

# Economic PROSPERITY FOR *all*

MICHIGAN CITY, INDIANA



## 2019 ANNUAL REPORT

Economic Development Corporation Michigan City



# WELL DONE

## *Michigan City*

**2019** was monumental in a number of ways. Michigan City saw large private capital investments, creative business education partnerships like the award-winning Compressed Air Academy and numerous new retail stores and restaurants calling the Uptown Arts District home.

Our board of directors also embraced a unanimous decision to undertake an economic development strategic action plan for the next 5 years. Results were not surprising – but confirmed some things we needed to hear and recommendations on what was needed to advance Michigan City to the next level. The board is ready to act.

2020 will begin the implementation of our action plan that will seek to identify tactics to improve our community and economic development assets. To sustain the economy, we need to broaden the base of manufacturing and add further diversification.

The EDCMC will focus on areas to strengthen connections between businesses and suppliers and attract companies to the city which will complement existing businesses already present here.

We undertake this paradigm shift with the understanding it will take time and financial resources. In tandem with this new strategic action plan is the reality – we will need to find a way to not only retain our homegrown talent, but also attract workers from outside Northwest Indiana. People who will come here to fill the jobs being created.

This approach is not revolutionary as an idea. What is revolutionary – we now have the people, the board and investors around us that believe in the vision and see this is the right time to get this job done.

The EDCMC's mission is to create an economically vibrant community and we have already started. Thanks to advanced manufacturing, health-care, hospitality and tourism, our industry sectors, we have a diverse economy that can provide jobs at all levels for our residents.

Sincerely,



Clarence L. Hulse

### TEAM



**CLARENCE HULSE**  
Executive Director



**JENILEE HAYNES-PETERSON**  
Economic Development Manager



**MICHELE HYLAND**  
Office Administrator



*Michigan City is a place where commerce  
and industry can prosper and grow.*

## 2019 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

#### CHAIR

Stephanie Oberlie

*President & COO, Harbour Trust & Investment Management*

#### VICE CHAIR

Linda Simmons

*Director of Marketing, Visit Michigan City LaPorte  
Conventions & Visitors Bureau*

#### TREASURER

Dennis Kuhn

*Executive Vice President, Horizon Bank*

#### PAST CHAIR

Bill Hackney

*Publisher, The News Dispatch*

### BOARD OF DIRECTORS

Don Babcock

*Director Economic Development, NIPSCO*

Tim Bietry

*Councilman, Michigan City Common Council*

Rick Dekker

*CEO, Dekker Vacuum Technologies, Inc.*

Barbara Eason Watkins

*Superintendent, Michigan City Area Schools*

Tim Haas

*President, Haas & Associates Consulting Engineers, LLC*

Bill Kaminski

*Attorney, Newby Lewis Kaminski & Jones*

Dean Mazzoni

*President & CEO, Franciscan Health – Michigan City*

Ron Meer

*Mayor, City of Michigan City*

Anna Radtke

*Manager, Bridges Waterside Grille*

Brenda Temple

*General Manager, Blue Chip Casino, Hotel, and Spa*

Brian Tyllisz

*Vice President, Sales, Sullair a Hitachi Company*

### ABOUT THE ECONOMIC DEVELOPMENT CORPORATION MICHIGAN CITY

#### MISSION STATEMENT

To develop and implement seamless policies, procedures and programs for **economic** and **community** development that drive systemic and long-term viability through collaboration and consensus with our stakeholders and community resources.

#### VISION STATEMENT

To assure the long-term **viability** of Michigan City with a **healthy** and **robust** business environment, **modern** public infrastructure, a **stable** tax base, outstanding customer service and **quality** human, technical and financial resources so that local leaders are able to sustain needed change.

#### OBJECTIVES

- Workforce Development & Education
- Business Retention & Expansion
- Business Attraction & Development
- Integration with Community Development
- Organizational Sustainability





# BUSINESS STARTS *Here*

## NORTHWEST INDIANA SMALL BUSINESS DEVELOPMENT CENTER

Each year, several individuals approach the EDCMC with hopes of opening a business. Our economy is powered by the small business owner, and the EDCMC is here to help. One of the key players to assist our future entrepreneurs is Lorri Feldt, Regional Director of the Northwest ISBDC. When we receive that first call asking how to start new company, we call the ISBDC to be the guide through business plans, the need for capital, and how to market. Lorri uses the EDCMC Conference Room to counsel potential clients. In 2019, she met with **31** clients, **6** of these were existing businesses, and **5** started their business within the calendar year. Of the **31** clients: **12** were African American, **10** were women, and **1** was a Veteran. The new business starts were: Marvelous Cuts, Social Que BBQ and Catering, Static Age, Boss Revolution, and Myke G's Shoe Shine.

Three workshops were offered last year:

- Start-up 101
- Improve your Restaurant Operations
- HUBZone.

## REVOLVING LOAN FUNDS

The Michigan City Revolving Loan Fund began as a way to provide capital to small businesses that had challenges getting institutional financing. There are currently 4 Michigan City businesses utilizing this loan.





## KEY PARTNERS

- City of Michigan City
- Michigan City Chamber of Commerce
- Ivy Tech Community College
- Purdue University MEP
- Purdue University Northwest
- Indiana University Northwest
- Michigan City Area Schools
- LaPorte County Career and Technical Education
- LaPorte Economic Advancement Partnership
- Michigan City Mainstreet Association
- Northwest Indiana Small Business Development Center
- NWI World Trade Alliance
- Visit Michigan City LaPorte CVB
- WorkOne of Northwest Indiana
- Center of Workforce Innovations
- Northwest Indiana Forum
- Indiana Economic Development Corporation
- Site Selector - Nationwide
- Commercial Realtors
- Northern Indiana Human Resources Association
- Select Chicago
- LaPorte County Office of Community

***{ The EDCMC is the first stop for many businesses when they need assistance. }***



# GROWTH & *New Construction*

## BUSINESS RETENTION & EXPANSION PROJECTS

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Interacting with local businesses is a key objective for the EDCMC. Through our organization's Business Retention and Expansion (BR&E) program, we strive to meet with our business community to ensure that they receive the necessary support and attention with their needs/issues to compete in the global marketplace.



Our BR&E program offers assistance and provides information in the following areas:

- Local, regional, and national incentive programs
- Identify and market to supplier networks
- Workforce Development
- Education Opportunities
- Small Business Assistance
- Updates about local infrastructure, business environment, and quality of life
- EDCMC acts as a liaison between local business and city government

*We conducted 53 Business Retention visits in 2019 which covered numerous topics.*



***The retail, restaurant, and service sectors continue to pop up in Michigan City with over \$2.1 million combined capital investments from these businesses in 2019.***



## BR&E PROJECTS & ESTIMATED INVESTMENT



### Meyer Glass & Mirror Company

- \$40,000 in new equipment
- 3 New Jobs
- 22 Retained Jobs



### Sanlo

- \$1,045,950 Million Investment
- 78 Retained Jobs



### Sullair A Hitachi Group Company

- \$33 Million Capital Investment
- 33 New Jobs
- 80,000 SF new bldg.



### Mikropor America, Inc

- \$2,318,250 Million Capital Investment
- 175,000 Square Feet
- 6 New Jobs
- 10 Retained Jobs



### Shell Catalysts & Technologies

- \$34.5 Million Capital Investment
- 2 New Jobs
- 48 Retained Jobs

## NEW PROJECTS & ESTIMATED INVESTMENT



### Fluid Coffeebar and Roasting Lab

- \$500,000
- 3,000 SF
- 20 new jobs



### Marbach

- \$4,295,000 Capital Investment
- 30 New Jobs
- 24,000 Square Feet



### Tempesta Media

- \$100,000 Capital Investment
- 2,500 SF
- 10 New Jobs



### Leeds Public House

- \$1,500,000 Capital Investment
- 10,000 Square Feet
- 20 New Jobs

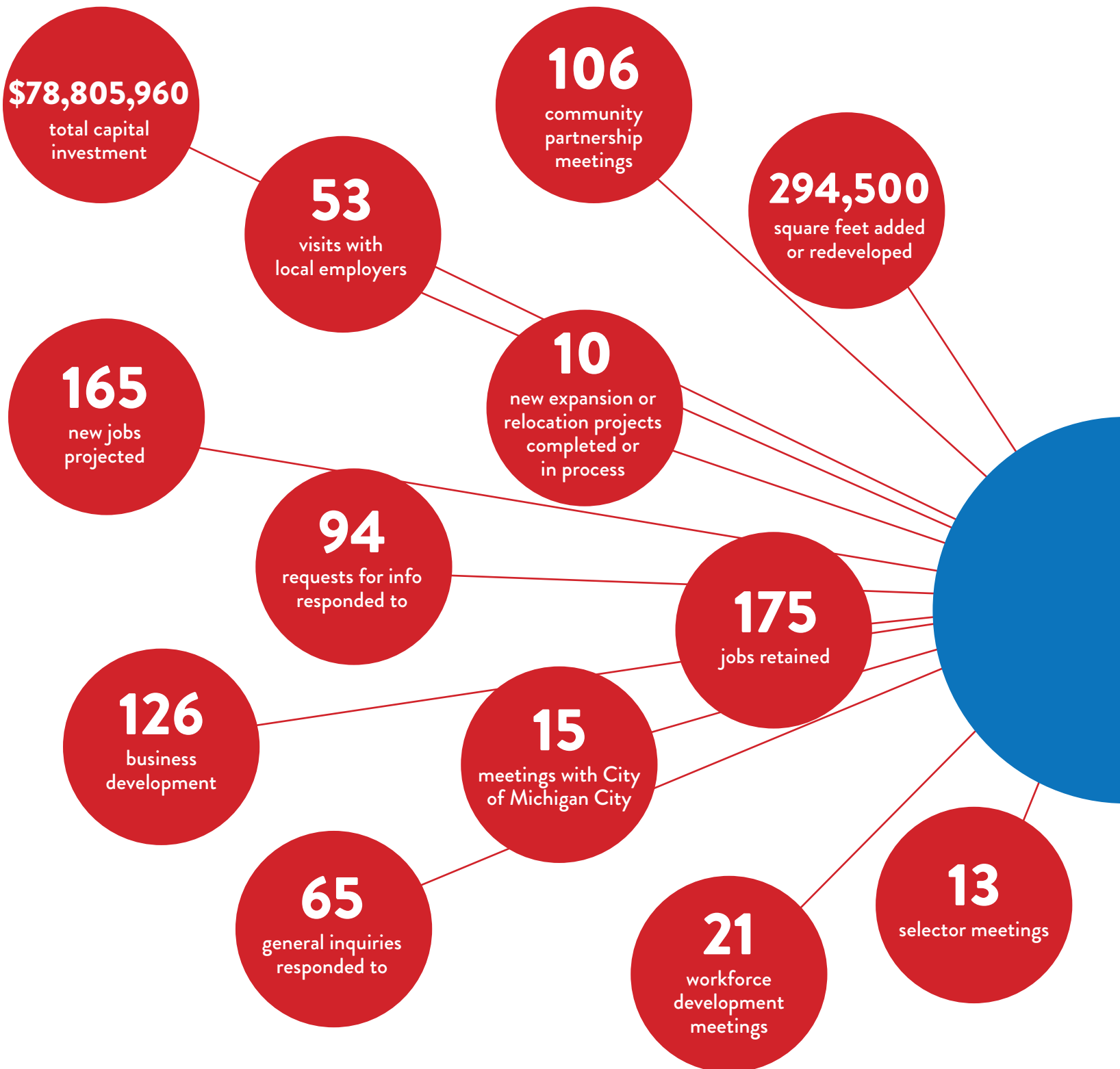


### PHM Brands, LLC

- \$2,006,760 Capital Investment
- 41 New Jobs Projected
- 17 Retained Jobs
- Purchased and Revitalized Prinova Plant



# ECONOMIC DEVELOPMENT *Activity*



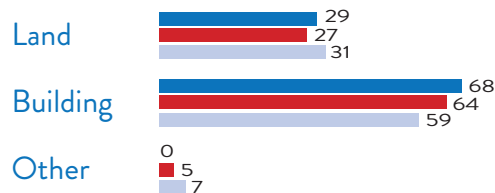
*Working hand-in-hand with businesses, whether new or existing, the EDCMC is proud of the impact our work makes in the community.*



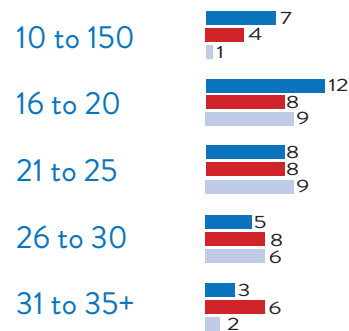
## LEADS & REQUESTS

Many of our business inquiries are specific to finding real estate available in or around Michigan City. The EDCMC maintains a database of a variety of commercial properties for sale or lease in the area. We also track the requests for property that come to us, so we may have a better understanding of the types of facilities that are needed for development.

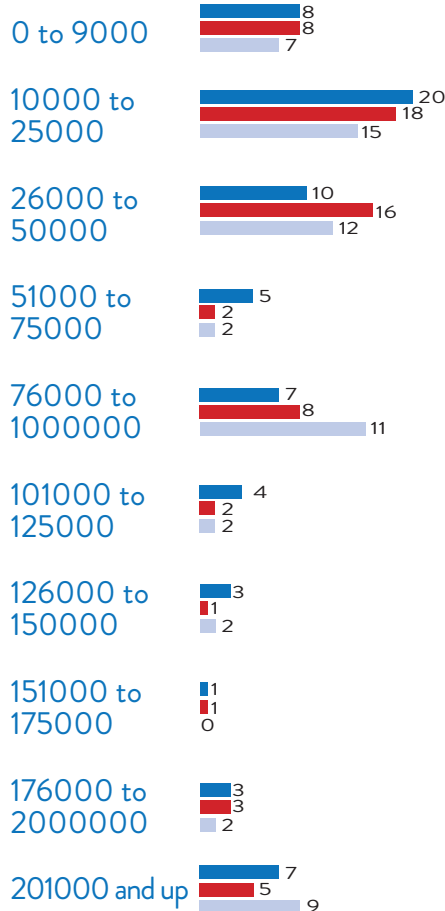
## TYPE OF PROPERTY REQUESTS



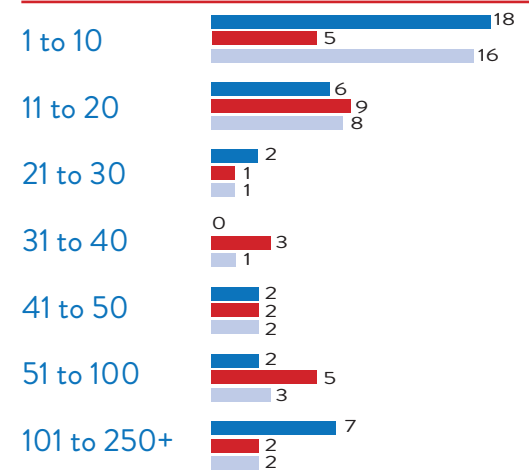
## CEILING HEIGHT REQUESTS



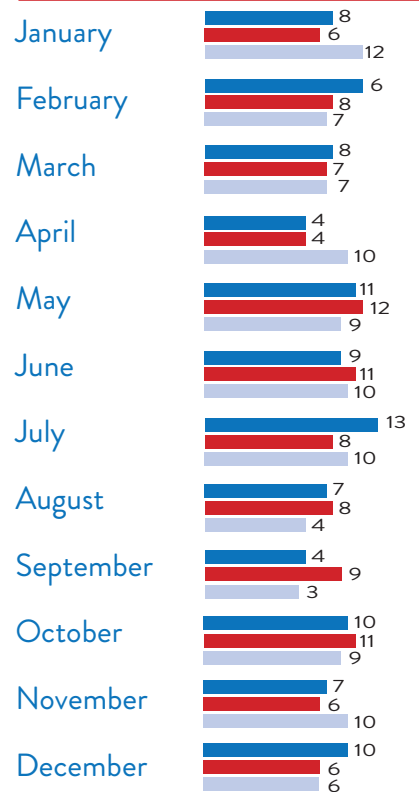
## SQUARE FOOTAGE REQUESTS



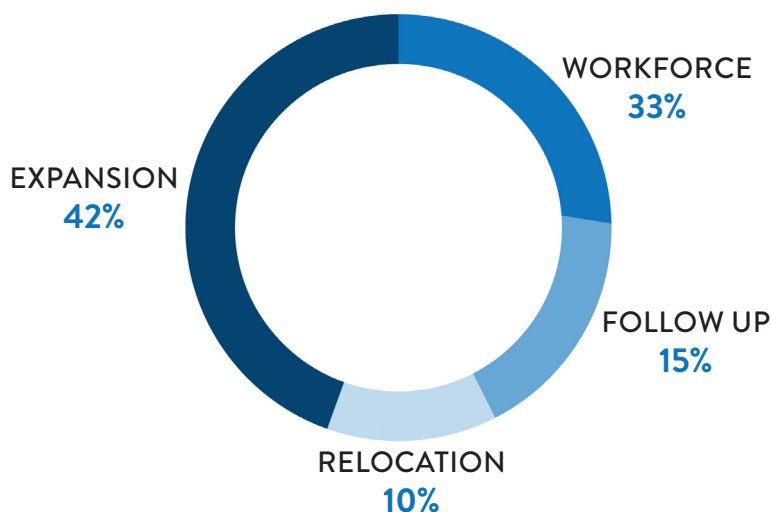
## ACREAGE REQUESTED



## MONTH RFI RECEIVED

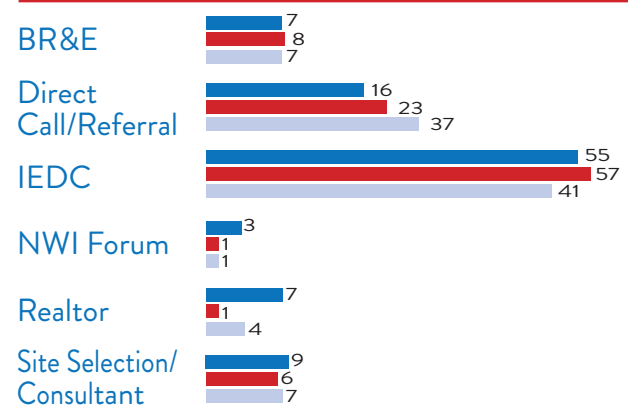


## 2019 BUSINESS RETENTION & EXPANSION



During our Business Retention and Expansion visits we discuss several topics with current employers. Expansion remains the top focus of discussions. In 2019, workforce became a priority to aid in the expansion of businesses.

## SOURCE OF RFI





# WORKFORCE DEVELOPMENT

## *Building a Pipeline*

The 2019-2020 school year was the official launch of the Michigan City High School Compressed Air Academy, which will prepare students for entry-level positions within the compressor/vacuum industry upon graduation. This is an industry with a strong presence in La Porte County; ranking first in Indiana and 11th nationally and is continuing to grow. The idea for the Compressed Air Academy began at the EDCMC in late 2017 following the completion of a study about the cluster of compressed air companies in the area and the industry's growing need for skilled workers, which already employs over 2,000 workers. The EDCMC approached Dr. Barbara Eason-Watkins, Superintendent of Michigan City Area Schools, and with the support of 5 local businesses related to the industry donating equipment and support, the Compressed Air Academy took form.

The Academy offers students a two-year program, with students able to earn as many as 5 Manufacturing Skill Standards Council (MSSC) certifications and 1 National Center for Construction Education and Resources (NCCER) certification, including a Certified Production Technician (CPT). Thanks to a partnership with Ivy Tech Community College, these high school students can also earn up to 6 dual credits towards col-

lege through the program. During the program, students visit different companies and hear from speakers/trainers in the field. Students also have hands-on learning opportunities at local industrial facilities. In the Academy itself, the students work with an industry-grade donated air compressor and vacuum systems. The Academy space features a flex lab to be used for compressed air and vacuum projects, a construction classroom, and a classroom dedicated to computer integrated manufacturing, engineering, and advanced placement computer science.

In its inaugural class, the Compressed Air Academy is currently serving 45 students. According to teachers, the skills students learn in this program offer a variety of opportunities in the fields of industrial maintenance, machining, manufacturing, and more. By the end of the two-year program, these students will be eligible for apprenticeships and/or employment with industry partners so they can get to work right away. Students may also continue with Ivy Tech, or other technological schools, to pursue pathways and certifications in Mechatronics, Automation, and Robotics, Industrial Electronics or Industrial Mechanics, and/or an Associate of Applied Science (AAS) degree from Ivy Tech Michigan City.

***Business education partnerships to respond  
to business and manufacturing needs.***





## MADE IN LAPORTE COUNTY

2019 was the 12th year of the Made in La Porte County expo, a joint event hosted by the EDCMC, the La Porte Economic Advancement Partnership, and the Unity Foundation of La Porte County. This event, held in October each year, brings together school students and the local business community in order to help students think about their futures and explore career opportunities right here where they live.

This year, over 2,600 students from middle through high school grades attended the event, as well as a number of community members since the event is open to the public. 43 local companies and manufacturers were on hand with booths set up so that company representatives could talk one-on-one with students and show them what the company makes, what skills and talents the company needs, and how students can best prepare now for a promising career in La Porte County.



## SKILL UP

La Porte County Skill UP Network, a collective impact strategy designed in 2018 and initially funded in part by a grant from the Department of Workforce Development, continues to support the workforce needs of manufacturers in La Porte County through the development of talent in schools as well as providing training in needed skills for adults. EDCMC, along with our many education and business partners, are strong members of this collective. The programs provided by the La Porte County Skill UP Network include welding, automotive technologies, metal works, and more. The grant is to help La Porte County residents continue to grow, gaining respective industry certifications that will advance their career as the industry evolves.



## MICHIGAN CITY PROMISE SCHOLARSHIP

The Michigan City Promise Scholarship is helping even more students pursue educational opportunities they did not think they could achieve before the scholarship. The scholarship is now in its third full year with 53 students awarded scholarships in 2019/2020 totaling \$202,758. Program to date has assisted 66 students totaling \$471,953. This year, the Promise Scholarship was named one of the “Best Practices in Talent Retention Strategies” at the Mid America Economic Council Best Practices Con-

ference by Ady Advantage, a site selection, and marketing consulting firm. The Michigan City Promise Scholarship offers up to \$5,000 per year, renewable for 4 years, to eligible MCHS seniors who will be attending a regionally accredited college, university, post-secondary educational program or vocational school in the State of Indiana.





# INVESTORS

## *Making All the Difference*

*Special thanks to these generous INVESTORS who are committed to supporting economic development efforts in Michigan City and LaPorte. The funds will be used to continue an aggressive Economic Development Program of Action that includes new business attraction, existing business retention, research and marketing.*

### PLATINUM LEVEL \$10,000+

Arconic  
Horizon Bank  
Indiana Kentucky Ohio Regional  
Council of Carpenters (IKORCC)  
NIPSCO  
LaPorte Hospital  
Sullair

### DIAMOND LEVEL \$5,000+

Accurate Castings  
American Licorice  
Chicago South Shore &  
South Bend Railroad  
Franciscan Health/Michigan City  
Visit Michigan City LaPorte  
NECA/IBEW  
Space Center  
Tonn & Blank

### GOLD LEVEL \$2,500+

1st Source Bank  
Dekker Vacuum Technologies, Inc.  
General Insurance Services  
Holladay Properties  
Jaeger-Unitek  
Michigan City Chamber  
of Commerce  
Regional Development Company  
RQAW  
Walsh & Kelly  
Woodruff & Sons, Inc.

### SILVER LEVEL \$1,000+

American Renolit  
American Structurepoint  
Don & Cindy Berchem  
Centier Bank  
Cressy Commercial Real Estate  
CRI-Criterion  
Fidelity National Title  
First Merchant's Bank  
First Trust Credit Union  
G.M. Fedorchak & Associates

Greater Indiana Title Company  
La Porte Economic  
Advancement Partnership  
H W Lochner  
Harbour Trust & Investment  
Haas & Associates  
Hickman, Williams & Co  
Kabelin Ace Hardware  
Kingsbury Utility  
KTR

Larson Danielson  
McColly Bennett Commercial  
Meridian Title  
Michigan City Paper  
Box Company  
Newby Lewis Kaminski  
and Jones  
News Dispatch/Herald Argus  
Oehmstead Company  
Pioneer Pier

PNC Bank  
Pyramid Equipment, Inc.  
Rieth Riley  
Rowley & Comapny  
SEH, Inc.  
Sullivan Palatek  
The Antero Group  
Unity Foundation  
Winn Mchine

### COPPER LEVEL

Abonmarche  
@Properties  
Barry McDonnell  
Business Development  
Company (BDC)  
Cender & Co.  
Center of Workforce  
Innovations

Community Dynamics  
Compress Air  
CLH, CPAs & Consultants  
Edward Jones/Jon Salisbury  
Environmental, Inc.  
Guardian Couplings  
LaPorte County Association  
of Realtors

Kemp's Office City  
McKay Printing  
Monosol  
New York Blower  
Packaging Logic  
Parkison & Hinton Inc PC  
Pioneer Lumber  
RE/MAX Tom Larson

Ron Meer  
Sager Metal Strip Co  
Schmitt & Kaylor  
SevenOk's  
Shewsberry & Associates  
Strategic Managment  
Vermillion Development  
Vanair



# INVESTORS APPRECIATION

## INVESTMENT CAMPAIGN THANK YOU SOCIAL

On March 25th we thanked our investors for another successful year by hosting an after hours cocktail reception at Patrick's Grille on Franklin Avenue. Over 100 guests came out to celebrate more new investments and more re-investments into the City. The Mayor of Michigan City was there to express his gratitude to the people who make this possible. Held in conjunction with LEAP, this annual event allows for great networking. Over the past three years, both organizations have been working on economic development initiatives including new business attraction, existing business retention and expansion, research, and marketing. This unique partnership is successfully helping to position both communities as locations of choice for new business investment and existing business growth.

While both organizations contract with their respective cities of La Porte and Michigan City to perform economic development activities, funding from the business community is essential to continue these expanded and new aggressive economic development initiatives planned through this pivotal joint program.

Both organizations play key roles in ensuring successful projects, as well as advancing the revitalizations of both cities' downtowns. The joint program will ultimately result in enhancing the overall vitality and quality of life in the greater La Porte and Michigan City areas. If you would like to learn more about becoming an investor, please visit our website [www.edcmc.com](http://www.edcmc.com) or email [info@edcmc.com](mailto:info@edcmc.com)



# STRATEGIC *Plan*

In July, EDCMC finalized a new long-term strategic economic development plan, titled *An Agenda for Economic Prosperity*. The new plan is action-oriented, quickly establishing the necessary groundwork and laying out the priorities and steps needed to continue Michigan City's growth and improve its position and competitiveness in the shifting global economy. Key to *An Agenda for Economic Prosperity* are the ideals of cooperation among local government, education, and organizations as well as a focus on **economic inclusion and equity for all residents**.

Cities with strong economies understand that economic inclusion is not just a social agenda, rather it is a long-term solution that improves quality of life for everyone. These communities have incredible untapped talent, creativity, and business savvy. They need the tools, capacity building, and opportunity to transform their moxie into revenue,

profitability, and ultimately wealth. An eye on inclusion will ensure the long-term health and growth of Michigan City. Inclusive economic development where all segments of society can participate in Michigan City's economic rebound, a proven path to economic revitalization. Key elements of Michigan City's economic inclusion strategy must include:

- Targeted workforce training in concert with private industry;
- Access to clients and capital to help local small business scale;
- Affordable housing to make living in the city accessible for low and moderate income residents;
- Thoughtful transportation solutions to ensure that workers can get to jobs; and
- A long-term commitment to ensuring access to economic participation for all residents.

## TENETS

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The tenets of Michigan City's 2019-2023 Strategic Action Plan - *An Agenda for Economic Prosperity* were unanimously adopted by the EDCMC Board of Directors, and city officials expressed their excitement to continue collaborating to create a next-generation economy to benefit all of Michigan City's residents.

- Workforce Development & Talent Attraction
- Placemaking
- Aggressively Tell The Story
- Economic Modernization

### Workforce Development & Talent Attraction:

Talent continues to be the most important driver of location decisions for businesses, so the communities that succeed will be the ones that invest in and cultivate their workforce. Michigan City will pursue that goal through the eight actions identified in the plan, including building sector-specific partnerships toward workforce development, launching a targeted campaign for young professionals, and partnering with industry to create a world-class robotics lab.

### Placemaking:

Ensuring a community not only has attractive amenities but also that those amenities--and the city itself--are clean, safe, beautiful, and accessible are paramount to that community's success in terms of tourism, enriching the lives of residents, and attracting new talent and investment. The plan identifies five initiatives that will help guide Michigan City towards a greater quality of place.

### Aggressively Tell The Story:

The story of Michigan City must be one of economic opportunity, business growth, and quality of life--the kind of community where one can prosper socially, financially, and personally. Through the four actions identified in the plan, Michigan City will be empowered to tell that story to current residents, tourists, part-time summer residents, and visiting executives.

### Economic Modernization:

Michigan City must pivot from an older industrial city to a next-generation community, fusing its traditional efforts in manufacturing and tourism with emerging opportunities while encouraging entrepreneurship such that all residents can thrive. The plan identifies six priorities to support traditional business development and four to support entrepreneurship and small business growth.





***“An Agenda for Economic Prosperity is a blueprint for action to move Michigan City forward, improve the business climate, and increase economic prosperity and equity for all residents.”***

*- Clarence Hulse, EDCMC Executive Director*



# BUSINESS &Community Development

## MICHIGAN CITY COMMERCIAL & INDUSTRIAL BROKER UPDATE

In February, we hosted a Commercial & Industrial Broker Update at the Michigan City Police Department Community Room. Dan Botich of SEH of Indiana, LLC was the guest speaker discussing the topic of “Cost of Doing Business: Indiana vs. Illinois.” Matt Saltanovitz, of IEDC, Craig Phillips, of The City of Michigan City, and Joe Rurode, of the NWI Forum also provided updates. Approximately 50 people attended the seminar. A delicious breakfast from Panera was sponsored by 1st Source Bank.



## RESTAURANT 101

Tourism is a driving force in Michigan City, with over 30 new, independent, locally-owned restaurants in our downtown. EDCMC gets several phone calls, emails and even walk ins for people looking to start a new restaurant. We decided to team up with the Lorri Feldt and the ISBDC to create a “Restaurant 101”. Basically, everything a new or even current restaurateur needs to know in order to have a successful business here.

## JOB FAIR

For the third year, the EDCMC partnered with the Chamber of Commerce, WorkOne, and the City of Michigan City to provide a free event for employers to find new employees. Michigan City has the jobs – we are in need of the people. The Blue Chip Casino provided a spacious backdrop for over 81 employers to meet with over 300 potential candidates. From hospitality to manufacturing, Michigan City needs people to fill several jobs.







SERA  
SOLUTIONS  
JULY 11



4411  
NOVEMBER  
1



CENTIER  
BANK  
AUGUST 27



MARBACH  
SEPTEMBER  
18



BLUE  
CHIP  
CASINO  
OCTOBER  
17

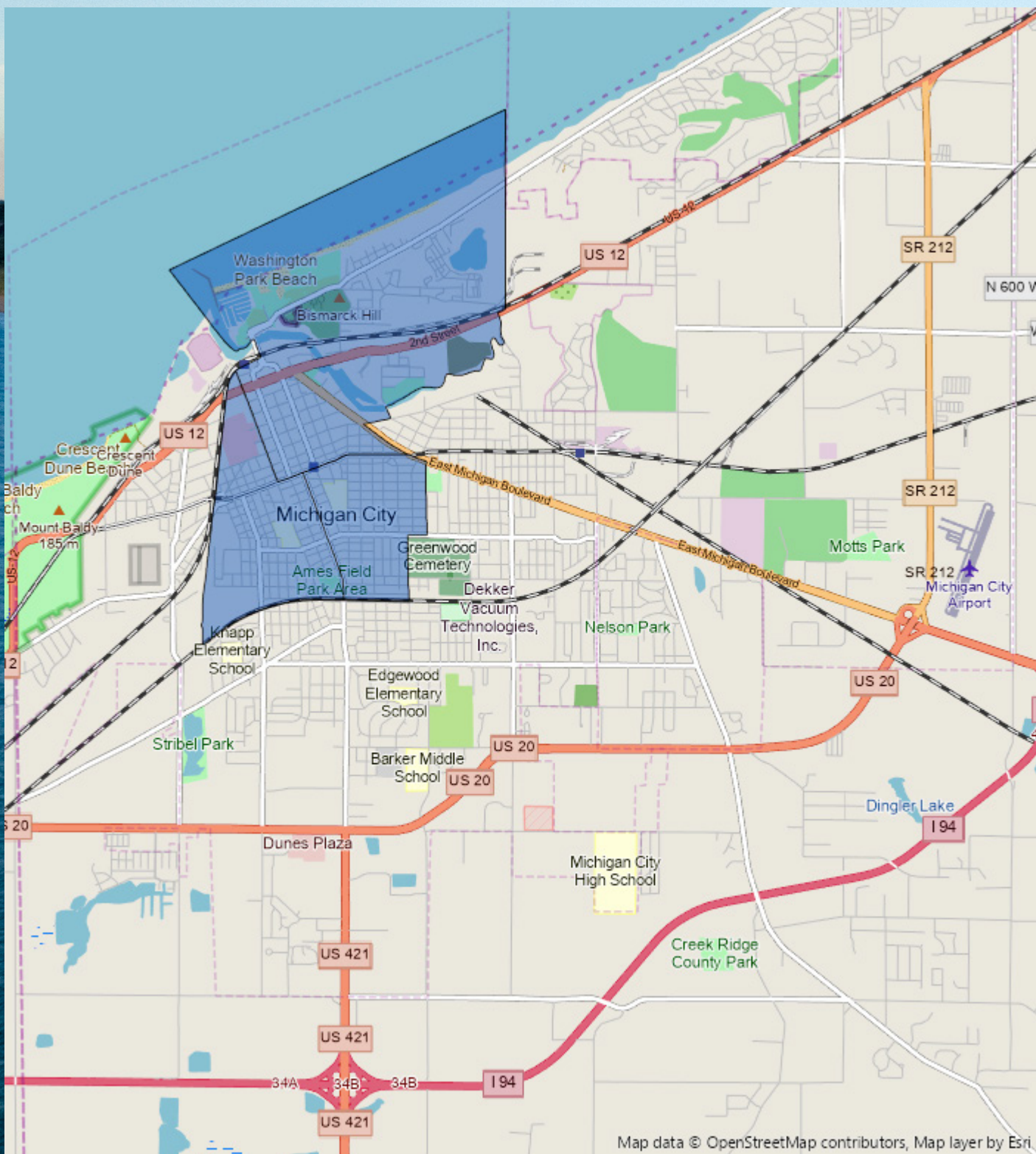


SULLAIR  
OCTOBER  
4



# OPPORTUNITY ZONES

Opportunity Zones were created in 2017 with the passage of the Tax Cuts and Jobs Act, allowing state governors to nominate certain census tracts to be certified as officially designated Opportunity Zones by the U.S. Department of Treasury. Indiana currently has 156 officially designated Opportunity Zones, three of which are located in Michigan City. Opportunity Zones incentivize investment by providing federal capital gains tax advantages to those businesses that invest in these areas, which helps to attract capital investment into areas that are economically distressed. There are also state and local incentives available to eligible companies and investors.





## MICHIGAN CITY'S OPPORTUNITY ZONES

- 3 census districts designated as Opportunity Zones
- Approximately 3 square miles
- Total OZ population of 7,617, with a surrounding city population of 31,352
- Low cost of living and tax rate in the area
- City average household income of \$50,736

## SITES PRIME FOR DEVELOPMENT

- 11th Street Train Station
- 5th and Pine Street
- You Are Beautiful
- Trail Creek Corridor
- 2 Cadence Park Plaza
- 126th E 4th Street
- 232 W 7th Street
- 8th Street & Michigan Blvd
- 5th Street & Michigan Blvd
- 1001 W 10th Street
- 401 Washington Street

## INVESTOR BENEFITS

Opportunity Zones offer federal capital gains tax advantages that get better with time:

- Under 5 Years: A temporary deferral on the payment of existing capital gains tax until the end of 2026, or the year Opportunity Fund investment is sold or exchanged if beforehand.
- 5 to 7 Years: Temporary tax deferral and 10% reduction on capital gains taxes owed if the asset is held for a period of five years.
- 7 to 10 Years: An additional 5% reduction (15% total) on capital gains taxes if the asset is held for a period of seven years.
- 10+ Years: A full tax exemption on the investments made into the Opportunity Zone Fund provided the investor stays invested in the fund for at least 10 years.

For more information regarding the opportunity zones, related incentives, and incredible opportunities they provide visit our website and read the prospectus at:

[WWW.EDCMC.COM](http://WWW.EDCMC.COM)





*Create. Play. Repeat.*

The heart and soul of Michigan City reside in its people and their passion for creativity and fun. Artisans, makers, and craftsmen have set sail for Michigan City's free-spirited culture, creating a melting pot of eclectic boutiques, art galleries, street festivals, great food, fresh brews, live music, and a vibrant nightlife. Let your adventure begin at the Indiana Dunes National Park and explore the singing sand beaches and hiking trails on the shoreline of Lake Michigan. Whether you are looking for a relaxing beach town vacation or ready to shop and explore,

*Michigan City is your destination.*



Visit **MyMichiganCity.com**

