

# Economic Development Council of Livingston County

# QUARTERLY ECONOMIC DEVELOPMENT REPORT 2022

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

......

#### 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

......

#### A look ahead to 2023, continued

This report is delivered in January, which creates a (brief) chance for us to review the previous year, reflect on what we've accomplished and learned, and look ahead to the upcoming year.

There are obviously challenges that our businesses and communities face, as we move into a year with some economic uncertainty, yet we're all optimistic at the same time. Overall employment in Livingston has nearly returned to its pre-pandemic level and is on-track to see highest everemployment by the end of 2024. At the same time, businesses continue to need new employees at higher and higher rates. For us, this means continuing to help companies find new ways to access the workforce, help get the most for their current staff, and connect people who may be looking for new roles in our region.

Thinking about 2023, a few factors will be important for us in the months ahead:

- Setting the table for location decisions we've seen a 250% increase in the amount of company location requests we've responded to in the past few years. In 2022, we worked to become more efficient at responding to these requests by aggregating the available space in Livingston and worked to support available space through new marketing programs. For example, we worked to ensure that the 180+ acre site in Handy Township was one of the first to be classified under the "VIP" program by the Detroit Regional Partnership. This helped make that site even more ready for development, and easier to showcase to potential users.
- Meeting the needs of businesses at every stage building relationships with the largest and fastest-growing companies in Livingston is at the heart of what we do, and their needs are changing. Certainly, they need people in their companies, but others are looking to enter new markets internationally, and others are looking to upskill their employees. Finding new ways to connect companies into the economic development networks and resources is more important than ever.
- Connecting with our public partners on new initiatives just as companies are looking to evolve, our communities continue to do the same. There is a lot of change happening changes in where businesses are located means working on "what's next" for a specific property, or they're looking to access new funding that has come available over the past couple of years. Identifying and supporting those projects are critical to our work in Livingston, and we look forward to doing that more in 2023.

We've been fortunate to have a great team of professionals working in Livingston County. Marcia, Nick, Denise, Tami and I appreciate your partnership and look forward to working with each of you this year as we move forward in many ways.

Phil Santer SVP and Chief of Staff

......

#### **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 <a href="Ranger Power">Ranger Power</a>. 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





......

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

......

## City of Brighton Streetscape Project



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 threemonth water main replacement project on Main Street from Grand River to South 2<sup>nd</sup> 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.



For more information

......

## 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.



































# 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

03 2022

Michigan: 4.1% Livingston: 2.2%

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: BLS LAUS



Wages

02 2022

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

The unemployment rate in Livingston 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: BLS QCEW



LaborForce

03 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: BLS LAUS



# MFG Employment

02 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: BLS QCEW



# **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

04 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.

28

Projects in Pipeline

327

Potential New Job Commitments \$358M

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 27

New Job Commitments \$6.05M

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.

32

**Company Visits** 

517

FTEs at Companies Visited

7

Referrals

# 2022 Retention Visits

#### 

CON	MPANY NAME	LOCATION
Q1	Hatch Stamping Company	Howell Township
Q1	Bryllan LLC	Brighton Township
Q1	Pop Daddy Popcorn, LLC	Green Oak Twp.
Q1	Visualization Technology & Services	Hamburg Township
Q1	CGE Energy	Green Oak Twp.
Q2	Brightline Technologies, Inc.	City of Brighton
Q2	Dunnage Engineering, Inc.	City of Brighton
Q2	Flexible Metal, Inc.	Hamburg Township
Q2	Fortech Products, Incorporated	Green Oak Twp.
Q2	Fowlerville Proving Ground	Handy Township
Q2	H.H. Barnum Company	Green Oak Twp.
Q2	Medical Comfort Specialists LLC	Village of Fowlerville
Q2	RFM Incorporated	City of Brighton
Q2	Transtar Autobody Technologies	Genoa Township
Q2	Commercial Construction Inc.	Green Oak Twp.
Q2	Citizens Insurance Company	City of Howell
Q2	Fortech Products, Incorporated	Green Oak Twp.
Q2	Lake Trust Credit Union	Brighton Township
Q3	All Heart Garage	City of Brighton
Q3	A Wilde Theatre	City of Brighton
Q3	Bank of Ann Arbor	City of Brighton
Q3	Brighton Area Schools	City of Brighton
Q3	Brighton Bar & Grill	City of Brighton
Q3	Captain's Wood Fired Pies	City of Brighton

COMPANY NAME	LOCATION
Q3 City of Brighton	City of Brighton
Q3 Corrigan Oil	City of Brighton
Q3 Dunnage Engineering, Inc.	City of Brighton
Q3 Eberspacher North America, Inc.	City of Brighton
Q3 El Arbol Mexican	City of Brighton
Q3 Grace & Whimsy Sustainable Resale	City of Brighton
Q3 Griffith Realty	City of Brighton
Q3 Hush Intimate Apparel	City of Brighton
Q3 Lake Trust Credit Union	Brighton Twp.
Q3 Meijer Inc	City of Brighton
Q3 Mill Pond Centennial Bldg. LLC	City of Brighton
Q3 Sunny's on the Corner	City of Brighton
Q3 Target	City of Brighton
Q3 Al Dente	Genoa Twp.
Q3 Chem-Trend	City of Howell
Q3 CAE, Incorporated	Hamburg Twp.
Q3 Home Depot	City of Brighton
Q3 TG Fluid Systems	City of Brighton
Q3 Beauchamp Water Treatment Solutions	City of Brighton
Q3 Livingston Arts Council	City of Howell
Q3 Randall Residence of Encore Village	City of Brighton
Q4 2 Dandelions Bookshop	City of Brighton
Q4 2 Stones Marketing	City of Brighton
Q4 A Wilde Theatre	City of Brighton

# 2022 Retention Visits

#### 

CON	MPANY NAME	LOCATION
Q4	Advisory Mortgage LLC	City of Brighton
Q4	Anderson Studios Photography & Video	City of Brighton
Q4	Banfield Couling Law and Mediation, PLLC	City of Brighton
Q4	Beverly Rae's	City of Brighton
Q4	Brighton Coffeehouse Theater	City of Brighton
Q4	Buff City Soap	City of Brighton
Q4	Captain's on Main	City of Brighton
Q4	Creative Designs Plus	City of Brighton
Q4	Cross Fit Training	City of Brighton
Q4	Culture Beer and Cheese	City of Brighton
Q4	Elderberry Boost LLC	Brighton Twp.
Q4	F.A.O. Jewelers	City of Brighton
Q4	Full Circle Brews	City of Brighton
Q4	Grace & Whitmsy Sustainable Resale	City of Brighton
Q4	Grit & Lavender	City of Brighton
Q4	Hush Intimate Apparel	City of Brighton
Q4	Jacks's Custard & Cakes	City of Brighton
Q4	Jezebel's Saloon	City of Brighton
Q4	Livingston Center of Allergy Sinus & Asthma PC	City of Brighton
Q4	Maple Tree Montessori Academy LLC	Brighton Twp.
Q4	Rosy's Boutique	City of Brighton
Q4	Running Lab	City of Brighton
Q4	Sidecar Slider Bar	City of Brighton
Q4	Sunny's on the Corner	City of Brighton

COMPANY NAME	LOCATION
Q4 The Bear Factory	Green Oak Twp.
Q4 Tribute Salon	City of Brighton
Q4 Wallflower Mercantile	City of Brighton
Q4 White Dress	City of Brighton
Q4 Work Skills Corporation	City of Brighton

# **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 \$89,000.00

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

2022 Q4 EDCLC EXPENSES					
+ Q1 Ann Arbor SPARK	\$94,504.00	Q4 Bredernatz & Wagner	\$700.00		
+ Q1 Westlife Insurance	\$450.00	Q4 Ann Arbor SPARK	\$52,000.00		
+ Q2 Ann Arbor SPARK	\$94,504.00				
+ Q3 Ann Arbor SPARK	\$94.504.00				

# **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.

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

## **Upcoming Events**

Advancing Business Together

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.



