



DICKINSON AREA
ECONOMIC DEVELOPMENT
ALLIANCE

**SHARED OPPORTUNITIES
INDIVIDUAL SUCCESSES**

2024 ANNUAL REPORT

THANK YOU TO THE ALLIANCE INVESTORS FOR YOUR SUPPORT

The Alliance directors and investor partners are invested in the Dickinson County area's innovation, growth and success. The time and talent you provide to our task force committees is greatly appreciated. Together, we will continue working to retain, recruit and grow the economy through business development, education, marketing and advocacy by creating a community that provides a high quality of life.

EXECUTIVE COMMITTEE

Tony Edlebeck, Chair

Retired - City of Kingsford

Benjamin Wood, Vice Chair

Range Bank

Russ Kassin, Secretary/Treasurer

First National Bank & Trust

Steve Feira

MJ Electric

Lee Lofstrom

Industrial Development Corporation

DIRECTORS

Nikki Bowers,

Systems Control, a Hubbell brand

Luke Carey

Carey Design Build

Michelle Copley

CCI Systems, Inc.

Jon Coyne

BOSS Snowplow

Christopher Germain

Lake Superior Community Partnership

Ryan Gordon

Stephens Real Estate

David Holmes

Breitung Township Schools

Dr. Nerita Hughes

Bay College

Paul Meneghini

Enbridge

Linda Plumley

Leeds Real Estate

Dr. Phil Shealey

VA Medical Center

Trenton Rankin

Marshfield Medical Center-Dickinson

Joe Stephens

Dickinson County

Steve Verrette

Champion, Inc.

ALLIANCE INVESTORS

Thank you for your continued financial support. We look forward to working together, creating shared opportunities and individual successes.

41 Lumber	Incredible Bank
ATC	Industrial Development Corporation
Bacco Construction	John Fornetti Dental Center
Bay College Iron Mountain	Kingsford Self Serve
Bellin Health	Kleiman Pump & Well Drilling
Billerud	Leeds Real Estate
Bloom Wholesale	Loadmaster
BOSS Snowplow	Louisiana Pacific
Breitung Township	Mande Insurance & Investment Solutions
Breitung Township Schools	Marshfield Medical Center-Dickinson
Carey Design Build	McCole & Company
CCI Systems	MJ Electric
Champion Inc.	Mountain Media House
City of Iron Mountain	Niagara Development
City of Kingsford	Northern Interstate Bank
City of Norway	Norway Eye Care
CJ Graphics	Oscar G. Johnson VA Medical Center
Comfort Inn	Range Bank
Circle Power Renewables	Renewable World Energies
Danielson Insurance	RLF Limited LLC
Dickinson Area Community Foundation	Smith Metal Structures
Dickinson County	Standard Electric-Wittcock Supply
Dickinson Homes	Stephens Real Estate
Edwards Automotive	Systems Control, a Hubbell brand
Enbridge	TDS, Inc./The Drug Store
First Bank	The Markell Company
First National Bank & Trust	Tourism Association of Dickinson County
Fleury, Singler & Company	Trident Maritime Systems
Four Seasons Beer Distributors	U.S. Special Delivery
GEI Consultants, Inc.	Werner Electric Supply
Holiday Inn Express	

DEAR INVESTORS

The past year has been a remarkable period of growth through the leadership transition. I am continually excited to lead The Alliance and build on past successes while driving forward new initiatives. In 2024, I began the process of obtaining my certified economic development professional certification. I appreciate the support, collaboration, and passion of everyone involved with our organization. Together, we have worked towards our strategic goals, and I look forward to keeping that momentum in the year ahead.

Despite some economic uncertainty in 2024, the Dickinson Area demonstrated strength with significant investments in our community. Marshfield Medical Center- Dickinson established a new regional cancer center. The \$10.6 million expansion focuses on patient-centered care with a new 8,600-square-foot addition. Systems Control, a Hubbell brand, began construction on a 27,000-square-foot expansion. This \$7.6 million investment is expected to create 25 new jobs. Billerud announced substantial investments in its Escanaba and Quinnesec mills for a total investment of \$125 million.

We also saw significant investments in infrastructure improvements in Kingsford. Iron Mountain received funding from an Environment, Great Lakes and Energy (EGLE) grant to identify lead-contaminated waterlines.

In addition, the City of Norway and Breitung Township are in the process of identifying lead-containing water service lines.

At The Alliance, we continue to focus on our top priorities, including potential housing solutions and working with our local schools to continue to build the talent pipeline needed for the employment base in the Dickinson Area. We made great strides with the Belong initiative, producing stories for three investors and preparing to launch the living and working initiative in early 2025. Our task force groups work hard to address these top priorities and have set goals to keep moving us in the right direction.

My sincere gratitude goes out to all The Alliance investors for your continued financial support. Thank you to the Board of Directors for your guidance and insights. And thank you to all our volunteers who work to help us accomplish our goals. Working with all of you has been truly wonderful, and I am eager to build upon our continued success in this next year.



With gratitude,

A handwritten signature in dark ink, appearing to read 'mymeyers'.

Mindy Meyers
Executive Director

MISSION AND PURPOSE

We work to make the Dickinson area a robust community to do business, live, and work. We do this by bringing together business, government, education, and community organizations to stimulate the economy.



BUSINESS DEVELOPMENT EFFORTS

The Alliance has data and resources to help businesses, individuals, and governments make informed decisions about the Dickinson area's economic health. We have access to and relationships with regional, state, national and international economic development organizations to support our own expertise.

60	Business Retention Visits
95	Project Specific/Business Support
52	Community Partner Meetings
2	Start Ups
2	Business Attraction Projects
127	Unique Business Clients

ASSISTANCE TOPICS COVERED

Grow the Dickinson County area economy by retaining, recruiting, and growing talent for our growing employer base as well as promoting business retention & expansion, government relations & advocacy, and infrastructure & housing development.

8	Financing
155	Information Shared/Consulted
18	Talent
10	Marketing
69	Advocacy
16	Site Location

VOLUNTEERS

We thank all the volunteers who share their time and talent to help us advance our mission.

96	Individual Volunteers
795	Estimated Volunteer Hours

GOVERNMENT RELATIONS & ADVOCACY TASK FORCE

Advocating for businesses and our community.

We build relationships with elected officials and government organizations to advocate for the community. We enhance the area's existing natural and civic resources and strive to improve the quality of life.

Joe Stevens, Chair

Dave Brisson, Dale Cook, Mark Pontti, Trenton Rankin

- Co-hosted a Legislative Reception with Senator Ed McBroom, UP Travel, Tourism Association of the Dickinson Area, and Enbridge at the Ski Jumps in February with 60 attendees, including the majority of the Michigan Legislature.
- Co-hosted roundtable discussion with the Small Business Retention and Growth Task Force on *Preparing for Changes to Paid Sick Leave, Wage Laws, and Exempt Salary Threshold* in September and January.
- Hosted Ford Airport tour for elected officials, city managers, and board members in October.
- Spring visit in Lansing with legislative and department leaders.



INFRASTRUCTURE & HOUSING DEVELOPMENT TASK FORCE

Improving access to infrastructure data and encouraging new development opportunities.

We engage with regional and state government organizations to develop plans for improved infrastructure and housing development.

Tony Edlebeck, Chair

Brian Bousley, Luke Carey, Dale Cook, Ryan Gordon, Jim Harris, Gary Hoaglund, Kyle Mulka, Steve Mulka, Ryan Soucy, Jordan Stanchina, Mike Stelmaszek, Dan Stoltman, Joe Stevens

- The City of Kingsford completed a \$8.4 million water main and service line replacement project in the Kingsford Heights neighborhood. The city plans another multi-million-dollar project to complete the Kingsford Heights and the Ford Addition water mains and service lines in the next two years.
- MDOT completed a reconstruction project of Carpenter Avenue from Hamilton Avenue to Woodward Avenue. The project entails the complete removal and replacement of the existing roadway structure and utilities, as well as replacement with a new storm sewer, aggregate base, asphalt pavement, concrete curb, and sidewalks. In addition, the project includes working with the City of Kingsford to replace water main and sanitary sewer mains and laterals dating back to the early 1920s.
- The City of Iron Mountain was awarded an approximate \$600,000 Environment, Great Lakes, and Energy (EGLE) Grant to identify lead-contaminated water lines. In addition, the City of Norway and Breitung Township are in the process of identifying lead-containing water service lines.
- Advocacy for new housing development tools:
 - MSHDA Mi Neighborhood Program,
 - MEDC Developer Tools,
 - Tax Increment Financing,
 - Build U.P. fund through InvestUP.
- Pine Mountain Resort completed construction on new ski in/ski out cabins, completed the downhill mountain biking trails, and collaborated with UP Sport & Spoke and Dickinson Trail Network (DTN) to offer bike rentals from the Pinecone.
- The City of Iron Mountain and DTN near completion of the new trail system on Pewabic Hill.



TALENT & EDUCATION TASK FORCE

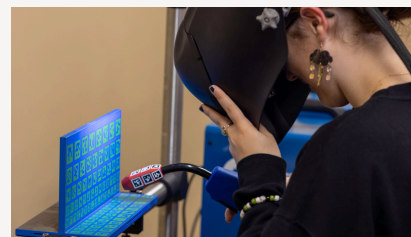
Recruit, retain, and grow the talent needed to support our employers' workforce needs.

Throughout the year, we raise awareness of career paths through local school districts, the DIISD Tech Center and Bay College Iron Mountain Campus to grow the talent pipeline for investor businesses.

Michelle Copley, Chair

Brittany Barnes, Michele Campbell, Justin Cowen, Steve Feira, Carmen Frank, Tanya Hiltonen, David Holmes, Sereena Johnson, Russ Kassin, Jen Kirk, Mike Mulligan, Shelly Petrusch, Scott Reddinger, Katie Roell, Jerry Sardina, Kellie Sexton, Shannon Williams

- The CTE Magazine was released in the spring. It highlights career paths and educational opportunities for students to gain the skills and knowledge to enter the workforce right out of high school or continue education at Bay College.
- Recognized area graduating seniors pursuing a skilled trades career path through the CTE Grad Recognition Program in the spring.
- Hosted a successful Manufacturing Day at Bay College Iron Mountain Campus for 300 ninth-grade students to experience the hands-on skills needed by our local manufacturers.
- Planned the inaugural Healthcare Career Day for February 2025 for area tenth-grade students to experience hands-on healthcare careers needed by our local healthcare employers.



SMALL BUSINESS RETENTION & GROWTH TASK FORCE

Promoting and acknowledging the value of businesses in our community.

We advocate for our small business community, promoting them through awareness programs and providing training sessions to help them navigate the challenges.

Benjamin Wood, Chair

Dale Cook, Ryan Danielson, Russ Kassin, Ann Kresl, Suzanne Larson, Nicole Lutz, Kevin Hanson

- Hosted a Small Business HR Panel to address hiring concerns within the small business community.
- Co-hosted 2 roundtable discussions with the Small Business Retention and Growth Task Force on *Preparing for Changes to Paid Sick Leave, Wage Laws, and Exempt Salary Threshold* in September and January.
- Co-hosted educational webinars with SBDC and the Dickinson Chamber.
- Promoted the new Central UP Small Business Support Hub resource, a local navigator to help small businesses.
- Loyal 2 Local
 - 7th Program Year with 80 participants
 - Sponsored Lemonade Day Entrepreneur of the Year in May
 - Sponsored Out to Lunch in August
 - Launched New Love 2B Local Blog and Newsletter
 - Enhanced L2L Business Directory



MARKETING & BRANDING

Communicating the benefits of living, working, and investing in the Dickinson Area.

MMH and Lake Superior Community Partnership (LSCP)

Elsa Pontbriand, Seth Anderson, Ashley Saari, Ashley Szczepanski

- In 2024, we dissolved the Marketing & Branding task force since we retain MMH and LSCP for marketing strategy and support.
- Promotion of task force activities.
- Planning for website redesign and branding update.
- Created content strategy to align marketing communication efforts with The Alliance strategic plan priority areas.
- Article placements on UPWord Michigan and Rural Insights.
- Continuing to add to the media library for marketing and communication efforts.

BELONG DICKINSON

The new living and working initiative of The Alliance.

Quality of life increases when individuals find community where they are united with others through shared interests. This initiative tells the story of living and working through the eyes of an employee by exploring employment, community involvement and the relationships resulting from feeling a sense of belonging when living and working in the Dickinson area.

MMH - Elsa Pontbriand and Seth Anderson

- Produced and completed Systems Control and Marshfield Medical Center-Dickinson stories for January 2025 launch.
- Began production on Champion, Inc. story.
- Built belongdickinson.org, prepared social channels, and podcast channel.

How to participate

Belong Dickinson is an investor-sponsored multi-media talent recruitment and retention initiative. It is open to all investors for an additional fee. Visit www.mountainmedia.house/belong for more information about the program, including what you get and the cost.

MEASURABLE METRICS



From 2019-2024, we've tracked new links and follows on social and website visits to measure our reach. In 2025, we will be looking at impressions and views on social to measure brand awareness and search and direct visits to the website to measure action and engagement.

Dickinson Area Economic Development Alliance

Website Metrics

	VISITORS
2023	6,820
2024	3,497

Social Following

			
2023	815	550	468
2024	842	590	474

Monthly Newsletters

	SUBSCRIBERS	AVG CLICKS
2023	579	4.84%
2024	605	5.48%



In 2023, we started prioritizing LinkedIn as the social channel where our audience is most engaged. The drop in numbers on Facebook and Instagram are to be expected with this new strategy. The website visits are down as the current site has becoming difficult to maintain. In 2025, we will be redesigning daeda.org to address the ease of updating the site and generating new content to share across all marketing channels.

Loyal 2 Local

Website Metrics

	VISITORS
2023	999
2024	3,950

Social Following

		
2023	2,784	1,027
2024	2,782	999

Monthly Newsletters

	SUBSCRIBERS	CLICKS
2023	n/a	n/a
2024	35	14

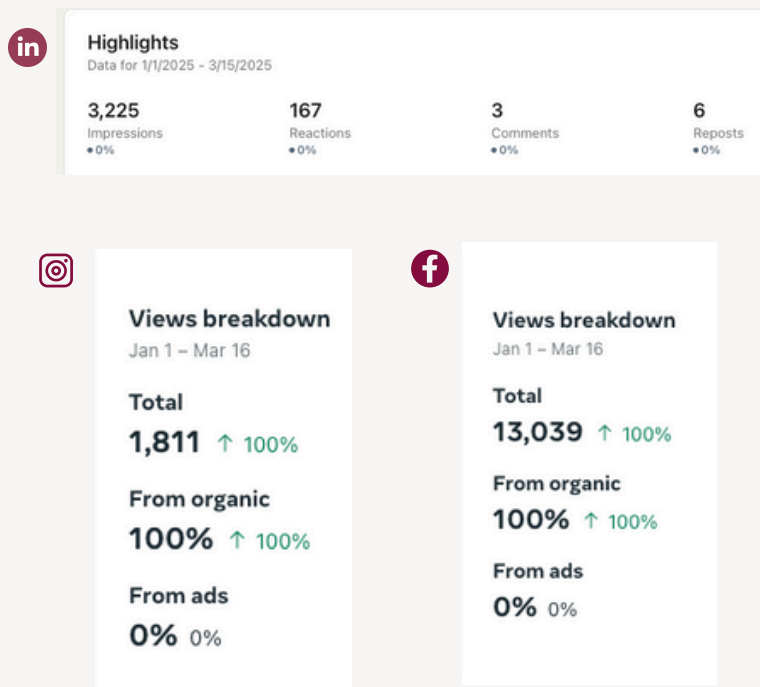
Belong

2025 YTD Metrics show how we will be measuring awareness and intent going forward for all properties.

Website Metrics - Measures Intent



Social Impressions - Measures Awareness



THE AREA IS REALLY GREAT FOR KIDS.

THE LIBRARY IS AMAZING.

THE CHILDREN'S MUSEUM IS GREAT.

Marshfield Medical Center - Dickinson Kingsford Rehab Center
A Partner with UP Rehab Services



I ENDED UP COACHING, JOINING THE BOARD, HELPING WITH PROGRAMS, FUNDRAISING AND ALL KINDS OF THINGS.

IT'S A VILLAGE

Marshfield Medical Center - Dickinson Kingsford Rehab Center
A Partner with UP Rehab Services



A Dickinson Area Economic Development Alliance Podcast

BELONG

DICKINSON AREA ECONOMIC DEVELOPMENT ALLIANCE

Welcome to Systems Control
Extraordinary Customer Service Facility

IF YOU ARE DEDICATED AND DILIGENT, SYSTEMS CONTROL OFFERS ABUNDANT OPPORTUNITIES FOR GROWTH AND ADVANCEMENT

Marshfield Medical Center - Dickinson Kingsford Rehab Center
A Partner with UP Rehab Services

SYSTEMS CONTROL



P.O. BOX 594
IRON MOUNTAIN, MI 49801

WWW.DAEDA.ORG