



January: 2026 Outlook

Breakfast and Business

2026 series presented by Marquette-Alger RESA



LAKE SUPERIOR COMMUNITY
PARTNERSHIP

Welcome & Agenda



8:00 | Opening Comments & Overview

8:10 | Panel: 2026 Look Ahead

9:25 | Wrap Up

9:30 | On your way!

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2026 Snapshot



Moderate growth, shaped by local realities

- The economy is steady but constrained — less about rapid expansion, more about *resilience and alignment*
- Health care, education, and public services remain economic anchors
- Marquette County continues to function as a regional hub for the central U.P.

Labor and demographics drive outcomes

- Workforce availability is the single biggest limiter on growth
- Retirements and slower in-migration are reshaping employer strategies
- Quality of life remains a competitive **advantage** — but not enough on its own

2026 Snapshot



Workforce + housing = growth bottleneck

- Employers face persistent hiring challenges across sectors
- Housing availability and affordability continue to affect recruitment and retention
- Infrastructure and services are under pressure as demand grows unevenly

Fiscal and capacity constraints

- Local governments and nonprofits are operating with tight margins
- Rising costs limit the ability to scale programs quickly
- Success increasingly depends on coordination, not just funding

2026 Snapshot



Build on what's already working

- Outdoor recreation, tourism, and placemaking continue to attract people and capital
- Entrepreneurship and small business remain strong entry points for diversification
- Remote and hybrid work trends still favor communities with strong quality-of-life assets

Play offense through collaboration

- Align housing, workforce, and infrastructure strategies
- Leverage regional assets like NMU, health systems, and the airport
- Focus on *targeted, realistic wins* rather than broad, unfunded ambitions

Bottom line

- 2026 is about smart growth, not fast growth
- The communities that coordinate best will outperform those that act alone



LSCP 2026 Critical Issues



Housing



Childcare

NEW!



Healthcare



**Changing
Regulations**



Air Service



LSCP 2026 Highlights



CEO Transition

LSCP's CEO will step down once a successor is named and onboarded; expecting early summer



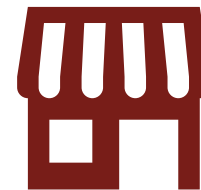
LSCP Website Update

LSCP's website will be fully rebuilt to allow greater access to resources and less clutter overall



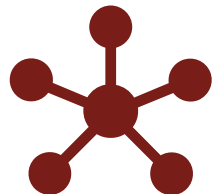
Inaugural Housing Summit

Housing Now + RHP will partner to host the region's first housing summit on May 6



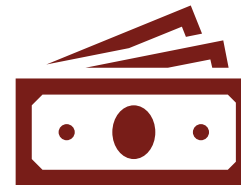
Small Business Support Hub

Current funding for the Hub will end on 9/30/2026. LSCP is exploring additional funding



Deeper Connections

The LSCP will be implementing programmatic changes that deepen relationships + connections throughout our work



Grant Funding Services

The LSCP will be expanding its tracking and support for grant funding, adding additional competitiveness for our region

Panel: 2026 Look Ahead



Roxanne Daust
Range Bank



Marty Fittante
InvestUP



Joshua Ingber
NMU



Jenna Smith
Manpower





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Panel: 2026 Look Ahead



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STATUS QUO

TRAVERSE CITY

ERODING

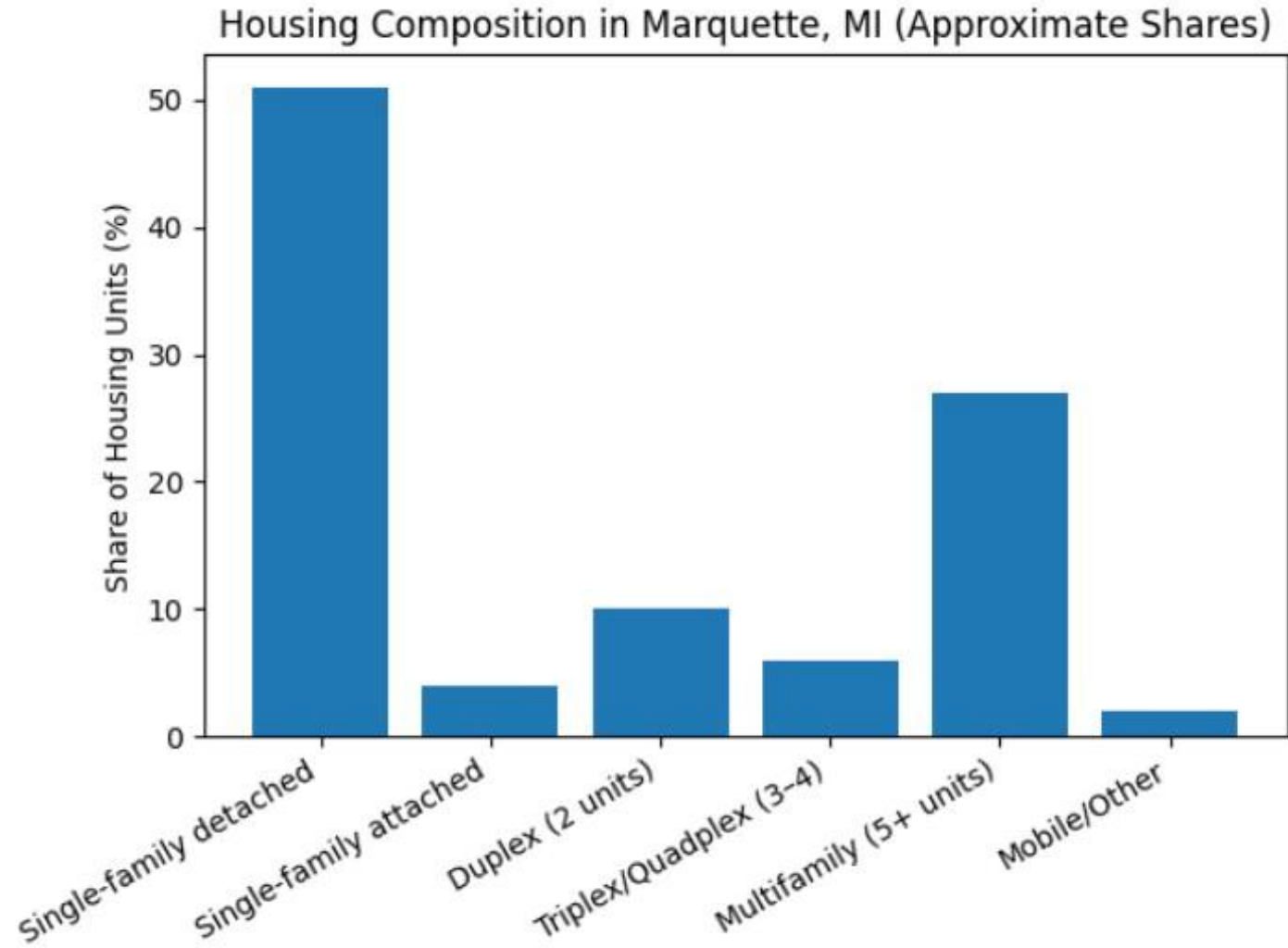
UNLIKELY



Housing Prices

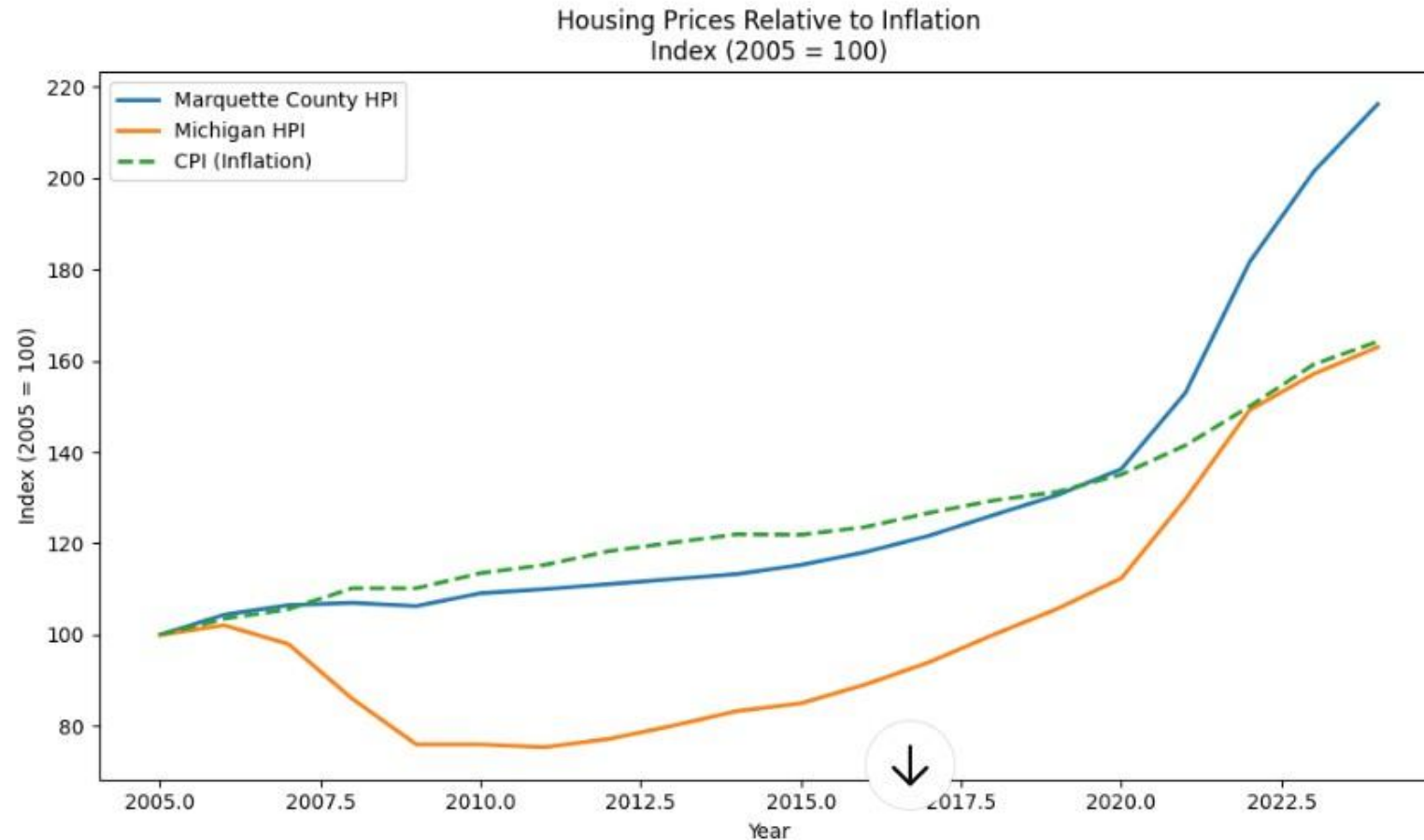
Marquette's pressures are not about *population explosion*, but **zoning**.

Marquette doesn't have a growth problem—it has a housing-form problem.



Is this a problem?

Housing Prices Relative To Inflation Index (200...



It's not population

How many people live in Marquette County?

Marquette County's population **shrank 0.6%** from the **67,080** people who lived there in **2010**. For comparison, the population in the US **grew 7.7%** and the population in Michigan **grew 1.6%** during that period.

Population in Marquette County



Source: [Census Bureau](#)

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We're getting Older!

How old is the population in Marquette County?

Among six age groups — 0 to 4, 5 to 19, 20 to 34, 35 to 49, 50 to 64, and 65 and older — the **65+** group was the fastest growing between **2010** and **2022** with its population **increasing 39.4%**. The **50 to 64** age group **declined the most dropping 20%** between **2010** and **2022**.

Population by age in Marquette County



Source: [Census Bureau](#)

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Choke Points for Local Growth

- Our Anchor Stores aren't Growing!
 - NMU, Cliffs, and the Hospital
- We need to attract capital or inspire entrepreneurship!
- The good news:
 - We have tons of Human Capital
 - Despite the knocks, we have scalable infrastructure!
 - We have cold air and water, which suits lots of industries!
 - There are lots of great ideas!
- The challenge: How do we get people to vote for Traverse City?

Panel: 2026 Look Ahead



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NMU

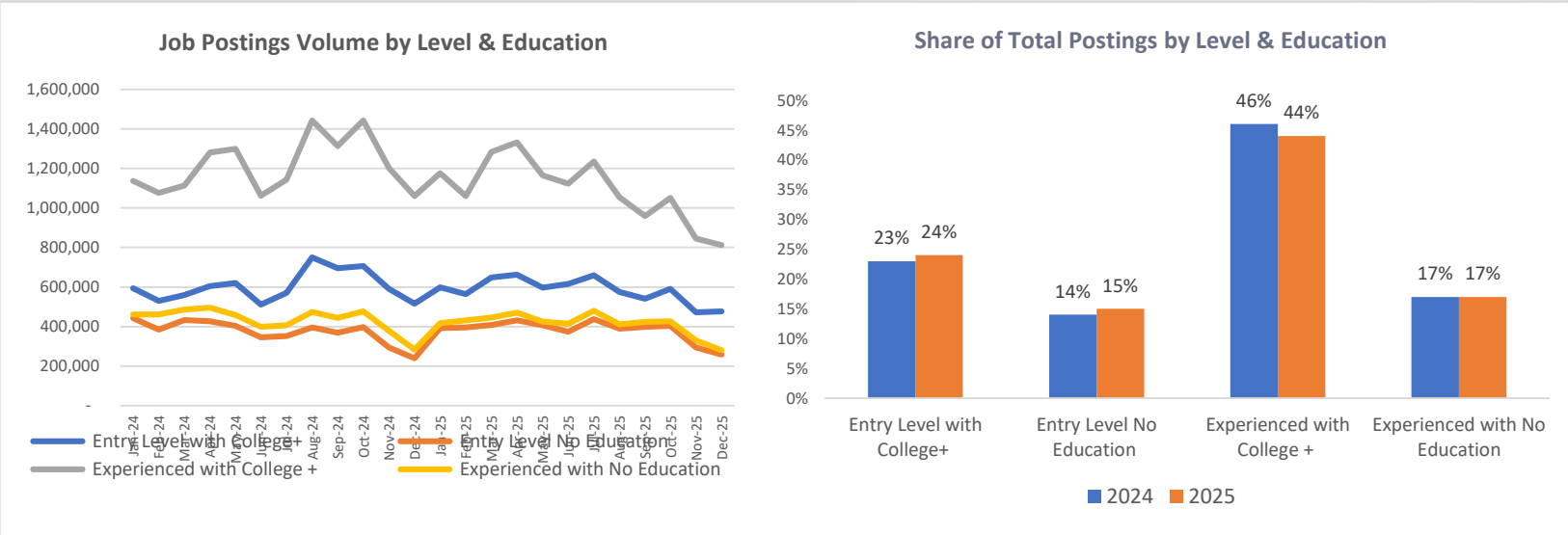


Jenna Smith
Manpower



Hiring Trends Signal Shift from Credentials to Capabilities

by New Job Postings



- Hiring demand is shifting modestly away from experienced, college-educated roles which saw the largest YoY decline (-10%) toward entry-level and non-degree roles in terms of share.
- Notably, **entry-level roles with no education requirement grew 2% YoY**, making them the only segment to expand amid an overall **6% decline in total job postings**.
- Entry-level college roles now represent nearly one quarter of all postings yet is down 3% in 2025 vs 2024 in terms of volume, and non-degree roles hold a stable mid-teens share, **signaling increased openness to early-career, skills-based, and cost-effective talent over formal education alone.**
- Experienced-college positions share from total postings fell from 46% to 44%, while entry-level (college and non-college) and experienced non-degree roles each gained share.

Top Occupations Entry Level With College in 2025

Occupation	Volume	YoY Change %
Registered Nurses	1,677,799	8%
Radiologic Technologists...	217,509	27%
Physical Therapists	159,101	22%
Licensed Practical and...	129,048	-3%
Accountants and Auditors	107,931	-36%
Market Research Analysts...	107,842	-15%
Respiratory Therapists	99,924	84%
Software Developers	85,274	-29%
Nursing Assistants	78,434	27%
Lawyers	78,269	-2%

Top Occupations Entry Level With No Ed Requirement 2025

Occupation	Volume	YoY Change %
Retail Salespersons	423,639	11%
First-Line Supervisors of...	244,817	23%
Stockers and Order Fillers	223,368	-15%
Customer Service...	211,896	-17%
Cashiers	141,079	34%
Maintenance and Repair...	129,975	-2%
First-Line Supervisors of...	99,157	18%
Pharmacy Technicians	97,070	37%
Medical Secretaries and...	93,019	7%
Nursing Assistants	91,939	36%

Emerging Occupations by YoY Change Entry Level with College(2025YTD- over 5K postings)

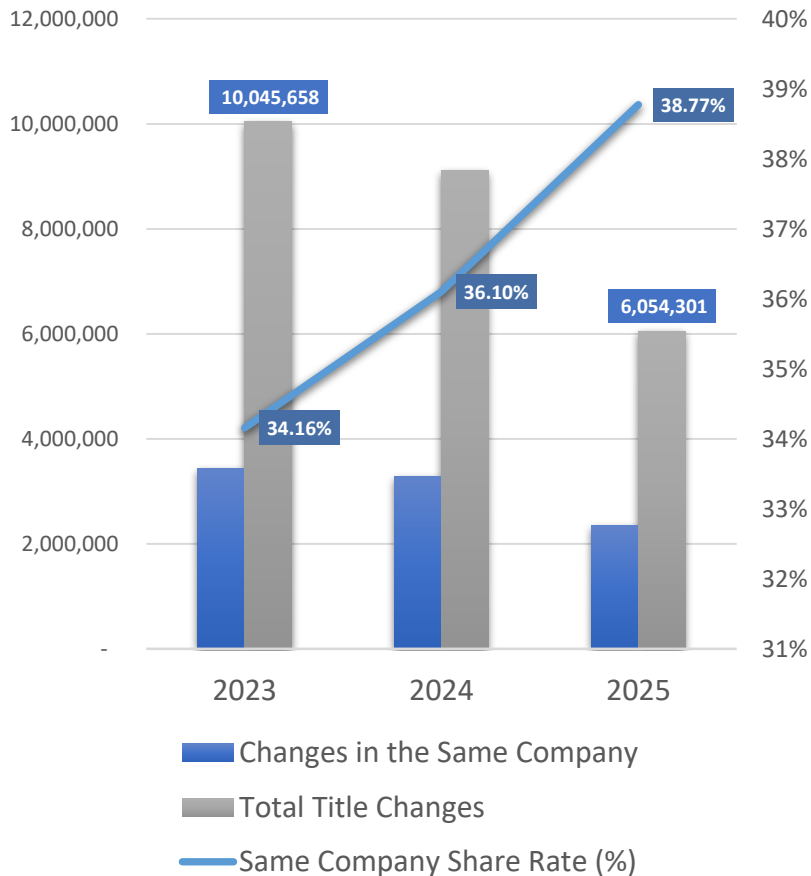
Occupation	YoY Change %	Volume
Special Education...	644%	17,639
Radiation Therapists	595%	11,182
Financial Specialists, All...	509%	24,301
Database Architects	507%	18,325
Computer Network Architects	220%	37,174
Logisticians	84%	99,924
Data Scientists	79%	11,938
Compliance Officers	74%	54,387
Healthcare Social Workers	73%	42,221
Respiratory Therapists	71%	34,781

Unemployment Rates (BLS)- December

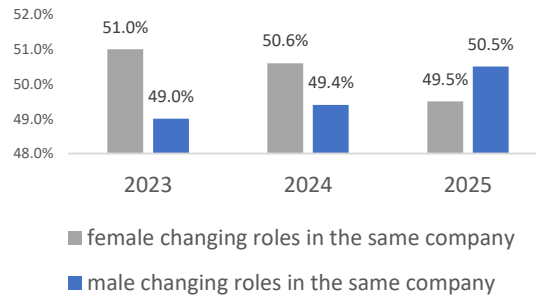
- College Graduates Bachelor's Degree, 20 -24 years **6.8%**
- College Graduates Bachelor's Degree, 25-34 years **3.2%**
- National Unemployment **4.4%**

Employees 'Hug' Employers: Internal Moves Gain Share Despite Declining Overall Movement

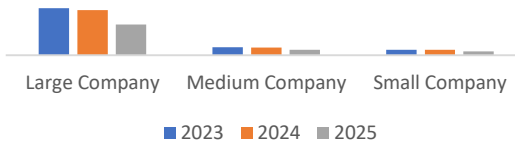
Job Hugging Graph



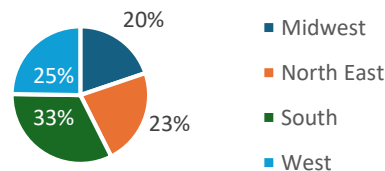
Share of Total Change by Gender



Internal Job changes by Company Size



Share of Job Changes 2025



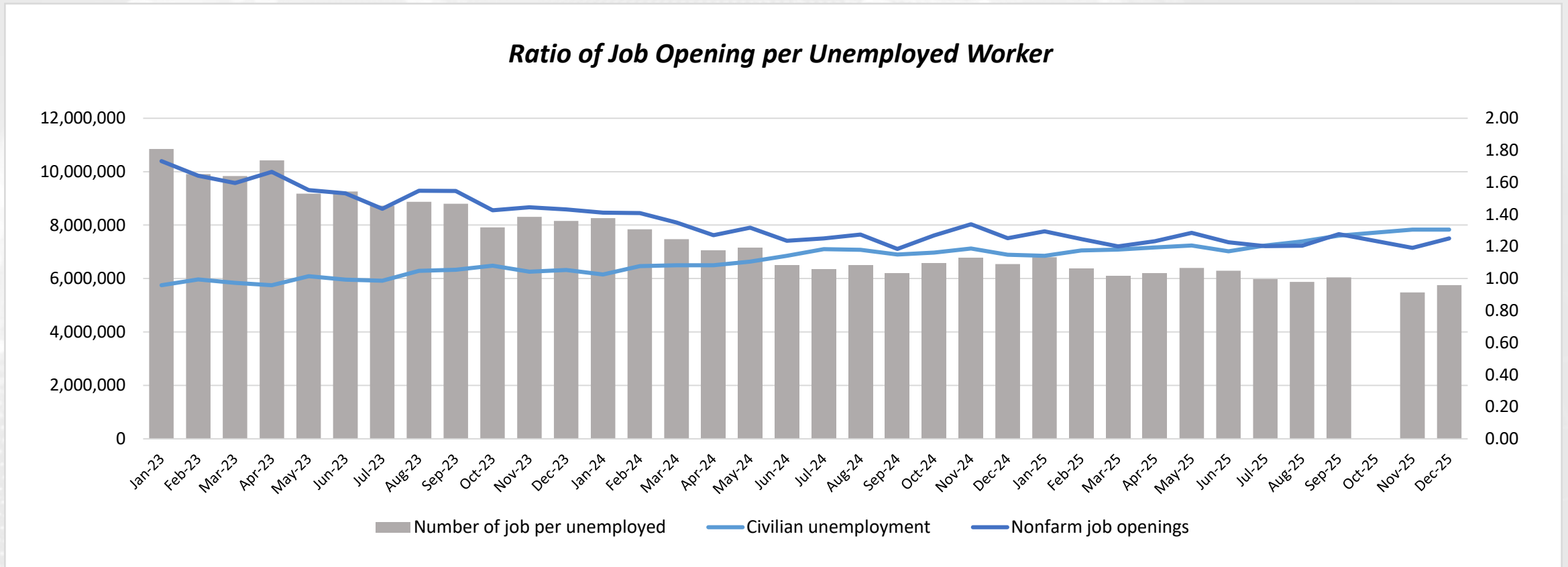
- Overall talent churn fell ~40% from 2023–2025, while the internal moves rose 4.5+ pp as a share of total churn, highlighting increased job/employer-hugging and focus on comfort and security amid economic uncertainty.
- **Men** in 2025 led internal role changes (50.5% vs. 49.5%) vs. 2023(49% vs 51%)
- May reflect RTO mandates, sectoral differences, and visibility advantages.
- **Large organizations** remain top drivers of internal moves with 70% of the registered moves but are cutting back most significantly. In the US, over 50% of changes were registered in the **South and West Region**.

BLS data confirms trend:

- National quits down 14% (Jan–Nov 2025 vs. Jan–Nov 2023) and 3% YTD 2025 vs 2024.
- Leisure and Hospitality, and Health Care/Education saw the largest declines in quits, suggesting stronger internal retention or “job hugging”.

Job openings per 100 unemployed workers stand at 91, the lowest level since March 2021 (0.87).

For November 2025, there were approximately 7.1 million job openings and 7.8 million unemployed workers in the United States. This translates to a ratio of about .91 job openings per unemployed worker.



Questions?



Roxanne Daust
Range Bank



Marty Fittante
InvestUP



Joshua Ingber
NMU



Jenna Smith
Manpower



Upcoming Events

Operation Action U.P. Annual Meeting

Thursday, February 12, 2026
8:30 – 2:30 p.m.
NMU Northern Center

LSCP Annual Dinner

Thursday, April 16
5:00 – 8:00 p.m.
NMU Northern Center

LSCP Golf Outing

Thursday, June 4
10:00 a.m. – 5:00 p.m.
Greywalls Golf Course

Fall Fest

Monday, August 24
11:00 a.m. – 3:00 p.m.
NMU Innovation Hall

P3MQT

Friday, October 9
8:30 a.m. – 2:00 p.m.
NMU Innovation Hall

2026 Breakfast & Business Dates

Friday, January 30
Friday, March 27
Friday, May 29*
Friday, July 31
Friday, September 25*
Friday, December 4

* West End Breakfast and Business Events

Register online at Marquette.org



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- One session free
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- Credit for today's session
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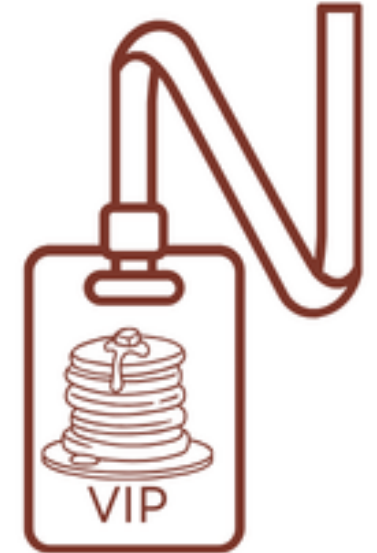
Pricing

LSCP Member Rate: \$100

Non-Member Rate: \$140

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Thank you!

