

# 2019

## DICKINSON AREA ECONOMIC DEVELOPMENT ALLIANCE



DICKINSON AREA  
ECONOMIC DEVELOPMENT  
**ALLIANCE**

P.O. BOX 594, IRON MOUNTAIN, MI 49801

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# 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> Russ Kassin First National Bank & Trust	<b>Vice Chair</b> Tony Edlebeck City of Kingsford	<b>Secretary/Treasurer</b> 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 First National Bank & Trust	Jon Coyne BOSS Snowplow
Shana Thompson-Hegy Danielson Insurance	Rich Mortl	Linda Plumley Leeds Real Estate	Alex Lindeman CCI Systems	Joe Stevens Dickinson County
	Steve Verrette Champion, Inc.	Gina Wollner Bay College West	Benjamin Wood Range Bank	

## Investors

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

# ALLIANCE INVESTORS,

Looking back on the second year of our revised effort as the Dickinson Area Economic Development Alliance, it has been a great year of progress! The foundation and structure for our work as an organization was set in motion in 2018 and served us well in 2019 as we took on more activities that help address our area's highest priorities.

This report provides an overview of all areas of our work over the year and I hope that you will enjoy seeing the various positive impacts we achieved.

Key highlights:



Heavy Metal Tours reached over 400 students, teachers and parents with our message about the career opportunities that exist in our area now and in the future.



Dickinson County stepped forward with the creation of the Land Bank Authority and reestablishment of the Brownfield Redevelopment Authority – both key development tools to assist with revitalization efforts.



Hosted a Housing Focus Group to receive input from stakeholders on the opportunities and challenges with developing new housing options.



Established outreach through our Government Relations & Advocacy Task Force.



Developed the Hometown News to communicate with area alumni about career opportunities and the positive changes in our community.

Volunteers are the foundation of all of our efforts. In 2019, I am happy to report a total of 1,168 hours contributed by 108 different volunteers! THANK YOU to everyone who contributed their time and talents to help us to make progress on our goals. Special appreciation is shown to the Officers, Board of Directors and Executive Committee members who have provided countless hours of guidance and support to me and the organization. Lastly, thank you to our Investors for supporting the Alliance and believing in our mission. Your individual contributions are greatly valued.

Reflecting on the past year, this quote from the legendary coach Vince Lombardi rings true.

*"Individual commitment to a group effort -- that is what makes a team work, a company work, a society work, a civilization work."*

These words express what I have witnessed as our various strategy groups collaborate and execute each work plan. The gathering of many minds to work on common issues has worked very well and I am excited to see where we can go together in 2020!

Kind regards,

Lois L. Ellis  
Executive Director

## 2019 IN NUMBERS

# BUSINESS DEVELOPMENT EFFORTS



- 47** BUSINESS RETENTION VISITS
- 73** PROJECT SPECIFIC OR BUSINESS SUPPORT MEETINGS
- 26** ADVOCACY
- 44** COMMUNITY PARTNER ORGANIZATIONS MEETINGS
- 3** BUSINESS START-UPS ASSISTED
- 1** BUSINESS ATTRACTION PROJECTS

## 35 EVENTS HELD

- 4** TALENT ATTRACTION EVENTS
- 8** TALENT DEVELOPMENT EVENTS
- 5** ROUNDTABLES HELD
- 4** WORKSHOPS ON BUSINESS TOPICS
- 5** STRATEGY SESSIONS WITH TASK FORCE GROUPS
- 3** LOYAL TO LOCAL UPDATES
- 2** INVESTOR UPDATES
- 4** LEGISLATIVE/ ADVOCACY EVENTS



CAREERS & CHEERS

Pizza + drinks on us

BE A PART OF THE COMEBACK





## Business Retention & Growth

Promoting and acknowledging the value of businesses in our community.

### Chair: Rich Mortl

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

- Four educational workshops hosted; 54 attendees
  - Selling Online
  - Cybersecurity
  - e-Commerce
  - Get Found on Google
- Compiling retail data for potential areas of opportunity

### Loyal to Local Planning Committee

Raising awareness of the importance of supporting local business.

#### Chair: Rich Mortl

Members: Holly DeGroot, Sherri Erickson, Nicole Lutz, Brooke Marchetti, Shana Thompson-Hegy

- 2nd year of program kicked off in July
- 107 businesses joined
- Sharing quarterly newsletter updates to participants
- Ramped up social media efforts with contracted assistance

### CEO Roundtable

A forum for large employers

#### Chair: Gary Benjamin

- Twelve company leaders participating
- Working in collaboration 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, Lorna Carey, Luke Carey, Dale Cook, John Estes, Ryan Gordon, Tim Howen, Dan Kari, Russ Kassin, Jesse Land, Sandy Lindholm, Steve Mulka, Linda Plumley, Ryan Spencer, Jordan Stanchina and Joe Stevens

- GIS mapping now includes cities of Iron Mountain, Kingsford and Norway along with Breen, Breitung, Felch, Norway and Waucedah townships. Working towards a common GIS web location for all.
- Hosted focus group on housing needs to provide input to a revised housing analysis
- Supported reorganization of the Dickinson County Brownfield Redevelopment Authority
- Encouraged formation of the Dickinson County Land Bank Authority

# 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, Lisa Harry, Erika Justus, Russ Kassin, Alex Lindeman, Mike Mulligan, Scott Reddinger, Katie Roell, Kellie Sexton, Gina Wollner and Julie Wonders

- Alumni communication developed to attract interest from former area residents – two editions sent (July & November) to 450 contacts
- Heavy Metal Tours
  - October – Manufacturing Day – 200 area 9th graders
  - July – Manufacturing Camp – 13 students
  - April – Manufacturing Facilities Tours – 200 area 8th graders
  - May – Open Doors at Boss Snowplow – 20 attendees
- Hosted LSSU and MTU Presidents and the UWGB Chancellor to showcase our employers and talent needs
- Welcomed 17 Interns to our community with a June reception
- Gathered employment projections from top manufacturing/industry employers indicating need for 1,243 positions through 2023 (60% production/40% professional)

## 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

- Video produced highlighting the lifestyle and career opportunities
- Collaborated with Talent & Education Task Force on alumni communication
- Investor recruitment and renewal materials developed

## Advocacy & Government Relations

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

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

Members: Dave Brisson, Dave Kashian, Jim Rice

- Hosted local elected officials for company tours of Loadmaster and Dickinson Homes
- Advocated for MDOT permitting changes
- Participated in annual Ambassadors legislative trip to Lansing

# 2019 TIMELINE

## JANUARY

- Strategy sessions-five task force groups

## MARCH

- LSSU President visit
- Human Resources Roundtable held



## MAY

- Loyal to Local Year 2 kick-off
- Heavy Metal Tours Boss Snowplow Open Doors event
- MTU President visit

## FEBRUARY

- Hosted legislators at Ski Jumps
- Annual Meeting/Investor Update

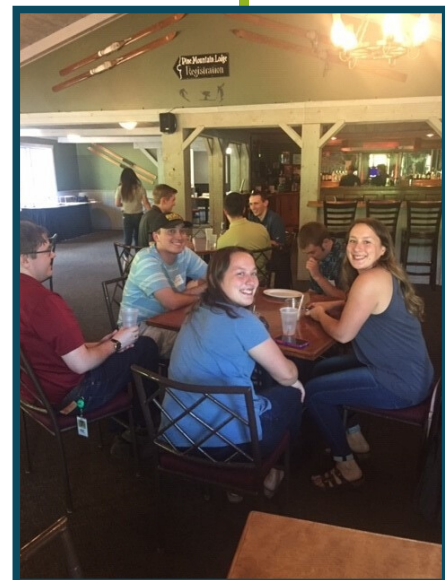


## APRIL

- Participated in spring legislative trip to Lansing
- Heavy Metal Tours area 8th graders visit manufacturing facilities

## JUNE

- Intern Social held to welcome area interns





## JULY

- 1st Alumni News distributed highlighting positive developments in the area
- Booth at FlivverFest to talk with alumni



## SEPTEMBER

- Investor Update

## NOVEMBER

- Careers & Cheers held
- 2nd Alumni News distributed highlighting positive developments in the area

## AUGUST

- Housing Focus Group held to inform revision of housing study
- UWGB Chancellor's visit

## OCTOBER

- Heavy Metal Tours MFG Day event – 7 companies; 200 9th graders
- Participated in fall legislative trip to Lansing
- Tour of Loadmaster for local officials



## DECEMBER

- Strategy feedback sessions with task force leaders
- Tour of Dickinson Homes for local officials



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