



OTSEGO COUNTY ECONOMIC ALLIANCE Semi-Annual Update January – June 2012

SPECIAL THANKS TO OUR PARTNERS!

[A & L Iron & Metal Company](#)

[AIC North](#)

[Albie's Foods, Inc.](#)

[Alpine Chocolat Haus](#)

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[Arrow Sanitation](#)

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[Bradley J. Butcher & Associates,
PC/Wilcox Professional Services](#)

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[Community Financial](#)

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[Corporate Title Agency](#)

[Freeman Family Enterprises](#)

[Gaylord Area Convention &
Tourism Bureau](#)

[Gaylord Downtown
Development Authority](#)

[Gaylord Regional Chamber of
Commerce](#)

[Great Lakes Energy
Cooperative](#)

[H&H Tube](#)

[Hogan's Jewelers](#)

[Independent Bank](#)

[Integrity Construction Services](#)

[ITC Holdings, Inc.](#)

The following are few highlights that may be of interest to you.

Aerospace Diversification Project:

The Otsego County Economic Alliance and the Gaylord Regional Airport Advisory Committee continue work on a proposed project designed to develop a manufacturing diversification strategy focused on the aerospace sector that will build off of the community's manufacturing and location strengths.

The objectives of the project will be to increase manufacturing activity in a sector other than the auto industry; build on long-term investment in the airport and local/regional manufacturing base; and create a market for existing small- and medium-sized manufacturers in the area.

The project has completed Phase I with the identification of four potential niche projects and a validation process for the project selected for review by the project steering committee. Additional follow up is underway prior to beginning Phase II of the project.

Cooper-Standard Automotive Expansion:

Working with Cooper-Standard Automotive Gaylord and Bagley Township, a tax abatement was secured for a \$4.13 million investment in new equipment. The expansion will result in at least 25 new jobs.

Small Business Assistance Provided:

The Alliance received 28 small business inquires during the first six months, 17 were referred to the Michigan Small Business & Technology Development Center (SBTDC) and 2 were referred to the Michigan Economic Development Corporation (MEDC) Business Ombudsman. Our SBTDC assisted 106 customers in Otsego County resulting in 6 business start ups, creating 26 new jobs, leading to a total capital formation of \$730, 570. For more information on services provided by the SBTDC or to schedule a confidential consultation, contact Jeff Ratcliffe, Executive Director by telephone at (989) 731-0288 or by email at jeff@gaylord-otsego.com.

Gaylord Business Corridor/I-75 Crossing Projects:

Working with the I-75 Crossing Task Force, Otsego County Road Commission, City of Gaylord, Otsego County, and Bagley and Chester Townships, secured \$688,550 in local funding commitments towards a \$4.23 million project that will reconstruct Millbocker and McCoy Roads to Class A all-season standards and extend Mankowski Road west to the Home Depot parking lot to create a service drive between the Edelweiss and Pine Ridge Square centers. The project will leverage over \$3.24 million in federal and state grant funds (balance of Crossing earmark, MDOT Category F and Safety funds) and an estimated \$300,000 of private support. An engineering agreement with Wade Trim, Inc. is being finalized with construction anticipated for late spring of 2013. These projects all support the original efforts of the Task Force to improve our local road system in order to increase safety by reducing congestion along West M-32 and within the downtown and improve east-west mobility for Otsego County residents.

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Jay's Sporting Goods
JLK Engineering PLLC
Johnson Oil Company
KHG Holdings, Inc.
Kirkpatrick & DuBois, PLC
Kosch Properties
La Senorita Mexican Restaurant
Lakeview Quality Tool
Edward Jones
M&M Excavating
Marsh Ridge Resort
mBank
Bill Martella-Coldwell Banker
Schmidt Realtors
McNamara Insurance Agency
Meyer Ace Hardware
Michaywe
Michigan Insurance Service
Miller & Cook, LLP
NCCI-Wolgast
Nelson Funeral Home
Northeast MI Council of
Governments
Northern Energy, Inc.
Northwestern Bank
The Old Spud Warehouse
Otsego County
Otsego County Abstract
Company
Otsego County Road
Commission
Otsego County Township
Officers Association
Otsego Memorial Hospital
Paxton Resources
Quaal Investments, Inc
RLH Industries, Inc.
Sagasser & Associates, Inc.

Downtown Renaissance:

Working with the City of Gaylord DDA, established the Gaylord Downtown Renaissance Committee (GDRC) to steer the development of a new streetscape design. The GDRC is undertaking an effort to revitalize the downtown business district through the creation of a vibrant, safe, pedestrian friendly streetscape that seeks to reconfigure the existing seven lane cross section to a five lane cross section with improved pedestrian crossings utilizing bump outs and safety islands, wide sidewalks, appropriate landscaping and amenities, way finding signage and features, and a potential central park-type feature around the County Courthouse. Over \$30,000 has been raised from over 50 individuals and organizations to cover the cost of the preliminary design work that is currently under way as well as future final design. The GDRC is composed of 18 members representing the DDA, City Council, County, Chamber and Tourism, University Center, Downtown business owners, Otsego County Economic Alliance, MDOT and City and Otsego County residents.

Facade Improvements:

The Alliance is working with the City of Gaylord DDA to package another round of facade improvements for five more buildings in the downtown district. If successful, this will bring to 24 the total number of buildings in the downtown business district that have been improved.

Otsego County Economic Alliance 2011 Annual Report:

Each year in May, the Alliance has held an Annual Partners Meeting to review the past year and go over the Annual Report. This year, the Alliance partnered with Gaylord Area Chamber of Commerce for a 'State of the Community' message at the Otsego Club and Resort. We had a huge turnout and if you were not there and would like to see the message from: Joe Duff, Gaylord City Manager, Jeff Ratcliffe, Executive Director of Otsego County Economic Alliance, Economic Development, Cheryl Wojtas, Superintendent of Gaylord Community Schools, Tom Lemon, CEO of Otsego Memorial Hospital, John Burt, Otsego County Administrator, and Paul Beachnau, Executive Director of Gaylord Area Convention & Tourism Bureau please visit this page: <http://gaylord-otsego.com/Otsego%20County%20State%20of%20the%20Community.cfm>

Leadership Otsego County:

Leadership Otsego County (LOC) is designed to identify emerging leaders in Otsego County who might participate in future civic leadership roles. It will provide them with the essential leadership skills to plan for and respond to future Otsego County challenges, while helping them to gain an understanding of the various sectors of the community and the needs within each sector. Applications to participate in this program are currently being taken for the session that begins this September. For more details about LOC please visit the Chamber website at: <http://www.gaylordchamber.com/leadership-otsego-county-22/> or contact the Gaylord Area Chamber of Commerce at 989-732-6333, or barb@gaylordchamber.com.

MEDC Update:

Governor Snyder had asked MEDC to develop strategies to engage in regional collaborations among the economic and community development organizations. The MEDC transformed their long-standing CEO council, comprised of economic development practitioners from around the state, into a robust committee which

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Smith Realty Group

Todd Seidell Architect

Treetops Resort

Trinity Architecture & Management, LLC

University Center at Gaylord

Village of Vanderbilt

Wade-Trim

Wal-Mart Foundation

Waters RV

William & Linda Muzyl Fund/Otsego County Community Foundation

Winn Telecom

Wolverine Power Cooperative

Local, Regional and State Agency Partners

The OCEA has developed formal and working partnerships with the following organizations in order to undertake the various aspects of our work:

Gaylord Downtown Development Authority

Michigan Small Business & Technology Development Centers of Michigan Region 1 & 3

Michigan Economic Development Corporation

Northeast Michigan Council of Governments

Northern Initiatives

Northeast Michigan Consortium & Northeast Michigan Works!

Otsego County Brownfield Redevelopment Authority

MEDC Update Continued:

meets monthly to discuss policy, strategic direction, programmatic input, and regionalization with MEDC's leadership staff.

The Collaborative Development Council (CDC) has 18 members, each representing the 10 regions throughout the state, as well as the Michigan Economic Developers Association. These 10 regions were developed and defined by local partners in an effort to align state service providers. The goal of this alignment is to streamline services from statewide agencies, reduce duplication of outreach to communities and businesses, and better coordinate information and resource sharing among economic development professionals.

Our region, The Region 3 CDC, is managed by the Northwest Michigan Council of Governments and covers Cheboygan, Presque Isle, Alpena, Montmorency, Otsego, Crawford, Oscoda, Alcona, Roscommon, Ogemaw, and Iosco counties. Current initiatives include support for the Up North Trails Collaborative Initiative, (<http://www.nemcog.org/upnorthtrails.asp>), Regional Marketing, Value Added Wood Processing Initiative, Regional Agriculture and Local Foods Initiative, and a Regional Economic Development Business Attraction FAM Tour for MEDC staff.

To learn more about what has occurred in our community that the Alliance has been involved with these past six months, please click on the underlined links in the OCEA News Update.

New businesses have positive outlook heading into the new year January 3, 2012

OTSGEO COUNTY - The economy has taken a toll on local businesses in the last few years, but things are looking up, according to Jeff Ratcliffe, executive director of the Otsego County Economic Alliance. ***Please click here to read more...***

Downtown Project: New streetscape?

February 24, 2012

GAYLORD - Gaylord City Council members responded mostly favorably to a downtown streetscape project presentation at their Feb. 13 meeting. The intent of the plan would make the downtown area more pedestrian-friendly. ***Please click here to read more...***

A New Vision for Main Street: County board supports concept

February 28, 2012

GAYLORD - Steps are being taken to see Gaylord's downtown area experience a renaissance by becoming pedestrian friendly and a destination for locals and visitors alike by reducing noise and air pollution on Main Street. ***Please click here to read more...***

Streetscape plan will help downtown flourish

February 28, 2012

OTSGEO COUNTY - The economy has taken a toll on local businesses in the last few years, but things are looking up, according to Jeff Ratcliffe, executive director of the Otsego County Economic Alliance. ***Please click here to read more...***

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The Alliance Partners Inaugural Golf Scramble

On Wednesday, September 13, 2012, the Alliance will hold a fundraiser at the beautiful Treetops Resort Par 3 Course, "Threetops".

Sponsorships and donations are needed to make our golf fundraiser a success and they provide a way for businesses to associate with prestigious programs important to the business community and may offer valuable marketing and networking opportunities. All sponsorships and donations are sincerely appreciated!

If interested in making a donation or purchasing a sponsorship please call 989-731-0287.

For a list of available sponsorship opportunities please visit: [http://gaylord-otsego.com/uploads/file/GOLF%20SCRAMBLE/SPONSORSHIP%20OPPORTUNITIES%207-9-12\(1\).pdf](http://gaylord-otsego.com/uploads/file/GOLF%20SCRAMBLE/SPONSORSHIP%20OPPORTUNITIES%207-9-12(1).pdf)

Thank you to
Treetops Resort
for making our inaugural golf outing possible!

Gaylord renaissance plan 'could truly change the face of downtown'

March 13, 2012

GAYLORD - The chairman of Gaylord's Downtown Development Authority (DDA) believes plans to make Gaylord more pedestrian friendly could take the city in a whole new direction. ***Please [click here to read more...](#)***

Renovation creates affordable downtown housing

March 23, 2012

GAYLORD — Exterior renovations at the former Eagles Hall at 111 Michigan Ave. are under way, and when outside and interior work is completed, downtown Gaylord will have 10 one-and two-bedroom affordable apartment units available for rent. ***Please [click here to read more...](#)***

'Renaissance' gets support, criticism at GOP meeting

April 13, 2012

GAYLORD — Gaylord's proposed "Downtown Renaissance" was met with both support and criticism Thursday during a meeting of the Otsego County Republicans. ***Please [click here to read more...](#)***

Annual employer forum

April 17, 2012

Whether an existing business or entrepreneur gathering information in preparation for a new business launch, you won't want to miss this exciting and informative opportunity to attend the annual Employer Forum to be held at Treetops Resort in Gaylord on Wednesday, April 25th. ***Please [click here to read more...](#)***

County owned, former DNR property could go back to state

May 1, 2012

GAYLORD — Otsego County is in the early stages of initiating a purchase agreement with the State of Michigan to transfer back to the state the former 9.5-acre Department of Natural Resources property which runs parallel to South Otsego Avenue. ***Please [click here to read more...](#)***

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