

Guide to Business Development & Marketing Resources



www.marquette.org



**ACCREDITED
ECONOMIC
DEVELOPMENT
ORGANIZATION**

International Economic Development Council



Our Mission & Core Values

Our mission is to stimulate and sustain a vibrant regional economy by facilitating economic growth and prosperity.

Leadership



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

Regionally recognized and respected for its economic development expertise, its track record of delivering tangible results and its highly capable, credible staff.



Focus



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

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

For nearly 25 years, the Lake Superior Community Partnership has been an advocate for businesses in Marquette County. Formed as a private-public partnership to promote collaboration, the Partnership provides a wide range of business services including plan development, succession planning, economic impact studies, marketing, ribbon cuttings, and more. In this guide, you will find an overview of the Partnership's toolbox and – I'm sure – some tools that can be of use as you seek to start or grow your business here.

In addition to the services themselves, you will find a well-respected and active team ready to support you. The LSCP is the only Accredited Economic Development Organization (AEDO) in the upper peninsula, and the LSCP team holds numerous professional accreditations ranging from economic development specializations to urban planning and fundraising credentials. No matter your needs, we have someone on the team who has training or resources to help or willing to learn right alongside you.

Finally, while the LSCP offers core business support services to any business in Marquette County, others are reserved for members of the Partnership. Annual membership comes in many sizes to fit your needs and is an investment in both access to services and supports overall economic development efforts that benefit us all. If you are not currently a member but are interested, please visit our partner page at <https://marquette.org/participate/become-a-partner/>.

Thank you for your interest in the Partnership's services. We look forward to working together now and into the future. We are all stronger when our local businesses thrive.

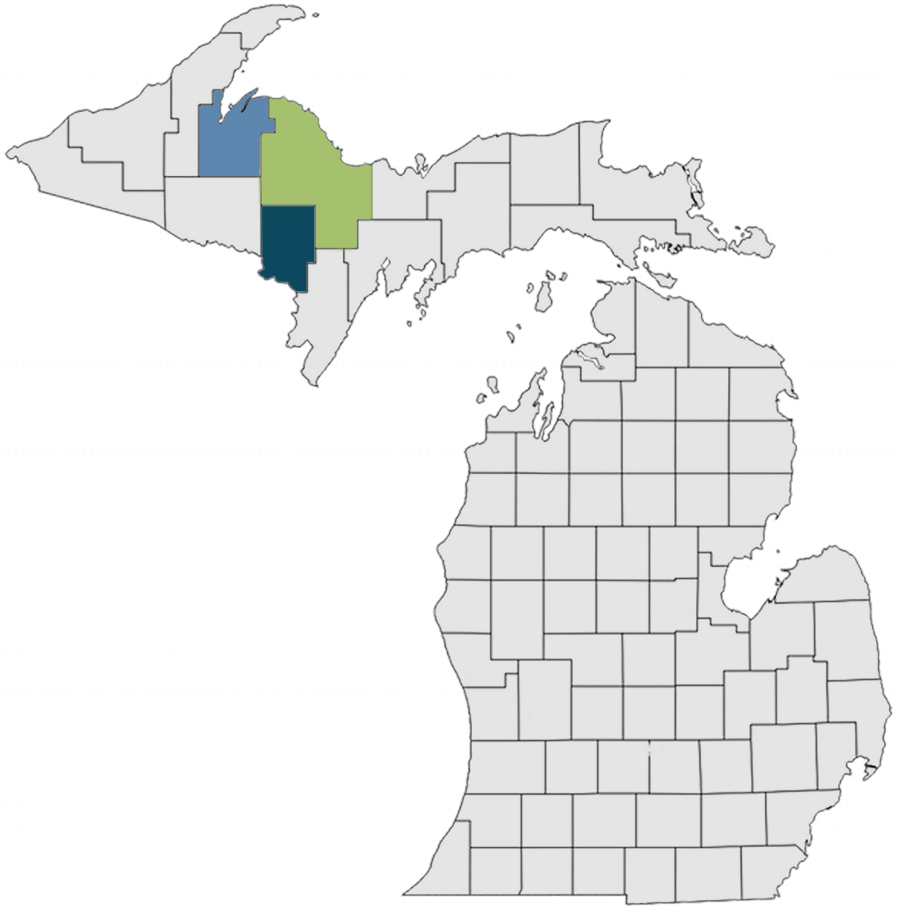


Christopher Germain, AICP, EDFP
Chief Executive Officer



Table of Contents

Economic Development Services	
Entrepreneurial Launch and Expansion.....	5
Site Location.....	5
Site Consultant/Developer Relations.....	5
Retention Program and Referrals.....	6
Entrepreneurial Opportunities.....	6
Financing.....	6
State and Federal Incentive Support Information.....	6
Grant Writing/Research.....	7
Support Letters.....	7
Convener/Facilitator.....	7
Economic Modeling & Industry Research.....	7
EMSI Workforce Insight Reports.....	7
Government Relations.....	8
Plus One.....	8
Chairman's Circle.....	8
 Talent Enhancement & Workforce Development	
Lake Superior Leadership Academy.....	9
Midwest Skills Development Center.....	9
Career Technical Education.....	10
Job of the Week.....	10
Job Listing.....	10
Lake Superior Partners in Education	10
 Networking & Business Promotion	
Business After Hours.....	11
Annual Dinner.....	11
Golf Outing.....	12
Committee Participation.....	12
Workshops & Investor Briefings.....	12
Partner Celebrations.....	13
Ribbon Cuttings/First Dollar/Ground Breaking Ceremonies.....	13
Connect Marquette.....	13
Key to the County.....	14
Pure Michigan Business Connect.....	14
Lunch & Learn.....	14
 Business Marketing and Advertising	
Website Listing.....	15
Social Media.....	15
Email Blast Service.....	15
Referrals	15
Display Advertising	16
Promotional Publications	16
Mailing Labels	16
Fall Fest at NMU.....	17
Notary Public	17
Proud to be a Partner Logo	17



"The Business Partnership is extremely valuable to WLUC. The Partnership provides us a great outreach platform to the local business community and the economic drivers in Marquette and across the region. Our employees also enjoy the Key to the County program and also participate in the educational and networking programs provided on a regular basis. WLUC is proud to be a long standing business partner."

- Rick Rhoades
Vice President/General Manager
WLUC - TV

Business Development Services

At the LSCP, we offer a wide range of services to support your business. Whether you're starting, growing, or expanding, our Business Development Team will be your guide toward success.

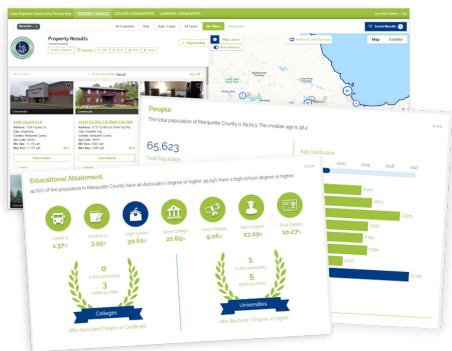




How Can We Help Build Your Business?

Entrepreneurial Launch and Expansion

The LSCP Business 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 Business 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 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, 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 PROGRAMS & 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.

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 with 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 Development Center, Michigan Economic Development Corporation, Economic Development Leaders for Michigan, Michigan Works!, Northern Initiatives, Accelerate UP, Invent@NMU, Innovate Marquette, InvestUP and area financial institutions to assist start-up and expanding businesses.

Financing

The Economic Development Corporation of the County of Marquette maintains a pool of revolving loan funds to assist businesses with job creation and retention. There is a separate fund to help businesses affected by COVID-19. To receive an application, visit marquette.org. There are no application fees; minimal costs may be incurred for approved loans.

State and Federal Incentive Support Information

The LSCP team provides information on appropriate incentive programs to support development efforts. Facilitated meetings can be arranged with 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 with full service annual investment. Research and grant writing services can also be contracted on a hourly fee basis for organizations throughout the county.

Support Letters

LSCP letters of support lend a community perspective to appropriate grant requests and policy issues.

Convener/Facilitator

The LSCP has a long history of convening and facilitating 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. With a mixture of industry/occupation data, financial statistics and benchmarks, impact assessments and economic base analysis. Partners can do such things as create revitalization plans for beleaguered communities, parlay the loss of jobs into successful business recruitment, request wage studies and identify their area's most competitive and basic industries.

Lightcast Workforce Insight Reports

With the help of Lightcast workforce insight, you can find alumni who left the area, see specific profiles that match your criteria, and even see where best to target your talent attraction efforts. Call our office to find out the pricing structure for this report.

Economic Impact Studies

With the help of IMPLAN software, you can show the effects that an investment or event will have on the local economy. Call our office to help organize and analyze the necessary information to display the positive influence of your event or investment.

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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.

Talent Enhancement & 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 September with a retreat followed by nine full day sessions once per month. Each session focuses 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 changes 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.

The Electrical Line Technician Program operates at the center. 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 an approximately 80% job placement rate.



Career Technical Education

CTE programs equip students with technical and life skills in areas ranging from cosmetology to finance. The programs are academically aligned with college courses and students are eligible to receive college credit if they do well in their high school class. In 2014, 11 students enrolled in the 1st cohort. The program has grown to include 29 students enrolled in the 2019-2020 school year.

These students will earn a high school diploma and certificate with the potential to obtain an associates degree at no cost to them or their families.



Job of the Week

Each week the LSCP features an open position on our social media pages in order to assist partner businesses with finding talent. Contact our office if you have any open positions available.

Job Listing

Have a job opening? Contact our office for assistance listing your position on Pure Michigan Talent Connect (mitalent.org), Michigan's online marketplace connecting Michigan's job seekers and employers.

Talent Development Network

This newsletter is distributed electronically quarterly. Highlights of industry related jobs, events and skill building opportunities in and around Marquette County can be found here.



Lake Superior Community Partnership
TALENT DEVELOPMENT NETWORK

Networking & Business Promotion



Business After Hours

Business After Hours is a casual networking opportunity

that's held at some of Marquette County's most interesting locations. Inexpensive and informal, these early evening events are ideal for meeting fellow professionals face-to-face and establishing long-lasting business relationships.



Guests are 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, yet festive atmosphere. Business people are encouraged to attend and be prepared with a number of their business cards to pass.

Each event has an average attendance of 100 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 marquette.org.

Annual Dinner

The LSCP holds a dinner annually in the spring. The event always follows a theme. The dinner features a silent auction, raffles, drinks, fabulous food, Distinguished Service Award presentations and plenty of fun and networking for everyone!

Sponsorships are available so don't 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 or manning a hole.



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, 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 marquette.org.

Workshops, Webinars & Investor Briefings

Partners and community members are invited to luncheons, workshops and webinars. Topics vary and focus on an important economic and business development issue that impact the Marquette County community or educate partners on subjects key to their business.

Dates for upcoming webinars, workshops and 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 the community calendar, via press release or purchase an email blast and reach an audience of over 2,500!



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, local officials and media, 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.

Connect Marquette

Connect Marquette was created in 2010 (originally 40 Below) as a way for individuals in the Marquette County area to come together with networking and professional development opportunities and become the future of our communities.

Since the organization was created, Connect Marquette has diversified its events and continuously grown its membership locally. Events include the annual Upper Peninsula Professional Development Conference and the Iron Range Roll.



**CONNECT
MARQUETTE**
BUILDING CONNECTIONS, COMMUNITY
AND LEADERSHIP IN MARQUETTE COUNTY

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.



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.

Pure Michigan Business Connect

PMBC is an initiative developed by the MEDC connecting buyers to suppliers of Michigan goods and services. The LSCP can assist companies to access this Business to Business network and introduce opportunities to expand their supply chain within Marquette County and throughout the state of Michigan.



Lunch and Learn

Are you an expert on a specific topic that is important to the business community? Let the LSCP assist you in hosting a lunch and learn or workshop! We will work with you to promote the event and handle the registration process. The host business is responsible for the meeting space, any refreshments and the presentation. Contact our office for more information.

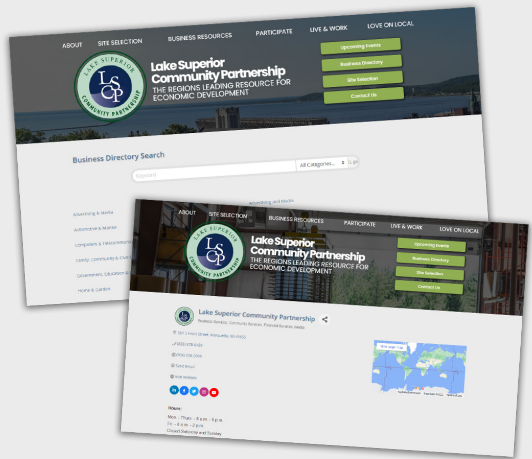
Business Marketing & Advertising

List Your Business on Our Website!

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

Upgrade your listing with our new enhanced features:

Add your business logo
Attach a Google map with your location pinpointed
Add social media links
Add photos and videos



Social Media

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

Email Blast Service

Email Blasts are one of the most popular benefits and a great way to advertise an event, promotion or even job opening within your company. Email blasts are a quick and easy way to reach over 2,500 people.

Referrals

The LSCP refers inquiries to your business every time they ask for your category! The office receives many phone calls, emails and drop-ins and we always refer to our partners.

Promotional Publication

LSCP produces the Marquette County Vision magazine, a publication that gives you a sponsorship opportunity to gain unique exposure and reach targeted audiences. The Marquette County Vision magazine is the economic development publication for the area, and is distributed to 7,000 visitors, prospective residents and businesses annually.

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!

Fall Fest at NMU

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.



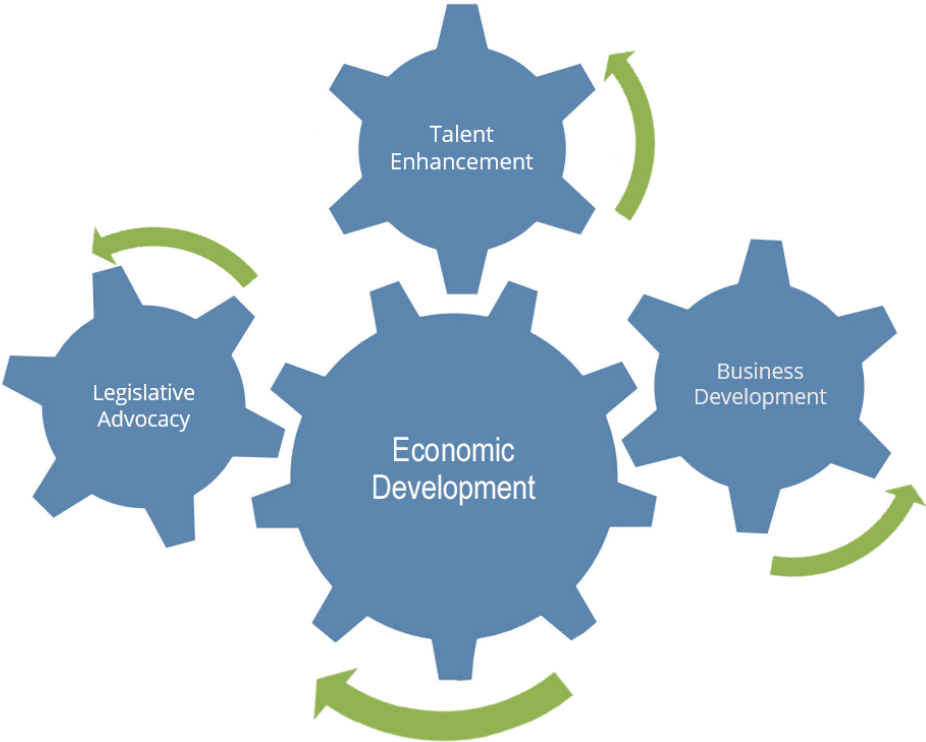
Notary Public

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





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Contact the
Lake Superior Community Partnership
www.marquette.org

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