



# WEST END FORWARD

THE FUTURE OF BUSINESS SUPPORT  
IN THE WEST END



# WELCOME

- The Lake Superior Community Partnership
- West End Forward Key Components
  - West End Advisory Council
  - West End Strategy
  - West End Economic Hub
- Investing in the LSCP
- 2024 Activity Previews: Negaunee & Ishpeming



# LSCP STRATEGIC PLAN

## MISSION

The Lake Superior Community Partnership exists to ensure a vibrant local and regional economy.

## PARTNER EXPERIENCE

The LSCP is timely in its response, honest in its feedback, comprehensive in its approach, and a willing collaborator to help solve the matter at-hand. Follow up is provided with a positive, welcoming attitude.

## GUIDING PRINCIPLES

Every day, the LSCP strives to deliver its services under these principles:

- We are accessible
- We follow through
- We collaborate with partners
- We take initiative
- We are nimble and adaptive
- We are resourceful
- We invest in our organization
- We do the right thing



**Retaining and Growing Existing Businesses**



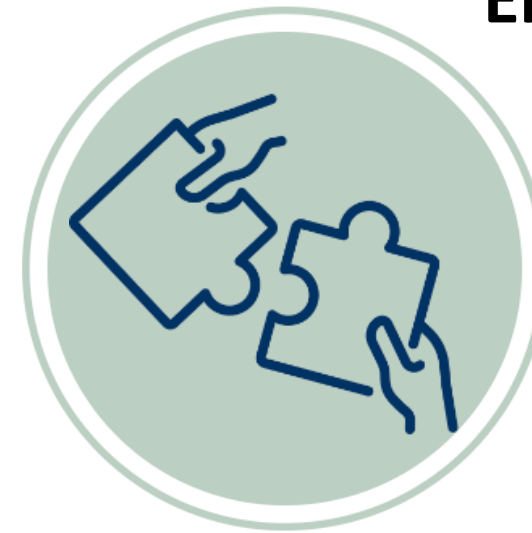
**Creating Vibrant Communities**



**Encouraging Entrepreneurship**



**Advocating for Shared Interests**



**Connecting and Informing Members**

# LSCP PRIORITY FOCUS AREAS





# LSCP TEAM



**Christopher Germain**  
Chief Executive Officer



**Sue Heliste**  
Controller



**Mary Myers**  
Director of Business  
Development



**Ashley Szczepanski**  
Director of Marketing



**Erica Huss**  
Small Business Support Hub  
Program Manager



**Woody**  
Chief Morale Officer



**Brooke Quinn**  
Senior Business Development  
Representative



**Rachel Raak**  
Economic & Community  
Development Coordinator



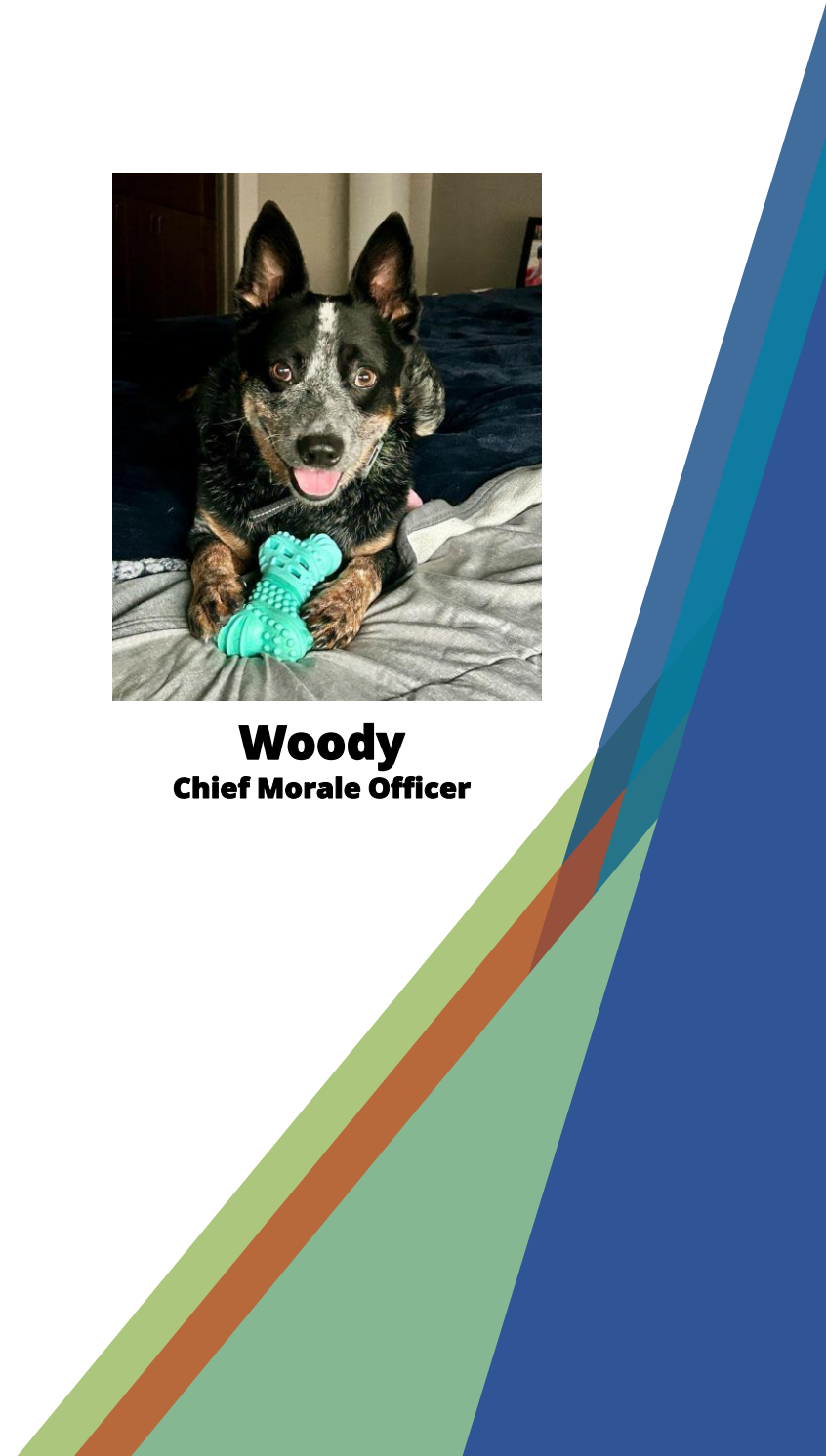
**Ashley Saari**  
Operations and Marketing  
Specialist



**Rebecca Dales**  
Childcare SPARK  
Coordinator



**TBA**  
Outreach & Development  
Specialist





# SERVICE AREAS

**Direct Business Services:** These include services to elevate the business experience, ranging from networking and promotion to business resources. Many of these services are traditionally associated with chamber-style organizations. Examples include:

- Business After Hours
- Ribbon Cuttings
- Key to the County
- eBlasts
- Lunch & Learn events
- Project Assistance
- Wage Studies
- Webinars
- Surveying Support
- Business Directory
- Referrals
- Workforce development

**Economic Development:** These include general economic development projects and services with a longer horizon for payoff. Examples include:

- Site Selection Support
- EDC Loans
- BR&E Program
- Air Service
- Housing
- Childcare
- Energy
- Data
- Business Attraction

**Contracted Services:** Contracted services and projects including backend administration, plan development, etc. West End examples include the cities of Negaunee and Ishpeming, West End Health Foundation, and Partridge Creek Farms.

# WEST END FORWARD – KEY COMPONENTS



**Formation of the West End Advisory Group**



**Dedicated strategy for on-the-ground Business Network events and services in the West End**



**Transformation of the existing GINCC office space into the West End Economic Hub**



# WEST END ADVISORY COUNCIL



- Comprised of 6 – 8 businesses based in the former coverage area of the GINCC which represent a wide variety of industries, business sizes, and needs.
- Formally created by a motion of the LSCP Board of Directors on January 30, 2024 to advise the LSCP on the unique needs of West End businesses and organizations to incorporate into the West End Strategy.
- Applications open soon, will be accessible from [www.marquette.org/westendforward](http://www.marquette.org/westendforward)
- Must be official LSCP members at the time of appointment and maintain membership throughout their involvement
- First meeting expected in March.





# WEST END SERVICES STRATEGY



- Developed via a partnership between LSCP staff and the West End Advisory Council.
- Anticipated to be an annual workplan, updated and reviewed each Fall to plan for the following year. First year will cover April – December.
- Examples of on-the-ground services include:
  - Business After Hours
  - Ribbon Cuttings
  - Educational Events/Workshops
- May also include development of new products, services or events.
- 2024 Strategy expected in April or May.



# WEST END ECONOMIC HUB



- The LSCP, through a partnership with the West End Health Foundation, will occupy the existing GINCC office space and convert it to the West End Economic Hub.
- The office will be open part-time, staffed by the LSCP team (hours TBD).
- The space will be used to meet with LSCP staff, hold small trainings or events, conduct 1:1 business support services, etc.
  - *LSCP economic development partners (Innovate Marquette, Accelerate UP, InvestUP, Northern Initiatives, SBDC, etc.) will be able to hold meetings and events as well*
  - *LSCP Partner businesses may be able to use the space for meetings as well*
- Expected to open in April or May 2024

# LSCP PARTNER BENEFITS



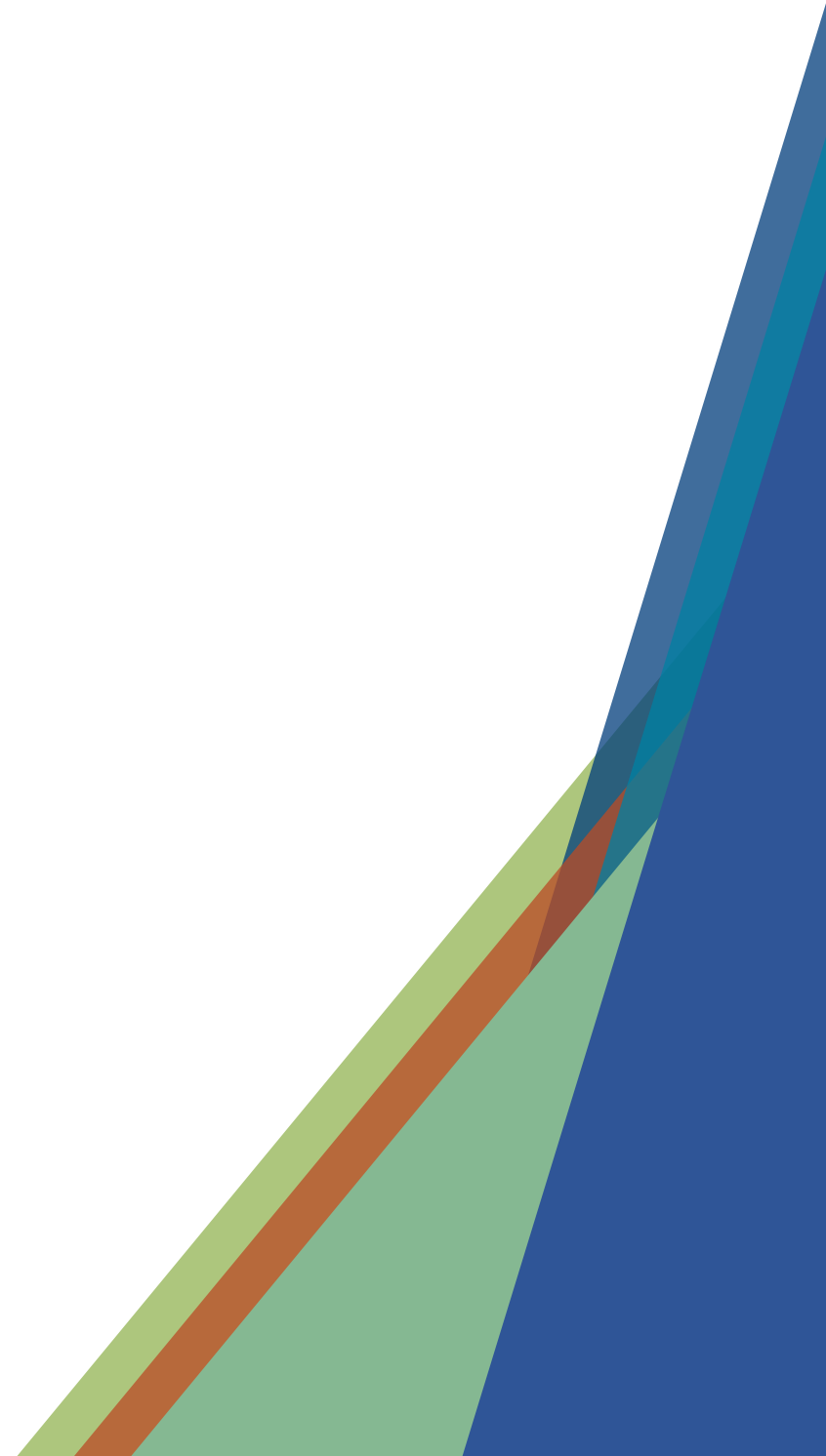
**Business  
Development**



**Marketing**



**Employee  
Opportunities**





# BENEFITS – MARKETING



- Searchable Business Directory
- Business After Hours
- Ribbon Cuttings/Ground Breakings
- Partner Webinars
- eBlasts (2,500+ addresses)
- Press Releases/News Articles
- Level UP Social Media Kit
- Lunch & Learn Events
- Mailing Labels
- Surveying Support



# BENEFITS – BUSINESS DEVELOPMENT

- Wage Studies
- Economic Impact Studies
- Site Selection Services
- Entrepreneurial Assistance
- Financial Tools (EDC)
- Prospect Management/Referrals
- Business Retention Services
- Business Advocacy
- Workforce Development



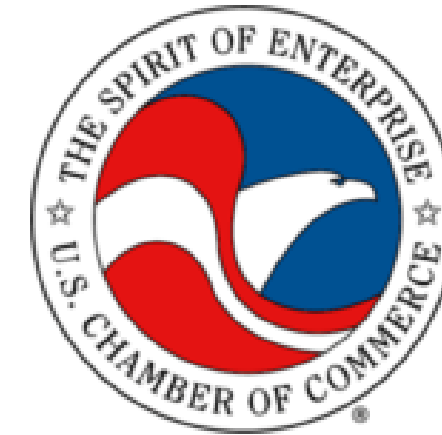
# BENEFITS – EMPLOYEE & OTHER



- “Key to the County” Discounts
- Event Discounts
- Lake Superior Leadership Academy Discount
- Committee Participation
- Notary Public
- Office Depot Discount Program
- Job Postings
- Registration Event Management
- LSCP Logo Sticker
- Partner Rates for Professional Services



# BENEFITS – 3:1 MEMBERSHIP



3-in-1: LSCP Membership includes a membership to the Small Business Association of Michigan and the U.S. Chamber of Commerce. Additional benefits include:

- Pooled Insurance Options
- Talent Develop Training Tools
- Payroll Solutions
- Legal & HR Hotline
- Discounted Posters and Handbooks
- Additional Advocacy and Events
- Energy Efficiency Tools
- FedEx Discounts
- Discounts to US Chamber & SBAM Events and Programming



# LSCP PARTNER LEVELS

The LSCP heavily depends on private-sector investors to fund our work. Somewhat unique to the LSCP, we don't use formulas based on business size or revenue, but instead provides six pre-set investment levels and allow businesses to determine which best fits their needs.

## **PARTNER - \$360/annually**

- All core LSCP services
- Business Profile
- One (1) Economic Modeling Specialist report

## **BUSINESS PARTNER - \$690/annually**

- Six (6) hours of project-based assistance
- Lunch n' Learn event management
- Expanded business profile & modeling reports

## **EXECUTIVE PARTNER - \$900/annually**

- Additional project assistance, business profile
- One (1) free eBlast
- Registration management for one event

## **INVESTING PARTNER - \$1,490/annually**

- Expanded project assistance & business profile
- One (1) conference room rental
- Unlimited economic modeling specialist reports
- Up to two (2) businesses represented

## **PREMIUM PARTNER - \$3,090/annually**

- One (1) golfer in Annual Golf Outing
- One (1) ticket to Annual Dinner
- Two (2) free eBlasts
- Up to four (4) businesses represented

## **SUPERIOR PARTNER - \$5,600+/annually**

- See Investment Package





# WEST END FORWARD SPECIAL PRICING

To welcome new Partners into the LSCP and ease the transition from the GINCC membership pricing to LSCP's, the LSCP is offering \$100 off to businesses who meet the following criteria:

- Are based in the former coverage area of the GINCC (City of Negaunee, City of Ishpeming, Negaunee Township, Ishpeming Township, Ely Township, Tilden Township, Republic Township, Michigamme Township, Champion Township, Richmond Township, and Humboldt Township)
- Were listed as a **member-in-good-standing** of the GINCC at the time operations ceased (September 2023)<sup>1</sup>
- Invest at any LSCP Partner level before **July 1, 2024**
- When completing LSCP Partner application, use code **WESTENDFORWARD**

*1: The LSCP has been provided with a full GINCC membership list and will use that list exclusively for the purposes of determining status.*

# THANK YOU



**Christopher Germain | EDFP, AICP**

Chief Executive Officer

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# PRIORITIES



# Ishpeming 2022 Lines of Effort



Optimize Resources

# ENDSTATE

