

**DICKINSON AREA
ECONOMIC DEVELOPMENT ALLIANCE**

2021

ANNUAL REPORT

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



YOUR SUPPORT IS APPRECIATED!

Thank you to the Alliance Investors for your continued financial support. The time and talent you provide by serving on our task force groups 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
Retired - City of Kingsford

Secretary/Treasurer

Lee Lofstrom
Industrial Development Corp.

Steve Feira
MJ Electric

Gina Wollner
Bay College West

DIRECTORS

Nikki Bowers

Systems Control

Jon Coyne

BOSS Snowplow

Chuck Nelson

Dickinson County
Healthcare Systems

Joe Stevens

Dickinson County

Scott Cameron

Lake Shore Systems

Shana Thompson-Hegy

Danielson Insurance

Linda Plumley

Leeds Real Estate

Steve Verrette

Champion, Inc.

Luke Carey

Carey Contracting

David Holmes

Breitung Township Schools

Jim Rice

Oscar G. Johnson
VA Medical Center

Benjamin Wood

Range Bank

Michelle Copley

CCI Systems

Sarah Lucas

Lake Superior
Community Partnership

INVESTORS

41 Lumber
American Transmission Company
Bacco Construction
Barb Kramer
Bay College West
Bellin Health
Bloom Wholesale
BOSS Snowplow
Breitung Township
Breitung Township Schools
Carey Contracting
CCI Systems
Champion, Inc.
City of Iron Mountain
City of Kingsford
City of Norway
CJ Graphics
Comfort Inn
Danielson Insurance
Dickinson Area Community Foundation
Dickinson County

Dickinson County Healthcare System
Dickinson Homes
Edwards Automotive
Enbridge
Erickson Jewelers
First Bank
First National Bank & Trust
Fleury, Singler & Company
Four Seasons Distribution
GEI Consultants, Inc.
Great American Disposal/Loadmaster
Holiday Inn Express
Incredible Bank
Industrial Development Corp.
Iron Mountain Public Schools
John Fornetti Dental Center
Kingsford Self Serve
Kleiman Pump & Well Drilling
Leeds Real Estate
Louisiana Pacific
Mande Insurance

M.J. Electric, LLC
Niagara Development
Norway Eye Care
Oscar G. Johnson VA Medical Center
Range Bank
Renewable World Energies
Results Broadcasting
RLF Limited LLC
Simone Insurance
Smith Metal Structures
Standard Electric/Witcock Supply
Stephens Real Estate
Systems Control
TDS, Inc.
The Markell Company
Tourism Association of Dickinson County
Trident Marine Systems (former Lake Shore Systems)
U.S. Special Delivery
Werner Electric Supply

DEAR INVESTORS,

As we close out the year 2021, we continue to experience the lingering impacts of COVID-19. The pandemic certainly put additional pressures on our already limited labor pool, increased the costs of goods and services, and created a lot of uncertainty across the board.

Despite these difficult and prolonged challenges, our community has displayed a great deal of resiliency. We continue to see growth among our business community. Our healthcare system not only responded to a global health crisis, but reinvested for the future, securing a strategic affiliation with Marshfield Clinic Healthcare System. New construction projects, both large and small, are visible across our community, injecting large investments and new energy into our economy. It's these positives that keep us energized for the year ahead.

During the past couple of years, collaboration across the region has grown in positive ways. The refreshed co-operation has allowed our collective voices to be heard in Lansing on timely topics such as talent, housing, and childcare. These conversations by many stakeholders have resulted in the creation of the Office of Rural Development, whose mission is to address workforce, education, infrastructure, and connectivity needs by helping fund engagement and support for rural communities. Rural communities face many challenges and having a dedicated resource at the state level will be a welcome approach. We look forward to seeing the program take shape.

As we look at the year ahead, I'm excited for the continued work of our Task Force groups in addressing our top priorities. If you or others at your business or organization are not already serving on one of the Task Forces, please consider joining us. Your input is valuable and welcome as we work together.



Gratefully,

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

Lois L. Ellis, Executive Director



BUSINESS DEVELOPMENT EFFORTS

65	BUSINESS RETENTION VISITS	5	START UPS
247	PROJECT SPECIFIC/BUSINESS SUPPORT	7	BUSINESS ATTRACTION PROJECTS
17	ADVOCACY	
24	COMMUNITY PARTNER ORGANIZATIONS	365	TOTAL BUSINESS VISITS

ASSISTANCE TOPICS COVERED

101	FINANCING	33	ADVOCACY
233	INFORMATION SHARED/CONSULT	47	TECHNICAL ASSISTANCE
83	TALENT	21	SITE LOCATION
113	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!

72	INDIVIDUAL VOLUNTEERS	634	TOTAL VOLUNTEER HOURS
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SOCIAL MEDIA REACH

DAEDA SOCIAL MEDIA STATS

A LOOK AT HOW WE DID IN 2020 VS 2021

	JAN 2020 JAN 2021	123	Followers Gained Since 2020
	388 511		
	JAN 2020 JAN 2021	87	Followers Gained Since 2020
	189 276		
	JAN 2020 JAN 2021	55	Followers Gained Since 2020
	140 195		

LOYAL 2 L^oCAL SOCIAL MEDIA STATS

A LOOK AT HOW WE DID IN 2020 VS 2021

	JAN 2020 JAN 2021	671	Followers Gained Since 2020
	1,544 2,215		
	JAN 2020 JAN 2021	317	Followers Gained Since 2020
	434 751		

TASK FORCE UPDATES

TALENT AND EDUCATION

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

Chair: Gina Wollner

Members: Brittany Barnes, Erin Berndt, Megan Boddy, Theresa Caylor, Justin Cowen, Steve Feira, Lisa Harry, Tanya Hiltunen, David Holmes, Sereena Johnson, Russ Kassin, Mike Mulligan, Shelly Petrusch, Scott Reddinger, Katie Roell, Jerry Sardina, Julie Wonders

- Heavy Metal Tours Virtual Manufacturing Day 450 students
- Presented to guidance counselors on workforce outlook and in-demand skills
- FlivverFest Booth 50 alumni contacts
- Intern Social 20 attendees

INFRASTRUCTURE AND HOUSING DEVELOPMENT

Improving access to infrastructure data and encouraging new development opportunities.

Chair: Tony Edlebeck

Members: Ray Anderson, Missy Berger, Jason Brown, Lorna Carey, Luke Carey, Dale Cook, Daniel Freeman, Ryan Gordon, Jim Harris, Gary Hoaglund, Tim Howen, Daniel Kari, Russ Kassin, Jesse Land, Steve Mulka, Linda Plumley, Todd Rowell, Ryan Spencer, Jordan Stanchina, Mike Stelmaszek, Joe Stevens

- Countywide GIS Parcel Mapping System activated
- Housing developments - apartments in downtown Iron Mountain
- Advocating for Michigan Legislation on new housing development tools
- Development Properties Identified

BUSINESS RETENTION AND GROWTH

Chair: Benjamin Wood

Members: Dale Cook, Sherri Erickson, Russ Kassin, Ann Kresl, Suzanne Larson, Nicole Lutz, Brooke Marchetti, Shana Thompson-Hegy

- Hosted six (6) Small Business Development Center workshops (99 total attendees)
- Continued assistance with COVID-19 business impacts and support programs
- Hosted Application Drive with U. P. Michigan Works! (12 applicants)
- Loyal 2 Local program 119 participants

GOVERNMENT RELATIONS AND ADVOCACY

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

Chair: Joe Stevens

Members: Dave Brisson, Dave Kashian, Jim Rice

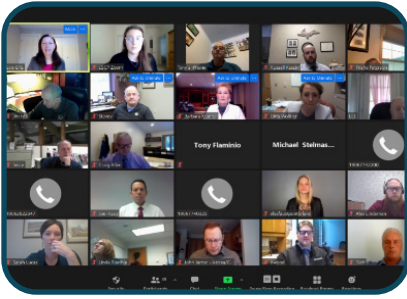
- Dickinson County Land Bank acquired residential development parcels
- Restarted business tours for area elected officials
- Participated in virtual Legislative Lansing Visits; April & October

MARKETING AND BRANDING

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

Members: Seth Anderson, Michael Johns, Kate Pearson, Trisha Peterson, Elsa Pontbriand, Scott Reddinger, Shana Thompson-Hegy, Melissa Wentarmini

- Growing social & website reach
- Rural Insights (www.ruralinsights.org) contributor; articles (4) and podcasts (2)
- Monthly Featured Employer series and Work Where You Hunt online campaign
- Hometown News alumni outreach; July and November



JANUARY

Task Force Groups
Strategic Planning

MEDC Survival Grants
Review (\$200,000 awarded)



MAY

Career & Technical Education
Graduates Recognized

Loyal 2 Local Annual Recruitment Presentation

2021 ➔

FEBRUARY

Virtual Annual Meeting
Annual Report Released

APRIL

Regional Housing
Collaboration Starts
Virtual Legislative
Lansing Visits
Loyal 2 Local video
content filmed

JUNE

Intern Social 20 attendees from 7
companies
UP Child Care
Task Force Starts



MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER WEBINARS OFFERED

- FREE SBDC RESOURCES AVAILABLE TO YOUR BUSINESS
- STEPPING BACK-PASS THE TORCH OR SELL YOUR BUSINESS
- ENTREPRENEUR'S TOOLBOX: REACH CUSTOMERS WITH GOOGLE
- CYBERSECURITY FOR SMALL BUSINESS
- CONTRACTS/LEGAL ISSUES/ INTELLECTUAL PROPERTY
- RECORDKEEPING AND TAX TIPS FOR YEAR END





JULY

FlivverFest 50 alumni contacts received



SEPTEMBER

Application Drive
12 applicants

Iron Mountain-Kingsford
Wastewater Treatment Plant
improvements tour for
elected officials

Alliance Investor Update Held



NOVEMBER

Work Where You Hunt
Campaign

OCTOBER

Hosted Lt. Gov. Gilchrist
(2 business visits)

Virtual Legislative Visits

Virtual Manufacturing Day
450 students

DECEMBER

Business in Focus article
published



RURAL INSIGHTS

ARTICLES

- FEBRUARY – SEVEN THINGS TO FEEL GOOD ABOUT IN 2020
- MARCH – CONNECTING COMMUNITY THROUGH TRAILS AND PARTNERSHIPS
- MAY – RAISING AWARENESS OF LOCAL INDUSTRY NEEDS THROUGH TALENT INITIATIVES
- JULY – NORWAY MICHIGAN, A CLASSIC COMMUNITY

PODCASTS

- AUGUST – EDUCATION PARTNERSHIPS BETWEEN K-12 AND INDUSTRY
- NOVEMBER – CYBERSECURITY AND TECHNOLOGY IN THE UP



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GET SOCIAL WITH US!



2021