



2020 MID YEAR UPDATE

When we welcomed the year 2020, the third year of our renewed economic development program, we certainly did not anticipate where this year would take us. As we all face the COVID-19 pandemic and the challenges that has created, we know that a solid economic development program is needed more now than ever before.

- During the first eight months of 2020, our team assisted 262 businesses in securing the financial resources and advice that is helping guide them through these unprecedented times.
- Researched and distributed countless pieces of information to our business community as they dealt with all the challenges that COVID-19 presented.
- Advocated for our businesses and community on recommendations for Federal CARES Act funding.
- Assisted 178 businesses in applying for grant and loan funding through the Michigan Economic Development Corporation, bringing \$450,000 in support to local businesses.

While we could not predict supporting our business community in these ways, we are fortunate to be prepared and ready to do so. Many businesses have expressed their gratitude for having a trusted and knowledgeable information source in their local community.

This serves as a good reminder to all of the Alliance Investors that our efforts over the last few years are yielding fruit. We have an outstanding group of community and business leaders focused and working together in our five strategic task force groups with action plans to carry out meaningful activities.

We are excited to build upon the momentum we have gained during our third year and thank you for your continued support!

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Thank you for investing in the Alliance and the future of our region.

STRATEGIC TASK FORCE UPDATES

January - August 2020

BUSINESS RETENTION & GROWTH

Promoting and acknowledging the value of businesses in our community.

Rich Mortl, Chair; Members: Benjamin Wood, Dale Cook, Russ Kassin, Suzanne Larson, Sherri Erickson, Nicole Lutz and Brooke Marchetti

- Small Business Development Center trainings held quarterly
- Loyal to Local program growth - now 119 participants
- Two new Loyal to Local gift card programs
 - Gift card page established on loyal2local.org
 - Large employer gift card program

INFRASTRUCTURE & HOUSING

Improving access to infrastructure data and encouraging new development opportunities.

Tony Edlebeck, Chair; Members: Jordan Stanchina, Joe Stevens, Dale Cook, Jesse Land, John Estes, Dan Kari, Linda Plumley, Ray Anderson, Sandy Lindholm, Ryan Spencer, Jason Brown, Russ Kassin, Luke Carey, Steve Mulka, Ryan Gordon, Jim Harris and Tim Howen

- GIS mapping project for countywide representation
- Housing Market Assessment completed and released
- Dickinson County Data Booklet released

GOVERNMENT RELATIONS & ADVOCACY

Advocating for businesses and our community.

Joe Stevens, Chair; Members: Dave Kashian, Jim Rice and Dave Brisson

- Building stronger relationships with local, state, and federal elected officials
- Co-hosted March training on how to use the Land Bank and Brownfield Redevelopment Authorities for successful redevelopment projects
- Land Bank and Brownfield resources shared on daeda.org

MARKETING & BRANDING

Defining and communicating the benefits of living, working and investing in Dickinson County.

Open, Chair; Members: Alex Lindeman, Nicole Lutz, Melissa Wentarmini, Benjamin Wood, Scott Reddinger, Trisha Peterson, Elsa Faust Pontbriand and Shana Thompson-Hegy

- Marketing strategy and support now contracted with Elsa Faust Consulting
- Business in Focus magazine feature article published
- Development of the #KeepUPWorking campaign
- Contributor of content to ruralinsights.org

TALENT & EDUCATION

Recruit, retain and grow the talent needed to support our employers' workforce needs.

Craig Allen, chair; Members: Erika Justus, Gina Wollner, Justin Cowen, Katie Roell, Kellie Sexton, Lisa Harry, Michelle Floriano, Nikki Bowers, Russ Kassin, Steve Feira, Alex Lindeman, Tanya Hiltonen, Scott Reddinger, Mike Mulligan, Julie Wonders, Darren Widder and Theresa Caylor.

- #KeepUPWorking campaign and Featured Employer series
- Hometown News - alumni and former resident communication
- Heavy Metal Tours - virtual Manufacturing Day experience for 9th graders

BUSINESS DEVELOPMENT ACTIVITY

January - August 2020

262 total business visits

- 103 Retention meetings
- 26 Partner meetings
- 131 Project meetings
- 2 Start ups

Assistance topics covered:

- 121 Info shared/consult
- 26 Talent
- 15 Marketing
- 11 Advocacy
- 163 Financing
- 9 Site location
- 10 Technical Assistance

