



# OTSEGO COUNTY ECONOMIC ALLIANCE, Inc. First Quarter 2015

## 2015 Annual Charitable Golf Outing

WEDNESDAY, JULY 22, 2015  
Treetops Resort  
Rick Smith Signature Course

**Register Early!\***

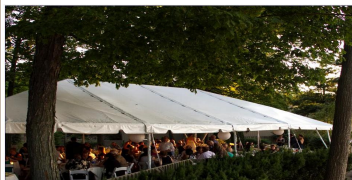
\$125 per golfer/\$500 per team  
Limited to the first 120 golfers

\*Register by May 1, 2015 and you are automatically entered into a free surprise gift drawing!



## Not a golfer?

**Come Enjoy the Afterglow!**



The *Afterglow* is a relaxing way to end the day under the tent with great company, cash drawings, musical entertainment, disc archery, an auction and more!

**\$25 per person for non-golfers attending the Afterglow only.**

**Special Thanks to Our Marquee Sponsor!**



Aggressive Manufacturing Innovations, Inc.

Welcome to our NEW quarterly newsletter! We realize it has been a while since you saw a newsletter from our office. . . . so in an effort to continue to keep everyone apprised of all the great projects we are working on and the developments throughout our County, we will begin providing quarterly newsletters . . . so watch for continued information updates!

I can't believe it has been almost a year since I began with Otsego County Economic Alliance, Inc. (OCEA). The community has graciously welcomed me with "open arms" and I am thankful for all the support in my transition. OCEA's offices have seen a flurry of activity and I am excited that Tish Jankowski, Administrative Assistant, is now full-time to assist. Our doors are always open and we welcome visits and phone calls in hopes we can continue to facilitate economic growth in our communities.

Sincerely,

Lisa McComb

### Downtown Renaissance:

We appreciate everyone's efforts and support to facilitate a vibrant downtown through the Downtown Renaissance Streetscape Project. One of the main benefits of this project is that it will help grow our local economy. OCEA continues to work with several partners to see that this project makes it to fruition.

After the Plan Design Concept (Infrastructure) was approved by the City, (which allowed us to apply for grants through the DDA under the auspices of the City of Gaylord), our committee objective was complete. The next step was fundraising for the match. At the moment, we have over \$400,000, and are continuing to actively secure more donations. The County recently received a \$20,000 grant from Consumer's Energy for the Lawnscape project with construction planned for Summer 2015.

The Gaylord City Council voted to approve bonding through the Downtown Development Authority (DDA) for the Streetscape Project to fill the \$700,000 gap that was planned for through the Michigan Economic Development Association (MEDA) DIG program that became unavailable. The downtown businesses and other groups are working together to help support and ensure that the events that were driven by the DDA continue. With the DDA able to move forward on the bonding we should be in good shape for 2016, when the Streetscape construction is projected to begin.

The Streetscape Project has generated a lot of interest from new businesses, investors, and developer's looking to create or expand their business into Downtown Gaylord. We are working diligently to attract diverse businesses to our City.

### Jay's Sporting Goods:

OCEA assisted Jeff Poet, President and Owner of Jay's Sporting Goods and Mark Copeland, Store Manager of Jay's in their recent expansion into the former Kmart building. OCEA helped to facilitate approval of a Commercial Facilities Exemption from Gaylord's City Council. This allows Jay's a 12-year tax incentive for the redevelopment of the building allowing them to invest over \$1.5 million into the building.

Construction on the old K-Mart site is well underway and expected to be completed this spring. The new building size of over 90,000 square feet allows Jay's to expand their inventory lines and add an indoor archery range which in turn will mean hiring 40 more staff to accommodate their retail establishment.

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In each quarterly newsletter, as space permits, we would like to recognize a few of our partners.

**Thank You to Our OCEA Partners!**

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

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

[Alpine Tavern & Eatery](#)

[Alpine Web](#)

[The Bearded Dogg Lounge](#)

[C2AE](#)

[Catt Development](#)

[Chemical Bank](#)

[Consumers Energy](#)

[Cooper-Standard Automotive](#)

[Diesel Freak, LLC](#)

[Edward Jones](#)

[Fifth Third Bank](#)

[FirstMerit Bank](#)

[Freeman Family Enterprises](#)

[Gary Malak/Home Depot](#)

[Gaylord Area Chamber of Commerce](#)

[Gaylord Area Convention & Tourism Bureau](#)

[H&H Tube](#)

[Hogan's Jewelers](#)

[Integrity Construction Services](#)

[ITC Holdings, Inc.](#)

[Jay's Sporting Goods](#)

[JLK Engineering PLLC](#)

[Johnson Oil Company](#)

[KHG Holdings, Inc.](#)

[Kirkpatrick & DuBois, PLC](#)

[Kirtland Community College](#)

[Kosch Properties](#)

[La Senorita Mexican Restaurant](#)

[Lakeview Quality Tool](#)

[LISTVAN, Inc.](#)

[M&M Excavating](#)

[mBank](#)

**Vanderbilt Trailhead:**

OCEA is working with Corwith Township and the Village of Vanderbilt to develop a new trailhead in Vanderbilt that would include kiosks, benches and a small information center. It is evident that Trailheads are a priority with the State of Michigan. The County is working with Bagley and Otsego Lake Township's for the remaining southern portion of the trail.

**City of Gaylord Income Survey:**

Recently the City of Gaylord contracted Lake Superior State University to conduct a door-to-door survey to obtain accurate data of income levels of residents living within the City limits. In order to continue to take advantage of Community Development Block Grant opportunities offered through the Michigan Economic Development Corporation, communities must meet low-to-moderate income levels. As a result of the survey, income data supports that the City of Gaylord is still a low-moderate income community.

**Business Incubator:**

Over the past 8 months OCEA has been involved with a Crawford-Otsego Business Incubator study conducted by the University of Michigan through a grant provided by the US Rural Development Agency. The study was to determine interest in creating a Business Incubator Program designed to connect entrepreneurs with resources in the region. If interest supports a Business Incubator, the focus will be developing the regional economy by connecting entrepreneurs, potential entrepreneurs, established manufacturers, and regional economic development organizations and professional service providers in the region with a business development program in a facility designed to support their business.

**Small Business Assistance Provided:**

OCEA continues to receive small business inquiries on a weekly basis. Our office is a good starting point for those looking for guidance in opening a new business. While we are not attorneys or accountants, we can provide resources and refer individuals to the right person to obtain what they need to successfully open a business. Many times we refer individuals to the Michigan Small Business & Technology Center (SBTC) for follow up.

Business services provided include business plan development, market research and plans, financial management and loan packaging, use of the web and social media. For more information on services provided by the SBTC and OCEA, or to schedule a confidential consultation, contact OCEA by telephone at (989) 731-0288 or 731-0287.

**New Board Members:**

OCEA would like to welcome new Board members Brett Bowen (Chemical Bank), Susan Eno (Citizens National Bank of Cheboygan), Robert Huta (R.L.H. Industries), Tom Lemon (Otsego Memorial Hospital) Luke Noss (Edward Jones) and Kevin Reynolds (Paxton Resources).

We would like to recognize and thank our past Board members Jeff Cook (Miller & Cook, LLP), Thomas McKinley, and Darren Rhoads (Chemical Bank) for their contribution and service to our organization.

Board terms are three years. If you are interested in joining our OCEA Board of Directors, please call OCEA's offices.

**OCEA Website:**

We are in the process of "fine-tuning" our new website to better highlight what we do as a nonprofit economic development organization. In doing so, we would like to showcase our partners' properties for commercial or industrial use on our website whether leased or for sale. Please submit your property information to Tish Jankowski via email to [tish@gaylord-otsego.com](mailto:tish@gaylord-otsego.com).

**Save the Date(s) and Join us for the Following Events:**

- The 4<sup>th</sup> Annual State of the Community on Tuesday, May 12, 2015 from 11:30 am to 1:00 pm, at the Otsego Club & Resort.
- The 4<sup>th</sup> Annual OCEA Charitable Golf Outing on Wednesday, July 22, 2015 at Treetops Resort. 11:00 am Registration | 11:30 am Lunch | 12:30 pm Shotgun Start | 5:00 pm Afterglow  
Please see the enclosed brochure for details.

**Just a Reminder:**

OCEA is a 501(c)(3) nonprofit organization whose existence depends on the generous contributions of our Private & Public Partners. If you would like to contribute to OCEA, your contribution is tax deductible - feel free to mail it to our offices. Thank you!