.

Source: BLSQCEW



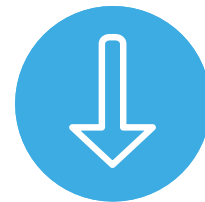
Job Postings

Q4 2022

Livingston: 6,926

The total number of job postings in Livingston County decreased by 5.1% or 369 jobs from Q3 2022.

Source: Workforce Intelligence Network



Home Sales

Q4 2022

Livingston: 544

The number of cumulative residential and condo sales in Livingston County decreased by 36.1% in Q4 2022 compared to Q4 2021. Sales also decreased 35.3% from Q3 to Q4 2022.

Source: LCAR

SPARK Metrics



The project pipeline October 1, 2022 – December 31, 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.



SUCCESS METRICS

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



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.



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.

<p>2023 PRESENTATIONS JOIN US AS WE VENTURE INTO THE FUTURE OF BUSINESS IN LIVINGSTON COUNTY</p> <p>January 25th Economic Outlook with the Bow Tie Economist</p> <p>March 22nd Navigating Supply Chain Disruption</p> <p>May 24th Demystifying Artificial Intelligence</p> <p>July 26th Cyber Security Don't Get Held Hostage</p> <p>October 25th Adaptive Strategies for Generational Differences</p>	<p>CHANGING THE GAME SPEAKER SERIES</p> <p>Register with your local Chamber</p> <p>brightoncoc.org hartlandchamber.org howell.org</p>  <p>GREATER LIVINGSTON COUNTY CHAMBER ALLIANCE</p> <p>BRIGHTON • HOWELL • HARTLAND <i>Advancing Business Together</i></p>
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Upcoming Events

Howell Chamber Annual Meeting, February 1st, Cleary University

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.

