

**GRAND TRAVERSE COUNTY BOARD OF COMMISSIONERS  
STUDY SESSION**

**Wednesday, August 28, 2019  
8:00 a.m.**

**Governmental Center, Commission Chambers  
400 Boardman Avenue  
Traverse City, Michigan 49684**

A Study Session is held for review and discussion of information only. This study session is being held to receive information regarding Economic Development, DDA and TIF 97 and Old Town.

*If you are planning to attend and you have a disability requiring any special assistance at the meeting, please notify the County Clerk immediately at 922-4760.*

**AGENDA**

1. OPENING CEREMONIES OR EXERCISES
2. ROLL CALL
3. FIRST PUBLIC COMMENT

Any person shall be permitted to address a meeting of the Board of Commissioners which is required to be open to the public under the provision of the Michigan Open Meetings Act. Public Comment shall be carried out in accordance with the following Board Rules and Procedures:

Any person wishing to address the Board shall state his or her name and address.

No person shall be allowed to speak more than once on the same matter, excluding time needed to answer Commissioners' questions, if any. The Chairperson shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes. The Chairperson may, at his or her discretion, extend the amount of time any person is allowed to speak.

Public comment will be solicited during the two public comment periods noted in Rule 5.4, Order of Business. However, public comment will generally be received at any time during the meeting regarding a specific topic currently under discussion by the board. Members of the public wishing to comment should raise their hand or pass a note to the clerk in order to be recognized, and shall not address the board until called upon by the chairperson. Please be respectful and refrain from personal or political attacks.

4. TraverseCONNECT President & CEO, Warren Call will do a presentation on Local Demographic Trends and Regional Economic Development

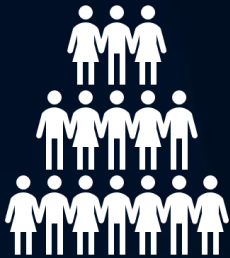
Traverse City Downtown Development Authority CEO, Jean Derenzy will do a presentation on the Downtown Development Authority, Tax Increment Financing 97 and Old Town.

5. SECOND PUBLIC COMMENT (Refer to Rules under Public Comment above)
6. ADJOURNMENT

# Local Demographic Trends & Regional Economic Development

TraverseCONNECT 

Warren M. Call  
President & CEO

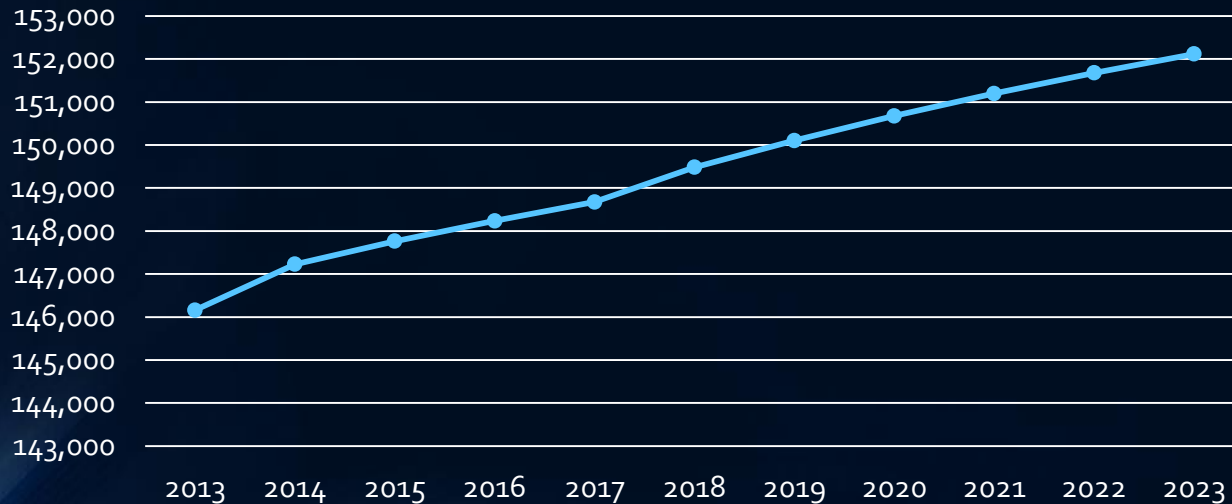


149,480 Total Population

➤ 2.3% increase 2013-2018

➤ 1.8% expected increase 2018 - 2023

Grand Traverse Regional Population (4-County)



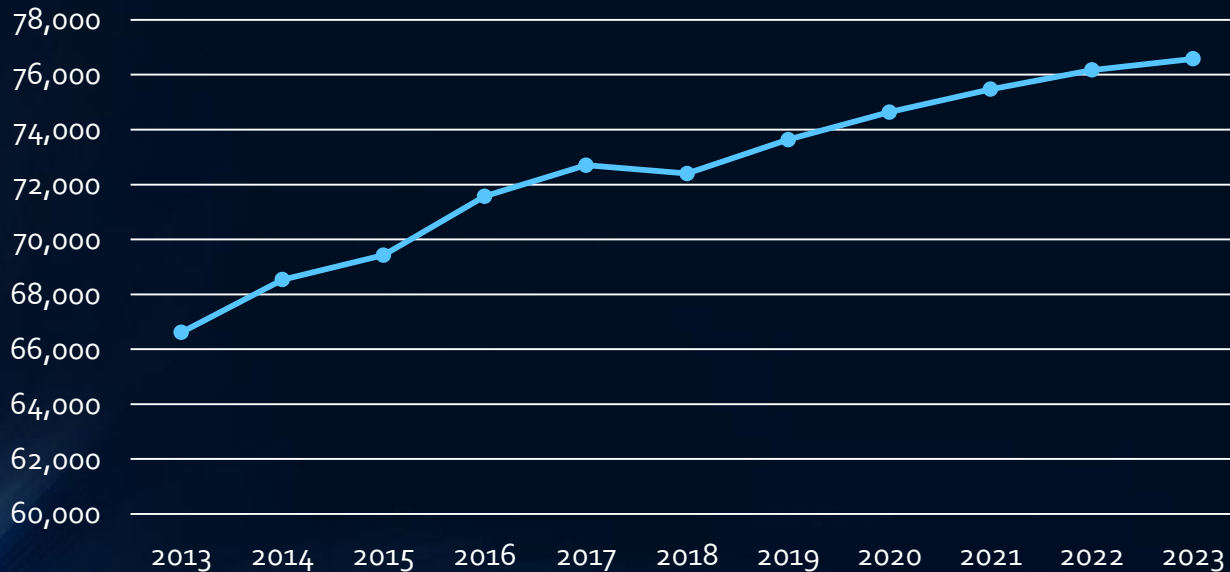


## 72,400 Total Jobs

➤ 8.7% increase 2013 - 2018

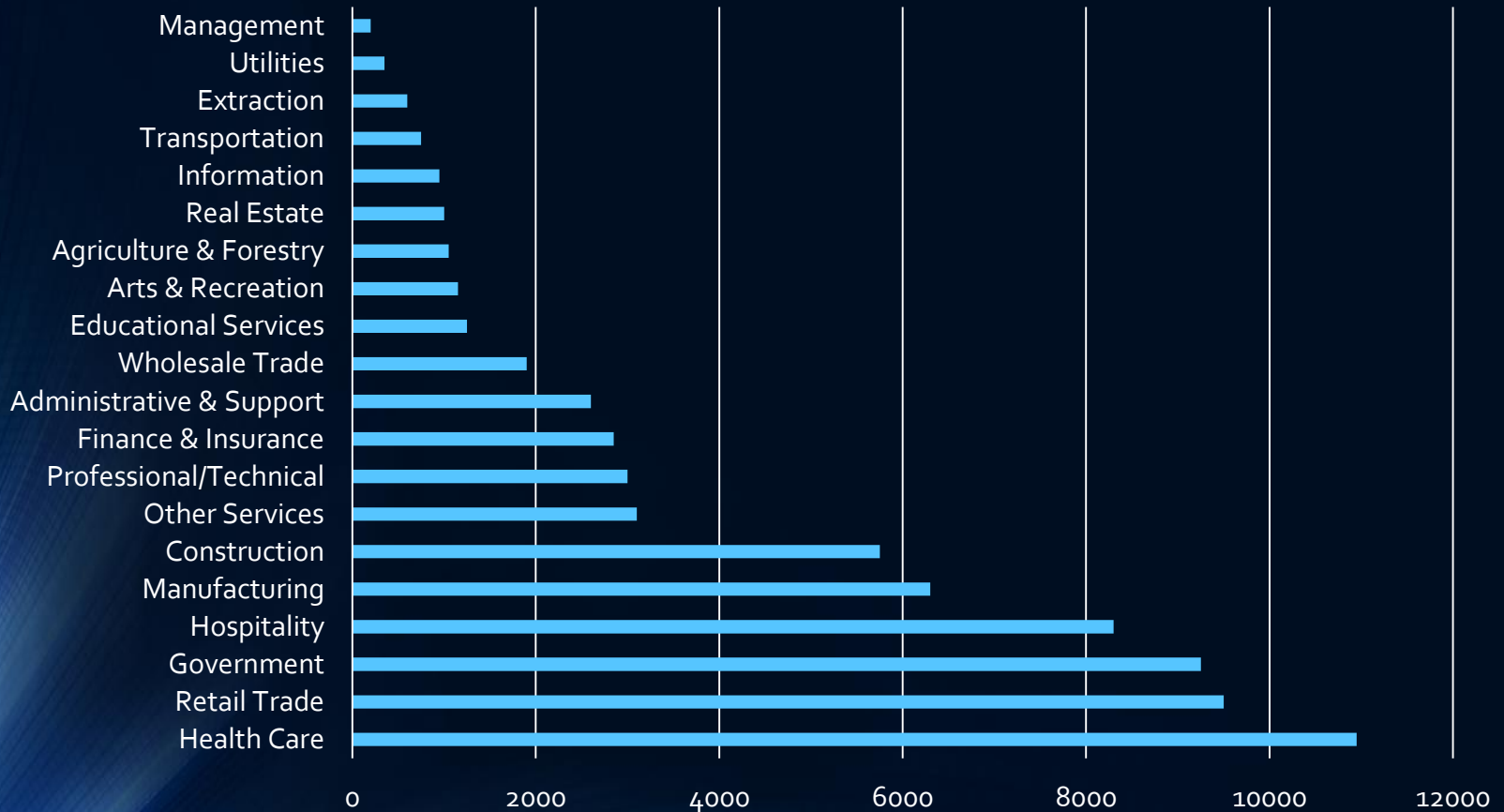
➤ 5.8% expected increase 2018 - 2023

Grand Traverse Regional Jobs (4-County)





## Industry Jobs (4-County)



## Grand Traverse Regional Economy (Grand Traverse, Leelanau, Benzie & Kalkaska)



\$55,900 Median Income

3.1% below state average



93.6 Cost of Living (index)

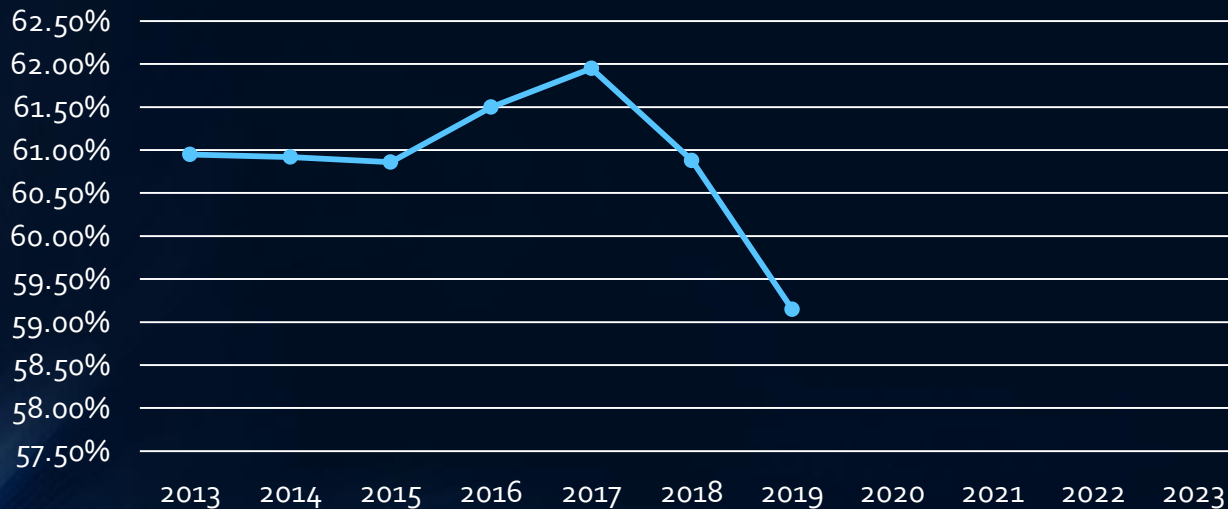
3.3% above state average



## 76,336 Total Labor Force

- Flat 2013 - 2018
- Declined in 2019, trend?

Labor Force Participation



## Grand Traverse Regional Economy (Grand Traverse, Leelanau, Benzie & Kalkaska)



56,313 Retiring Soon (ages 55+)

33% above US average



24,914 Millennials (ages 20-34)

19% below US average



## Population Trends 2010-2017

Age Group	GT County % Growth	US Average % Growth
Age 0 to 19 (children)	-5%	-1%
Age 20-34 (Young Adult)	13%	8%
Age 35-49 (Family Age)	-10%	-5%
Age 50-64 (Mature Workers)	13%	12%
Age 65+ (Retirees)	31%	23%



So... What should be done to address this?

The Grand Traverse Region needs to take a more strategic approach to economic development in order to grow a competitive, prosperous and sustainable regional economy.

## A DIVERSIFIED ECONOMY WITH FAMILY-SUSTAINING JOB OPPORTUNITIES

### **Create a Diversified, Value-Driven Economy:**

- We need to foster growth in traded industries that bring value to the economy from outside of the region.

### **Grow Regional Businesses that Creates Family-Sustaining Jobs:**

- We need growing firms, generating new wealth, and creating competitive-wage, year-round jobs.

### **Retain and Grow Number of Working Families in the Region:**

- We need to reverse the current trend of losing key working age people, which puts stress on local school systems, public liabilities, and exacerbates our growing workforce gap.

## PILLARS OF REGIONAL ECONOMIC GROWTH





## REGIONAL LEADERSHIP

Establish a Clear Strategy – Define economic development goals in the region

Set Specific Priorities – Focus efforts to best utilize our time, talent, assets

Preserve Quality of Life – Appropriate growth, taking into account;

- Health, Housing, Childcare, Environment, Education, Infrastructure



## BUSINESS EXPANSION

- Support and encourage company expansion efforts
- Build strong public-private partnerships to speed development
- Increase access to capital and be intentional about growth targets
- Represent voice of employers to local, state & national officials
- Leadership development; training, education, and industry councils
- Strategic events that foster productive community relationships



## TALENT ATTRACTION

- Promote family-sustaining, high-skill jobs
- Work to retain and attract talent critical for future success
- Welcome program for trailing spouses
- Create a more welcoming community for diversity
- Educate talent on breadth of employment opportunities
- Address wage/cost of living gap with employers
- Partner with education providers to develop programs



## BUSINESS ATTRACTION

- Market the Grand Traverse region as an economic destination
- Define the types of businesses to prioritize for attraction
- Connect site selectors and prospective businesses
- Raise our global visibility and promote regional assets
- Welcome strategy & hosting of prospective businesses





## SUPPORTING ROLES

- Entrepreneurship and Innovation
  - Support startups and entrepreneurs in economic development efforts
- Community Development
  - Engage business community in solutions for housing, childcare, etc.
- Commercial Development
  - Work with community partners to support appropriate projects
- Public Infrastructure
  - Partner with public bodies to identify gaps in attraction efforts

## REGIONAL ECONOMIC DEVELOPMENT

Economic Diversification; reduces our vulnerability to industry/market cycles

Capital Investment; leads to increased tax base for regional governments

Stronger Economy; makes region less dependent on state/federal resources

Talent Attraction; retains and increases working-age population (and kids)

**A MORE RESILIENT, DYNAMIC & VIBRANT REGION**

## PUBLIC / PRIVATE PARTNERSHIP

Representation; Municipalities have voting seat on board

Definition; Detailed Professional Services Agreement

Coordination; Strengthened relationship with EDC and DDA

# QUESTIONS?

TraverseCONNECT 

Warren M. Call  
President & CEO