



ALBION ECONOMIC OUTLOOK 2019

MARCH 7, 2019



ECONOMIC DEVELOPMENT STRATEGIC PLAN

APPROVED BY EDC BOARD FALL 2017

ANNUAL CERTIFICATION OF PLAN – PENDING APRIL 2019

SUPPORT OF PLAN BY CITY OF ALBION COUNCIL – PENDING

Goal 1: Stabilize the downtown, enhance its historic character, and support its economic growth.

Goal 2: Stabilize the City's major corridors and support their economic growth

Goal 3: Build the human and capital capacity of key economic development agencies with Albion

Goal 4: Retain and attract high-leverage jobs to Albion

Goal 5: Strengthen housing market and stock

Goal 6: Create a unified brand for Albion to drive tourism, business growth, and investment

Goal 7: Make strategic choices to turn Albion into a destination for current and future residents and tourists.

Community Champions –

City, EDC, Chamber, DDA, ARC, and other community partners

COMMUNITY CRITICAL NEED THEMES

Through Public Input:

- Diversified Housing Stock
- Grocery Options
- Jobs
- Healthcare Options
- Brownfield Elimination
- Corridor Improvement – Austin, Eaton



Which gets priority?

What's most important?

What about BLANK?

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ALL OF THEM!

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- Goal 1: Stabilize the downtown, enhance its historic character, and support its economic growth.
- Goal 2: Stabilize the City's major **CORRIDORS** and support their economic growth
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- Goal 4: Retain and attract high-leverage **JOBS** to Albion
- Goal 5: Strengthen **HOUSING** market and stock
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BROWNFIELD – Goal 3 & 4

Health/Wellness (Grocery) – Dependent upon **NEED** (Demographics)

RURAL GROCERY

TRENDS & CHALLENGES

- Middle Class – shrinking and dividing
- Amazon / Walmart – Superstores, specializing in delivery
- Movement to:
 - Pick-up (warehouse, dark stores, retail giants)
 - Destination Shopping – wine bar, culinary classes, its an experience
 - Urban – High Density Housing with 1st floor Target, Trader Joes, Whole Foods
- Rise of Dollar General – increases inequality, targeted at the Rural, low-income shopper

DEMOGRAPHICS & TECHNOLOGY DEMANDS

ALDI

- Choose Locations for New Stores
 - **Population Density**
 - **Proximity** to Competition
 - **Cost** of the Property
 - Traffic Patterns

KROGER

- Movement Away from new Bricks & Mortar
- Engagement with the Customer:
 - Clicklist
 - Instacart
- Walgreens – Grocery pick-up

*We take a variety of factors into consideration, including **availability** and **cost** of real estate, **population density**, **education**, **demographics**, and the **community's interest** in natural and organic foods. No one factor is most important.” - Whole Foods*

ECONOMIC DEVELOPMENT STRATEGIC PLAN

Goal 1: Stabilize the downtown, enhance its historic character, and support its economic growth.

Promote Mixed Use, Create Density, ARC's Advancing Albion Plan

Goal 2: Stabilize the City's major corridors and support their economic growth

Goal 3: Build the human and capital capacity of key economic development agencies with Albion

Goal 4: Retain and attract high-leverage jobs to Albion

Foster Entrepreneurship, Support Re-use of Brownfield Sites

Goal 5: Strengthen housing market and stock

Spur Development for In-Fill and Underutilized Sites (Increase Density)

Goal 6: Create a unified brand for Albion to drive tourism, business growth, and investment

Goal 7: Make strategic choices to turn Albion into a destination for current and future residents and tourists.

Creation of an Environment to Attract Destination Shopping

Lost population, density, tax base, traffic, housing options – did not happen overnight and won't be fixed overnight. It will take time, but we are moving forward.

2018 ECONOMIC DEVELOPMENT IN REVIEW

RETENTION



Retention: \$8.6 Million Investment & 11 Jobs Retained
Property Tax Abatement 12 years



Acquisition of 1104 Industrial Avenue (Albion Business Incubator)
Transition from Incubator Tenant to Graduated Enterprise

2018 ECONOMIC DEVELOPMENT IN REVIEW

ATTRACTION – SUCCESSFUL

City of Albion's Ordinance for Medical Marijuana

- Greenwell BioMedicinals, LLC (Trident) – AIP Lot 20 Acquired
- Comco, LLC – AIP Lot 27 and 28 Acquired
- Greenhouse Farms LLC – Acquired 930 Elliott (formerly Bay Corrugated)



OPPORTUNITIES

- Project Tiger: Tier I Automotive, assembly operation (197 jobs / \$30 million investment)
- Project Blue: Automotive (146 jobs / \$14 million investment) – **CLOSED / Site Acquired by other**
- 5 Solar Farm Prospects
- 9 Medical Marijuana Prospects

WORKFORCE –PREP EVENTS & JOB FAIR

2 Job Fair Events

- I Hosted with Michigan Works!
- I Partnered with Clemens Group

30 Employers Participated

85 Job Seekers Participated

36 Interviews (based on survey responses)

13 Resulting in 13 Job Offers



WORKFORCE



- Jobs Monday – Facebook
- MiTalent.org – Resume Matching
- Barrier Navigation & Job Prep Events
- Entrepreneurial Services
 - Business Counseling – Partnership with SBDC
 - Starting a Business Workshops

COMMUNITY DEVELOPMENT

- **Albion Malleable Brewing Company**
25 Jobs / \$1.1 million investment
RLF Loan – Working Capital
- **1000 W. Erie – Changes Rehab**
Substance use Detox and Residential Treatment
Site Assistance
- **Housing Developments**
 - Partnered with CCLBA on small scale development workshop
 - Pitched and Courted Several Housing Developers



COMMUNITY DEVELOPMENT – NEW DOWNTOWN BUSINESSES

- Brick Street Marketing
- Pure Albion
- The Office
- Peabody Building – residential lofts
- Albion Malleable Brewing Company
- Courtyard by Marriott
- Teragraphics
- Turtle Dove



ALBION | FOOD HUB

Anchor Food Hub Tenants:

- Foundry Bakehouse & Deli
- Rosie's Flavors
- Albion Malleable

Pop-Up Retailers:

- Cooper's Dish
- Rosie's Flavor
- Wakey Bakey

Other Food Hub Opportunities:

- Albion College Classes
- Albion Library Classes
- Educational Classes with Fork's Senior Center & Albion Healthcare Alliance
- Partnership with AmeriCorps VISTA

ALBION FOOD HUB & FARMERS MARKET



Albion Farmers Market Vendors:

- Green Eggs and Jam
- Dale Hunt's Farm
- Eicher's Family Bakery
- Holz Mechaniker USA
- Nottawa Crossing Farms
- Woven Acres
- Envirogrow Farms LLC
- Monk Farms
- Jolly Green Junction
- Heritage Enterprises
- K's Acres
- Rosie's Flavor
- NUO
- Novicain Customs
- Maverick Munchies
- Casey Saldana
- Gilg Farms
- Nottawa Crossing Farms
- Lavender Dreams Farm
- Theresa Charles Breads
- Umbel Nursery and Farmstead

2019 LOOKING FORWARD



WORKFORCE

- Workforce Action Team – Filling Needs of the Community & Prospects
- Job Fair

BUSINESS DEVELOPMENT

- Project Tiger – Tier I Automotive
- Albion Annual Retention Visits

COMMUNITY DEVELOPMENT

- Albion Redevelopment Corporation – Superior Street Lofts Project
- Albion Brownfield Redevelopment Authority – Policies, Targeted Redevelopment Area Plan
- Housing Developments, Neighborhood Enterprise Zones, Diversify Housing Stock
- Corridor Improvement Support

2019 LOOKING FORWARD CONTINUED



FUNDING

- Albion's Revolving Loan Fund – Build Awareness, Increase Use
- Identify Funding Sources to Build Capacity and Grow Economic Efforts

ALBION FOOD HUB & FARMERS MARKET

- Steering Committee –Rebranding and Strategic Initiatives
- Redesign of Hub
- Helping Hand Hub Box – Fresh Food Initiative
- Diversify Use of the Hub



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