

**LAKE COUNTY
ECONOMIC DEVELOPMENT
ALLIANCE**

Powered by The Right Place

2021 ANNUAL REPORT



LAKE COUNTY ECONOMIC DEVELOPMENT ALLIANCE

Powered by The Right Place

To our valued Investors and Community Partners,

In 2018, the Lake County Economic Development Alliance formed a strategic partnership with The Right Place to drive long-term job creation, investment, and overall economic prosperity in Lake County. Since then, the Alliance has greatly increased its capabilities, and become an even more valuable resource to the Lake County business community. The Alliance provides Lake County businesses with the tools, resources, and support they need to grow. In addition to directly supporting the business community, the Alliance also works on long-term community initiatives to create strong foundations for sustainable economic growth over time.

In 2021, we continued to provide pandemic relief resources, awarding **\$33,619 to six local businesses** after awarding over \$60,000 to 26 businesses in 2020. We also ensured the success of a **\$1.4M downtown mixed-use redevelopment** project by assisting with the **accessing of \$450,000 in state grants**, following 2020's \$300,000 in grant funds secured for the construction of Dollar General. Plans for 2022 include assisting in the development of the county's **American Rescue Plan Act proposal process**, providing oversight of **broadband expansion** plans, and continuing to offer **business expansion and creation services**, as well as co-hosting the fourth annual **Pitch North Competition** for entrepreneurs.

The Lake County Economic Development Alliance is a public-private partnership and receives financial support from both communities and businesses. In order to keep this partnership active and allow economic development resources to continue flowing into the county, we need your support:

1. If you or someone you know is in need of business expansion or start up services or planning and grant support, contact Jodi Nichols, Executive Director – LCEDA at 231-742-3328 or nicholsj@rightplace.org to learn about resources available to businesses, entrepreneurs and municipalities
2. If you believe in the positive effect of economic and community development projects like those mentioned above, we ask that you join our efforts to sustain this regional partnership through your financial and volunteer support and take the time to meet with us when contacted.

Thank you for your support of our efforts to-date. We look forward to continuing to work together to ensure a stronger Lake County economy for all!

2021 - 2022 BOARD MEMBERS

Matt Bearup, President
Best Bear Lodge

Tony Gagliardo, Vice President
Building Official

Tobi Lake, Treasurer
County Administrator

Christine Balulis, Member
County Commission

Barb Stenger, Past President
Retired Official

Jodi Nichols, Executive Director
The Right Place

Kellie Allen, Member
County Treasurer

Blair Evans, Member
Yates Township

Jim Faiella, Member
Peacock Ltd

Deb Smith Olson, Member
Lake Osceola State Bank

Patrick Tiedt, Ex-Officio
Consumers Energy

Brad Garner, 2021 Member
Garner Heating & Cooling

Eric Gustad, 2021 Ex-Officio
Consumers Energy

Scott Slavin, 2021 Ex-Officio
MI Office of DNR

John Trimberger, 2021 Member
Retired MI Office of DNR

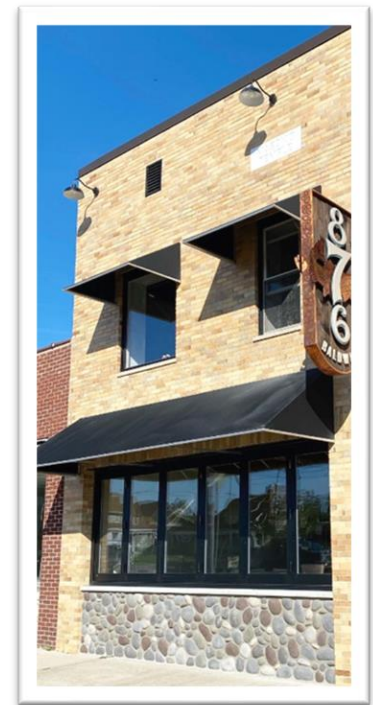
Robert Watson, 2021 Member
Baldwin Community

Pat Williams, 2021 Member
Webber Township

876 Baldwin Redevelopment

The importance of having a strong economic development partnership in Lake County was most evident in the redevelopment of a formerly blighted structure in the core of downtown Baldwin. The long vacant property at 876 Michigan Avenue was redeveloped into a new full-service restaurant with three market rate apartments. The Economic Alliance worked closely with owners Paul Santoro and Dina Velocci and the Village of Baldwin to ensure the project was supported with over \$400,000 in state and local incentives needed to transform it into the beautiful thriving addition to Lake County's core community that it has become.

www.876baldwin.com



North Rivers Lodge Pitch Competition Win

Launching a pilot Outdoor Recreational Small Business Support Program in partnership with Michigan Economic Development Alliance and partner economic development organizations in Mason, Newaygo and Oceana Counties resulted in a big win for local business owners NAMES of Luther. Their North Rivers Lodge has become a popular choice for outdoor enthusiasts visiting Lake County. In 2021, they were awarded \$5,000 in professional services and coaching to help with efforts to increase off-season bookings and grow the on-site fishing pro-shop. www.northriverslodge.com

StealthCraft Expansion

Lake County is the proud home of Stealthcraft, a growing manufacturer of boats that are uniquely designed for success on waters like our own Pere Marquette River. The company is one of Lake County's largest employers with over 40 local employees. Lake County Economic Alliance has supported Stealthcraft's growth over the past few years and in 2021 was able to assist with overcoming utility and other challenges during its most recent facilities expansions that resulted in significant cost savings. www.stealthcraft.com



2021 METRICS

\$1,600,000

CAPITAL INVESTMENT

55

NEW/RETAINED JOBS

\$1,814,000

NEW/RETAINED PAYROLL

\$592,619

GRANTS/RESOURCES

94

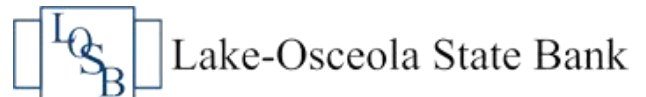
BUSINESS ASSISTS

2021 INVESTORS

The economic outcomes highlighted in this report would not have been possible without the generous financial support of our 2021 Investors.



FREY FOUNDATION



Lake County Economic Alliance

800 Tenth Street, Suite 100, Baldwin MI 49304 | 231.742.3328 | nicholsj@rightplace.org

www.rightplace.org/lake