

20
23

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 are also greatly appreciated. Thank you for investing in the Alliance and the future of our region.

EXECUTIVE COMMITTEE

Chair

Tony Edlebeck
Retired - City of Kingsford

Vice Chair

Benjamin Wood
Range Bank

Secretary/Treasurer

Russ Kassin
First National Bank & Trust

Steve Feira

MJ Electric

Lee Lofstrom

Industrial Development
Corporation

DIRECTORS

Nikki Bowers

Systems Control

Jon Coyne

BOSS Snowplow

David Holmes

Breitung Township Schools

Mandy Shelast

Marshfield Medical
Center-Dickinson

Michele Campbell

Bay College

Christopher Germain

Lake Superior
Community Partnership

Paul Meneghini

Enbridge

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

Phil Shealey

VA Medical Center

INVESTORS

41 Lumber
American Transmission Co.
Bacco Construction
Bay College
Bellin Health
Billerud
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
Circle Power Renewables
Danielson Insurance

Dickinson Area Community Foundation
Dickinson County
Dickinson Homes
Edwards Automotive
Enbridge
First Bank
First National Bank & Trust
Fleury, Singler & Company
Four Seasons Beer Distributors
GEI Consultants, Inc.
Holiday Inn Express
Incredible Bank
Industrial Development Corporation
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
RLF Limited LLC
Smith Metal Structures
Standard Electric-Witlock Supply
Stephens Real Estate
Systems Control
TDS, Inc./The Drug Store
The Markell Company
Tourism Association of Dickinson County
Trident Maritime Systems
U.S. Special Delivery
Werner Electric Supply

DEAR INVESTORS,

While 2023 was marked with uncertain economic conditions, the Dickinson Area proved to be resilient, with many positive investments and initiatives moving forward.

At the Alliance, we celebrated the launch of a new personal development and networking group called LINK U.P. The group held several social events in 2023 to engage with interested participants and planned for a full slate of activities in 2024. daeda.org/linkup

This time last year, we kicked off our Belong initiative to tell the story of living, working, and thriving in the Dickinson Area. The talent retention and attraction-focused, multi-media marketing campaign is now in production, gathering stories through interviews in collaboration with the business community.

The Talent and Education Task Force is working to build upon the success of Manufacturing Day, with plans to offer a Healthcare Careers event in early 2025. While Manufacturing Day engages area ninth-grade students, the Healthcare Careers event will be offered to tenth-graders, highlighting patient-centered careers and support occupations that are in demand.

The Infrastructure and Housing Development Task Force continues to tackle potential housing solutions. While there are significant challenges, there are new tools to assist developers in meeting the increased costs associated with housing development. The \$15 million Build UP fund, through Invest UP, offers collateral support and infrastructure assistance. investupmi.com/index.php/building-the-u-p New tools through the State of Michigan were rolled out along with the State's Regional Housing Partnership model, using the Statewide Housing Plan as a framework. [michigan.gov/mshda/developers/statewide-housing-plan](https://mshda.developers/statewide-housing-plan)

In the community, we saw new retail brands, Aldi, Marriott and Kwik Trip, choosing to invest in the area. Pine Mountain Resort announced plans to expand the resort with a new cabin village, adding 35 new units. The project also includes new trails, culminating in a significant collaboration with Dickinson County and the Dickinson Trail Network. And in northern Dickinson County, the Groveland Mine Solar Project took significant steps in permitting the proposed solar project, gaining approvals from Felch, Norway, and Sagola Townships.

As we look forward to 2024, the Alliance is moving through a leadership transition as I retire, and we welcome Mindy Meyers as the incoming Executive Director. Our focus remains strong and we plan to build upon the collaborative foundation of our organization's work.

My personal thanks go out to all of the Alliance Investors for their expertise and financial support. Special thanks to the Alliance Board of Directors for their commitments and guidance. And to all the volunteers who assist the Alliance through the task force groups, events, and other initiatives. Thank you! We could not do it without all of you!



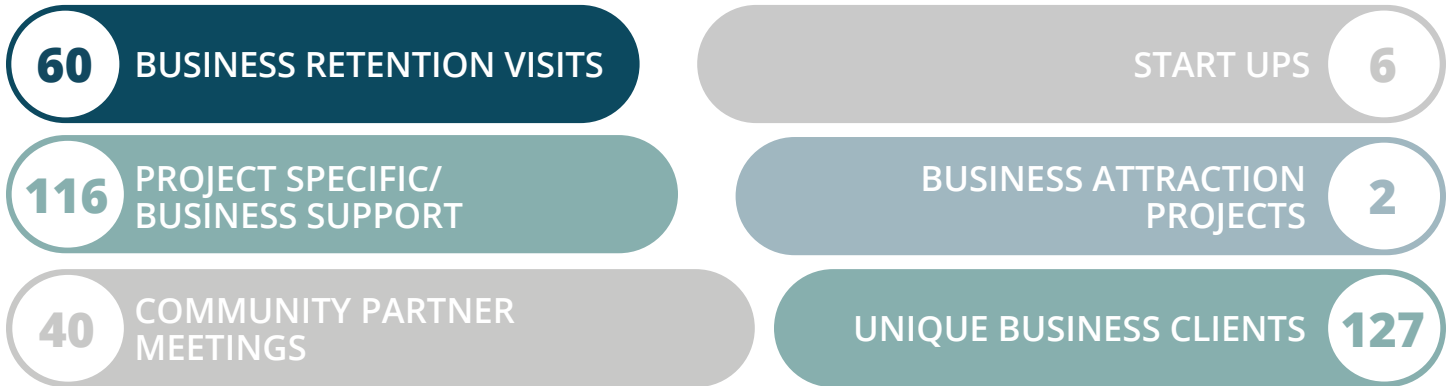
Wishing you all continued success,

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

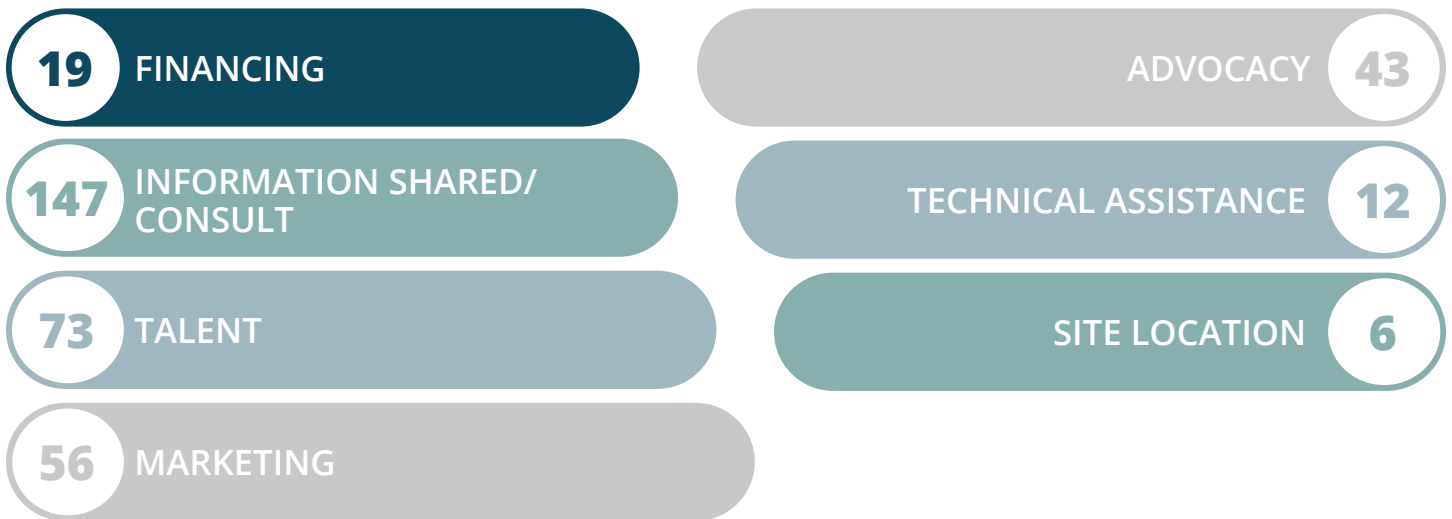
Lois L. Ellis, Executive Director



BUSINESS DEVELOPMENT EFFORTS



ASSISTANCE TOPICS COVERED



VOLUNTEERS

The Alliance wishes to thank the many volunteers who 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 2023 FOLLOWER GROWTH



2022		2023
589		815

226 Followers Gained
38% increase



2022		2023
386		468

82 Followers Gained
21% increase



2022		2023
366		550

184 Followers Gained
50% increase

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A LOOK AT HOW WE'VE GROWN SINCE 2019



FOLLOWERS

2019	998	2022	2,521
2020	1,759	2023	2,784
2021	2,160	10% Increase from 2022-2023	



FOLLOWERS

2019	313	2022	985
2020	529	2023	1,027
2021	838	4% Increase from 2022-2023	



TASK FORCE UPDATES

GOVERNMENT RELATIONS & ADVOCACY

“Advocating for business and our community.”

Chair: Joe Stevens

Members: Dave Brisson, Dale Cook, Mark Pontti, Mandy Shelast

- Hosted a tour of the VA Medical Center for local officials (24 attendees)
- Ski Jumps Legislative Reception (60 attendees)
- Supported the Land Bank Authority for blight elimination activities
- Spring and Fall visits in Lansing with legislative and department leaders



MARKETING & BRANDING

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

Members: Seth Anderson, Trisha Peterson, Elsa Pontbriand, Scott Reddinger, Ashley Saari, Ashley Szczepanski, Shana Thompson-Hegy

- Belong Initiative underway; 3 company features in development
- Sharing our story: UPWord (6 features); Rural Insights (3 features); Business in Focus (1 feature)
- Building a library of media images and videos for website, social, and print uses
- Social Reach in 2023
 - Facebook Followers up 38%
 - Instagram followers up 21%
 - LinkedIn followers up 50%



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, Tim McCauley, Kyle Mulka, Steve Mulka, Ryan Soucy, Jordan Stanchina, Mike Stelmaszek, Dan Stoltman, Joe Stevens

- Joined Regional Housing Partnership with MSHDA; draft regional plan completed with CUPPAD
- Support of Solid Waste Management Plan updates through EGLE
- County Resiliency Strategy completed with CUPPAD
- Successful advocacy for new housing development tools

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

- Educational workshops and training events in partnership with SBDC and the Chamber
- Loyal 2 Local 6th year – 105 participants
- Loyal 2 Local events supported
 - Out to Lunch Sponsor in July
 - Lemonade Day Entrepreneur of the Year Sponsor in May

TALENT & EDUCATION

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

Chair: Michelle Copley

Members: Brittany Barnes, Erin Berndt, 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, Kellie Sexton, Jason Sullivan, Shannon Williams

- Successful Manufacturing Day: 300 ninth-grade students experienced hands-on skills needed by today’s employers
- Intern Social: welcomed 15 interns/newly hired employees in June
- Collaborated with Bay West, UW-GB, and St. Norbert on talent needs and leadership development opportunities
- Initiated planning for the first Healthcare Careers event in early 2025
- Launched Link U.P., the reimagined personal development and networking group



DICKINSON AREA
ECONOMIC DEVELOPMENT
ALLIANCE

2023

GET SOCIAL WITH US!



DAEDA.ORG