



Otsego County Economic Alliance Semi-Annual Report



Volume 3, Issue 3

January—June 2004

800 Livingston Blvd, Suite 1-D, Gaylord, MI 49735 Executive Director: Jeff Ratcliffe
Telephone 989-731-0288 Fax: 989-731-0289 Email: ratclifj@msue.msu.edu Web: www.otsego.org/ocea

Our Process

To paraphrase the International Economic Development Council (IEDC), the national economic development association, economic development begins when a community acts to set goals and objectives designed to influence growth and restructure an economy to enhance their economic well being. It continues when a community acts to accommodate the retention, startup, location, or expansion of an enterprise. It is a process that once begun should continue through the life of a community. It is also a process that works to adapt a community to changes in the local, state, national, and now more than ever, global economy.

The most visible and expected result of economic development is jobs, preferably higher paying, higher skilled jobs that provide benefits and security to a community's citizens. Which brings us right back to the IEDC definition - having goals and objectives, influencing growth, enhancing well being and accommodating business activity. It is business that creates jobs. Economic development is the process that creates the environment that fosters and accommodates business. This semi-annual report (formerly the OCEA Update) will continue to remind and update you on the economic development process underway in Otsego County.

Much of the work of the OCEA is behind the scenes and in partnership with others. However, be assured that we are actively moving the process forward on all the fronts our community has identified as crucial to improving our economy and quality of life. As we wrap up projects and initiatives designed to influence growth and accommodate business, we will be starting others and shepherding along still others.

In This Issue

Our Process p. 1
Our Progress p. 1 & p. 3
Business Resources & Services p. 2 & p. 3
Staff Hired p. 3
Thanks p. 4
Board of Directors p. 4

Our Progress



Project Completed

Strategic Goal: Retain and expand existing base industry

- Made retention visits to 16 companies and provided follow up assistance to at least 5 companies.
- Working with A&L Iron & Metal Co., Lake State Railway Company, Georgia-Pacific Corp., Otsego County Road Commission, Bagley and Hayes Townships, and the City of Gaylord, secured MDOT and CDBG project financing totaling \$2.070 million for rail infrastructure improvements to support a \$4.5 million expansion at A&L that will create 25 new jobs.
- Working with Michigan Works!, Michigan Rehabilitation Services, M-TEC at Kirtland-Gaylord, held 2004 employer forum focusing on best practices for improving competitiveness in a rapidly changing economy.
- Working with Beaver Creek Resort, Otsego County Road Commission and Bagley Township, completed rebuilding of West Otsego Lake Drive to support the expansion of Beaver Creek Resort.

Business Information Resources Available

There are many resources out there to help your business! In each issue we will include a list of a few of the many resources available. If you need more information, don't hesitate to give us a call.

Otsego County Public Library Resources

www.otsego.lib.mi.us/magazines.htm

You can access the following databases from the magazine and e-book section of the Otsego County Library web page. Some of the library resources require that you have a library card.

Reference USA Database

Available in library or through the OCEA only.

With this database you can search for businesses in the USA and Canada.

Wilson Select Plus

This database is a part of FirstSearch. Full text articles are available in science, humanities, education and business.

General Business File ASAP

This database allows you access to a combination of broker research reports, trade publications, newspapers, journals and company directory listings.

LegalTrac

This will help you find articles regarding law.

Computer Database

Finds computer related product introductions, news and reviews.

Michigan Newspapers

Includes articles from Battle Creek Enquirer, Detroit News, Grand Rapids Press, Lansing State Journal, Times Herald.

InfoTrac Custom 150 Full Text Newspapers

This is a collection of newspapers from around the country and around the world.

Statewide Resources

Northeast Michigan Consortium Procurement Technical Assistance Center (PTAC)

PTAC provides government contracting assistance in 15 counties in northeast Michigan. For further information contact Denise Hoffmeyer at the Northeast Michigan Consortium at P.O. Box 711, Onaway, MI 49765. Tel. (989) 733-8548, Fax (989) 733-8069 or denise@miworks-nemc.gen.mi.us.

SBA 504 Loan Program

What is a 504? The 504 is a fixed interest loan to help growing companies reach their fullest potential and create jobs. For more information regarding the 504 Loan Program contact the Economic Development Foundation at 1345 Monroe NW, Suite 132, Grand Rapids, MI 49505, tel. (616) 459-4825, fax (616) 458-5736 or the Michigan Certified Development Corporation at 822 Centennial Way, Suite 180, Lansing, MI 48917, web at www.michigancdc.org or by phone at (517) 886-6612.

BeeFreeway www.beefreeway.com

The Business e-education Freeway (BeeFreeway) was created to meet the demand of Michigan small businesses for effective, efficient employee training. Through its website, BeeFreeway offers over 1,300 self-paced employee training modules to Michigan small business, pre-paid by the Michigan Department of Career Development. For more information visit their website.

MIST/E.D.J.T. Training www.edjtmodules.org

This website has free EDJT training provided by the Michigan Economic Development Corporation with training modules in CAD, CNC Lathe, CNC Mill, E-Commerce, Hydraulic, Information Technology, Machining Technology, Math & Measurement and PLC Modules.

Resources continued on page 3.

For More Information on Otsego County Public Library Resources Contact: *Jacqueline Skinner, Public Services Librarian (989) 732-5841, FAX (989) 732-9401, jskinner@northland.lib.mi.us*

Our Progress Continued

Strategic Goal: Attract new base industry

- Continued to provide custom expansion/location proposals to interested companies.
- Developed draft Otsego County Economic Development Marketing Plan and preliminary timeline for implementation

Strategic Goal: Build infrastructure to support base industry

- Working with Northeast Michigan Council of Governments (NEMCOG), MDOT and the project steering committee, completed the I-75 Crossing Study to address transportation bottlenecks caused by insufficient east-west road access across I-75 in Gaylord.
- Working with the A&L Iron & Metal, Georgia-Pacific, Otsego County Road Commission, City of Gaylord, Bagley and Hayes Townships to prepare an application for MDOT Category A funding to rebuild South Townline Road between M-32 and Milbocker Road.

Strategic Goal: Plan and implement general community development projects and services

- Continued to facilitate access to small business development counseling services through an affiliate partnership with the Small Business & Technology Development Center at Alpena Community College. During the last 6 months the SB&TDC Counselor has continued to work with an average of 3-4 existing and prospective new businesses per month.

Strategic Goal: Champion managed growth

- Completed community-wide visioning sessions to develop a county-wide vision to be used as the basis for evaluating existing master plans and zoning ordinances and making recommendations for updating plans and ordinances to dovetail with the community's overall vision for future growth, development, land use, services and amenities. The plan and ordinance review will be completed in August. A report summarizing the visioning results will be posted on the initiative web site at

Support Staff Hired



Holly Davidge joins the OCEA team as the administrative assistant, providing bookkeeping, administrative and project support services. Holly recently moved to Elmira from Atlanta where she was an office coordinator at Canada Creek Ranch Association. Holly's administrative background includes experience in advertising, marketing, real estate, desktop publishing and other administrative duties. Join me in welcoming Holly to the Alliance.



Congrats to the City of Gaylord on their New Industrial Park



A&L Rail Project On Track

Resources Continued

MMTC—Michigan Manufacturing Technology Center www.iti.org

Innovative training and consulting services designed specifically for small to midsize manufacturers in Michigan. Seminars, on-site coaching and customized training available in Activity-based Coating, Environmental Management Systems, LEAN Business Solutions, LEAN Opportunity Assessment, LEAN Process Design, Performance Benchmarking, Quality Management Systems, Six Sigma and Lean & Clean. For more info visit their website or call Harry Leaver at (989) 964-4047.

Thanks to Our Partners

*Albie's Foods, Inc.
Bagley Township
Capital Consultants
City of Gaylord
Consumers Energy
Fifth Third Bank
First National Bank
Force Energy/Sunburst Marine
Freeman Family Enterprises
Gaylord Herald Times
Gaylord/Otsego County Chamber of Commerce
Gornick Properties
Great Lakes Energy Cooperative
Keskine, Cook, Miller, Smith & Alexander
Otsego County
Otsego County Township Officers Association
Plante Moran, LLP
Powerhouse Gym
RE/MAX Gaylord
University Center at Gaylord
Wolverine Power Company*

OCEA Board of Directors

Executive Committee

Regan Quaal, Chairperson (President, Albie's Foods, Inc.); Jack Thompson, Vice Chairperson (Executive Director, University Center at Gaylord); Dale Gehman, Treasurer (Account Manager, Telephone Support Systems); Mary Sanders, Secretary (Supervisor, Hayes Township); Joe Duff (Manager, City of Gaylord).

Directors

Phil Alexander, CED, Otsego County MSU Extension; Ken Ames, Owner, RE/MAX Gaylord; Dan Forcier, President, Force Energy; Jim Grisso, Publisher, Gaylord Herald Times; Keith Gornick, Owner, Gornick Properties; Jay Jacobs, Area Manager—NE Michigan, Consumers Energy; Doug Johnson, Owner, Mid-North Printing, Inc.; Bob Kasprzak, Executive Director, Gaylord/Otsego County Chamber of Commerce; Denise Koning, Administrator, Otsego County; Dan Smith, CPA, Keskine, Cook, Miller, Smith & Alexander, LLP.; Dave Taylor, President, Fifth Third Bank - Gaylord.

*An Economic Development Partnership
with MSU Extension and the Community.*



800 Livingston Blvd., Suite 1-D
Gaylord, MI 49735

PRESORTED
STANDARD
U.S. POSTAGE
PAID
Gaylord, MI
49735
Permit No. 281