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March 2018 Newsletter



Meet & Greet Event Welcomes Director

On February 1st, a group of Dickinson Area Economic Development Alliance investors and friends gathered together for a Meet & Greet to formally welcome the Alliance Executive Director, Lois Ellis, to the community. Ms. Ellis provided an update on recent accomplishments and activities of the Alliance and the various strategy groups that are engaged in helping to create a brighter future for the area. Below are some highlights from Ms. Ellis' presentation.

- The Talent & Education Task Force held Careers & Cheers to highlight job opportunities to holiday visitors with ties to the area. One attendee has since been hired by CCI Systems.
- The Infrastructure & Housing Task Force is working to improve access and availability of GIS mapping information for parcels across local jurisdictions in the area. The group is also sharing a recent housing study analysis with area developers to encourage housing development to meet current and future needs.
- The Marketing & Branding Task Force has created a new image for the Alliance including the new logo and a refreshed website. Please visit www.daeda.org to see our progress as we continue to add content. Social media accounts have also been established as another means of communication. You will find our social media account links in the header of this newsletter.
- The Business Retention & Growth Task Force held a small business forum and has scheduled several social media trainings to assist businesses with increasing their online engagement with potential customers. A CEO roundtable was also held to provide our large employers with a network to discuss topics of interest.
- The Government Relations Task Force is currently forming and has identified co-chairs, Joe Stevens & Gary Benjamin, who will lead the effort.

Alliance Task Forces Detail Plans for 2018

Strategic planning for each strategy group continues with a session focused on each topic being held over the next four weeks. This strategic planning effort will build upon the work completed last fall and will create a road map for each strategic area's work over the remaining months of 2018 and into 2019. Once completed in late March, each strategy group will have a clear and concise one-page plan of activities that will drive their focus in meeting the overall goals of the organization. Watch for updates on each group's work plan next month. A huge thank you to the Systems Control team for lending their planning expertise to assist our efforts!

Raising Local Businesses Social Profiles

During a recent small business forum, the Business Retention & Growth Task Force heard a common small business concern – How do I effectively engage customers



and market my business on social media? To address this topic, the Task Force worked with Justin Cowen of Breitung Township Schools to offer a series of four workshops, at no charge, that will be held monthly through May. Please see the schedule below. Justin

has volunteered his talents to lead these workshops and help train interested business owners. Thank you to Justin for sharing his valuable expertise to assist our small business community!

Social Media Crash Course

Learn how to establish your online presence
Bimbo's // 6-7 pm

Mar 27: Creating Content

Apr 24: Creating a Website & Email Address

May 29: Creating a Culture of Sharing



Are you LOYAL to LOCAL?

As small business owners, Rich Mortl, Nicole Lutz, and Sherri Erickson have been working to design an awareness and promotional campaign to help educate shoppers on why shopping with our local businesses matters. As the retail sales space becomes increasingly challenging, the group felt it was important to assist our small businesses through a joint marketing campaign. Their idea was further validated when the Business Retention & Growth Task Force held a small business forum and one of the top concerns was marketing and remaining competitive in today's retail climate. Rich, Nicole, and Sherri have poured their energies behind an initiative called Loyal to Local. A kick-off event to learn more about the program will be held at the Fornetti Center on the Bay College West campus on March 27th from 7:30-9:00 a.m. Sign up to attend and hear more by sending your **RSVP to: loyaltolocal@daeda.org**

Job of the Week

Job of the Week postings are now being shared via the Alliance social media accounts on Facebook, Twitter, Instagram, and LinkedIn. Please follow us on these platforms and continue to share our messages and extend our reach to others. If you have a job to highlight, please contact Lois.

Small Town. Big Career.

The Talent & Education Task Force has developed a small card that can be used as a conversation starter or handout to help share our message about the many career opportunities available in the Dickinson area. If you are interested in having supply of these cards, please contact Lois.



There's No Place Like Home.

Small Town.
BIG CAREER.

Visit: daeda.org/live-and-work

Erickson Jewelers Planning New Location

Alliance investors Sherri & Randy Erickson recently announced their plans to relocate Erickson Jewelers to downtown Iron Mountain. Watch for an exciting transformation of the former Frankini Jewelers building at 511 Stephenson Ave. Gundlach Champion, also an Alliance investor, is the contractor for the project.

Congratulations Sherri & Randy!



IMPORTANT! Ford Airport Travel Update

A runway resurfacing project will tentatively close Ford Airport to commercial flights from April 30 through May 14. The planned dates are not final, so please watch for future updates.

Legislative News

The Alliance Board discussed and approved a letter of support regarding Senate Bill 523– The Michigan Tourism & Sports Fund. The Bill would create the Michigan Tourism & Sports Fund for the purposes of supporting and investing in sports infrastructure that would allow the Upper Peninsula and Northern Michigan to compete for championship caliber sports and recreational events. The Alliance supports SB 523 as a means to build upon the world class sporting events that are already a part of our region and to facilitate additional events that increase tourism.

Did you know?

Dickinson County ranked 16th out of 83 Michigan counties with an average weekly wage of \$851 for full-time workers in the second quarter of 2017. That compares to a 1990 average of \$807 in 2017 dollars, an increase of 5%.

Source: Mlive article 2/9/2018 Which Michigan counties have the highest average wages?

Upcoming Events

Thursday, March 15

Board of Directors Meeting
Systems Control
7:15 a.m.

Tuesday, March 27

Loyal to Local Kick-off
Bay College West Fornetti Hall
7:30-9:30 a.m.

Tuesday, March 27

Social Media Crash Course
Creating Content
Bimbo's
6:00-7:00 p.m.



Contact Executive Director, Lois Ellis for more information: Lois.ellis@daeda.org or 906-360-4653