



**DICKINSON AREA  
ECONOMIC DEVELOPMENT  
ALLIANCE  
2018 ANNUAL REPORT**

# Thank you!

Thank you to all Alliance Investors for your continued financial support. The time and talent you provide by serving on our task forces and committees is also greatly appreciated. Thank you for investing in the Alliance and the future of our region.

## Executive Committee

<b>Chair</b>	<b>Vice Chair</b>	<b>Secretary/Treasurer</b>
Russ Kassin First National Bank & Trust	Tony Edlebeck City of Kingsford	Lee Lofstrom Industrial Development Corp
Steve Feira MJ Electric	Brad Lebouef Systems Control	Nicole Lutz CJ Graphics

## Directors

Craig Allen Breitung Township Schools	Luke Carey Carey Contracting	Amy Clickner Lake Superior Community Partnership	Dale Cook Northern Initiatives	Jon Coyne BOSS Snowplow
Chad Harrison Danielson Insurance	Rich Mortl Mortl's Sports Center	Linda Plumley Leeds Real Estate	Evan Rice CCI Systems	Joe Stevens Dickinson County
	Steve Verrette Champion Inc.	Gina Wollner Bay College West	Benjamin Wood Range Bank	

## Investors






41 Lumber	City of Iron Mountain	First National Bank & Trust	Kleiman Pump & Well	River Valley Bank
American Transmission Co	City of Kingsford	Fleury, Singler & Company	Drilling	Simone Insurance
Bacco Construction	City of Norway	Four Seasons Distribution	Lake Shore Systems	Smith Metal Structures
Barb Kramer	CJ Graphics	Great American Disposal	Leeds Real Estate	Standard Electric-Wittcock Supply
Bay College West	Coleman Engineering	Harris Energy Group	Louisiana Pacific	Stephens Real Estate
Bellin Health	Comfort Inn	Holiday Inn Express	Mande Insurance	Systems Control
Bloom Wholesale	Danielson Insurance	Industrial Development Corp.	MJ Electric	TDS, Inc.
BOSS Snowplow	Dickinson Area	Iron Mountain Public Schools	Mortl's Sports Center	The Markell Company
Breitung Township	Community Foundation	JC Development	Niagara Development	Tourism Association of Dickinson County
Breitung Township Schools	Dickinson County	John Fornetti Dental Center	Northern Initiatives	U.S. Special Delivery
Carey Contracting	Dickinson County	Kingsford Broach & Tool	Norway Eye Care	Werner Electric Supply
Carey Logging	Healthcare System	Kingsford Self Serve	Oscar G. Johnson VA Medical Center	Woodlands Motel
CCI Systems	Dickinson Homes		Range Bank	
Champion Inc.	Edwards Automotive			
	Erickson Jewelers			

# ALLIANCE INVESTORS,

As I reflect on the first full year of activity for the newly reorganized Dickinson Area Economic Development Alliance, I am very pleased with the participation and collaboration that has been a cornerstone of our efforts. Thank you all for sharing your resources with us. We truly appreciate your financial commitment and also your valuable time and expertise.

As community leaders, you established a new vision and positive outlook for our community. I have heard many encouraging comments that there is a new energy growing in the area along with a renewed interest in helping to create a bright future. Congratulations, there is much to be proud of in the progress made in 2018.

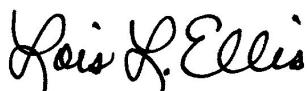
The Alliance now has five active task force groups with dozens of volunteers collaborating to address the challenges and opportunities before us.

-  Talent and Education Task Force
-  Infrastructure and Housing Development Task Force
-  Business Retention and Growth Task Force
-  Marketing and Branding Task Force
-  Government Relations and Advocacy Task Force

Additionally, several groups have formed to provide a forum for specific needs. The Small Business Roundtable, CEO Roundtable and Human Resources Roundtable are important resources providing us with information on their biggest challenges while also sharing best practices and solutions to benefit all. The Loyal to Local initiative has 111 businesses supporting our efforts to raise awareness of the importance of local businesses and all that they contribute to our community.

One key decision made by the Alliance leaders was to engage in a strategic partnership with the Lake Superior Community Partnership for economic development support services. Without this support of a team of professional staff, key resources, and tools, we could not have made the significant progress we made this year. Thank you to the LSCP team!

I hope you enjoy reading this annual report summary of the work of the Alliance. It has been an active and rewarding year. Thank you for your continued support as we charge forward into 2019! Sincerely,



Lois L. Ellis  
Executive Director

## 2018 IN NUMBERS

# BUSINESS DEVELOPMENT EFFORTS



- 84** BUSINESS RETENTION VISITS
- 51** PROJECT SPECIFIC OR BUSINESS SUPPORT MEETINGS
- 37** COMMUNITY PARTNER ORGANIZATIONS MEETINGS
- 4** BUSINESS START-UPS ASSISTED
- 2** BUSINESS ATTRACTION PROJECTS

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## 24 EVENTS HELD

- 4** TALENT ATTRACTION EVENTS
- 3** TALENT DEVELOPMENT EVENTS
- 3** ROUNDTABLES FORMED - LARGE BUSINESS, SMALL BUSINESS, & HUMAN RESOURCES
- 4** WORKSHOPS ON SOCIAL MEDIA TIPS FOR SMALL BUSINESSES
- 1** SMALL BUSINESS FORUM ON TAX REFORM
- 1** BUSINESS AFTER HOURS CO-HOSTED WITH BAY COLLEGE WEST
- 4** STRATEGY SESSIONS WITH TASK FORCE GROUPS
- 2** INFO SESSIONS PRIOR TO LOYAL TO LOCAL LAUNCH
- 2** INVESTOR UPDATES



## Business Retention & Growth

Promoting and acknowledging the value of businesses in our community.

**Co-Chairs:** Rich Mortl & Nicole Lutz

**Members:** Benjamin Wood, Dale Cook, Russ Kassin, Suzanne Larson, Sherri Erickson and Brooke Marchetti

- Small Businesses Roundtable
- Held four-part series of social media trainings for business
- Hosted forum on Tax Reform changes
- Plans to host forums on healthcare and selling products online

### Loyal to Local Planning Committee

Raising awareness of the importance of supporting local business.

**Chair:** Rich Mortl

**Members:** Holly DeGroot, Sherri Erickson, Chad Harrison, Nicole Lutz

- Kicked off program on July 1 with 100+ participants
- Initiated promotional campaign including social media, radio and print messages reminding all to support our local business community

### CEO Roundtable

A forum for large employers

**Chair:** Gary Benjamin

- 12 company leaders participating
- Working closely with the Government Relations and Advocacy Task Force

## Infrastructure & Housing

Improving access to infrastructure data and encouraging new development opportunities.

**Chair:** Tony Edlebeck

**Members:** Ray Anderson, Jason Brown, Luke Carey, Dale Cook, John Estes, John Gaudette, Wendy Gehlhoff, Tim Howen, Dan Kari, Russ Kassin, Jesse Land, Sandy Lindholm, Greg Lundgren, Linda Plumley, Jordan Stanchina, Joe Stevens, Ryan Spencer

- Key collaboration between municipal, township, county and state government agencies, financial institutions, real estate companies, utilities, private developers and economic developers
- GIS mapping now includes cities of Iron Mountain, Kingsford and Norway along with Breitung, Norway and Waucedah townships
- Public utilities identified along with capacities for new development
- Inventories of available sites for residential housing, commercial and industrial development
- Working with MSHDA for updated data to support the need for new housing options

# TASK FORCES

## Talent & Education

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

**Chair:** Craig Allen

**Members:** Nikki Bowers, Theresa Caylor, Justin Cowen, Steve Feira, Michelle Floriano, Erika Justus, Russ Kassin, Mike Mulligan, Evan Rice, Raph Rittenhouse, Kellie Sexton, Gina Wollner, Katie Schinderle

- Thanksgiving Eve Talent Event
- Talent attraction flyers distributed at 4th of July parade and Ski-ters show
- Hosted 27 Interns/Co-op Students at June reception
- Presented Workforce Insight Tool to Human Resources Roundtable
- Hosted Manufacturing Day/Heavy Metal Tour with area companies and Bay West

## Marketing & Branding

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

**Chair:** Evan Rice

**Members:** Paula Craven, Chad Harrison, Nicole Lutz, Melissa Wentarmini, Gina Wollner, Benjamin Wood

- Developing Alumni communications piece on careers and lifestyle
- Defining a strategy to attract production talent
- Marketing video series on careers and lifestyle in development
- Monthly newsletter
- Job of the Week posts on social media

## Advocacy & Government Relations

Educating and advocating on issues that affect business and our community.

**Co-Chairs:** Gary Benjamin and Joe Stevens

**Members:** Dave Brisson, Drew Dewitt, Dave Kashian, Jim Rice

- Webpage established with Task Force information and state/federal elected officials contacts
- 2019 tours of large area employers for local elected officials
- Working in collaboration with CEO Roundtable
- Hosted legislators at Pine Mt Ski Jumps on Feb. 9
- Collaborating with Lake Superior Community Partnership on legislative topics of common interest



# 2018 TIMELINE

## JANUARY

- First CEO Roundtable held
- Board supported Aquila DEQ permit request



## MARCH

- Strategy sessions - four task groups
- 2nd Social Media Training for Businesses

## MAY

- 4th Social Media Training for Businesses

## FEBRUARY

- Introduced Executive Director & held 1st Investor Update
- LSSU President Visit
- 1st Social Media Training for Businesses

## APRIL

- 2nd Loyal to Local presentation
- 3rd Social Media Training for Businesses
- CEO Roundtable

## JUNE

- Business After Hours co-hosted with Bay West
- 1st HR Roundtable -- introduced Workforce Insight tool



### Intern Social Held:

In June, the Alliance welcomed 27 interns to the area and provided a booklet of fun things to do in the area.

## JULY

- July 4th - talent attraction flyers distributed

### Loyal to Local Launch

110 businesses joined in raising awareness of the importance of local businesses.

[loyal2local.org](http://loyal2local.org)



## SEPTEMBER

- 1st update for Loyal to Local participants
- 2nd Investor update

## NOVEMBER

- Hosted Coffee with Bay West Students
- Thanksgiving-eve talent event

## AUGUST

- Formed Government Relations & Advocacy Task Force

## OCTOBER

- CEO Roundtable
- Small Business Roundtable on Tax Reform changes

## DECEMBER

- Strategy feedback sessions with task force leaders



### Heavy Metal Tours Manufacturing Day

300 high school freshmen experienced activities demonstrating the skills needed by today's manufacturers.

[www.heavymetaltours.com](http://www.heavymetaltours.com)





**DICKINSON AREA  
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ALLIANCE**

**GET SOCIAL WITH US!**



**DAEDA.ORG**

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