Michigan Economic Development Corporation staff visits Rio Tinto

We Energies announces partnership with Wolverine Power Cooperative

“The Region’s Leading Resource for Economic Development”
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.
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
- **Carilyn 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
- **Amy Clickner**
  - CEO
- **Lois Ellis**
  - V.P. of Economic Development
- **Betsy Babcock**
  - Director of Marketing & Communications
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- **Carilyn Swanberg**
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- **Derek Bush**
  - Business Development Representative
- **Claire Koopeman**
  - Assistant to Events & Marketing
- **Denise Elizondo**
  - Assistant to Economic Development & Operations
- **Sam Elder**
  - Elder Agency
- **Scott Erbisch**
  - Marquette County
- **Bob Eslinger**
  - NMU
- **Don Gladwell**
  - Charter Communications
- **Gary Goralitz**
  - 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**
  - Chocolay 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
### Income

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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Dues</td>
<td>$235,280</td>
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<tr>
<td>Government Service Fees</td>
<td>68,875</td>
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<tr>
<td>Contracts</td>
<td>140,600</td>
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<tr>
<td>Fundraising &amp; Services</td>
<td>106,860</td>
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<tr>
<td>Grants &amp; Other</td>
<td>94,350</td>
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<tr>
<td><strong>Total Income</strong></td>
<td><strong>$645,965</strong></td>
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### Expense

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<tr>
<td>Staff</td>
<td>$437,381</td>
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<tr>
<td>Operations</td>
<td>70,675</td>
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<td>Programs</td>
<td>137,420</td>
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<td><strong>Total Expense</strong></td>
<td><strong>$645,476</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
<td><strong>$489</strong></td>
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![Pie chart showing income and expense categories]
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 (N MCA)
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.

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.

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
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

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 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

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.

Communications

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<tr>
<th></th>
<th>2012</th>
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<tr>
<td>LinkedIn</td>
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<tr>
<td>Total Members</td>
<td>221</td>
<td>112</td>
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</table>
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.

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.

Class of 2012

2012 Line Technician Open House

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
Ribbon Cutting Ceremonies
In 2012, the LSCP assisted with 31 ribbon cutting ceremonies in Marquette 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.
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, EDFP, 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.
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
501 S. Front St., Marquette, MI 49855
www.marquette.org
906.226.6591