

20
22

ANNUAL REPORT



DICKINSON AREA
ECONOMIC DEVELOPMENT
ALLIANCE

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

Benjamin Wood
Range Bank

DIRECTORS

Nikki Bowers

Systems Control

Jon Coyne

BOSS Snowplow

David Holmes

Breitung Township Schools

Zach Sage

Oscar G. Johnson
VA Medical Center

Michele Campbell

Bay College West

Christopher Germain

Lake Superior
Community Partnership

Chuck Nelson

Marshfield Medical
Center-Dickinson

Joe Stevens

Dickinson County

Luke Carey

Carey Design Build

Ryan Gordon

Stephens Real Estate

Linda Plumley

Leeds Real Estate

Steve Verrette

Champion, Inc.

Michelle Copley

CCI Systems

INVESTORS

41 Lumber
American Transmission Co (ATC)
Bacco Construction
Bay College West
Bellin Health
Bloom Wholesale
BOSS Snowplow
Breitung Township
Breitung Township Schools
Carey Design Build
CCI Systems
Champion Inc.
City of Iron Mountain
City of Kingsford
City of Norway
CJ Graphics
Comfort Inn
Copper Country Power/Circle Power
Renewables
Danielson Insurance
Dickinson Area Community Foundation

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

Marshfield Medical Center-Dickinson
M.J. Electric, Inc.
Mountain Media House
Niagara Development
Northern Interstate Bank
Norway Eye Care
Oscar G. Johnson VA Medical Center
Range Bank
Renewable World Energies
Results Broadcasting
RLF Limited LLC
Smith Metal Structures
Standard Electric-Wittcock Supply
Stephens Real Estate
Systems Control
TDS, Inc.
The Markell Company
Tourism Association of Dickinson County
Trident Maritime Systems
U.S. Special Delivery
Werner Electric Supply

DEAR INVESTORS,

The past year provided plenty of uncertainty to business leaders, and 2023 is starting with growing economic concerns. According to most economists, inflationary pressures, supply chain issues, and labor availability are top concerns and likely will be, at least through the coming year.

Yet, the area has seen many new investments take place. Marshfield Medical Center-Dickinson, Louisiana Pacific – Sagola, and BOSS Snowplow have seen significant investments and growth, along with many others. Downtown Iron Mountain is ready to welcome the Oddfellows Wine Bar and the TownePlace Suites by Marriott, along with new aesthetic improvements. There is much to celebrate across our communities.

At the Alliance, our focus continues as we work to build the talent pipeline needed for the in-demand careers in the area and work with developers to secure new housing options. Our task force groups have worked diligently to address these top priorities and the many smaller steps that move us toward our goals.

2022 KEY HIGHLIGHTS



LAUNCHED MARCH 2022



CREATED OCTOBER 2022



FORMED NOVEMBER 2022

And finally, we are introducing a new lifestyle and talent retention/attraction campaign after developing the concept this past year. BELONG is focused on emphasizing all the ways individuals can find meaningful places to connect with our community. The initiative is a multi-media campaign that will work alongside current employer and community marketing efforts. Watch for more in the second half of 2023.

Our communities have proven to be resilient in the face of many challenges, and I feel blessed to be a part of all the positive momentum that is evident across the area.



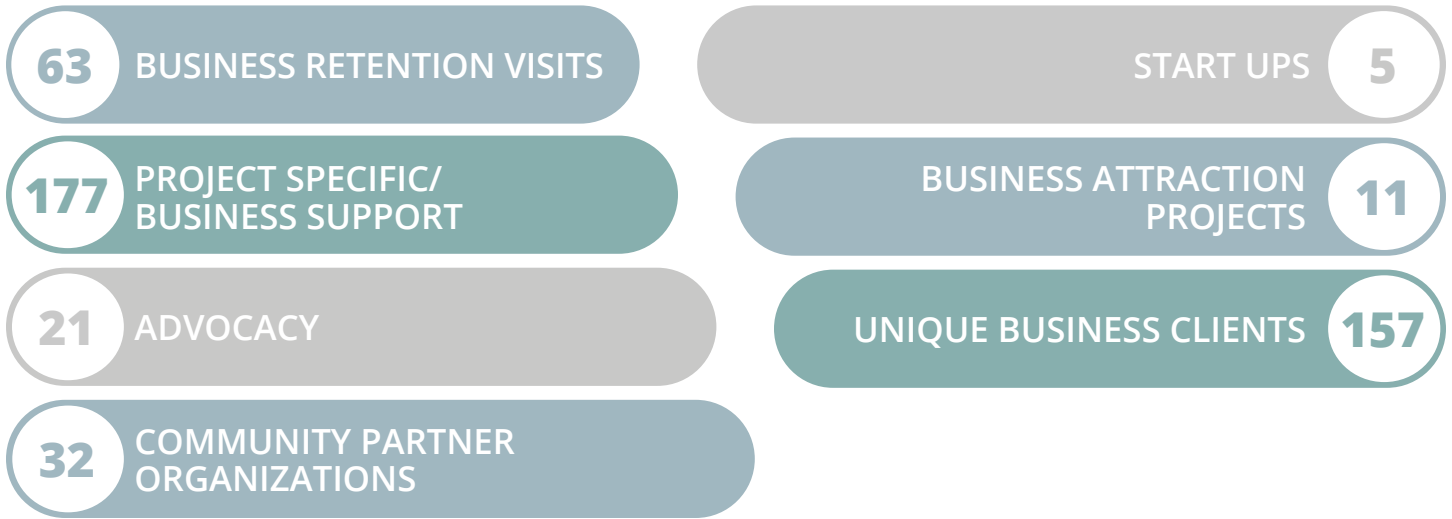
Best Regards,

Lois L. Ellis

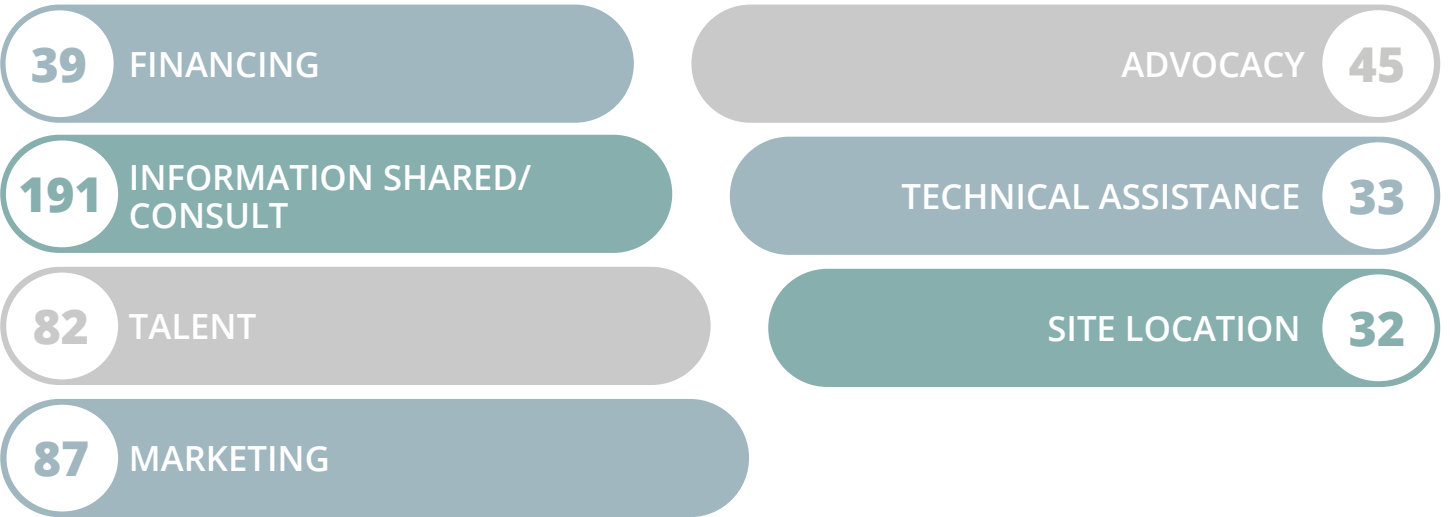
Lois L. Ellis, Executive Director



BUSINESS DEVELOPMENT EFFORTS



ASSISTANCE TOPICS COVERED



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!



SOCIAL MEDIA REACH

DAEDA SOCIAL MEDIA STATS

A LOOK AT HOW WE DID IN 2022



JAN 2022 | DEC 2022

518 589

71

Followers Gained Since Dec 2022



JAN 2022 | DEC 2022

352 386

34

Followers Gained Since Dec 2022



JAN 2022 | DEC 2022

273 366

93

Followers Gained Since Dec 2022

LOYAL 2 L♥CAL SOCIAL MEDIA STATS

A LOOK AT HOW WE'VE GROWN SINCE 2019



facebook

	LIKES	FOLLOWERS
2019	980	998
2020	1,695	1,759
2021	2,134	2,160
2022	2,300	2,521

	FOLLOWERS
2019	313
2020	529
2021	838
2022	985



CELEBRATING
5 YEARS

LOYAL 2
L♥CAL



TASK FORCE UPDATES

GOVERNMENT RELATIONS & ADVOCACY

"Advocating for business and our community."

Chair: Joe Stevens

Members: Dave Brisson, Dale Cook, Mark Pontti

- Coordinated a tour of Systems Control for twelve local elected officials
- Collaborated with Marquette County Ambassadors on Lansing advocacy trips in spring and fall
- Hosted legislators at Pine Mountain Ski Jumps



INFRASTRUCTURE & HOUSING DEVELOPMENT

"Improving access to infrastructure data and encouraging new development opportunities."

Chair: Tony Edlebeck

Members: Ray Anderson, Missy Berger, Brian Bousley, Jason Brown, Luke Carey, Dale Cook, Jeff Demuri, Ryan Gordon, Jim Harris, Gary Hoaglund, Tim Howen, Dan Kari, Kyle Mulka, Steve Mulka, Linda Plumley, Todd Rowell, Ryan Spencer, Jordan Stanchina, Mike Stelmaszek, Dan Stoltman, Joe Stevens

- Completed input process for the Dickinson County Resiliency Strategy with CUPPAD
- Held a targeted housing focus group with area employers along with state and regional housing partners
- Successful advocacy in Lansing for access to new housing resources
- Hosted MEDC Community Development team for tour of housing projects

MARKETING & BRANDING

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

Members: Seth Anderson, Taylor Andrews, Trisha Peterson, Elsa Pontbriand, Scott Reddinger, Shana Thompson-Hegy

- Refreshed Alliance logo and brand guidelines
- Supported the launch of UPWord, a new digital platform for the region
- Contributor to Rural Insights
- Social media growth

SMALL BUSINESS RETENTION & GROWTH

“Promoting and acknowledging the value of businesses in our community.”

Chair: Benji Wood

Members: Dale Cook, Sherri Erickson, Ann Kresl, Suzanne Larson, Shana Thompson-Hegy

- Loyal 2 Local programming
 - Celebrated 5th year; hosted Out to Lunch concert
 - Launched new website with directory feature
- Hosted small business roundtable for input and ideas
- Hosted Cybersecurity training in partnership with Guide Star/CCI Systems
- Collaborated with the Michigan Small Business Development Center on educational offerings



TALENT & EDUCATION

“Recruit, retain, and grow the talent needed to support our employers’ workforce needs.”

Chair: Michelle Copley

Members: Brittany Barnes, Erin Berndt, Megan Boddy, Michele Campbell, Justin Cowen, Steve Feira, Carmen Frank, Tanya Hiltonen, David Holmes, Sereena Johnson, Jen Kirk, Mike Mulligan, Shelly Petrusch, Scott Reddinger, Katie Roell, Jerry Sardina, Jason Sullivan, Kristina Tell

- Transformed Heavy Metal Tours into SHIFT, to focus on a wider array of in-demand careers
- Held Intern Social, welcoming 20 interns to the community
- Hosted Manufacturing Day for 300 area freshman
- Reimagined the former young professionals group to launch as Link U.P.



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2022

GET SOCIAL WITH US!



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