

# 2011 CEDS UPDATE

Matthew Aslesen



**Table of Contents**

**Executive Summary** \_\_\_\_\_ **4**

**Chapter 2** \_\_\_\_\_ **10**

**Report on the Economy and Economic Activities of 2011** \_\_\_\_\_ **11**

**Venture Quest** \_\_\_\_\_ **11**

**Regional Economic Development Partners** \_\_\_\_\_ **11**

**Stronger Economies Together from the USDA** \_\_\_\_\_ **14**

**Chapter 3** \_\_\_\_\_ **15**

**Call For Projects** \_\_\_\_\_ **16**

**Appendix** \_\_\_\_\_ **21**

## List of Figures and Glossary of Terms

Figure 1 - Berrien County Unemployment Rate 2009 - August 2011_____	4
Figure 2 - Cass County Unemployment Rate 2009 - August 2011_____	5
Figure 3 - Van Buren County Unemployment Rate 2009 - August 2011_____	5
Figure 4 - State of Michigan and United States Unemployment Rate 2009 – August 2011_____	6
Figure 5- Region 4 Total Employers by Sector 2009_____	7
Figure 6- Region 4 Total Employment by Sector 2009_____	8
Figure 7- Region 4 Annual Payroll by Sector 2009_____	8
Figure 8, Comparison of MEDC and EDA Program Priorities_____	12
Figure 9- Call For Projects_____	16

- EDA – Economic Development Administration
- EDD – Economic Development District
- EPA – Environmental Protection Agency
- CBP – County Business Patters
- CEDS – Comprehensive Economic Development Strategy
- HUD – U.S. Department of Housing and Urban Development
- MDOT – Michigan Department of Transportation
- MEDC – Michigan Economic Development Corporation
- MSF – Michigan Strategic Fund
- NAICS – North American Industry Classification System
- SIC – Standard Industrial Classification
- SWMPC – Southwest Michigan Planning Commission

## EXECUTIVE SUMMARY

The Southwest Michigan Planning Commission is the designated Economic Development District by the Economic Development Administration (EDA) for Region 4 comprised of Berrien County, Cass County, and Van Buren County. The designation requires that the SWMPC produce a Comprehensive Economic Development Strategy (CEDS) every three years with annual updates. The economic development activities that will be described in the following Annual Update have been undertaken to accomplish the following goals:

- To provide technical assistance to local governments, tax increment finance authorities and non-profits,
- To conduct research and attract funding sources for economic development activities,
- To benchmark and support economic development projects and initiatives,
- To Identify local and regional strengths and weaknesses to focus economic development efforts.

Economic development activities in the State of Michigan have continued to be shaped by national and international fiscal currents as the State of Michigan and the rest of the nation continues to emerge from the “Great Recession” that has carried into 2011.

Job creation is a primary goal of economic development in Region 4, the State of Michigan and the EDA. In the last three years the State of Michigan and Berrien, Cass, and Van Buren Counties have experienced higher unemployment rates than the national average. Berrien, Cass, and Van Buren Counties all experienced three-year peaks in their respective unemployment rates at the beginning of 2010. Van Buren County had the highest peak at 15.7 percent; Berrien also peaked in January at 14.4 percent and Cass one month later at 12.9 percent. Since then, each county and the State of Michigan have seen a significant decrease in the unemployment rates from those peaks. As of August 2011, Berrien County has the highest rate of unemployment at 10.2 percent, while Van Buren County and Cass County have rates of 9.9 percent and 9.4 percent respectively.

### Berrien County Unemployment Rate (%) 2009 – August 2011

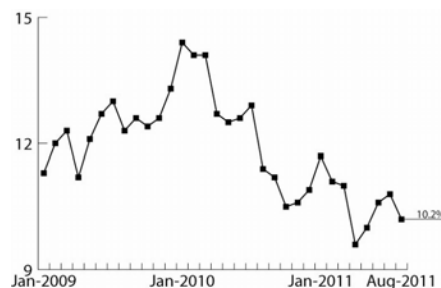


Figure 1 - Berrien County Unemployment Rate 2009 - August 2011

**Cass County Unemployment Rate (%) 2009 – August 2011**

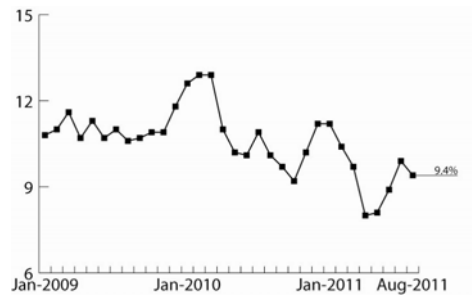


Figure 2 - Cass County Unemployment Rate 2009 - August 2011

**Van Buren County Unemployment Rate (%) 2009 – August 2011**

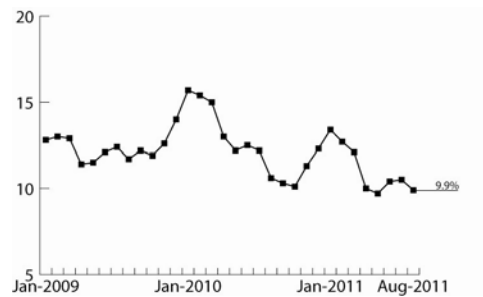


Figure 3 - Van Buren County Unemployment Rate 2009 - August 2011

The unemployment rates of Region 4 and the State of Michigan have been more variable than that of the nation as a whole. The United States unemployment rate has remained relatively consistent since 2009 and lower than the rates in Region 4 and the State of Michigan. The exception has been in Cass County during the months of April and May of 2011 when the county had rates of unemployment lower than the national unemployment rate. As Region 4 continues to emerge from the Great Recession, thorough data benchmarking is needed. When data becomes available, benchmarking will help to fully understand if Region 4 has been restored to the employment environment that has traditionally existed or if we have experienced systemic change. Benchmarking will help to correlate the relative health of the employment sectors of the Region 4 economy and those of the State of Michigan and the nation as a whole.

**State of Michigan and United States Unemployment Rates (%) January 2009 – August 2011**

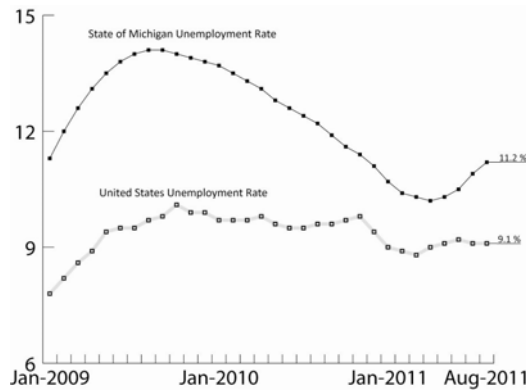


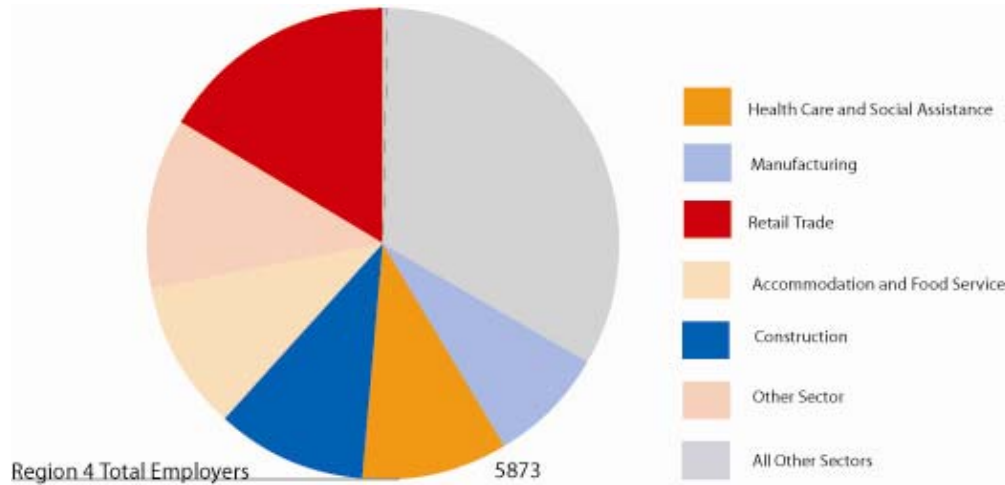
Figure 4 - State of Michigan and United States Unemployment Rate 2009 – August 2011

The Economic Sectors provided by NAICS (North American Industrial Classification System) codes have been valuable to understanding the employment environment of Region 4. These data will be used to understand the changing composition of the Region 4 economy with a particular focus on jobs. The following charts will be used as benchmarks to track these changes as data becomes available and ongoing through the CEDS process. As economic NAICS data continues to become available the SWMPC will perform analysis to track the changes of the employment makeup. Only privately held, non-agriculture businesses are analyzed. This category of economic activity is the primary focus of the EDA and this document.

### Employers Snapshot 2009<sup>12</sup>

The Retail Sector has the greatest number of establishments (businesses) in Region 4 and each of the three counties, followed by the 'Other' Sector.

Figure 5- Region 4 Total Employers by Sector 2009



In Van Buren County and Cass County the third largest number of establishments belonged to the construction sector. For Berrien County and Region 4, Accommodation and Food Service was third, followed by construction.

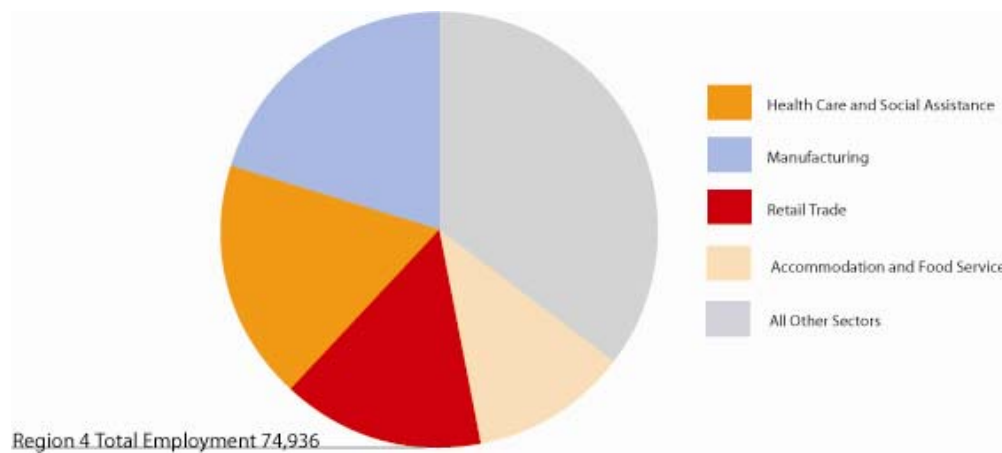
### Employees Snapshot 2009

The top four sectors for number of employees in Region 4 are Manufacturing, Health Care and Social Assistance, Retail and Accommodation, and Food Service.

<sup>1</sup> The data for County Level sector break down is located in the Appendix.

<sup>2</sup> In the early 2000s the US Census and partners created a new classification system to categorize the primary activity of a business. This code, the North American Industry Classification System (NAICS), replaced the previous Standard Industrial Classification (SIC) system. The sector data is available when the US Census releases its County Business Patterns (CBP). There is a sizable delay between the present and the data available. The 2009 data from the 2009 County Business Patterns is the most current. The 2010 County Business Patterns will be available in June 2012.

Figure 6- Region 4 Total Employment by Sector 2009

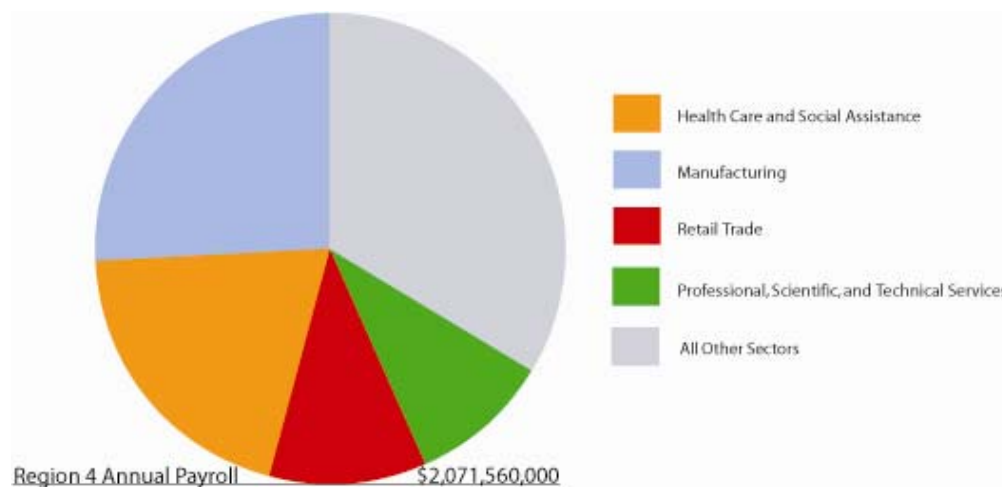


For Berrien County, the top four sectors for number of employees are the same as Region 4, but Health Care and Social Assistance employ the most people, followed by Manufacturing, Retail, and Accommodation and Food Service. Van Buren County has the same top three, but in the fourth sector is Professional, Scientific, and Technical Services. Cass County has the same top four as Region 4, but its Manufacturing Sector dominates with nearly a third of all those employed in the private, non-farm positions.

### Payroll Snapshot 2009

In 2009, Manufacturing and Health Care Services were the first and second largest sectors of the total payroll in Region 4. Retail was the third largest in Cass and Berrien counties, while in Van Buren County Professional, Scientific and Technical services was the third largest sector.

Figure 7- Region 4 Annual Payroll by Sector 2009



In Berrien County the Professional, Scientific and Technical services sector was fourth, and is fourth for Region 4 as well. In Cass County, this sector is not in its top six sectors for payroll. The influence from the decline in automobile manufacturing in the state is well known, but manufacturing traditionally in Southwest Michigan has been tied to other genres of manufacturing. The top four sectors bring in nearly two-thirds of the overall payroll in Region 4.

### **Conclusions and Update Timeline**

A significant proportion of the economy in Region 4 is represented by a relatively small number of manufacturers and health care providers. These employers provide the largest number of jobs and payroll. This means that any loss of a single employer in those sectors will have a large impact on the broader region. Conversely, the Retail sector in Region 4 shows a much more proportionate relationship between the number of establishments, employees, and payroll. Loss of a single retailer would be more likely to have marginal impact. Naturally, exceptions would exist such as if a larger 'big box' store were to close thus affecting a larger number of employees.

Unemployment rates are announced monthly. The data helps the SWMPC to understand how national and state trends relate to the local economy. As additional annual economic sector data is released the SWMPC will be able to track sector gains and losses among employers, employees, and payroll. This information will then help local decision-makers to change economic development priorities in the broader region and help them compare the Region 4 economy with other similar regions.

## **Chapter 2**

### **Report on Economic Activities of 2011**

**Venture Quest; Michigan Economic Development Corporation and**

**Regional Economic Development Partners;**

**Stronger Economies Together (from the USDA)**

## Report on the Economy and Economic Activities of 2011

### Venture Quest

The Venture Quest business plan competition grew out of a regional partnership of Berrien, Cass, and Van Buren Counties. The goal of the Venture Quest was to attract and reward new businesses in Southwest Michigan. The disbursement of prize money required a winning business to prove new job creation in Berrien, Cass, or Van Buren County. This requirement incentivized businesses that were locally based; some that were already in existence, others that were new start-ups, but all met requirements regarding capitalized net worth and age of the business.

Planning for the competition started in 2010. The bulk of the competition took place 2011, with 'Intent to Participate' letters received on April 1<sup>st</sup>. Complete business plans were required on April 15<sup>th</sup> with judging completed during an Award Ceremony that took place at the Edward Lowe Foundation on May 31<sup>st</sup>.

The business *Horse Play* won first place. Horse Play is a consulting and team building enterprise that requires groups to interact and accomplish tasks with horses. As herd animals, horses allow for an instant feedback loop that provides groups with invaluable insight into their working relationships. Professional counselors observe the group's interaction with the horses and in break-out meetings provide more detailed feedback. Second place was awarded to *8094 Media*, a local news and programming media company based on the internet. Third place was awarded to *Paradise Coast*, a retro recreational vehicle manufacturer.

### Regional Economic Development Partners

The Regional Economic Partners began meeting monthly in June. The economic development corporation of Kalamazoo - Southwest Michigan First - was tapped by the MEDC to implement the initiative. Subsequently, each meeting has been held at a different partner organization, and includes an organization and community profile and any information from the state that needs input from participating organizations. The Southwest Michigan Planning Commission has participated in these meetings since June.

The State of Michigan elected Rick Snyder as Governor in 2010. He has advocated for a wide variety of economic reforms to improve Michigan's business environment. Since he has taken office on January 1<sup>st</sup>, the reforms implemented include:

- Elimination of the previous Michigan Business Tax, replaced with a flat 6 percent corporate income tax;
- A \$3 Billion dollar public-private economic gardening initiative called Pure Michigan Business Connect;
- The Collaborative Development Council is a partnership between local and regional economic development agencies and the Michigan Economic Development Corporation (MEDC). The Council's purpose is to provide strategic direction and programmatic input to

the MEDC senior leadership team. This working group is intended to help advance the state of Michigan’s economic development through strengthening the relationships, leveraging the assets and improving the flow of communication and project management between the MEDC and local partners. This initiative has been instrumental to the Regional Economic Partners meetings headed by Southwest Michigan First;

- Southwest Michigan First has been leading groups in discussions of economic development priorities. At the time of this report they were still finishing up their process. Once completed, the results will be added to the CEDS document, comparing their findings and the priorities of previous CEDS and the 360 Group.

At this point it is valuable to compare the priorities of the three major regional economic development initiatives now in play in southwest Michigan. Fortunately, there are elements of the MEDC Business Development, MEDC Community Redevelopment Priorities, and the EDA Public Works Investment priorities that are compatible. However, it would likely be an extremely rare development proposal that would satisfy the priorities of all three. Moreover, because the three initiatives are not linked, there are no additional points to be awarded for a project that attempts to satisfy the priorities of all three.

Figure 8, Comparison of MEDC and EDA Program Priorities

<b>MEDC Business Development</b>	<b>MEDC Community Revitalization Program</b>	<b>EDA Public Works Investments from the Legislation</b>
MSF (Michigan Strategic Fund) Support shall not include support for any retail projects	Projects which include revitalization of regional urban area shall be given preference for MSP Support	Acquisition or development of land and improvements for use in a public works, public service or other type of development facility
MSF (Michigan Strategic Fund) Support shall not include support for any retention projects	Support shall not include support for economic base projects that are not located in a downtown or traditional commercial center and that do not primarily promote the desired revitalization of urban areas	Acquisition, design and engineering, construction, rehabilitation, alteration, expansion, or improvement of such facility, including related machinery and equipment
Out-of State Competition	The importance of the project to the community in which it is located	Improve the opportunities for the successful establishment or expansion of industrial or commercial plants or facilities in the Region where the Project is located
Net positive return to Michigan	Whether the project will act as a catalyst for additional revitalization of the community in which it is located	Assist in the creation of additional long-term employment opportunities in the Region: or primarily benefit the long-term unemployed and members of low-income families in the Region
Level of investment made by business	The amount of local community financial support for the project	The Project will fulfill a pressing need of the Region, or a part of the Region in

		which the project is located
Shovel-ready projects with funding support	The applicant’s financial need for the incentive	The region in which the project is located has a CEDS and the Project is consistent with the CEDS
Business Diversification	The extent of reuse of vacant buildings and reuse of historical buildings and redevelopment of blighted property	Not more than fifteen (15) percent of the annual appropriations made available to EDA to fund Public Works Investments may be made in any one (1) State
Re-use of existing facilities	The level and extent of environmental contamination	<b>EDA Website Priorities</b>
Near-terms job creation	Creation of Jobs	Collaborative Regional Innovation
Level of wages for new jobs	The level of private sector and other contributions, including federal resources	Public/Private Partnerships
Employer provided benefits	Whether the project is financially and economically sound,	National Strategic Priorities
Strong links to Michigan suppliers	Whether the project increase the density of the area	Global Competitiveness
Whether the project is in a distressed or targeted community	Whether the project promotes mixed-use development and walkable communities	Environmentally-Sustainable Development
	Whether the project involves the rehabilitation of a historic resource	Economically Distressed and Underserved Communities
	Whether the project addresses area wide redevelopment	
	Whether the project addresses underserved markets of commerce	

**MEDC Business Development and MEDC Community Redevelopment**

How do the MEDC Business Development and Community Redevelopment programs differ? Primarily, the MEDC Business Development initiative cannot support retail projects while the MEDC Community Redevelopment program has many elements that focus on retail as an important component in its programs. Both prioritize the creation of jobs, but the MEDC Business Development priorities are targeted to attract single employers while the MEDC Community Redevelopment strives for holistic commercial and community redevelopment within existing commercial corridors.

**MEDC Business Development and EDA Public Works Investments**

What are the similarities and differences of the MEDC Business Development and EDA Public Works Investment programs? The MEDC Business Development and the EDA Public Works Investments both prioritize the creation of jobs. The MEDC Business Development targets near-term job creation by supporting individual business establishments. The EDA Public Works investment is based on creating areas of land to support educational and physical infrastructure that will encourage job development.

While not a stated priority, the EDA Public Works Investment is unlikely to support projects that have a sole beneficiary. The MEDC Business Development program is geared toward investing in sole beneficiaries.

### **EDA Public Works and MEDC Community Redevelopment**

Are there differences between the EDA Public Works and the MEDC Community Redevelopment programs? EDA Public Works Investment priorities on their face seem to be compatible with MEDC Community Redevelopment priorities. However, the EDA Public Works investment dollars are only intended for economic development projects while the MEDC Community Redevelopment has a broader community development objectives.

### **Stronger Economies Together from the USDA**

The Stronger Economies Together (SET) effort aims to “Strengthen the capacity of communities/counties in rural America to work together in developing and implementing an economic development blueprint for their multi-county region, one that strategically builds on the current and emerging economic strengths of that region.” The SWMPC was asked to join this initiative from the beginning and recognizes that many of the same goals in this program fit within our CEDS process.

The SET program has two major components, a 35-hour training process followed by a period of technical assistance. This process will guide the development of regional economic development strategies. The USDA will provide tailored economic analyses to aid in the creation of the economic development strategies. The technical assistance will be available for up to 40 hours and over the next 12 months from when the training process has ended

## **Chapter 3**

### **Call for Projects**

**Figure 10- Call For Projects**

CFP ID	Project, Program, or Activity Title	Applicant (municipality or other)	Project, Program, or Activity, Description
2011_CFP_01	Benton Harbor Arts District Infrastructure Redevelopment Project	Cornerstone Alliance	The Community Renewal Through the Arts Program uses the arts as an economic development tool by promoting the creative arts industry for continued community image enhancement, economic reinvestment and physical revitalization throughout the area; with a special emphasis on Benton Harbor's Downtown. The Arts Investment Fund provides loans for the growth and development of arts' related businesses and loft and gallery space for artists.
2011_CFP_02	Boys and Girls Club	Cornerstone Alliance	A new \$3.5 million, 30,000 square foot facility will be designed to deliver education-based extracurricular activities including areas for sports, performing arts (dance, theater, music) fine arts, digital arts and recreation (billiards, ping pong, fuse ball, air hockey, computers, aquatics, chess checkers, board games and movies). Also, the Boys and Girls Club will pay to build a splash pad at the Harbor Bluff's playground to provide water recreational activities for children residing at Harbor Bluff's. Key to the location is the proximity to Hall Park and the Benton Harbor Armory.
2011_CFP_03	Harbor Shores	Cornerstone Alliance	Harbor Shores provides a unique opportunity to revitalize local communities and to transform our region from an underutilized area along Lake Michigan's waterfront to take its place among the hottest vacation destinations in the Midwest. Harbor Shores has a prime location, ideal for targeting economic development and tourism revenues. The Harbor Shores project is a 530-acre, mixed use development that spans portions of three municipalities located within Berrien County, Michigan. The project benefits from the collaboration of public and private sectors, and will generate positive economic impact for Berrien County through three main activities: 1. Construction of 82 new housing units, 44,000 square feet of commercial and retail space, two hotels, an 18-hole Jack Nicklaus Signature public golf course, and 83 acres of new park and public waterfront access points; 2. New income into the area through attraction of permanent residents and second home owners; and 3. Increased tourism and associated spending. Construction began in 2007 and will run through 2020. The Harbor Shores project is investing \$49 million in total development, including infrastructure and environmental remediation. A critical piece of the project is assuring that residents and visitors alike have access to the many amenities that the project will offer.
2011_CFP_04	Fire Station	Cornerstone Alliance	This project consists of the former fire station, at 372 E. Empire in Benton Harbor, being rehabilitated into 6 units to be used by Emergency Shelter Services clients who are chronically homeless. Their rent will be paid through voucher programs and will receive supportive services during their stay. KMG Prestige would manage the property. Cornerstone Alliance staff is working with the City of Benton Harbor and the Michigan State Housing Development Authority to include the Fire Station project in the Neighborhood Stabilization Project 2 (NSP2) funding.
2011	Harbor Shore	Cornerstone	Cornerstone Alliance commissioned a study to develop strategies that

2011 Annual Update | Comprehensive Economic Development Strategy for Southwest Michigan

_CFP _05	Economic Impact Strategies Study	Alliance	would assist local governments, including the City of Benton Harbor, to maximize and take advantage of the economic impacts of the 530-acre Harbor Shores mixed-use development. The plan is particularly relevant to downtown Benton Harbor with respect to business retention, expansion, creation, and/or attraction.
2011 _CFP _06	Hope VI	Cornerstone Alliance	The HOPE VI initiative will bring over 252 new homes to Benton Harbor. The phase to the project are as follows: Phase I: Brunson Hill – Forty-eight single family rental units developed by Star Development completed in 2004, Phase II: Infill Housing Initiative – Seventy single-family urban infill rental homes are to be developed in partnership between Star Development and Cornerstone Alliance completed in 2007, Phase III: Harbor Habitat for Humanity developed fifty homes as part of the HOPE VI initiative. The centerpiece of this effort was the twenty-five homes build through the Jimmy Carter Work Project in June 2005, Phase IV: Harbor Bluffs – This phase resulted in the demolition of the existing Whitefield I site and includes the redevelopment of the land which includes fifty-two new apartments on the existing site.
2011 _CFP _07	Small Business Incubator Feasibility Study	Cornerstone Alliance	In February 2009 a study was complete on the feasibility of a small business incubator in Berrien County. The objective of this feasibility study was to determine if the Berrien County region can support the development of a financially self-sustainable mixed-use business incubator. The success of such a program would add to the region’s competitive edge and further diversify its business base in an increasingly competitive economy. The sum and substance of all sources of the investigation lead them to determine that Berrien County does not currently have adequate entrepreneurial start-up activity to justify the expense of building and operating an incubator at that point in time. Not was there a realistic opportunity to attract start-ups from the surrounding region.
2011 _CFP _08	Harbor Town	Cornerstone Alliance	The Harbor Town project is for the construction of new homes in the City of Benton Harbor as a part of the Neighborhood Stabilization 2 Program. The homes would be for those people earning a maximum of 120% of the area median income (e.g. - \$66,360/family of 4.) The goal is to complete 17 energy efficient homes within a 12 month timeframe.
2011 _CFP _09	Benton Harbor Main Street Improvements	Cornerstone Alliance	A comprehensive infrastructure project completed in early 2010 included reconstruction of the Main Street roadway, sidewalks, and streetscape elements. Main Street is now a three-lane roadway with center turn lane and includes bike lanes, parallel parking bays between 5 <sup>th</sup> and 8 <sup>th</sup> Streets, pedestrian bump-outs at intersections, and accessible crossing improvements. A roundabout was constructed at the intersection with Market and 5 <sup>th</sup> Streets and at the Riverview intersection. Sidewalks are appropriate in width and are concrete with concrete paver accent areas. Streetscape furnishings include irrigated street trees and perennial plantings, irrigated lawn areas, and decorative overhead vehicular lighting.
2011 _CFP _10	Project Everest	Cornerstone Alliance	Located in Berrien County, Michigan, the City of Benton Harbor is a distressed community that has faced economic and social struggles for many years. As is the case in many struggling communities, the downtown area suffered with visible deterioration. In recent years, the City has taken many steps towards revitalization, including supporting the 530-acre Harbor Shores development. Today, thanks to Whirlpool Corporation's commitment to its home area, Benton

			Harbor's downtown is undergoing a complete transformation. In July 2010, Whirlpool, in partnership with state and local economic development agencies and local units of government, announced plans to build a new, three-building office campus in Benton Harbor. Code named Project Everest, the project is redeveloping downtown property at the gateway to the City. A team of partners pulled together to highlight the City of Benton Harbor's, and the State of Michigan's, competitiveness for this sought-after investment, which represents the largest existing business retention project ever to take place in our community. The project is expected to take five years to complete with an estimated investment of over \$68 million. On November 11, 2010 ground was broken of the project, and upon completion, over 1,100 professional jobs will be housed at the downtown campus, increasing activity and consumer spending in the downtown.
2011_CFP_11	The Trail System	Cornerstone Alliance	Work for a 12.2 mile walking, biking and hiking trail system connecting Harbor Shores and Jean Klock Park began in 2009. The USDA Rural Development gave preliminary approval of Cornerstone's eligibility for a loan guarantee to help fund the trail system and recreational amenities within the expanded Jean Klock Park Trail System. Staff is working to obtain necessary permits before finding the funds to construct the trails.
2011_CFP_12	Miller Road Repair	Village of Bloomingdale	A school construction project and the purchase of a building by a semi-trailer storage company has resulted in large increases in heavy vehicle traffic on Miller Road within the Village of Bloomingdale. Miller Road crosses a stream. The heavy truck/bus traffic has resulted in accelerated decay of Miller Road and the culvert over the stream. The village of Bloomingdale would, if funding were to become available, like to repair this road in a manner to allow for this heavy vehicle traffic.
2011_CFP_13	Houghton Drain Project	Village of Bloomingdale	Repair of drain infrastructure and collapsing road beside the Post Office and Funeral Home
2011_CFP_14	Sanitary Sewer Projectq	Village of Bloomingdale	Repair of waste water treatment infrastructure
2011_CFP_15	Parking Lot Improvement Project	Village of Bloomingdale	Repair of business district parking lots
2011_CFP_16	Chestnut and Walnut Street Improvement (Sewer Rehabilitation )	Village of Bloomingdale	Repair of drain and slip lining of sewer line
2011	River Shoreline	City of New	The protection of the Galien River shoreline that is part of the federal

2011 Annual Update | Comprehensive Economic Development Strategy for Southwest Michigan

_CFP _17	Erosion Prevention	Buffalo	channel that leads to Lake Michigan. Erosion protection and beautification are the scope of the project.
2011 _CFP _18	Beach Restroom and Concessions Building	City of New Buffalo	The construction of a new restroom and concessions building to be located at the City of New Buffalo beach. This will allow for better public restrooms and increased space for concessions and other rented commercial spaces for kayak and paddleboard rentals.
2011 _CFP _19	Downtown Niles Inner Ring Redevelopment Project	City of Niles	The City of Niles aims to redevelop an inner-ring residential area by razing blighted structures and encouraging infill development at higher densities.
2011 _CFP _20	Train Station Area Redevelopment Project	City of Niles	The City of Niles aims to redevelop a blighted area adjacent to its historic train station
2011 _CFP _21	Utility Infrastructure Extension and Road Construction	Southwestern Michigan Economic Growth Alliance	The City of Niles owns property that is being considered as a potential future building site for a major manufacturer. The roads accessing the property entrance are under-developed for the amount of truck traffic needed. There are two road options but at least one road needs to be paved to county specifications for heavy trucks. The water and sewer lines need to be extended from the Niles Industrial Park north to the undeveloped property for this to be considered a viable site. The 50-100 potential jobs are moderate to high wage.
2011 _CFP _22	Bertrand Crossing Industrial Park Infrastructure Extension	Southwestern Michigan Economic Growth Alliance	Phase II of the Bertrand Crossing Industrial Park began with the construction of a manufacturing company in 2004. Utility infrastructure was extended from Phase I to provide water and sewer service to that company. There is potential to continue development of the remaining acreage of the Phase II portion of the Industrial Park but that development will require the extension of the water and sewer lines. An access (vehicle) road was also started in 2004 and needs to be part of the infrastructure project to maximize the remaining space. With the water/sewer utilities, and completed roadway, the Industrial Park offers manufacturers a prime location with easy access to major transportation networks. This is the kind of Industrial Park that would appeal to manufacturers if the utilities were in place. Every other component important to site selectors is available at this location. The objective of this project is to attract job-creating companies to the area.
2011 _CFP _23	Hess Lake Park DNR Grant	Baroda township	Extend water and sewer lines to Hess Lake Park at 640 Lemon Creek Rd., Baroda, Mi. 49101. We have received a \$256,000 grant from the DNR and we are providing \$90,000 in matching funds. Our plans are to build a new pavilion with restroom and kitchen amenities, playground equipment, fishing pier, nature trail expansion, and picnic tables. Adding water and sewer lines would be very beneficial to the project. We hope to make Hess Lake Park a destination bringing more tourists to the area and in turn increase business opportunities for our local merchants. Also we would hope to encourage people to move to the area.
2011 _CFP _24	Safe Routes to School	Village of Mattawan	Mattawan Early Elementary School and Mattawan Later Elementary school, in partnership with the Village of Mattawan, will implement safety improvements and educational programming. Project

			components include installing sidewalks and crosswalks on Murray Street, 4th Avenue, Front Avenue, Farthing Drive, and Scott Street and implementing a school-based pedestrian safety education program.
2011 _CFP _25	2010-2011 Downtown Project	Village of Berrien Springs	Shamrock Park Expansion

## Appendix

### Berrien County Employers, Employees, and Payroll by Sector 2004-2009

Employers	2004	2005	2006	2007	2008	2009
Total for all sectors	4,021	3956	3871	3,947	3,864	3736
Agriculture, forestry, fishing and hunting	6	6	4	3		
Mining	10	9	8	7	8	8
Utilities	13	12	11	11	11	14
Construction	414	406	397	409	397	363
Manufacturing	346	334	319	325	318	303
Wholesale trade	168	167	158	174	162	155
Retail trade	631	635	615	602	592	572
Transportation and warehousing	88	85	88	101	101	87
Information	43	43	44	44	40	40
Finance and insurance	227	224	237	243	245	231
Real estate and rental and leasing	179	179	180	185	160	153
Professional, scientific, and technical services	298	298	287	294	292	286
Management of companies and enterprises	23	24	24	26	24	21
Administrative and Support and Waste Mang	177	179	172	174	185	174
Educational services	29	25	23	24	24	27
Health care and social assistance	396	394	381	397	401	405
Arts, entertainment, and recreation	74	70	64	71	69	72
Accommodation and food services	399	394	390	415	406	397
Other services (except public administration)	468	455	450	439	426	422
Industries not classified	32	17	19	3	3	6
Employees						
Total for all sectors	59,271	57374	57775	58,084	55,848	51686
Agriculture, forestry, fishing and hunting	a			a		
Mining	99	107		111	116	81
Utilities	g			g	g	
Construction	2,130	1958	1931	1,986	1,814	1638
Manufacturing	12,306	12083	11790	11,044	10,313	8466
Wholesale trade	2,091	1882	1895	1,840	1,918	1732
Retail trade	7,579	7512	7630	7,479	7,269	7003
Transportation and warehousing	1,409	1230	1732	1,815	1,897	1714
Information	772	891	908	778	552	537
Finance and insurance	1,483	1435	1491	1,391	1,429	1280
Real estate and rental and leasing	659	676	709	888	683	687
Professional, scientific, and technical services	2,743	2305	2281	2,408	2,270	2001
Management of companies and enterprises	h			h	h	

## 2011 Annual Update | Comprehensive Economic Development Strategy for Southwest Michigan

Administrative and Support and Waste Mang	2,794	2927	2949	2,612	3,183	2429
Educational services	2,290	2242	2318	2,132	2,170	2236
Health care and social assistance	8,837	8892	8706	8,791	8,886	8985
Arts, entertainment, and recreation	935	935	912	901	946	896
Accommodation and food services	6,038	5316	5375	5,780	5,415	5492
Other services (except public administration)	2,774	2758	2681	2,672	2,664	2490
Industries not classified	77	53		4	2	
Payroll						
Total for all sectors	1,914,336	1874526	1989925	1,990,453	1,956,307	1839203
Agriculture, forestry, fishing and hunting	D			D		
Mining	7,666	9542		9,401	10,116	8324
Utilities	D			D	D	
Construction	71,482	70525	75316	77,701	76,847	57789
Manufacturing	491,014	473534	483701	466,866	444,936	331763
Wholesale trade	77,550	75971	74641	74,235	80,831	74119
Retail trade	148,362	152546	154622	157,451	157,215	151763
Transportation and warehousing	44,081	45988	49863	58,401	58,588	51282
Information	25,911	27824	26544	27,323	21,255	20745
Finance and insurance	50,923	51406	54364	52,439	56,240	52448
Real estate and rental and leasing	15,013	15617	19148	21,219	16,820	18813
Professional, scientific, and technical services	127,529	108973	113472	104,862	112,823	115566
Management of companies and enterprises	D			D	D	
Administrative and Support and Waste Mang	66,944	73213	78702	67,176	72,454	60963
Educational services	39,053	32963	38718	32,202	32,764	35785
Health care and social assistance	245,035	251322	259471	281,263	309,447	314093
Arts, entertainment, and recreation	13,638	13357	13113	13,977	14,687	13913
Accommodation and food services	68,207	58130	64458	67,633	70,348	71263
Other services (except public administration)	49,254	49370	45828	53,189	53,228	51669
Industries not classified	1,404	654		57	45	95

## Cass County Employers, Employees, and Payroll by Sector 2004-2009

Employers	2004	2005	2006	2007	2008	2009
Total for all sectors	855	861	842	841	822	771
Agriculture, forestry, fishing and hunting	2	4	5	4	4	4
Mining	3	1	1	1	2	2
Utilities	4	4	4	3	2	2
Construction	128	129	124	123	111	86
Manufacturing	91	89	85	86	78	74
Wholesale trade	56	54	52	51	48	49

## 2011 Annual Update | Comprehensive Economic Development Strategy for Southwest Michigan

Retail trade	123	127	124	122	119	119
Transportation and warehousing	24	23	26	25	24	25
Information	11	11	9	13	8	6
Finance and insurance	33	32	32	33	40	39
Real estate and rental and leasing	26	28	29	23	22	23
Professional, scientific, and technical services	53	56	53	55	56	46
Management of companies and enterprises	3	3	3	4	4	2
Administrative and Support and Waste Mang	36	37	39	47	52	48
Educational services	1	1	2	3	2	2
Health care and social assistance	63	61	60	59	60	63
Arts, entertainment, and recreation	19	20	17	20	21	20
Accommodation and food services	69	70	68	64	62	59
Other services (except public administration)	105	108	104	104	105	101
Industries not classified	5	3	5	1	2	1
Employees						
Total for all sectors	8,810	8905	9033	8,414	7,856	6997
Agriculture, forestry, fishing and hunting	a			a	6	
Mining	a			a	a	
Utilities	b			b	b	
Construction	488	456	448	496	494	403
Manufacturing	3,453	3641	3652	3,299	2,727	2097
Wholesale trade	389	363	339	332	349	400
Retail trade	976	940	906	859	941	881
Transportation and warehousing	56	58	78	120	121	133
Information	b		42	41	b	
Finance and insurance	232	237	238	238	257	230
Real estate and rental and leasing	55		54	63	51	71
Professional, scientific, and technical services	185	186	200	194	195	143
Management of companies and enterprises	13	8	20	c	b	
Administrative and Support and Waste Mang	302	312	309	287	336	321
Educational services	a			a	a	
Health care and social assistance	1,092	1048	1091	800	781	855
Arts, entertainment, and recreation	103	196	198	207	c	
Accommodation and food services	822	777	858	772	763	717
Other services (except public administration)	486	490	485	488	465	436
Industries not classified	8		9	a	a	
Payroll						
Total for all sectors	D	251555	256010	253,431	234,369	201508
Agriculture, forestry, fishing and hunting	D			165	162	
Mining	D			D	D	
Utilities	24,900			D	D	
Construction	146,288	14930	15853	19,935	18,170	14377
Manufacturing	14,123	123677	127163	121,103	99,687	71363

2011 Annual Update | Comprehensive Economic Development Strategy for Southwest Michigan

Wholesale trade	48,997	15704	14680	14,571	17,077	18110
Retail trade	12,149	16752	16484	17,844	19,727	18856
Transportation and warehousing	5,922	2725	3020	5,522	5,523	4415
Information	10,403		1148	1,270	1,033	
Finance and insurance	2,267	9672	9403	9,335	9,476	9028
Real estate and rental and leasing	39,631		1375	1,017	1,102	1195
Professional, scientific, and technical services	D	5752	5838	6,354	5,998	5809
Management of companies and enterprises	14,399	717	1097	D	D	
Administrative and Support and Waste Mang	2,667	9387	9424	6,858	7,657	7407
Educational services	66,402			D	D	
Health care and social assistance	2,880	26246	26718	20,938	23,751	25116
Arts, entertainment, and recreation	20,825	2093	1928	1,872	2,220	2252
Accommodation and food services	11,220	7579	7810	7,890	7,769	8155
Other services (except public administration)	668	8657	8945	9,246	9,661	9368
Industries not classified	0		192	D	D	

Van Buren County Employers, Employees, and Payroll by Sector 2004-2009

Employers	2004	2005	2006	2007	2008	2009
Total for all sectors	1,454	1472	1450	1,458	1,405	1366
Agriculture, forestry, fishing and hunting	1	4	6	5	4	4
Mining	5	1	1			
Utilities	214	5	5	7	7	7
Construction	99	216	211	196	189	158
Manufacturing	61	105	99	97	98	93
Wholesale trade	250	55	53	62	62	63
Retail trade	46	260	257	266	259	265
Transportation and warehousing	18	48	49	51	44	41
Information	66	18	18	20	19	17
Finance and insurance	42	66	66	68	67	70
Real estate and rental and leasing	99	43	44	42	37	32
Professional, scientific, and technical services	4	105	102	96	90	88
Management of companies and enterprises	54	7	8	7	6	6
Administrative and Support and Waste Mang	10	54	52	55	62	62
Educational services	10	9	9	9	8	6
Health care and social assistance	125	125	120	113	117	117
Arts, entertainment, and recreation	25	26	23	27	23	23
Accommodation and food services	149	156	154	170	154	153
Other services (except public administration)	170	166	168	164	159	159
Industries not classified	11	3	5	3		2
Employees						
Finance and insurance	2004	2005	2006	2007	2008	2009

## 2011 Annual Update | Comprehensive Economic Development Strategy for Southwest Michigan

Total for all sectors	16,348	16480	16767	16,650	16,822	16253
Agriculture, forestry, fishing and hunting	a	7		b	b	
Mining	c			c		
Utilities					128	
Construction	837	742	826	650	606	472
Manufacturing	4,017	4396	4239	3,762	3,812	3295
Wholesale trade	460	411	448	547	549	533
Retail trade	2,588	2549	2611	2,394	2,365	2434
Transportation and warehousing	370	391	364	369	364	306
Information	171	165	173	173	151	94
Finance and insurance	354	340	329	354	357	350
Real estate and rental and leasing	180	117		168	164	131
Professional, scientific, and technical services	1,047	1204	1184	1184	1184	1986
Management of companies and enterprises	c		463	c	c	
Administrative and Support and Waste Mang	454	407	177	214	281	
Educational services	57	117	183	c	e	
Health care and social assistance	57	2231	2270	2,410	2,297	2592
Arts, entertainment, and recreation	2,241	451	484	510	e	
Accommodation and food services	454	1888	1890	2,052	1,954	1844
Other services (except public administration)	1,888	748	804	775	786	791
Industries not classified	799	1		b		
Payroll						
	2004	2005	2006	2007	2008	2009
Total for all sectors	453,300	476124	483667	511,744	519,596	477420
Agriculture, forestry, fishing and hunting	D	121	121	991	915	699
Mining	D			D		
Utilities					3,805	3891
Construction	24,900	24325	24767	24,462	22,219	17135
Manufacturing	146,288	162774	161256	145,418	152,397	127846
Wholesale trade	14,123	15062	15110	20,566	21,229	19876
Retail trade	48,997	49258	51633	62,942	49,582	50323
Transportation and warehousing	12,149	13554	13240	13,381	13,607	11532
Information	5,922	5621	5664	4,763	4,910	3612
Finance and insurance	10,403	11122	9743	10,977	10,369	10756
Real estate and rental and leasing	2,267	2223		2,876	2,852	2226
Professional, scientific, and technical services	39,631	49203	49969	49969	49969	78279
Management of companies and enterprises	D		13877	D	D	
Administrative and Support and Waste Mang	14,399	6331	6920	7,129	5,631	
Educational services	2,667	4327	5980	D	D	
Health care and social assistance	2,667	72121	71519	74,081	74,603	79214
Arts, entertainment, and recreation	66,402	3029	3096	3,879	3,437	3329
Accommodation and food services	2,880	21893	23113	24,299	24,077	24329
Other services (except public administration)	20,825	10858	11778	12,022	12,553	12669

Industries not classified	11,220	15		D	12,553
---------------------------	--------	----	--	---	--------

Employment Data for the United States, State of Michigan, Berrien County, Cass County, Van Buren County. Jan-2009-August 2011

	United States	State of Michigan	Berrien County	Cass County	Van Buren County
Month and Year	%	%	%	%	%
Jan-2009	7.8	11.3	11.3	10.8	12.8
Feb-2009	8.2	12	12.0	11.0	13.0
Mar-2009	8.6	12.6	12.3	11.6	12.9
Apr-2009	8.9	13.1	11.2	10.7	11.4
May-2009	9.4	13.5	12.1	11.3	11.5
Jun-2009	9.5	13.8	12.7	10.7	12.1
Jul-2009	9.5	14	13.0	11.0	12.4
Aug-2009	9.7	14.1	12.3	10.6	11.7
Sep-2009	9.8	14.1	12.6	10.7	12.2
Oct-2009	10.1	14	12.4	10.9	11.9
Nov-2009	9.9	13.9	12.6	10.9	12.6
Dec-2009	9.9	13.8	13.3	11.8	14.0
Jan-2010	9.7	13.7	14.4	12.6	15.7
Feb-2010	9.7	13.5	14.1	12.9	15.4
Mar-2010	9.7	13.3	14.1	12.9	15.0
Apr-2010	9.8	13.1	12.7	11.0	13.0
May-2010	9.6	12.8	12.5	10.2	12.2
Jun-2010	9.5	12.6	12.6	10.1	12.5
Jul-2010	9.5	12.4	12.9	10.9	12.2
Aug-2010	9.6	12.2	11.4	10.1	10.6
Sep-2010	9.6	11.9	11.2	9.7	10.3
Oct-2010	9.7	11.6	10.5	9.2	10.1
Nov-2010	9.8	11.4	10.6	10.2	11.3
Dec-2010	9.4	11.1	10.9	11.2	12.3
Jan-2011	9	10.7	11.7	11.2	13.4
Feb-2011	8.9	10.4	11.1	10.4	12.7

Mar-2011	8.8	10.3	11.0	9.7	12.1
Apr-2011	9	10.2	9.6	8.0	10.0
May-2011	9.1	10.3	10.0	8.1	9.7
Jun-2011	9.2	10.5	10.6	8.9	10.4
Jul-2011	9.1	10.9	10.8	9.9	10.5
Aug-2011	9.1	11.2	10.2	9.4	9.9

Title: Unemployment Rate in Cass County, MI  
 Series ID: MICASS7URN  
 Source: U.S. Department of Labor: Bureau of Labor Statistics  
 Unemployment in States and Local Areas (all other areas) (Not a Press  
 Release)  
 Release: Seasonal  
 Adjustment: Not Seasonally Adjusted  
 Frequency: Monthly  
 Units: Percent  
 Date Range: 2004-01-01 to 2011-07-01  
 Last Updated: 2011-09-01 2:47 PM CDT  
 Notes: