



Michigan Economic Development
Corporation staff visits Rio Tinto



We Energies announces partnership with
Wolverine Power Cooperative

2012 ANNUAL REPORT

*“The Region’s
Leading
Resource for
Economic
Development”*

Message from our CEO

Amy Clickner, CEcD, CFRM



To our investors and partners,

"The only thing constant in life is change" - Francois de la Rochefoucauld

I use this quote by Rochefoucauld often with LSCP staff and board members, and it seems to sum up 2012 very nicely.

In the last year, we have approved and begun implementing a new strategic plan, refocused and rebranded the organization, enhanced our professional credentials, introduced a new tiered investment package and saw the redesign of our staffing structure. All of this in addition to our day to day economic development work with a 10% increase in clients and retention visits.

Through the efforts of our strategic plan we have put in place internal and external metrics that keep the organization on track and accountable to our investors. Many of these metrics are shown on the following pages.

As we sharpen our focus, we also need to expand our reach which we do in a variety of ways. The LSCP is honored to serve as the lead economic development organization for Region 1 for the Michigan Economic Development Corporation, staff members serve on the board of directors of the Michigan Economic Developer's Association (MEDA) and International Economic Development Council (IEDC) and our inclusion in the Northern Michigan Chamber Alliance for legislative activity all help us move in that direction.

Marquette County continues to grow and prosper because of your commitment to the region. We continue to see growth in jobs, investment, home sales, household income and population with some of the lowest rates of unemployment in recent years.

On behalf of the staff and board of directors of the Lake Superior Community Partnership, I hope you are as proud as we are of the 2012 results. We look forward to working with you, our investors, in the coming year.



A handwritten signature in black ink that reads "Amy J. Clickner". The signature is fluid and cursive, with a long horizontal line extending from the end.

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Mission & Values

Mission:

To stimulate and sustain a vibrant regional economy by facilitating economic growth and prosperity.

Core Values:

- **Leadership** - the LSCP will continue to consistently lead economic development efforts across the region, leveraging its staff, resources and partners to spearhead major project efforts, secure collaborative support for key initiatives and deliver measurable value to its constituents.
- **Expertise** - the LSCP will be regionally recognized and respected for its economic development expertise, its track record of delivering tangible results and its highly capable, credible staff.
- **Focus** - the LSCP will maximize its positive impact on the region by remaining clearly and consistently focused on its core economic development mission, and by relentlessly pursuing its carefully crafted, publicly stated agenda.
- **Integrity** - the LSCP will consistently earn the respect and trust of its clients, partners and peers by acting with honesty, integrity and professionalism in all business dealings.

Staff & Board of Directors

STAFF



Amy Clickner
CEO



Lois Ellis
V.P. of Economic
Development



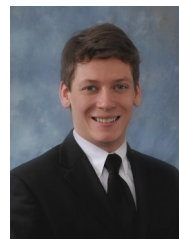
Betsy Babcock
Director of
Marketing &
Communications



Sue Heliste
Controller



Caralee Swanberg
Business
Development
Manager



Derek Bush
Business
Development
Representative



Claire Koopeman
Assistant to Events
& Marketing



Denise Elizondo
Assistant to
Economic Development
& Operations

REGIONAL TEAM



Cathi Cole
Business
Development Manager
MEDC



Donna LaCourt
International Trade
Development Manager
MEDC



Jen Tucker
Community Assistance
Specialist
MEDC



Chris Bosio
International Trade
Development Manager
MEDC



Doug DeYoung
Government Relations
Liaison
Northern Michigan
Chamber Alliance

OFFICERS & EXECUTIVE COMMITTEE



Tom Edmark
Chairman



Dennis Smith
Vice Chairman



Tim Ryan
Treasurer



Jesse Bell
Secretary



Tom Mogush
Marketing



Deb Veht
Administration



Brett French
Economic
Development



John Marshall
Ex-Officio

BOARD OF DIRECTORS

Dan Amberg
Superior Extrusion

David Aro*
Superior Rehabilitation & Professional Services

Stephen Balbierz
UPHP

Thomas Baldini*

Chuck Bergdahl*
Bergdahl's, Inc.

Stu Bradley*
Community Organizer

Adam Burley
Rio Tinto

Patrick Coleman
U.P. Engineers and Architects

Joseph DeRocha
Humboldt Township Supervisor

Deborah Doyle
Michigan Works! The Job Force Board

Sam Elder
Elder Agency

Scott Erbsch*
Marquette County

Bob Eslinger
NMU

Don Gladwell*
Charter Communications

Gary Gorsalitz
JDB Consulting, PLLC

David Graser*
Marquette General Health System

Bruce Heikkila
Marquette County Commissioner

Dale Hemmila
Cliffs Natural Resources

Robert Jamros
WLUC-TV6

Greg Jones
Premier Psychological Services, PLLC

Stephanie Jones*
Select Realty

Jim Lahti
River Valley Bank

Steve Lawry*
Chocoley Township

Chantae Lessard
Rio Tinto

Steve Lillie
Upper Peninsula Power Company

Scott Lyman*
Iron Range Agency

Barb Meyer
United Way of Marquette County

Pete Meyer
Edward Jones

Hugh Miller
Upper Peninsula Medical Center

Keith Moyle*
Upper Peninsula Power Company

Brian Norman
AT&T

Jeff Nyquist*
U.P. Home Health, Hospice & Private Duty

Steve Peffers*
MARESA

Amy Quinn
Great Lakes Center for Youth Development

James Reeves
Mining Journal

Don Ryan*
Marquette City Commission

Carole Touchinski*
Marquette Community Foundation

Dennis West
Northern Initiatives

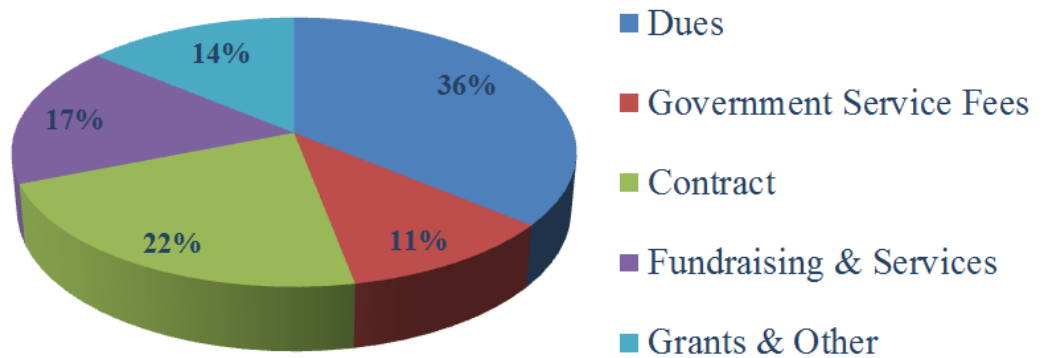
Michael Zinis
New York Life Insurance Co.

* Executive Committee Member

2013 Budget

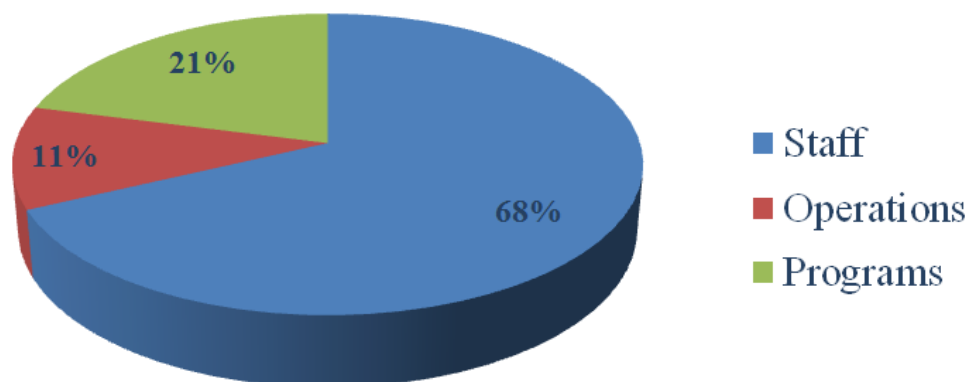
Income

Dues	\$235,280
Government Service Fees	68,875
Contracts	140,600
Fundraising & Services	106,860
Grants & Other	<u>94,350</u>
Total Income	\$645,965



Expense

Staff	\$437,381
Operations	70,675
Programs	<u>137,420</u>
Total Expense	<u>\$645,476</u>
Net Income	<u><u>\$489</u></u>



Regionalism & Government Relations

Collaborative Development Council (CDC)

The CDC is a partnership between local and regional economic development agencies and the Michigan Economic Development Corporation (MEDC). The Council's purpose is to provide strategic direction and programmatic input to the MEDC senior leadership team. This working group is intended to help advance the state of Michigan's economic development through strengthening the relationships, leveraging the assets and improving the flow of communication and project management between the MEDC and local partners. The LSCP serves as the lead agency for Region 1 (the U.P.) on this council.



U.P. Collaborate Development Council (UPCDC)

The UPCDC is made up of local economic developers, as recognized by the Michigan Economic Development Corporation (MEDC), from the 15 counties across Upper Michigan which make up Region 1 of the MEDC's Collaborative Development Council. The LSCP is responsible for council oversight and support including management of a shared staff person.

Northern Michigan Chamber Alliance (NMCA)

The partnership of the Northern Michigan Chamber Alliance was established based on the premise that many legislative issues impact the northern lower and the upper peninsula in similar ways. These issues should be addressed regionally to maximize the political influence of this 14-county alliance and the nearly 7,000 businesses they represent.

The alliance of the Alpena Area Chamber of Commerce, Benzie County Chamber of Commerce, Cadillac Area Chamber of Commerce, Charlevoix Area Chamber of Commerce, Gaylord Area Chamber of Commerce, The Lake Superior Community Partnership, Petoskey Regional Chamber of Commerce and Traverse City Area Chamber of Commerce have identified legislative areas that are monitored and advocated to elected officials on the local, state and federal levels.

NORTHERN MICHIGAN CHAMBER

ALLIANCE

ALPENA • BENZIE • CADILLAC • CHARLEVOIX • GAYLORD
PETOSKEY • TRAVERSE CITY • MARQUETTE COUNTY

Fix the Debt

CEO Amy Clickner serves on the Michigan steering committee for Fix the Debt. The Campaign to Fix the Debt is a non-partisan movement to put America on a better fiscal and economic path. We have come together from a variety of social, economic and political perspectives, around the common belief that America's growing federal debt threatens our future and that we must address it. The Campaign mobilizes key communities-including leaders from business, government, and policy-and people all across America who want to see elected officials step up to solve our nation's fiscal challenges.



fixthedebt.org

Government Relations Task Force

The Government Relations Task Force was created to help the Lake Superior Community Partnership create a strong voice for positive impact on state and federal policy issues that affect business and our community. Issues the Government Relations Task Force worked on in 2012 are:

- County Road 595
- Mining Severance Tax
- Federal Farm Bill
- Statewide ballot initiatives
- New International Trade Crossing
- Brownfield Redevelopment Financing Act

Economic Development

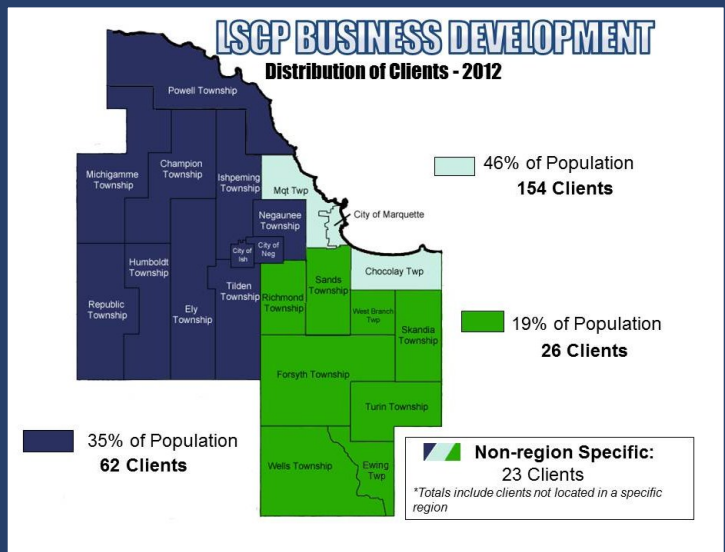
The LSCP provides a full range of business development services that address the challenges and opportunities that businesses face in all stages of their development. The LSCP economic development team works collaboratively with public and private sector partners in assisting our business development clients.

In 2012, LSCP economic development activities supported projects in all stages of development that represented:

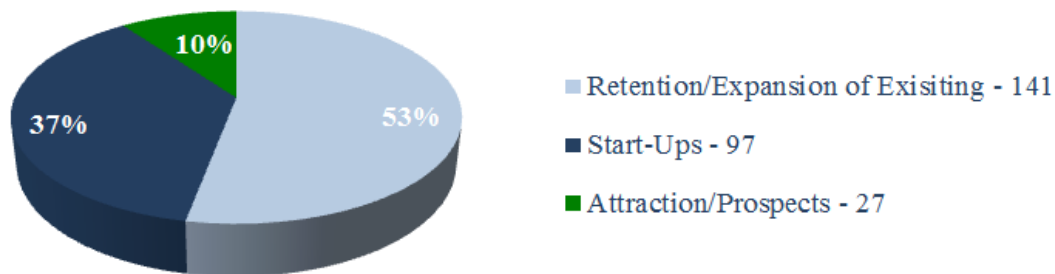
- the retention of **4,283** jobs.
- the development of **1,066** new jobs.

The LSCP provided assistance to **265** clients seeking economic development services. The following types of services were provided to these clients:

- 233 - General business development
- 141 - Retention of existing businesses
- 51 - Business financing
- 78 - Business plan development
- 34 - Site location services
- 30 - Marketing assistance
- 7 - Advocacy



Development Stage of Businesses Served



The LSCP provides support and staff to the Economic Development Corporation of the County of Marquette, who holds and administers a revolving loan fund to provide capital to businesses not served by traditional lending sources.

The EDC loan fund served **8** clients in 2012 with over **\$600,000** in loan proceeds, which supported **129** jobs in Marquette County.

Marketing

Marketing Numbers

- **33** New Partners in 2012
- **\$9,911** in New Partner Revenue
- **90.5%** Retention Rate
- **690** Year End Members
- **31** Ribbon Cuttings
- **22** Business After Hours Events
- **2,824** Business After Hours Attendees

Communications

	2012	2011	Progress
Website			
Website Visits	23,940	39,177	↓
Web Page Views	53,921	98,177	↓
Twitter			
Following	633	593	↑
Followers	364	221	↑
RSS			
Subscribers	53	73	↓
Posts	261	175	↑
Blog			
Subscribers	6	27	↓
Page Views	6,347	2,379	↑
Facebook			
Total Fans	1,025	677	↑
New Likes	348	309	↑
LinkedIn			
Total Members	221	112	↑

Marquette County Vision Magazine

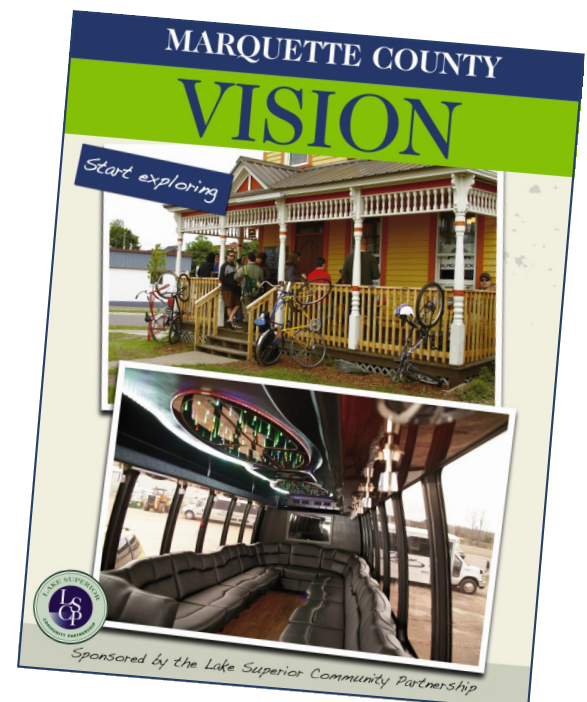
This magazine showcases the best of the community through all original features and photography. Sponsored by the Partnership in collaboration with The Mining Journal, the print publication is the community's primary economic development marketing tool. This piece is distributed throughout Marquette County and an electronic version is available for viewing at www.marquette.org.

Value Investment Packages

In 2012, the LSCP began its transition to a new membership structure. Moving forward, new partners will join based on their choice of a value investment package. Each level includes a different set of benefits and partners will pay based on what they would like to get out of the LSCP. Current partners interested in this structure will be encouraged to make the switch in 2013.



New Business After Hours logo launched at the end of 2012.



Foundation

Great Start Collaborative

In 2012, the LSCP Foundation assisted the Marquette Alger Great Start Collaborative as the fiduciary for a **\$100,000** grant from the Early Childhood Investment Corporation. This grant resulted in **23** preschool or daycare scholarships for three-year-old children in Marquette and Alger Counties that met income qualifications. These scholarships ran through August of 2012. LSCP also was the fiduciary for fundraisers for the Infant Safe Sleep Campaign which provided **54** Graco Pack-n-Play cribs for those without a crib and likely using unsafe sleep practices, the purchase of newborn sleep sacks (to replace loose blankets in the crib) and for a Safe Sleep ad on TV. The Great Start Collaborative has been administered by Kathy Lammi, who is contracted through LSCP.

"Pathways to Your Future"

Each year, the LSCP Foundation works with the Lake Superior Partners in Education (LSPE) to organize the Pathways to Your Future Career Day. LSPE is a group that works to align the U.P.'s workforce with current and future employment needs. Their signature event introduces high school juniors from Marquette and Alger Counties to six different career pathways. Career Day 2012 welcomed **692** students and **126** presentations. LSCP, Northern Michigan University and Marquette-Alger Regional Education Service Agency are the co-sponsors for this annual event.

Lake Superior Leadership Academy

The Lake Superior Leadership Academy (LSLA) graduated it's 14th class in May 2012. The LSLA, a project of the LSCP Foundation, is a community leadership and professional development program geared toward educating emerging and potential leaders about the inner workings of Marquette County, while developing business networks and leadership skills.



Class participants devote at least one day per month over an eight month period. They tour area businesses and learn from Marquette County's community leaders. They gain access to local and state legislators, witness a sentencing at the County courthouse, tour the prison and talk with teachers and school administrators. Many of the activities the class participates in they would not get a chance to experience without the LSLA.



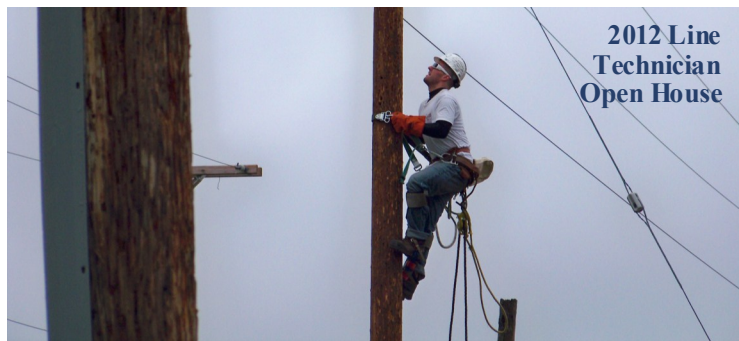
Lake Superior
Leadership Academy



American Transmission Company
AT&T
Bell Hospital
Blue Cross / Blue Shield of Michigan
Champion, Inc.
Checker Bus
Cliffs Natural Resources
Frei Chevrolet
Integrated Designs
Iron Range Agency
Lindberg & Sons
Marquette Board of Light & Power
Marquette General Health System
Mining Journal
Northern Michigan University
Northern Tire, Inc.
Oasis Fuel
Orthopaedic Association
Rio Tinto
Semco Energy
TriMedia Environmental & Engineering
U.P. Catholic Credit Union
U.P. Health Plan
U.P. Home Health, Hospice & Private Duty
Upper Peninsula Power Company
VAST
Veridea Group
Wells Fargo

Electrical Line Technician Program

In 2012, the Electrical Line Technician program graduated its ninth class of students. The program is a partnership between the LSCP Foundation and Northern Michigan University's Technical and Occupational Sciences Department. The Line Tech program has trained **303** students to prepare, install, maintain and operate electrical systems to supply electric energy to residential, commercial and industrial customers.



Foundation Board of Directors

Mike Skytta - President
Chuck Bergdahl - Vice President
Doug Gordon - Treasurer
Stephanie Zadroga-Langlois - Secretary
Amy Clickner
Judy Watson-Olson
Paul Lang
Dan Mead



Community Development

Ribbon Cutting Ceremonies

In 2012, the LSCP assisted with **31** ribbon cutting ceremonies in Marquette County.



Key to the County

The LSCP currently has **50** businesses in Marquette County offering discounts through Key to the County. This program was designed to encourage Partners to support one another and shop local. Partners are also able to supply all of their employees with the “key” to take advantage of these great discounts.

40 Below - Marquette County Young Professionals

In 2012, 40 Below increased their membership to **81**, and is currently led by a nine person Board of Directors. In addition to monthly socials, 40 Below went on a Marquette Harbor Boat Cruise, volunteered at the Old Timers Hockey Tournament and visited the Marquette Regional History Center. The Board of Directors chose to hold several off site meetings including a trip to Granot Loma and a focus group with Rio Tinto.

40 Below provided Christmas presents for two families through the Adopt-A-Family service project where members gathered at Buffalo Wild Wings to wrap the gifts.



The highlight of the year was hosting the Inaugural Upper Peninsula Young Professionals Conference, “Life’s Great Adventure” in May, designed to increase attendee’s professional network and better connect them to the community. The conference boasted **126** attendees from across the U.P. featuring keynote speaker Tami Evans and lunch speaker John Spigarelli.



Organizational Achievements

Silver Medal Award

Lake Superior Community Partnership (LSCP) was named a silver medal winner in the High Performing Economic Development category for economic development organizations at the International Economic Development Council's (IEDC) 2012 Annual Meeting in Houston, Texas. The silver medal award is determined by Atlas Advertising's High Performance Economic Development Benchmarking Survey which takes self-reported results over a year period for website visits, inquiries received, jobs announced and capital investment in their communities. LSCP earned the medal with the most jobs and capital investment created through collaborations with its many partners in Marquette County, in the 25,000 - 100,000 population category.



Amy Clickner elected to IEDC board

Amy Clickner, CEcD, CEO for the LSCP, was elected to the International Economic Development Council's (IEDC) Board of Directors. Clicker was elected to IEDC's Board of Directors by the Nominating Committee and will be serving a two-year term. The IEDC is the world's leading economic development membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve quality of life in the region.

Lois Ellis elected to MEDA board

The membership of the Michigan Economic Developers Association (MEDA) elected Lois Ellis, CEcD, EDP, Vice President of Economic Development, to their board of directors. She has been an active MEDA member since 2006 when she completed the Michigan Economic Development Basic Course and began seeking certification as a Certified Economic Developer (CEcD) through the International Economic Development Council (IEDC). The Michigan Economic Developers Association has been the leading voice of economic development in Michigan for over 50 years. Consisting of members who strive to build and retain business in Michigan, MEDA makes it possible for professionals to do their job more effectively and efficiently.

Caralee Swanberg accredited as a CGBP

Caralee Swanberg, Certified Global Business Professional, Business Development Manager, achieved accreditation as a CGBP through National Association of Small Business International Trade Educators as a part of the LSCP's ongoing professional development program. The CGBP accreditation confirms knowledge in international trade and assures the ability to practice global business at the professional level. Skills in global marketing, logistics, supply chain management and trade finance will be used to assist businesses in Marquette County in their international growth. Swanberg's accreditation as a CGBP is a first for Marquette County and one of only sixteen in Michigan.

Strategy for Success

Leverage the LSCP's Business
Network to Strengthen
Our Economic Development Efforts

Effectively Market the LSCP's Unique
and Measurable Value

Enable and Deliver
Sustained
Employee Excellence

Build the Region's Most
Proficient Engine for
Economic Growth

Serve as the Region's Leading
Economic Development Advocate,
Tracking Legislative Issues, Educating
Partners, Interpreting Decisions
and Influencing Policy

Become a Model Financial Performer

Provide Valuable Partner/Client Services
that Strengthen our Mission

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization

Lake Superior Community Partnership
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