



2022 Annual Report

The start of the year is often one of anticipation for what lies ahead. At the beginning of 2022, the Board of Directors for Develop Iosco (DI) were excited about what opportunities it could leverage to promote economic development in Iosco County.

What lay ahead was the commissioning of a community stakeholders survey to identify priorities from residents, business owners and community leaders. The survey outcomes drove DI's work throughout the remainder of 2022. Working committees focused on housing, broadband, and countywide tourism were established and provided a model for community engagement. Quarterly community meetings with featured speakers on pressing issues related to economic development topics promoted collaboration and learning amongst county stakeholders.

By the end of the year, DI's efforts coalesced into facilitating funding efforts for childcare and a small business marketplace, serving as the spokesperson for recognizing the economic and environmental impacts of the hydroelectric dams along the AuSable River, and identifying the need to hire a paid staff person to lead the organization. That's a lot of positive impact in 12 short months and we look forward to what 2023 will bring with the increased support across the community.

I hope you will join us as a dues member, committee volunteer, and meeting attendee as we continue to address barriers and improve quality of life for residents, visitors, and employers of our beautiful county.

Gloria A. Brooks, President, Board of Directors

2022 Develop Iosco Board of Directors

Gloria Brooks, President
Terry Dutcher, Vice President
Blinda Baker, Treasurer
Chris Young, Communications Officer

Rich Castle
Chris Martin
Angel Melendez
Perry Roberts

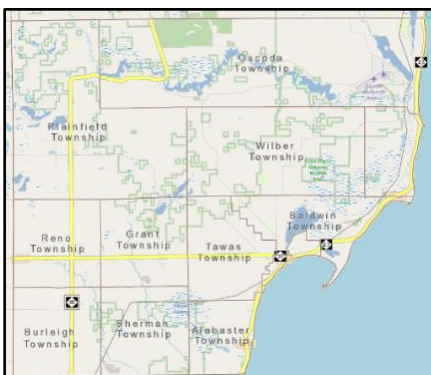
Julie Shellenbarger
Clara Sherman
Dawn Stone

Our Vision

By facilitating efforts that focus on regional assets, quality of life and education opportunities, Iosco County will experience economic growth, increased employment, and create thriving communities.

Our Mission

To promote economic development in Iosco County, Michigan



Iosco County is located in the heart of Lake Huron's "Sunrise Side". The county is made up of the communities of Au Sable, East Tawas, Hale, Oscoda, Tawas City, and Whittemore. Iosco County is primarily rural, offering small-town living balanced with 21st century amenities.

Population: 25,262
549 square miles



Gloria Brooks addressing attendees of Develop Iosco's community meeting at Warrior Pavilion in Oscoda Township on December 8, 2022.
Photo Credit: Manuela Kress/Iosco County News Herald

FY 2022 ACCOMPLISHMENTS

Governance

1. Updated By Laws to include sector seats for Board of Directors
2. Expanded Board Membership by 4 seats
3. Expanded Secretary role to Communications Officer
4. Created Membership Committee to develop Membership Levels/Dues to generate funding for the organization
5. DI President appointed to serve on Eastern Michigan Council of Governments Regional Economic Development Team; DI Communications Officer appointed as Alternate

Projects

6. Completed Marketing Blueprint survey
 - a. Identified priority issues for the community
7. Launched committee structure based on priority issues:
 - a. Broadband Advisory Committee
 - b. Tourism & Recreation Committee
 - c. Housing Committee
8. Identified BOD members and community members to serve on committees

Community Impact

9. Implemented quarterly community meetings framework
 - a. Averaged 30 attendees per meeting
 - b. Held meetings in three townships (Baldwin, Plainfield, Oscoda)
10. Accepted lead role as facilitator of initial response to Consumers Energy Hydroelectric Dams
11. Developed and implemented DI Winter Market concept to provide space for local small business owners to sell products during off-season for farmer's market

12. Provided significant networking opportunities for business owners and community leaders during quarterly meetings

Media

13. Refreshed branding package and added a slogan (Community. Synergy. Solutions.)
14. Extensive coverage in articles in the Iosco News Herald/Oscoda Press
15. Expanded social media efforts through Facebook and LinkedIn
 - a. 168 followers on Facebook Develop Iosco page
 - b. 228 followers on Facebook Develop Iosco Winter Market page
 - c. 21 followers on LinkedIn
16. Revamped website www.develop-iosco.org – driving more than 4,600 site visitors in 2022
17. Promoted Back to the Bricks weekend activities in the four corners of the county via Facebook and What's Happenin' print advertising – reached 7,000 Iosco County residents

Funding

18. Received Consumers Energy Foundation grant recipient \$5,000 for Marketing Blueprint – January 2022
19. Secured Iosco County American Rescue Plan funding for Broadband Consultant \$45,000 – May 2022
20. Served as coordinator to submit regional childcare planning grant through the Childcare Innovation Fund at the State of Michigan – November 2022
21. Submitted tourism rural development grant to Michigan Department of Agriculture & Rural Development – November 2022

How can you contribute to DI?

- Attend our quarterly meetings
- Join one work group
- Share DI news with your network
- Become a dues member
- Make a donation (DI is a non-profit 501 c3)
- Follow us on our social media (Facebook & LinkedIn)



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