

EDC Mission: The Frankenmuth Economic Development Corporation (EDC) facilitates economic opportunities to preserve and attract investment, fostering community sustainability and resiliency.

Play Book: The EDC recommends three major tasks to foster successful economic development

- 1.) Encourage entrepreneurial ventures to retain and support the expansion of existing businesses and to attract new businesses
- 2.) Facilitate new housing investment to address needed housing shortages, to diversify the housing mix, attracting younger residents and families
- 3.) Develop an umbrella marketing campaign for attracting investment: commercial, residential, general development.

1. Business, Talent & Entrepreneurialism

Complete the Frankenmuth Business Park Infrastructure. By 6/30/20; Committee & City Staff

- ✓ Site Readiness Grant Awarded 9/1/19.
- ✓ Out to Bid 1/15/20 (Staff)
- ✓ Construction Done
- ✓ ~~Brewery Agreement: (Staff & City Council)~~ 12/31/19

Know What is Available

- Update the Available Development Land and Building Inventory; Basic Listing Complete. More Robust Listing 7/1/20 (Staff & Prop. Owners.)
- Network the availability of the sites. Maintain Saginaw Future & Zoom Prospector Listings. (Ongoing; Staff)

Prioritize

- Select the top 3 priority sites for development. (EDC, Dec 31 2019)
- Create lists of preferred uses, incentives and marketing. Plan (EDC, Planning, Staff, Council) March 2020)

Talent

- Survey businesses to gather data on 1.) Labor needs, 2.) Employee home zip codes and 3.) Employee interest in living in the 48734 /zip code. (Feb 2020. Committee & Staff)
- Create an “existing skills available” and “skills needed” data base. (April 2020)

2. Housing Development

Inventory available land for housing development and detail owner interest in selling and infrastructure needs

- Dovetail with Available Development Land & Building Survey (Staff, 7/1/20)
- Define Needs and Budget for Infrastructure Improvements. (DPW Staff, 1/31/20)

Commission a Housing Study

- Host Real Estate Focus Group to determine what we need to know (Cmte, Jan 2020)
- Research firms who do studies (Cmte Jan 2020)
- Establish Budget and Define how to pay for it. (Cmte Mar 2020)
- Hire Consultant (EDC, July 2020, Council)
- Complete Study (December 2020)

Review zoning code requirements for housing development.

- Share info on available land with Planning and DDA. Get their input on “study” needs and opportunities. (Staff, Nov 2019)
- Review Ferris State Recommendations. What’s Next (Cmte, Planning Commission; June 2020)

Investment Attraction Marketing

Complete a community survey.

- Coordinate with City Council’s Heart & Soul initiative. (Begin Jan 2020. Community Wide. EDC, DDA, Chamber, Planning, School District)
- Timeline for Survey Completion June 2020. More information needed.

Develop umbrella marketing campaign (EDC/Marketing Committee)

- Identify Marketing Committee (June 2020; EDC)
- Review Community Survey: What are top attractors for investment (biz, resident, visitor)? (Sept 2020)
- Define how to apply an umbrella marketing campaign to Business/Housing Development (Dec 2020)
- Who can do this work? What will it cost? (Dec 2020)
- Establish Budget & Identify Fund Sources (March 2021)
- Company on Board (July 2021) (Council Approval Required)





The Annual Report to the Frankenmuth City Council

August 11, 2020 DRAFT

EDC Members

2018-19

John Benson

Councilwoman Beth
Bernthal-Reindel,

Joe Cramer

Mike Fassezke

Jamie Furbush

Mike Grossi

Tim Hildner,
Frankenmuth Township
Supervisor

Todd Jennings

Abby McClellan-Curtis

Jeff Monchilov

Brandon Muller

Chris Rittmueller,
Chairman

Councilwoman
Vickie Schmitzer,

Michael Southgate

Tamara Tsulaia

Ex-Officio

Bridget Smith
City Manager

Joann Crary,
Saginaw Future

Sheila Stamiris
DDA Director

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Highlights & Activities of the Board of Directors August 2019 through July 2020

The EDC focused on these initiatives over the past year:

- Adding new board members
- Implementing the “Build Ready” Grant Project at the Business Park
- Developing a Tax Abatement Policy for Council use; Recommending for approval the first tax abatement application under the new policy.

New Board Members. The Board received with regret the resignation of original board member, Jerry Thompson in December. Thompson was a positive advocate for the EDC’s role as think tank to the City Council and on behalf of the development of the Business Park. After consideration of applications for the open seat, the Board recommended successfully to the City Council the appointment of Todd Jennings, Jeff Monchilov and Michael Southgate, increasing the board membership to 15, as allowed in the bylaws.

Build Ready Grant: Keystone Street. With the approval of the MEDC Build Ready grant, the City approved a contract with Mid-State Excavating to construct the new road and the upsized storm drainage system. Beginning work in May 2020, the project was completed in seven weeks: in budget and on time.

Tax Abatement Policy. The EDC developed a policy for companies to apply for a Tax Abatement which the City Council has approved. The policy was put to use successfully with the first application from the Frankenmuth Woolen Mill, who has proposed a \$1 million expansion of its facility to bring all Woolen Mill operations under one roof and to build new temperature-controlled for its organic materials.

Advocacy

- The EDC recommended approval of a continuing contract with Saginaw Future.
- As it is able, the EDC wants to work with new and existing companies for investment and expansion opportunities.

About the EDC

- The EDC facilitates development for the City as a whole. The EDC works cooperatively with the Downtown Development Authority which has responsibility for a specific district within the City limits.
- The EDC experimented with committee assignments to tackle the goals of the EDC Strategic Plan, but has opted to work as a committee of the whole.
- The EDC has a minimal budget, which includes a stipend to Saginaw Future for its services. The City can approve necessary funding for recommended projects as they develop.

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