

Guide to

Business Development & Marketing Resources



INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization



Mission

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

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

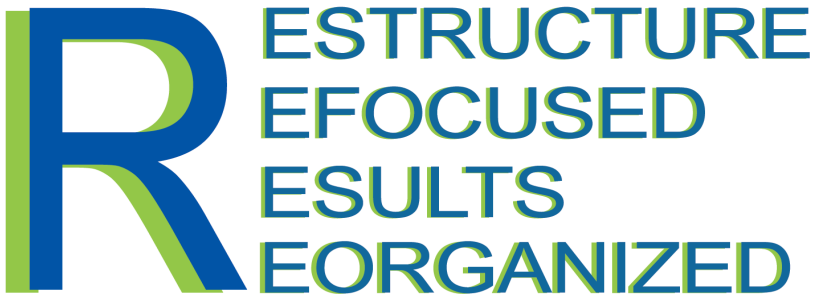
The LSCP will be regionally recognized and respected for its economic development expertise, its track record of delivering tangible results and its highly capable, credible staff.

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.





Message From Our CEO, Amy Clickner, CEcD, CFRM

The Lake Superior Community Partnership was established in 1998 to bring a collaborative approach to the economic development of Marquette County. Our partnership grew from the merged chambers of commerce of Marquette, Ishpeming and Negaunee, along with municipalities, employers of all size and sector and with the Economic Development Corporation.

Since that time, the LSCP has collaborated, strategized and advocated for the greater good. Accreditations by staff members include a Certified Economic Developer (CEcD), Fundraising Certification and a Certified Global Business Professional (CGBP). The organization is also an Accredited Economic Development Organization (AEDO) by the International Economic Development Council (IEDC). In 2012 at the IEDC Annual Meeting in Houston, Texas the LSCP was named a silver medal winner in the High Performing Economic Development category for economic development organizations.

The LSCP also serves as the Region 1 leader for the Michigan Economic Development Corporation's (MEDC) Collaborative Development Council.

The award-winning efforts of our partners continue to grow and change as the economic climate in Michigan changes, and we're pleased to present this booklet of business services that reflect that growth.

The LSCP is a resource for your business or organization as it evolves. The key services crafted and developed for our partners are designed to support and ensure success today and into the future.

Thank you! Your participation in the Lake Superior Community Partnership will help focus efforts on the creation of jobs across Marquette County.

Economic Development Services

Entrepreneurial Launch and Expansion

The LSCP economic development team can guide you through the process and provide you with the appropriate resources and tools to assist you as you explore your options for start up, acquisition or expansion of your business.

Site Location

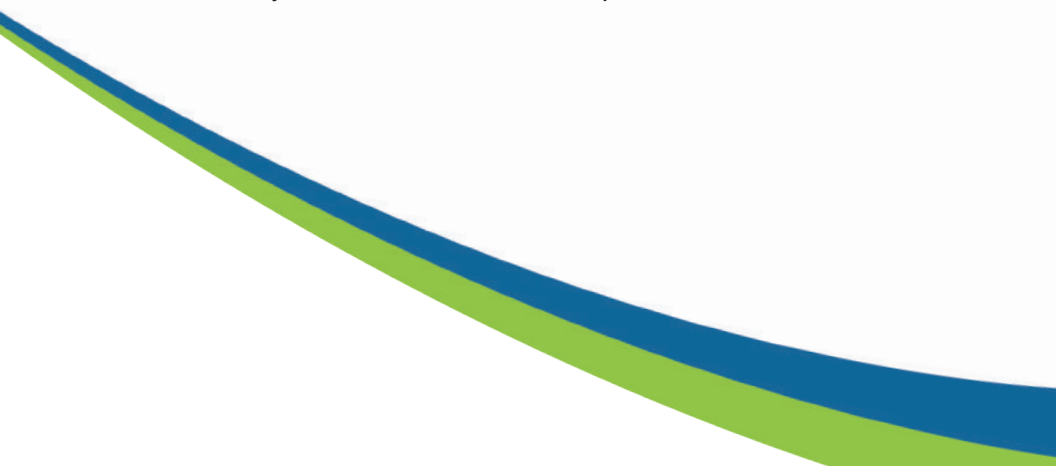
The LSCP economic development team can provide you with data and information to assist you in making informed site selection decisions. Specific site information, site visits, research and economic data—tailored to your needs—are all available.

ZoomProspector

ZoomProspector is an online, GIS-enhanced mapping technology that speeds up and simplifies the process of site selection analysis. Through deep analysis of demographic, business, transportation and property data, it allows you to quickly make an informed decision about the optimal location for your business.

Site Consultant/Developer Relations

Access to demographics, community information and potential sites and buildings can make all the difference when deciding to invest in a new project. Data can be accessed on the LSCP website www.marquette.org and the LSCP team stands ready to answer questions about the economic status of the region, meet with site consultants/developers, provide important contacts within the community and coordinate tours of potential sites.



Retention Program and Referrals

The LSCP Business Development Team is available to meet and discuss your business needs as you face the challenges and opportunities in the business life-cycle, connecting you to the appropriate tools. Guidance and resources are available to assist you in retention, expansion, attraction and start-up activities.

The LSCP and Economic Development Corporation (EDC) of the County of Marquette, along with local, regional and state partners, have teamed up to support the creation of 1,000+ jobs and retention of 4,200+ jobs and \$446 million investment in 2012.

Entrepreneurial Opportunities

Looking to buy an existing business? Interested in educational opportunities to support your entrepreneurial efforts? The LSCP business development team can provide you information on business opportunities that suit your requirements and opportunities to expand your entrepreneurial skills.

The LSCP works with the Economic Development Corporation, the Michigan Small Business Technology & Development Center, Michigan Economic Development Corporation, Michigan Works!, Northern Initiatives and area financial institutions to assist start-up and expanding businesses.

Financing

The Economic Development Corporation of Marquette County maintains a pool of revolving loan funds to assist businesses with job creation and retention. To receive an application, visit www.marquette.org. There are no application fees; minimal costs may be incurred for approved loans.

State and Federal Incentive Support Information

The LSCP team can provide information on appropriate incentive programs to support development efforts. Facilitated meetings can be arranged with appropriate program partners at the local, state and federal level to coordinate a smooth process and access the tools necessary to meet development goals.

Grant Writing/Research

The LSCP includes grant writing and research for our government partners that have signed on for the full service annual investment partnership. Research and grant writing services can also be provided on a contracted/hourly fee basis for organizations throughout the county.

Support Letters

Supported by the voice of the LSCP partners, the support lends a community perspective to appropriate grant requests and policy issues.

Convener/Facilitator

The LSCP has a long history of being able to convene and facilitate community and economic development discussions. Our partner network assures the ability to engage appropriate stakeholders to meet individual needs.

Economic Modeling & Industry Research

Economic modeling & industry research provides a strategic and competitive advantage in serving the needs and questions of business, educators and workforce professionals. Research includes a mixture of industry/occupation data, financial statistics and benchmarks, impact assessments and economic base analysis. With the information, partners can create revitalization plans for beleaguered communities, parlay the loss of jobs into successful business recruitment and identify their area's most competitive and basic industries.



Government Relations

The LSCP serves as the “eyes and ears” for the business community and local government. Lending a voice to its constituents locally, in Lansing and Washington D.C. is a priority for the organization.

Between the Marquette County Ambassadors, an arm of the LSCP, the Northern Michigan Chamber Alliance and our Government Relations Task Force, our goals are to:

- Produce an annual legislative agenda
- Take the lead role as an advocate for rural policy development
- Be a strong advocate for public/private solutions
- Seek broad input from partners on advocacy issues
- Serve as an advocate for business partners, the LSCP
- Stay aware of local, state and national issues affecting businesses

Plus One



Plus One is a program designed around the premise that an employer adding a single employee contributes to economic development in Marquette County.

At the LSCP, we realize that small businesses are the key to our economic future. Not only do we want to support growth, but we want to recognize those that do grow, and we do so with a ceremony during our annual Board of Directors meeting.

Chairman's Circle



The LSCP's Chairman's Circle provides an opportunity to join other visionary leaders by making additional investments in economic development in Marquette County.

As a member of the Chairman's Circle you demonstrate your commitment to Marquette County and the progress it continues to make through the support and dedication of its private-public partnership. Exclusive benefits and discounts are available to you through this elite group accessible only to LSCP partners. Your investment is tax deductible and will be applied to the LSCP Foundation, a 501(c)3 corporation.

Talent Enhancement and Workforce Development

Lake Superior Leadership Academy

Started in 1999, this county-wide program was created to expand the knowledge base and business network of our area's future leaders. The Academy begins in October with an overnight retreat followed by eight full day sessions at a rate of one per month. Sessions each focus on a particular aspect of our area, including arts & culture, government, health & human services, regional economy, justice, leadership development, media and education. Participants are exposed to the problems that face our area as well as the wealth of resources that exist for its citizens. The result is a pool of well-informed potential leaders that have a good understanding of how our county works.

Midwest Skills Development Center

The Midwest Skills Development Center (MSDC) was established to meet current and future workforce needs in the Upper Peninsula.

Electrical Line Technician Program

In partnership with Northern Michigan University, students are trained to install, maintain and operate electrical systems to supply electric energy to residential, commercial and industrial customers, as well as joint gas and electric underground generation facilities. The first class graduated in 2004 and graduates to date have a 76% job placement rate.

Electrical Power Technician Program

Students are provided with the proper training so that they are well prepared to work with electrical power generation, transmission and distribution systems. They get to train on a mock substation with a large transformer as its centerpiece. The transformer allows students to practice troubleshooting and maintenance procedures they would use if employed by a utility, transmission or generation company.

Partnership with Michigan Works!

Michigan Works! serves as our workforce development ally, partnering with LSCP on projects such as Upper Michigan Green Aviation Coalition, Trailing Spouse Network, Regional Workforce Development Initiative, UPWard Initiative and Plus One.

Networking & Business Promotion

Business After Hours



Here's a casual networking opportunity that's held at some of Marquette County's most interesting locations. These early evening events are ideal for meeting fellow professionals face-to-face and establishing long-lasting business relationships.

Guests will be eligible to win fabulous prizes and be treated to beverages and hors d'oeuvres. This is a great way for area business people to network, socialize and to meet the sponsor in a casual atmosphere. Professionals are encouraged to attend with business cards to pass.

Each event has an average attendance of 100-175 guests. These events take place at least once per month from 5 to 7 p.m. A schedule of events can be found on the Lake Superior Community Partnership's website www.marquette.org.

Annual Dinner

The LSCP holds a Partnership dinner annually in the spring. The event always follows a theme and guests are encouraged to dress for the theme. Past themes include: Come Sail Away, Mardi Gras and Rolling out the Red Carpet. The dinner features a silent auction, raffles, drinks, fabulous food, Distinguished Service Award presentations and plenty of fun and socializing for everyone!

Sponsorships are available so do not miss your chance to advertise your business at the LSCP's premier event of the year which serves as the main fundraiser for economic development.

Golf Outing

Sign yourself or a team up for the annual LSCP Golf Outing. This scramble-style tournament provides fun for all and features driving and putting contests, hole-in-one prizes, a poker run, lunch and more!

Not a golfer? Not a problem! We have many sponsorship and volunteer opportunities available, so if you want to mix and mingle with players and volunteers, contact our office to sign up. You will meet other LSCP partners while helping with registration, manning a hole or raising money.

Committee Participation

Why not build working relationships with other volunteers while also helping the LSCP accomplish its strategic initiatives to enhance our region's business environment? Participation on a LSCP committee is great exposure for a small business. Committee involvement allows you to network, be recognized at events, be listed in event programs, learn of sponsorship and business/project exposure opportunities first and develop leadership skills. Meeting dates/times vary. For a list of committees and boards, please visit www.marquette.org.

Quarterly Luncheon Series

Each quarter, partners and community members are invited to lunch featuring a keynote speaker. Topics vary each quarter and focus on an important economic topic that impacts the Marquette County community. Dates for upcoming lunches are available on the LSCP website.

Investor Briefings

Investor Briefings are held once a quarter to provide an update to partners about current happenings at the Partnership. The event also serves as a networking opportunity. Dates for upcoming briefings are posted on the LSCP website.

Partner Celebrations

Increase the awareness of your special event by letting the LSCP help get the word out. The LSCP will promote your business' open house, news conference, event kick-off or special presentation on our calendar of events, RSS news feed, via press releases or you may purchase an email broadcast and reach an audience of over 3,000!



40 Below: Marquette County Young Professionals

40 Below: Marquette County Young Professionals was created by the LSCP and is a professional development organization designed to engage and introduce young professionals under the age of 40 to the county's business community and help them expand their networking opportunities.



The member and board driven group plans events and activities held at various locations throughout the County in order to provide an opportunity for members to interact socially, exchange ideas and connect outside of the workplace. Whether your goal is to develop your professional network, increase your social circle, better connect to civic and philanthropic activities in the community or just have fun, we have many activities and events created just for you!

Membership benefits are:

- Social and recreational opportunities
- Personal and professional development
- Connection and engagement with the community

Ribbon Cuttings/First Dollar/Ground Breaking Ceremonies

The LSCP will coordinate the ceremony and media support for your grand opening, relocation, anniversary, new ownership or new services. The LSCP takes care of the invites to the Marquette County Ambassadors, brings the scissors (shovel or First Dollar certificate) and camera, takes a picture at the event, writes the press release and distributes to area media, social media and website.

Professional Development

Throughout the year, we sponsor various seminars and workshops designed to bring awareness to current issues and to help improve your business in different ways. Costs are typically minimal, if any at all.

Business to Business Programs

Key to the County



The “Key to the County” program provides incentives for LSCP partner businesses and employees to do business within the community. The “Key to the County” program presents the perfect opportunity for area businesses to show their appreciation to local shoppers, offering discounts and service opportunities. In turn, the key holder shows their appreciation to the business by taking advantage of the partner incentives resulting in two happy parties. It’s a win-win situation!

One of the best benefits of the “Key to the County” program is the incentive the program creates to shop locally and keep Marquette County dollars in Marquette County. We encourage business owners to give keys to all their employees as a no-cost employee benefit, expanding the reach of the “Key to the County” benefits. You don’t have to provide a benefit to use your “Key” but we highly encourage it. By offering a “Key to the County” benefit you will increase the walk in traffic to your business. Call the LSCP for a list of ideas, to be added to the list of participating partners or for additional keys to give to new employees.

Mentor Circle



An LSCP mentorship program that provides new, young or fledgling entrepreneurs one-on-one mentorship from senior and seasoned Marquette County entrepreneurs.

Angel Circle



An LSCP “Angel” program that pairs up non-profit organizations with other organizations to sponsor partnership.

Business Marketing and Advertising

Website Listing

Anyone, at any time, can access your business online at www.marquette.org by visiting our online business directory. As a partner, your business can be searched by business name or category.

Upgrade your listing (for a minimal fee) with our new enhanced features:

- Add your business logo
- Attach a Google map with your location pinpointed
- Customize your background and color
- Get email updates on how many hits your listing receives
- Add social media links

Podcast

Don't just read about it, hear about it! Call our office to record your very own podcast to advertise your upcoming event or special announcement. Having your message in audio gives it a much more personal touch than in print. Our podcast is available on our website, www.marquette.org.

Social Media

The LSCP gets connected! Subscribe to our RSS feed, blog and social media profiles on Facebook, LinkedIn, Twitter and Instagram for the latest news and views from the Partnership.

Email Broadcast Service

Email Broadcasts are one of the most popular benefits and are a great way to advertise an event, promotion or even job opening within your company. Email broadcasts are a quick and easy way to reach over 3,000 people.

Display Advertising

Visitors enter our office daily to inquire about businesses, the community, relocation and much more. Display your brochure in our brochure rack.

Bring in a stack of your business cards for us to display in the business card racks in our lobby. It is a quick and easy way for our staff to refer potential customers to your business.

Referrals

The LSCP refers inquiries to your business every time they ask for your category! The office receives hundreds of phone calls annually and that doesn't include our online referrals.

Promotional Publications

LSCP produced publications, such as the Marquette County map and Marquette County Vision magazine, give you a sponsorship opportunity to gain unique exposure and reach targeted audiences. Our Marquette County map is the only county map published in the area and is distributed to 15,000 people. The Marquette County Vision magazine is the economic development publication for the area, and is distributed to 8,000 prospective residents, new businesses and visitors annually.

Fall Fest

Fall Fest is coordinated by the LSCP and the NMU Center for Student Enrichment. It is held on the campus of NMU every year on the first day of classes. It is a great opportunity for businesses to showcase their products and/or services to students and faculty.

Mailing Labels

Communicate directly with Marquette County partners about your business by ordering Partnership mailing labels for your next direct mail campaign. You will receive sheets of pre-printed address labels with all of our partners listed. All that will be left for you to do is peel and stick!

Notary Public

Do you have a document that needs to be notarized? Stop by our office, we have a notary public on staff! A notary public witnesses the signing of documents and asks each party for a sworn oath of authenticity. A notary (or a notary public) is a person legally authorized by a state to administer oaths, take acknowledgments and certify documents.

Proud to be a Partner Logo

Once you become a partner, you will be given a Proud to be a Partner logo

for you to use on your website, letterhead, posters, emails, etc. to show the community that you are a proud partner of the LSCP.



Contact the Lake Superior Community Partnership

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