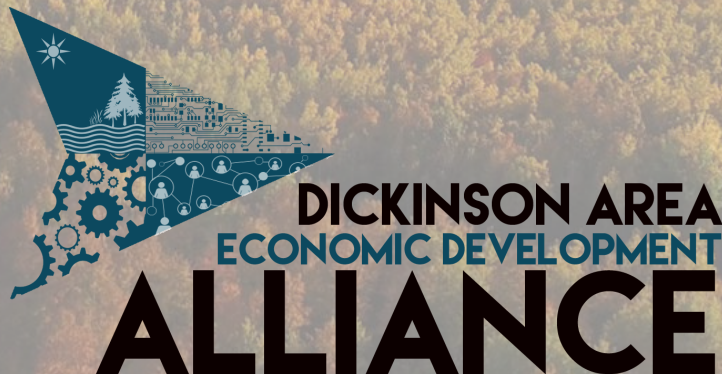


DICKINSON AREA ECONOMIC DEVELOPMENT ALLIANCE

2020

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

Chair Russ Kassin First National Bank & Trust	Vice Chair Tony Edlebeck City of Kingsford	Secretary/Treasurer Lee Lofstrom Industrial Development Corp.
Steve Feira MJ Electric	Brad Lebouef Systems Control	

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	Chuck Nelson Dickinson County Healthcare System
Jim Rice Oscar G. Johnson VA Medical Center	Joe Stevens Dickinson County	Steve Verrette Champion, Inc.	Gina Wollner Bay College West	Benjamin Wood Range Bank

Investors

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

ALLIANCE INVESTORS,

Certainly, 2020 turned out to be a year that many would like to forget. The disruption of the COVID-19 pandemic presented new challenges to the entire community and required us all to adapt, both personally and professionally, in new ways. While this process unfolded quickly in March, we learned to utilize more virtual tools to stay connected and continue our work, skills that will undoubtedly serve us well into the future.



Like many of you, the Alliance faced many challenges this year to carry out our plans. I am very proud of the ways we adapted. I am also grateful we were in a position to adjust and keep moving forward. While the pandemic caused us to change our approach, it also highlighted the importance of a robust economic development program to sustain our business community. Now, more than ever before, we must continue working together to position our community for strength and resiliency in recovery from this prolonged period of uncertainty.

Some of the ways we adjusted to meet the needs of our local businesses include the following.

- Assisted 322 businesses in securing the financial resources and guidance to help 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 brings.
- Advocated for our businesses and community on recommendations for the various forms of Federal CARES Act and State of Michigan funding.
- Helped 178 businesses apply for grant and loan funding from the Michigan Economic Development Corporation, bringing \$450,000 in support to local businesses.

This year serves as a good reminder of why the Alliance Investors came together over the last few years to tackle common challenges. We know that working together builds the opportunity for all to prosper. While we continue to navigate through the pandemic challenges, I am proud to work alongside all of you, and I look forward to the successes we will share in the year ahead.

Kind regards,

A handwritten signature in black ink that reads "Lois L. Ellis".

Lois L. Ellis
Executive Director



2020 IN NUMBERS

► Business Development Efforts

108	BUSINESS RETENTION VISITS	2	BUSINESS START-UPS ASSISTED
167	PROJECT SPECIFIC OR BUSINESS SUPPORT	1	BUSINESS ATTRACTION PROJECTS
22	ADVOCACY	322	TOTAL BUSINESS VISITS
22	COMMUNITY PARTNER ORGANIZATIONS	*OFTEN, ONE BUSINESS RECEIVED MULTIPLE SERVICES	

► Assistance Topics Covered

173	FINANCING	31	ADVOCACY
171	INFORMATION SHARED/CONSULT	16	TECHNICAL ASSISTANCE
49	TALENT	10	SITE LOCATION
34	MARKETING		

► Volunteers

The Alliance wishes to thank the many volunteers that share their time and talent to help us advance our mission. We appreciate all of you beyond measure!

70	INDIVIDUAL VOLUNTEERS
611	TOTAL VOLUNTEER HOURS IN 2020

2020 HIGHLIGHTS

- Shifted to all Virtual Meetings in March
- Support of Michigan COVID-19 relief grant and loan programs
 - 178 Total number applicants
 - \$450,000 in grants/loans to area businesses
 - As of 12/31/2020; more programs and assistance continue to be provided in 2021

- Distribution of COVID-19 Resources email blasts



- Business in Focus feature article about the Alliance
- Dickinson County Housing Market Assessment released
- Marketing campaigns deployed
 - Featured Employer series
 - #KeepUPWorking theme
 - Work Where You Hunt
- Loyal to Local participation growth
 - Increased 10% from 2019
- Creation of COVID-19 Resources webpage

daeda.org/covid-19/

Jan. 2020 - Dec. 2020

Page views 846

*April 2020 had the most monthly page views, with 144 views.



TASK FORCES

Business Retention & Growth

Promoting and acknowledging the value of businesses in our community.

Chair: Rich Mortl

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

- Michigan Small Business Development Center business resource presentations
 - Collaborating with Chamber to market these tools
 - Quarterly sessions held in 2020; Bi-monthly sessions in 2021
- Revisit Business Survey in 2021 for fresh insights
- Encouraging all businesses to stay local for purchasing needs when possible

Loyal to Local Planning Committee

Chair: Rich Mortl

Members: Holly DeGroot, Sherri Erickson, Kevin Hanson, Steve Juul, Nicole Lutz, Brooke Marchetti, Carol Quandt, Shana Thompson-Hegy, Pete Tomassoni, Kathrine Trempe, Lisa Villringer

- Growth of participant numbers this year – up 10% to 126 participants
- Social media presence growing
- Added two gift card programs
 - Gift card web page to promote all options in one location
 - Bulk gift card purchasing for large employers who are rewarding their employees

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, Daniel Freeman, Ryan Gordon, Jim Harris, Tim Howen, Dan Kari, Russ Kassin, Jesse Land, Sandy Lindholm, Steve Mulka, Linda Plumley, Ryan Spencer, Jordan Stanchina, Mike Stelmaszek, Joe Stevens

- Diverse committee of governmental representatives, private sector companies, state agency partners, utilities, realtors, developers, contractors, bankers
- Geographic Information Systems (GIS) parcel mapping for Dickinson County
 - Dickinson County funding this project in 2021 streamlining map access for users
- Released Dickinson County Housing Market Assessment
 - Key highlights show the need for rental and ownership developments
 - Several projects taking shape in 2021 that address these needs
- Property inventories of potential development sites
 - Commercial
 - Residential
 - Industrial

Advocacy & Government Relations

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

Chair: Joe Stevens

Members: Dave Brisson, Dave Kashian, Jim Rice

- Continue to build upon our local, state and federal elected officials relationships
- Co-hosted March 2020 training on Land Bank & Brownfield tools; resources added to website
- Continue tours of area employers with local elected officials

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, Julie Wonders

- New Social Media Marketing Campaigns
 - #KeepUPWorking spotlight on job openings
 - Featured Employer series
 - Work Where You Hunt campaign to attract seasonal hunters
- Hometown News communication
 - Targets area alumni/former residents – a contact list built over the past few years
 - Updates on housing, career opportunities and lifestyle items of interest
- Virtual Heavy Metal Tours
 - Manufacturing Day event
 - Collaboration of 5 companies along with Bay West, DIISD and Michigan Works!
 - Video content to share with freshman students
 - Integrated quiz game and prizes
 - Reached 6 school districts and 250 freshman students
 - Month long social media campaign about Manufacturing
- Kingsford Robotics Competition (in-person, pre-COVID19)
 - Collaborated with companies and partners for presence at this event
 - Shared career information and educational opportunities
 - Networking with legislators on career and technical education efforts

Marketing & Branding

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

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

#KeepUPWorking

- Integrated social and media campaign during pandemic months
- Generated 300 website visits, 1,000 organic social media impressions, local media coverage

Heavy Metal Tours

- Social campaign highlighting educational opportunities for students and area job opportunities
- Resulted in 267 website visits, 4,000 organic social media impressions, ruralinsights.org article

Work Where You Hunt

- Integrated campaign targeting hunters
- Pandemic shutdown hampered our impact, groundwork laid for future
- Generated 118 website visits, 706 paid impressions and 227 organic impressions

Featured Employer Series

- Highlight growing employer talent needs and company culture

Media Coverage

- Business In Focus feature published, highlighting our refreshed approach
- Bimonthly articles for ruralinsights.org
- Press releases and website news resulting in local coverage by The Daily News and WLUC TV6

Increased Web Visits and Social Impressions

- Increased consistency in posting on website and social media increasing our reach.

2020 TIMELINE

MARCH

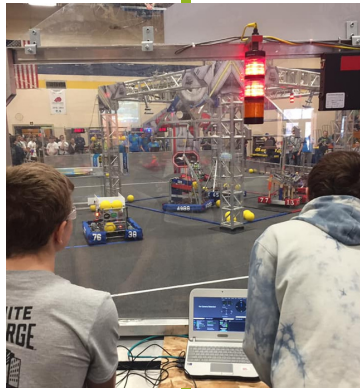


- Land Bank/Brownfield Training for Elected Officials
- Booth at Kingsford Robotics Event
- COVID-19 Shift to Virtual Meetings
- SBDC Small Business Training Session 1 – Make Your Website Work for You



MAY

- #KeepUPWorking Campaign Kicked Off



JANUARY

- Strategic Planning Task Force Groups

JUNE

- Released Housing Market Assessment
- Loyal to Local Year 3 Kick-Off Virtual Event

HOUSING MARKET ASSESSMENT

DICKINSON COUNTY
JUNE 2020



APRIL

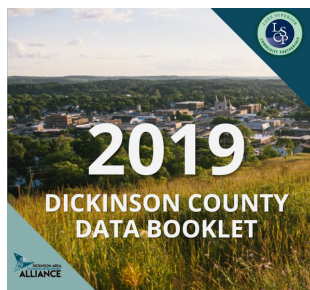
- Marketing Contract Initiated with Elsa Faust Consulting



FEBRUARY

- Legislative Reception During Ski Tournament
- Annual Meeting of Investors

SEPTEMBER



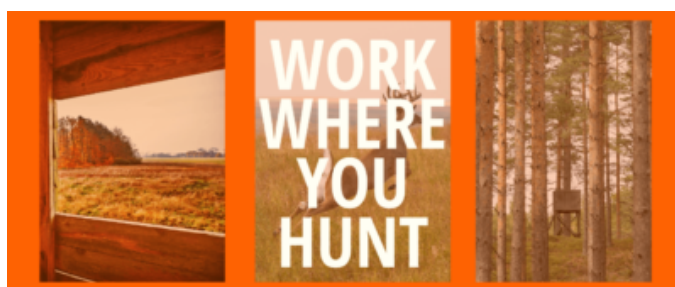
- Investor Update Held by Webinar
- Dickinson County Data Booklet Published
- SBDC Small Business Training Session 2 Marketing & Pivoting During COVID-19
- Housing Focused E-blast to Developers Network

JULY

- Michigan Restart Grant Program Assistance
- Partnership with ruralinsights.org
- *Business In Focus* Feature Article Published

NOVEMBER

- Work Where You Hunt Campaign
- Hometown News Sent to Alumni/Former Residents



OCTOBER

- Virtual Heavy Metal Tours MFG Day Event for 9th Graders
- Month long Social Campaign About MFG
- Virtual Legislative Visits with Marquette County Ambassadors

AUGUST

- Featured Employer Series Launched



DECEMBER

- SBDC Small Business Training Session 3 - Funding Your Business in a Pandemic



DAEDA.ORG



GET SOCIAL WITH US!



2020