



# INGHAM COUNTY

MICHIGAN STATE UNIVERSITY EXTENSION

# COMMUNITY ECONOMIC DEVELOPMENT REPORT



September 2007

Ingham Economic Development, 121 E. Maple, Mason, MI 48854, (517) 676-7285 [www.ingham.org](http://www.ingham.org) spigg@ingham.org

## Special Interest Articles

Preschool and Economic Development

Ingham County Advantage! Health Care

## Individual Highlights

Regional News	2
Ingham News & Notes	2
Legislative Notes	3
Events & Opportunities	3
Planning for Ag Business	4
Ingham EDC news	4

## Preschool and Economic Development

School starting again brings to mind an article by Timothy J. Bartik from the Upjohn Institute of Employment Research. Bartik summarized a study of the effects of high quality universal preschool education when it is treated as an economic development program. The study finds that each dollar that a state government invests in universal preschool education is estimated to increase the present value of earnings of state residents by about \$3 and all U.S. residents by about \$4.

Traditional economic development approaches create jobs and income in the short and medium run. Studies show that investment in early childhood education

complements traditional development efforts. In one way, preschool education, like any other education, increases the number and quality of jobs a person is eligible for, accomplishing the same goals as a traditional economic development program. But, according to Dickens, Sawhill, and Tebbs (2006), the effects in 2080 of universal preschool would be to actually boost the US gross domestic product by between 1-4%.

The effect is national, not just local, because many former preschoolers move around the country taking the benefits of their early education nationwide. The jobs generated by preschool

education compared to those generated by economic development subsidies at the same cost show that incentive based jobs generated flatten out at about 0.4% of any state's employment, but jobs generated by early education continued to climb to as much as 1.4% of the employed by 2080. All in all, what your teacher may have told you is true...Start early and Keep Learning! Read the technical article at [www.upjohn.org/preschool/full\\_report.pdf](http://www.upjohn.org/preschool/full_report.pdf). For more information, see the Pew Trust Committee for Economic Development <http://www.Pewtrusts.org/ideas>.

## Ingham County Advantage

Ask any small business owner...one of the scariest challenges they face is what to do about health insurance! Ingham County small businesses now have a distinctive Advantage! It is almost too good to be true, but Ingham County supports an affordable health insurance option for small businesses. It is Ingham County Advantage! This program offers significant health insurance benefits to small business owners. The current total premium amount is \$239 per month, per

member. Of that, Ingham Health Plan Corporation will contribute \$87.67 with the remaining portion shared between the employee and employer. Spouses are eligible, but children cannot be included since they are eligible for the MI Child program for uninsured children in the state. Ingham County Advantage provides member's access to the finest doctors and most respected hospitals. The PPOM Network includes hundreds of area physicians. The Advantage makes it easy to navigate the

health care maze with a member card to present for service. The provider bills the program directly.

Eligible employers for this program: Have their place of business in Ingham County; have not offered health care to their employees over the past year; have two or more employees (including the employer); not less than 50% of the employees have an hourly wage of \$15 or less; and, 2/3 of employees are residents of the County. To find out more, call Ingham Health Plan at 517.887.4612.



There was an early economic developer in Berrien County named Chuck Schrenk...one of his favorite sayings went something like, "If you need brain surgery go to a surgeon. If you need to fly a Boeing 747, go to a 747 pilot. If you need economic development, go to an economic developer." ...and despite the fact that he has been gone for many years now, he would still be laughing about how some people thought the whole process was nothing more than lunch at the country club.

*James Hettinger, CEO Battle Creek Unlimited in Business Review West Michigan, 7-5-07.*

## Regional News

The Regional Economic Development (RED) Team officially became a committee of the new LEAP (Lansing Area Economic Partnership) in June and held their last formal meeting on September 6. Voting is underway to elect officers of the new RED Team committee of LEAP. LEAP President Matthew Dugener has hired an excellent staff over the summer and they are working together to make a real difference in the Lansing regional economy. They have been working with local economic development professionals to create a strong business support network with retention visits to

area businesses. The vision and role of LEAP in the Lansing Region is evolving as they continue to identify partnerships and joint efforts to support economic development in our region.

The Lansing Regional Chamber of Commerce Manager of Economic Development Services, Katharine Czarniecki, is working with area businesses to establish a chapter of the nationally recognized **Business Alliance for Local Living Economies (BALLE)**. They will be a network committed to the health of a particular place, the Lansing region. Similar initiatives are already underway in Grand Rapids and Ann Arbor. For more

information, contact [kczarnecki@lansingchamber.org](mailto:kczarnecki@lansingchamber.org).

The Tri-County Regional Planning Commission has produced a new **Comprehensive Economic Development Strategy** (CEDS) that outlines our regional economy, changes over the past year, and offers a list of possible infrastructure to improve our region. This document is required by the US Dept. Commerce Economic Development Administration to be eligible for some federal funds. Contact TCRPC at 393-0342 for a copy.

## Ingham News & Notes

Thank you and **best wishes to Rolly Olney**, Leslie City Manager. Rolly has worked for Leslie for over 32 years, the last seven as their manager. He will now be the new Public Works director for the city of Mason.

A well deserved **applause for Carol Colburn, Dansville Village President** and DDA member for her recognition as the 2007 Outstanding Teacher by the International Society for Technology in Education at the National Education Computing conference in June in Atlanta, GA.

**Congratulations to the Meridian Area Business Association (MABA) on their 10<sup>th</sup> anniversary** year! They are celebrating the 10<sup>th</sup> of each month! September will be a business seminar, October an Evening of Indulgence, November is their holiday open house, and December 10<sup>th</sup> is the annual dinner!

In August, **Mason DDA and the Ingham EDC joined to host a**

**successful event**. Mason and Leslie-area people attended a motivating presentation about how small towns can be cool by Dave Ivan, director of Clinton County MSU Extension in August.

**Good news in Williamston where BOTH MC Molds and Midwest Engraving are expanding**. MC Molds' recent designation as member in a Tool & Die Renaissance Zone offers some money saving options they are rolling back into the business. Midwest Engraving has also received approvals for tax breaks from the City of Williamston.

In June, the **Village of Webberville successfully hosted a range of citizens in public meetings to brainstorm** ideas for their downtown streetscaping plans. Facilitated by Sue Pigg, Ingham EDC, they are now applying for grants to upgrade their downtown area.

**Welcome to S-Group Automotive** now moving into

the former Behr Building in Webberville Business Park.

Best wishes to **Webberville's Michigan Brewing and Working Bugs, LLC, on their joint project** to train people in bio-fuels production processes.

Congratulations to **Leslie's Len Industries on their new contracts and assistance from the City of Leslie** and the State of MI that will help them repair an older building and allow them to add and train new employees!

**Dansville is up to speed** with new internet options available for local residents through At&t's rural program.

**Vevay Township is updating their land use planning** and zoning. With Ingham EDC, they plan to host educational forums this fall-winter.

**Plant Renovation MI H 4371**, Revises calculation of tax levied on Plant rehabilitation. Read 3<sup>rd</sup> time in Senate; House concurred with amendments. Order enrolled 6/28/07.

**Renaissance Zones MI H 4950 (sponsor Dean)** Expands alternative energy renaissance zones to include solar and wind power. Introduced in the House Committee on Energy and Technology.

**Commercial Rental Property MI Senate 313** (Sponsor Jacobs) Revises definition of commercial rental property additions and losses and eliminates certain exemptions.

The **Michigan Economic Developers Association (MEDA)** has conducted an **exhaustive analysis of Michigan's economic development incentive tools** over the past 6 months. The analysis compares us to competing states and identifies a series of key findings. They are now formulating a series of recommendations for incentives in Michigan that will meet goals of worker training, business retention, accelerated new business development, and better ways to close the deal for successful business attraction. The entire research study is available at [www.medaweb.org](http://www.medaweb.org) Visit the same website for updates on incentive recommendations.

[www.iedconline.org](http://www.iedconline.org).

The **Lansing Regional Chamber of Commerce** will host "**Disney Institute**", a novel way to see how the business world and creative world work together! The one day seminar hosted by Walt Disney Entertainment Show directors, will be September 20, 2007 from 8 am to 4:30 pm at the Lansing Center. Registration: (\$400 members / \$440 non-members) at [mfink@lansingchamber.org](mailto:mfink@lansingchamber.org) or call Michelle Fink at 517-487-6340.

**Conference on the Science and Education of Land Use: Transatlantic, Multidisciplinary and Comparative Approach** September 24-26, 2007 Washington, DC Explores the causes & consequences of current land use trends & options. <http://extension.usu.edu/wrdc>.

**The Annual Management Conference for State and Local Leaders by Governing Magazine: Managing Performance** October 10-12, 2007 at the New York Marriot at the Brooklyn Bridge, NY. Register at [Governing.com/live.htm](http://Governing.com/live.htm) or call 866-271-9450.

**The 7<sup>th</sup> Annual Michigan Women's Business Conference and Expo, October 18 & 19, 2007 at the Rock Financial Showplace, Novi, MI** for more info call 734-677-1400 or visit [www.miceed.org](http://www.miceed.org)

Mark your calendars for the next **Michigan Economic Developers Association (MEDA)** educational event: **Leadership in Economic Development** will review some of the characteristics and qualities of the changing leadership roles

in economic development. Friday, November 30, 2007 at the Lansing Sheraton, Creyts Rd. Register at [medaweb.org](http://medaweb.org)

**Are You in IT? The Capital Area Michigan Works! is establishing a Lansing Area IT Council** to address the specific workforce development challenges facing our local information technology industry. The coalition is committed to identifying, developing, and implementing real solutions for improving the quality and quantity of information technology professionals in the Lansing region. For information or to join, Chris Knapp, executive director, at [cknapp@camw.net](mailto:cknapp@camw.net) or call 517-492-5592. Their first event will be Sept. 12, 11:30-1 pm at the Kellogg Ctr., E. Lansing.

Pass this on to any current or prospective business owners you know... Our area's **Small Business Technology Center, housed at Lansing Community College**, is offering the following free sessions:

September 27 8:30-Noon: Building a Successful Marketing Plan

October 3 or 17<sup>th</sup> Noon-1:30pm: Business Basics

October 11 6-9pm: Evening with the Experts

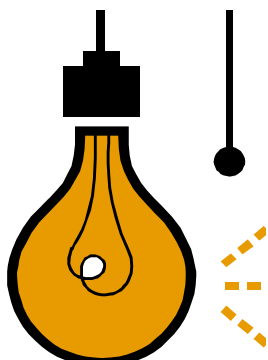
Register @ 517.483.1921.

## Events and Opportunities

The **Capital Area Manufacturers Council** is an organization of the area's manufacturing firms that meet monthly to learn and share, creating a network to enhance their businesses. The next meeting is September 18, Noon to 1:30 pm at the West Campus of Lansing Community College. **The MSU School of Engineering will introduce its programs and research labs.** David Hollister, president and CEO of Prima Civitas Foundation, will explain how MSU is forging stronger ties to the local community. Tours of the labs will be scheduled for October 3<sup>rd</sup>. If you would like to attend, contact Bob Sherer at [bsherer@camw.net](mailto:bsherer@camw.net) or call 517-492-5588.

**Economic Development Course** September 10-14, 2007 Waterfront Conference Center Traverse City A comprehensive educational opportunity to learn the basics of economic development. This is the first step in the national CEcD certification for economic development professionals.

**International Economic Development Council (IEDC) Annual Conference - Economic Development in the 21<sup>st</sup> Century: New Leadership, New Models** September 16-19, 2007 in Phoenix, Arizona. Register at



**Ingham County  
Economic  
Development**



**Assisting Ingham County  
Communities and  
Businesses to prosper and  
grow**

**Phone**

(517) 676-7285

**Fax**

(517) 676--7358

**E-mail**

spigg@ingham.org

**Susan M. C. Pigg  
Economic Development  
Educator**

ICEDC / MSUE  
121 East Maple Street  
PO Box 319  
Mason Michigan 48854

## Planning For Agriculture-Based Business

The Ingham County Farmland Preservation Board is examining the possibility of creating an Ingham County Agricultural Business Plan. Presently, the Ingham EDC undertakes efforts to support and enhance all business in

the County, without distinguishing between types or character of the business. This effort would identify the unique supports and assistance that agriculture-based business needs to survive and thrive

in our semi-urban county. If you have ideas or concerns about how to better plan for agricultural based businesses, please contact the Ingham EDC at [spigg@ingham.org](mailto:spigg@ingham.org) or 676-7285 to discuss your ideas and concerns.

## Ingham EDC News...

---

The Ingham County Brownfield Authority was pleased to partner with the Ingham County Land Bank Authority this summer in the development of an Ingham County Brownfield Plan. The Plan is a document that outlines the financing of the renovation, environmental cleanup and containment of dilapidated, tax reverted, and abandoned properties under the control of the Land Bank Authority. Over the life of this plan, properties included in the plan can be cleaned up, renovated, repaired, and sold to private owners, thus being returned as viable properties onto the County tax rolls. The Brownfield Authority staff has worked closely with the Land Bank Authority and the City of Lansing (where the majority of the properties are located) to create a tax increment finance plan that will facilitate and finance the repair and improvement of our community and its neighborhoods.

---