



FOR IMMEDIATE RELEASE
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Regional Economic Development Organizations Kick Off Economic Development Week with *Great Lakes Bay. Michigan. Centered.* Marketing Initiative to Attract Businesses

Bay City, Mich., May 12, 2022 – Collaboration is not foreign to the Economic Development Organizations in Region 5, and neither is business attraction, but in response to the COVID pandemic, these economic development organizations have thought it necessary to partner together to develop and employ a plan to attract new businesses to Region 5 in Michigan which includes the eight counties of Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, Midland and Saginaw.

The initiative, launched by seven regional economic development organizations who represent more than a half million people in the middle eastern portion of Michigan, bordering Lake Huron, has branded the geographic area as *Great Lakes Bay. Michigan. Centered.* The objectives of the plan are to secure investment in targeted industries by promoting regional assets to decision makers of companies through a process called site selection as well as engage key stakeholders within the community to accentuate the benefits of doing business here.

The committee collaborated to develop and produce a variety of materials to market this area of the state of Michigan. Along with branding the geographic area as *Great Lakes Bay. Michigan. Centered.*, a description of the area was developed to tell the story of what it's like in the region which were included in advertorials that have been published in national periodicals such as [Business Facilities](#) and [Site Selection Magazine](#).

Streamlined property templates were developed to better market the most shovel ready and developable land parcels and buildings available in each county which have been utilized in site selection tours and at national shows. The region includes these sites in their property database <http://www.greatlakesbaysites.com/> which is a comprehensive site detailing information about available properties in partnership with regional realtors.

That collaboration allowed for the regional economic development organizations to solidify their processes of business attraction and marketing in a cohesive effort. Another aspect of that includes identifying targeted industries to attract to the communities. Targeted industries are businesses that could be best supported in terms of natural resources, geographic location, workforce, and available infrastructure. Those identified throughout the region included advanced manufacturing, agribusiness, and healthcare. The Great Lakes Bay Regional Alliance is also collaborating with Region 5 by continuing to support site consultant outreach and event sponsorship. The Alliance will also promote the overall region at state and national events.

The initiative to market and brand the eight counties as a region, *Great Lakes Bay. Michigan. Centered.* has led to additional momentum and outside attention, including a \$105,000 grant from the Michigan Economic Development Corporation to fund the efforts at a larger scale throughout 2022. The funds make it possible for the committee to expand their efforts in highlighting premier sites for businesses and marketing and promotion.

Each of the eight counties have experienced unique successes over the past year, and each county has its own unique attributes in terms of population, talent, and industry legacy. While the counties in the region all have

similar resources in common, they also all have the same goals, to continue to grow the local economy by creating jobs and supporting capital investment.

This week marks Economic Development week, which was created by the International Economic Development Council to increase awareness of local programs that create jobs, advance career development opportunities and improve communities' quality of life everywhere.



“Great Lakes Bay. Michigan. Centered. Logo”

Regional Property Sheets



CLARE NORTH INDUSTRIAL PARK

CLARE, MICHIGAN

Storage | Spec buildings | Turnkey industrial

Choice of two 40,000 sq ft Spec Buildings with Opportunity to Expand

- 60,000 sq ft
- 2-5 Acres
- Potential Double
- Potential Parking

Property

City: Clare, Michigan
 County: Clare County
 Type of Item: Industrial Spec Building
 Acre Area: 3 Acres
 Max Acres: 5 Acres
 Current Use: Industrial, Industrial Park
 Use Potential: Warehouse/Manufacturing, Light Manufacturing, etc.

Utilities

- Consumer Energy
- 220 Single
- City of Clare
- City of Clare
- Multiple Options

Site Details

Municipality: City of Clare
 Total Area: 150 Industrial
 Zoning: Industrial Park
 Superstake: Available
 Average: Not Listed
 Not Available: Not Available

Spec Building

60,000 square feet, negotiable
 Total Bldg Sq Ft: 102,700 sq ft
 Year Built: 2011
 Ceiling Hgt: 18 ft
 Colling Max: 300
 Joche: 180
 Construction Materials: 150

City of Clare 5349
 One County 30,616
 over than US Average
 5,380 Workforce
 14 Minutes

BRECKENRIDGE INDUSTRIAL, TECHNOLOGY & AGRIBUSINESS PARK

BRECKENRIDGE, WESTLAW COUNTY, MICHIGAN

100 ACRES

MUNICIPALLY-OWNED INDUSTRIAL ZONED

INDUSTRIAL PARK HIGHWAY ACCESS CENTRAL LOCATION

Property

Street Address: Michigan Highway 44/Thompson Drive
 City: Breckenridge, Michigan
 County: Oakland County
 Zoning: Industrial/Agricultural
 Current Use: Warehouse/Agriculture

Site Details

Municipality: Village of Breckenridge
 Total Area: 100 acres
 Neighbored: Industrial/Agricultural
 Description: The site can be divided to create up to 100 acres total consisting of available property.
 Interest: good road entrance to site
 Price: \$6,000 / acre
 Road Date: Not within a Road zone

Site Details (cont.)

Utilities: 1/4 mile end of the site
 Water: Also, 2000 ft of 3" WV
 Sewer: 40" DI & 18" DI needed
 Road: Up to 100' prep
 Roadbed: 1/2" municipal base
 1/2" municipal base
 Location: Near water nearby

Other: 100 acres just north of site
 Located on Michigan Highway 44
 1-1/2 Highway 101.7 miles
 Ann Arbor to 20 miles
 100-20 miles
 Check it out! Looking to site

Industry Profiles



INDUSTRY PROFILE advanced manufacturing



The Great Lakes Bay Region 5 (GLBR5) has been a hub for global manufacturing leaders for more than 100 years. We have developed a great infrastructure for manufacturing and offer a powerful service and supply network. With generations of manufacturing expertise, every part of the community is in tune with the specialized needs of manufacturers. **



LEADING INDUSTRIES

- Plastics
- Medical Equipment
- Chemicals
- Machinery
- Aerospace **



SUPPLY CHAIN

- Metal Producers 28
- Foundries 9
- Plastics Products 29
- Wood 9
- Tool and Die 30 *

MANUFACTURERS

- Dow
- DuPont
- Hartzer Automotive
- Hamlock Spineconstructor
- Silet Gabelin
- Mayline
- 397 Total Establishments **

PRO BUSINESS

- Right To Work
- No Inventory Tax
- Corporate Tax 6%
- Personal Income Tax 4.25%
- \$2.1 Billion in Earnings *

REGIONAL INFORMATION



SEE HOW WE COMPARE



NATIONAL AVERAGE



22,034
nearly double the national average



11,316
for comparably-sized regions in America

- Tool and die makers: 226, \$52,970 avg. salary
- Industrial engineers: 644, \$87,111 avg. salary
- Machinists: 906, \$42,529 avg. salary
- Production supervisors: 1,148, \$43,996 avg. salary
- Production assemblers: 1,970, \$32,197 avg. salary

All job sector employee totals are higher than the national average

Earnings

*Source: SMS, 2020
**Source: Region 5
*State of Michigan

For More Info
www.GreatLakesBaySite.com

Great Lakes Bay Region 5 is a partnership of Arenas, Bay, Chas, Oklaire, Orestal, Isabella, Midland and Saginaw Counties, MI, USA

INDUSTRY PROFILE agribusiness



"We've processed cucumbers and peppers here since 1925, and we enjoy reliable, abundant water and superior waste water management. The Great Lakes Bay Region is known for growing things and building things, which means we draw from ample raw materials and manufacturing expertise." Tim Housbeck, CEO, Housbeck Pickles & Peppers



PROCESSING & TECH

- Total Jobs 4,581
- Businesses 291
- Average Earnings \$23,734
- Earnings (2020) \$349.3M
- \$94.7M Property Income (2020)
- Job Growth 6% Projected Growth (2020 - 2025)
- Location Quotient 1.6 *

FOOD PROCESSORS

- Michigan Sugar Company
- Bay View Foods
- Housbeck Pickles and Peppers
- Ader Edible Bean Specialties
- One of the West Milling
- Michigan Agricultural Commodities
- 2FS Meats
- 291 Total Establishments **



SUPPLY CHAIN

- Truck Transportation 93
- Warehouse and Storage 20
- Deep Water Port, Rail, Barge
- Packaging and Labeling 2
- Industrial Machinery
- Manufacturing 14

PRO BUSINESS

- Right To Work
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- Corporate Tax 6%
- Personal Income Tax 4.25% *



*Source: SMS, 2020
**Source: Region 5
*Source: USDA, 2018
**Source: EPA
*Source: State of Michigan

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MICHIGAN. CENTERED.

The new Great Lakes Bay Region logo captures both the geographic location of the region and its vibrancy. It evokes water access and nods to the PureMichigan® tourism campaign.

Marketing sheets and ad language use the region's elevator pitch, infographics, and make both quality of life and industry appeals.

Infographics were created to visually represent some of the state's and region's strongest appeals to industry influencers.

MICHIGAN RANKS **#2** IN TECH JOB GROWTH

MICHIGAN **#1** CONCENTRATION OF COMMERCIAL & INDUSTRIAL DESIGNERS

9TH IN USA STEM DEGREE COMPLETIONS

COMPETITIVE TAX ENVIRONMENT

6% CORPORATE INCOME & **4.25%** SALES (NO LOCAL) PERSONAL (FLAT) INCOME

19 NATIONALLY RANKED ENGINEERING PROGRAMS IN MICHIGAN

Bay Future, Inc.

"If we don't continue to aggressively bring businesses to our region, they'll go elsewhere and talent will go along with them. Our local economies require growth and reinvestment. Marketing our area is critical to making that possible. We have to be able to compete with communities across the State of Michigan and throughout the country in order to continue to grow," said Trevor Keyes, President & CEO of Bay Future, Inc. [Headshot](#)

Gladwin County EDC

"The effort to maintain a solid economic base and to grow after the devastation of COVID and flooding has been continual and we're pleased that we've worked together as a community and region to increase opportunities during this period of trials," said Scott Govitz, Gladwin County EDC

Great Lakes Bay Regional Alliance

"The Great Lakes Bay Region is a remarkable STEM powered region with a proud history in manufacturing, agriculture, health care, higher education, and tourism," said Matthew Felan, President & CEO of the Great Lakes Bay Regional Alliance. "The *Great Lakes Bay, Michigan. Centered.* marketing campaign is an important initiative that will lead to additional prospects who are looking to capitalize on opportunities in our thriving region."

Greater Gratiot Development, Inc.

"Working regionally for business attraction purposes helps put our smaller counties on the map for site selectors. Without this program, hosting site familiarization tours, traveling to national and international trade shows, and advertising in publications would not be feasible. This initiative allows us to take part in what Gratiot County, and many of our partners, could not do on its own due to budget and time constraints," said Jim Wheeler, President of Greater Gratiot Development, Inc.

Middle Michigan Development Corporation

"Having a cohesive regional attraction strategy makes us more competitive in promoting our combined assets to potential businesses, who might be interested in locating here," says Jim McBryde, CEO and President of Middle Michigan Development Corporation. "In 2021, we attracted several new businesses to Clare and Isabella counties, and I believe our regional attraction strategy was key to these successes."

Saginaw Future, Inc.

"There isn't a better time than Economic Development Week to share these regional wins and the collaborative efforts that took place amongst the region's local EDOs to ensure that we are growing forward together. I cannot think of a better way to celebrate this than by announcing the work happening right now in our region.", states JoAnn Crary, President of Saginaw Future, Inc.

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