



Michigan Economic Development Corporation
BI-WEEKLY REPORT
September 9, 2016

Report #: 01

CENTRAL LAKE

Kick-Off meeting was held August 24, 2016. Items discussed included the following:

1. The Action Strategy indicated that the zoning ordinance was somewhat restricting opportunities for housing because of low density standards and the absence of standards that encourage other housing options noted in the regional TMA.
 - a. B&R will conduct a zoning audit and determine the type and extent of revisions in order to match the regional TMA.
 - b. Land Use | USA will review the TMA and synthesize the data down to the Central Lake market by housing types to provide B&R the range of options needed to adjust the zoning ordinance.
2. Dan Leonard and Harold (Buck) Love compiled available market data to identify gaps in retail and service businesses, and market leakage.
 - a. B&R will review data and perform a comparative analysis through ESRI Business Analyst.
 - b. A subgroup of the Action Strategy Committee was formed to discuss marketing and promotions. B&R discussed with East Jordan Chamber the idea of linking Central Lake into the Breezeway route and potential for a broader regional promotional effort. Place&Main advised of promotional effort.
3. Underdeveloped and underutilized properties were discussed.
 - a. The Village will work with B&R to obtain Antrim County GIS information that will be used to map underutilized and undeveloped sites. Brownfield, if known, will also be mapped.
4. Economic development opportunities were discussed resulting in the identification of two (2) potential projects; a livestock processing facility and distillery/tasting room/restaurant.
 - a. Both interested parties outlined the basic scope of their respective projects. B&R met with Mammoth Distillery to discuss land acquisition options and financing. Ventures North was informed of the project to assist with financing options. Advanced Redevelopment Solutions was advised due to potential brownfield site. Place&Main will provide additional assistance.
 - b. Greg Shooks and Buck will begin work on a pro forma for the livestock processing facility. Place&Main will provide additional assistance.

Next meeting scheduled for September 28, 2016.

NEWBERRY

Kick-Off meeting was held August 29, 2016. Items discussed included the following:



1. The Action Strategy indicated that a master plan was needed to establish a vision for the community, identify opportunities and develop an attainable implementation plan that was linked to a capital improvements program and potential zoning ordinance.
 - a. B&R, MSU-E and EUP-Planning will jointly develop a scope of work that results in a master plan with a capital improvements plans linked to the implementation strategy.
 - b. The lack of zoning was discussed and it was decided that a potential zoning ordinance would be evaluated as the community moved through the master plan process.
 - c. Village Manager and Village President were going to have conversations with the adjacent Townships to determine their level of interest in the master plan process; especially along the M-123 corridor.

2. Branding and wayfinding were discussed due to the decline in visitors that use Newberry as a gateway to Tahquamenon Falls.
 - a. B&R and Place&Main will evaluate options. Branding was not included within the scope of technical assistance but both firms concluded that it had merit for further consideration.

Next meeting scheduled for October 10, 2016.

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