



Economic Development  
Council of Livingston County

QUARTERLY ECONOMIC  
DEVELOPMENT REPORTS 2023

Q4

193 STUDENTS  
PARTICIPATE  
IN JOB  
SHADOW  
DAY

70 REFERRALS  
PROVIDED

1 2023 PROJECT OF  
THE YEAR: MOTOR  
SPORTS GATEWAY

63 RETENTION 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](http://www.annarborusa.org)

# Quarterly Highlights



## LivCo Job Shadow Day Continues to Grow

LivCo Job Shadow Day enables all Livingston high school junior and senior students an opportunity to shadow various jobs provided by regional employers. The event encourages students to experience a day in the life of different career paths, ranging from business management to speech pathologists to robotics technicians and many more. This one-day activity provides students with insights into what it's like to be part of different workplaces and careers in the county and surrounding areas.

The fall event took place over three days in October. Over 80 employers opened their doors and over 190 students participated in a job shadow. This program began with 10 participating employers, including Ann Arbor SPARK in 2019! Over 34 new businesses joined in 2023 alone! SPARK continues to support this program financially as well as encouraging more local businesses to participate. For more information or to register for the March Job Shadow event ([LINK](#))



## Welcome new Spark staff member Julie Jaworski

Welcome Julie Jaworski to Spark/ EDCLC; as our business development assistant in Livingston County. She brings a wealth of knowledge from a variety of areas and looks forward to working together as one big team reaching common goals. Her years of involvement in our community will continue to bring great value to Livingston County.

Julie's background includes property management (student housing and HUD/ Sec 8 properties), real estate and banking with most recently adding professional gardening/ landscaping seasonally and auto mechanic training. She has a drive to continue learning and to share knowledge. Collegiate level experience is a bachelor's degree in science from Central Michigan University, master level classes at Texas A&M and Eastern Michigan University.

Julie has raised three adult daughters and is an active grandma to two young grandsons. This life experience has made her familiar with both Livingston and Washtenaw County schools, childcare, athletic programs and community resources available for use



# Regional News



## Howell Chamber Brings Entrepreneurial Hub into the County

The MEDC announced 27 organizations, including Ann Arbor SPARK, have been selected to serve as entrepreneurial hubs across the state of Michigan, providing comprehensive resources and support to the state’s small businesses. SPARK will partner with the Howell Chamber of Commerce and five other regional partners to grow the services and resources available to small business owners.

Administration of the grant will be facilitated by Ann Arbor SPARK, with Kristine Nash-Wong, director of entrepreneurial services at the SPARK East Innovation Center in Ypsilanti, at the helm.

“SPARK collaborated with our strategic partners to create detailed tactics and programming that provides a clear path to meaningful resources for small businesses; ensures equitable access, and builds collaborative, sustainable partnerships with community providers,” Nash-Wong said.

Ann Arbor SPARK and its diverse array of partners, including the Howell Chamber of Commerce, have been granted the maximum award of \$3 million from the Small Business Support Hubs (SBSH) program. This funding will serve as a powerful catalyst for positive change, fostering economic development, diversity, and community prosperity.

The Howell Chamber of Commerce, in collaboration with these esteemed organizations, is poised to contribute its unique strengths to ensure the success of this groundbreaking initiative. Together, our partners aim to make a lasting impact on the entrepreneurial landscape of Michigan, fostering growth, diversity, and prosperity throughout the state.

[For more information on the Livingston Business Hub and available resources](#)

## Regional Day Care Coalition Updates

To increase the supply of high-quality child care, Ann Arbor SPARK convened businesses, child care providers, municipal partners, education partners, and families in Livingston and Washtenaw Counties to form a regional child care coalition.

In Livingston and Washtenaw Counties, there are three times as many children under the age of 13 as there are licensed child care spots available. The reasons for this gap are complicated. People who might be interested in becoming child care providers encounter many discouraging barriers to establishing and sustaining their business. Child care providers have problems recruiting and retaining staff, particularly given the low-paying nature of these jobs and the high cost of living in most of Washtenaw and Livingston Counties. And for parents, child care is quite expensive—on average, full-time child care in this area costs \$904 per month. [Full reports on data collected from the coalition can be found here.](#)

The coalition has brought together partners to develop a regional action plan to improve child care in Livingston and Washtenaw Counties, primarily by finding ways to support providers as businesses. To develop a data-driven action plan, the coalition will use research, surveys, and focus groups to collect information from a variety of perspectives. Once potential action items are identified and prioritized, they will begin implementing the plan in 2024.



# Quarterly Highlights



## EDCLC Annual Meeting a Great Success

The Economic Development Council of Livingston County (EDCLC) held its Annual Meeting on Thursday, November 9, 2023, at Crystal Gardens Banquet Center in Howell. The panel discussion topic was *Driving Economic Success: Strategies, Resources, Results*. Panel members representing Livingston County businesses included **John Chwalibog, CEO of VTS**; **Suzanne Morrison, Marketing Director of Hatch Stamping Co.**; **Mark Sarafa, Owner and Founder of Pop Daddy Snacks**; and **David Snodgrass, CEO of Lake Trust Credit Union**. **Stacey Macek from Corrigan Oil** served as the facilitator of the panel discussion where panel members shared their economic development success stories and highlighted the local and state resources that were utilized.

### 2023 Livingston County Award Recipients Included:

Project of the Year: **Motorsports Gateway Howell**

Business Champion Award: **In Memory of Rick Scofield**

Talent Innovator Award: **Brighton High School STEAM Center**

Resilience Award: **Howell Area Chamber of Commerce, Inc.**



If you were unable to attend, you can view the event using this link.

The event was made possible by our sponsors:

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Silver Sponsors



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# 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.



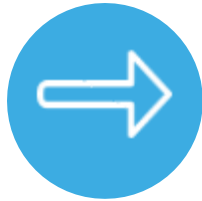
## Unemployment

Q3 2023

Michigan: 4.3 %  
Livingston: 2.9%

The unemployment rate in Livingston County increased by 1.41% from Q2 to Q3 2023. The local unemployment rate remains lower than the state unemployment rate but increased by .7% from Q2 to Q3 2023.

Source: BLSLAUS



## Wages

Q2 2023

Michigan: \$1,318  
Livingston: \$1,018

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: BLSQCEW



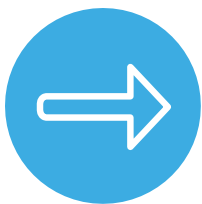
## LaborForce

Q3 2023

Michigan: 4,965,812  
Livingston: 107,391

The labor force in Livingston County increased by 3.7% or 3901 jobs from Q2 to Q3 2023. Michigan's labor force increased by 1.5% or 71,611 jobs from Q12 to Q3 2023. The labor force consists of individuals working or seeking employment.

Source: BLSLAUS



## MFG Employment

Q2 2023

Michigan: 614,914  
Livingston: 10,358

Employment in manufacturing decreased by .3% or 284 jobs in Livingston County from Q1 2023 to Q2 2023. Employment in manufacturing statewide increased by 1% or 3973 jobs during the same period.

Source: BLSQCEW



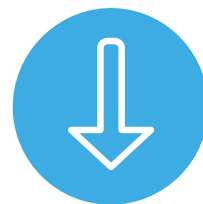
## Job Postings

Q4 2023

Livingston: 8601

The total number of job postings in Livingston County increased by 18.4% or 1581 jobs from Q3 to Q4 2023.

Source: Workforce Intelligence Network



## Home Sales

Q4 2023

Livingston: 531

The number of cumulative residential and condo sales in Livingston County decreased by 18% from Q3 to Q4 2023, or 118 sales. sales also decreased by 1% from Q4 2022 to Q3 2023, or about 54 sales.

Source: LCAR

# SPARK Metrics



The project pipeline October 1, 2023 – December 31, 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.



## 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

## Upcoming Events

### INTERNSHIP INNOVATION A LUNCH & LEARN FOR EMPLOYERS

**Presented by a Panel of Local Employers**

Reserve your spot for an immersive journey into the world of internship excellence. Your future workforce awaits – let’s build it together!



Chad Kromrey, Kromrey Kustoms | Kirstie Stachnik, EctoHR | Jessica Kerr, Express Pros | Shannon Simmons, Hamburg Fitness | Matthew Rall, Promess

**Lunch & Learn on Friday, January 26, 2024**

**11:30 am – 1:00 pm @ LESA; Registration is Free**



Tickets available at [LivingstonHR.Eventbrite.com](http://LivingstonHR.Eventbrite.com)



1949-2024

Howell Area Chamber of Commerce

CELEBRATING

75 years

# Shining TOGETHER, BUILDING FOREVER

## ANNUAL DINNER CITIZEN OF THE YEAR CELEBRATION

*January 25, 2024*

**CHEMUNG HILLS GOLF AND BANQUET CENTER**

Register today to support your favorite nominee and participate in our **LIVE VOTING** event

<b>RICK SCOFIELD BUSINESS OF THE YEAR</b>	<b>COMMUNITY ENGAGEMENT &amp; PHILANTHROPY AWARD</b>	<b>EMPLOYEE ENGAGEMENT INNOVATOR AWARD</b>
<p><b>Michael Jonna</b> Jonna's Market, Jonna's Bar &amp; Grill</p> <p><b>David Plait</b> Hungry Howie's</p> <p><b>Susan Pominville</b> Abovo Visual Communications &amp; Susan Pominville Art</p>	<p><b>Chem-Trend</b> John Lundin</p> <p><b>Agape Church</b> Brad Tate</p> <p><b>Hatch Stamping</b> Suzanne Morrison</p>	<p><b>Lake Trust Credit Union</b> Brandalynne Winchester-Middlebrook</p> <p><b>Armor Protective Packaging</b> David Yancho</p> <p><b>Torch 180</b> Rhonda Callahan</p>

# Events

## Upcoming Events



  
GREATER LIVINGSTON COUNTY  
CHAMBER ALLIANCE  
**RISING  
PROFESSIONALS**  
**TRAVERSING THE PEAKS  
AND VALLEYS IN BUSINESS**

**SPEAKERS**

Andrea & Matt Dahline  
Crosswinds Aviation

Sommer Poquette  
Keep It Real Social

Daniel Oginsky  
Brighton Light House & All Heart Garage

Moderator  
Caroline Emery  
Explore Brighton Howell Area

**EVENT INFO**

Feb 6, 2024  
4:30 - 6pm  
Crosswinds Aviation  
3808 W Grand River Ave  
Howell, MI 48855

\$20 Registration Fee  
Includes light hors d'oeuvres  
Register at  
Brightoncoc.org  
Hartlandchamber.org  
Howell.org

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

**LAKE TRUST**  
PREMIER SPONSOR  
THE POWER IN ALL OF US

**All businesses have their ups and downs. How can you capitalize on your successes and failures to build a thriving business.**

Learn from a panel of seasoned business professionals who have found ways to navigate the these highs and lows, and flourish.

[Positive Links Speaker Series: The Resilient Leader](#) – January 22<sup>nd</sup>  
[SPARK. Ed: 20 Reasons Your Start-Up Isn't Getting Customers](#) – January 23<sup>rd</sup>  
[Lean & Green MI: PACE Program 2024](#) – January 24<sup>th</sup>

Full events calendar can be found here [\(LINK\)](#)

# 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.

