



## OTSEGO COUNTY ECONOMIC ALLIANCE Semi-Annual Update July – December 2012

### **SPECIAL THANKS TO OUR PARTNERS!**

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

[AIC North](#)

[A to Z Homes](#)

[Advanced Benefit Solutions](#)

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

[Alpine Chocolat Haus](#)

[Alpine Tavern](#)

[Alpine Web](#)

[Arlene's Diner](#)

[Bagley Township](#)

[Bennethum's Northern Inn](#)

[Big Bear Delicatessen](#)

[Black Forest at Wilderness Valley](#)

[Borton Vacation Rentals](#)

[c2ae](#)

[Catt Development](#)

[Chemical Bank](#)

[Citizens Bank](#)

[City of Gaylord](#)

[Consumers Energy](#)

[Cooper-Standard Automotive](#)

[Corporate Title Agency](#)

[Cummings, McClorey, Davis & Aho, PLC.](#)

[Culver's of Gaylord](#)

[Diana's Delights](#)

[Dunn's Business Solutions](#)

[Echelbarger, Himebaugh, Tamm & Co.](#)

[Fifth Third Bank](#)

[Freeman Family Enterprises](#)

[Gaylord Area Convention & Tourism Bureau](#)

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

### **Gaylord Business Corridor/I-75 Crossing Projects:**

Working with the 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 shopping 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. Engineering for both projects is underway with construction anticipated during the summer and fall of 2013. These projects all support the original efforts of the I-75 Crossing 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.

### **Downtown Renaissance:**

The Gaylord Downtown Renaissance Committee (GDRC) continues its effort to steer the development of a new streetscape design. 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. A preliminary street design reducing the five travel lanes to three has been developed and is currently under review by the MDOT. A streetscape design workshop has been scheduled with the goal of having cost estimates in place by May 2013.

### **Façade Improvements:**

The Alliance worked with the City of Gaylord DDA this winter to package another round of façade improvements for six more buildings in the downtown district. \$435,750 in CDBG funding is being finalized for a \$596,677 project. Once completed this will bring to 25 the number of downtown buildings with façade and other improvements totaling nearly \$2.3 million with over \$1.3 million in CDBG funding, over \$800,000 in owner investment and \$121,000 in DDA investment.

### **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.

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# OTSEGO COUNTY ECONOMIC ALLIANCE

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### **SPECIAL THANKS TO OUR OCEA PARTNERS!**

[Gaylord Country Club](#)

[Gaylord Downtown Development Authority](#)

[Gaylord Herald Times](#)

[Gaylord Regional Chamber of Commerce](#)

[H&H Tube](#)

[Hogan's Jewelers](#)

[Impact Retailing](#)

[Integrity Construction Services](#)

[ITC Holdings, Inc.](#)

[Jan's Northside Deli & Market](#)

[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](#)

[mBank](#)

[Mama Leone's](#)

[Marsh Ridge Resort](#)

[Bill Martella-Coldwell Banker Schmidt Realtors](#)

[Wally McCoy](#)

[Michaywe](#)

[Michigan Insurance Service](#)

[Miller & Cook, LLP](#)

[William & Linda Muzyl Fund/Otsego County Community Foundation](#)

[Nelson Funeral Home](#)

[Northeast MI Council of Governments](#)

[Northern Energy, Inc.](#)

[Northwestern Bank](#)

[The Old Spud Warehouse/Bearded Dogg](#)

[Otsego County](#)

[Otsego County Abstract, Co.](#)

### **Aerospace Diversification Project Cont'd:**

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 a validation for the project selected by the project steering committee. Phase II of the project is currently underway.

### **Small Business Assistance Provided:**

The Alliance received 40 small business inquires during the last six months, 18 were referred to the Michigan Small Business & Technology Development Center (SBTDC). SBTDC assistance to small businesses in Otsego County over the past six months resulted in \$651,814 of new investment and investment of \$1,086,814 for all of 2012. Sales increases for assisted businesses were \$862,000 for the last six months and \$1.5 million for the past 12 months. 18 jobs were created in the last six months and 44 new jobs over the full year. 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](mailto:jeff@gaylord-otsego.com).

### **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 past year, the Alliance partnered with Gaylord Area Chamber of Commerce for a 'State of the Community' message at the Otsego Club and Resort. We are looking forward to holding a similar event this year. If you were not able to attend this last spring and would like to see the message 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. The course 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. The 8<sup>th</sup> Class started in September of 2012 and will graduate in June 2013. If you would like 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.

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

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.

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[Otsego County Road Commission](#)

[Otsego County Township Officers Association](#)

[Otsego Memorial Hospital](#)

[Paxton Resources](#)

[Quaal Investments, Inc.](#)

[Sagasser & Associates, Inc.](#)

[Shepler's Mackinac Island Ferry](#)

[Smith Realty Group](#)

[Spring Arbor University](#)

[Trinity Architecture & Management, LLC](#)

[Todd Seidell Architect](#)

[Treetops Resort](#)

[University Center at Gaylord](#)

[Village of Vanderbilt](#)

[Wade-Trim](#)

[Wal-Mart Foundation \(Gaylord & Petoskey Stores\)](#)

[Waters RV](#)

[Wilcox Professional Services](#)

[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:

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 please click on the [links](#) below.**

### City OKs old 'Carter's' site as redevelopment district

July 10, 2012

GAYLORD — The former Carter's grocery store at 931 S. Otsego Ave. may get new life as office and business space if a plan for redeveloping the 13-acre plaza goes through. **Please [click here to read more...](#)**

### International community "walk-ability" expert conducts tour of downtown Gaylord

August 22, 2012

GAYLORD — Approximately 45 community leaders participated in a day-long session this past Wednesday, August 15, as international community "walk-ability" and "livability" expert Dan Burden...**Please [click here to read more...](#)**

### Milbocker, McCoy roads to become smoother, safer

August 24, 2012

GAYLORD — Two thorns in the sides of motorists will be things of the past following next year's reconstruction of Milbocker and McCoy Roads. **Please [click here to read more...](#)**

### THE 2<sup>nd</sup> ANNUAL ALLIANCE PARTNERS GOLF SCRAMBLE - SEPTEMBER 19, 2013

Help Keep The Alliance Out Of The Rough!

Save the Date!

THURSDAY, SEPTEMBER 19TH, 2013

AT TREETOPS RESORT  
ON THE  
RICK SMITH TREETOPS COURSE

\$65 per player/\$260 per team  
Registration form at  
[www.gaylord-otsego.com](http://www.gaylord-otsego.com)

#### CONTESTS

Men and Women's Closest to the Pin  
Men and Women's Longest Drive  
Putting Contest · Hole-in-one  
Beat the Pro  
Nose-to-toes 50/50 Drawing  
Scramble 1st, 2nd, & 3rd Place winners

#### IMPORTANT TIMES

Registration begins at 2:00PM  
Shotgun start at 3:00PM  
Awards Reception 5:30 – 7:30 PM  
The awards reception will be held in the Vista Room located above the North Pro Shop.  
Please join us for a cash bar and some complimentary hors d'oeuvres.  
Prizes will be given out at this time.

We are now taking registrations for both golf and sponsorships! All sponsorships will be accepted on a first-come, first-served basis. Thank you!

*Thank you to Treetops Resort for making our 2<sup>nd</sup> Annual golf outing possible!*

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