



Antrim County Economic Development Corporation



*Mission Statement: Retain, expand, and promote County-wide
economic growth and stability*

MEMBERS

Sherry Comben
12/31/2026

Garry Ellison
12/31/2026

Peter Garwood
12/31/2025

Cherie Hogan
12/31/2027

Rachel Krino
12/31/2027

Dawn LaVanway
Annual Appointment

Kathleen Peterson
12/31/2026

Tim Timmer
12/31/2028

Christy Wilson
12/31/2028

STAFF

Jeremy Scott
County Administrator

Janet Koch
Deputy Administrator

Tina Schrader
Administrative Asst.

Margie Boyd
Secretary

OFFICE ADDRESS

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Bellaire, MI 49615

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SPECIAL ASSISTANCE

If you wish to attend a meeting and require special assistance, please contact the Administration Office.

The Antrim County Economic Development Corporation meeting is scheduled for
Tuesday, September 19, 2023 at 9:00 a.m.
Antrim County Building
Board of Commissioners Room
203 East Cayuga Street, Bellaire, Michigan

AGENDA ITEMS:

1. Call to Order
2. Public Comment
3. Approval of Minutes – [August 15, 2023](#)
4. 2024 Strategic Plan / Proposed 2024 Agenda Template
5. EDC Elevator Speech
6. EDC FAQs
7. EDC Board Matrix
8. Various Matters / Roundtable Updates
9. Public Comment
10. Adjourn

*If you have any questions or concerns, please contact the Administration and Planning Office at 231-533-6265.
We appreciate your cooperation in this matter. Thank you*



Antrim County *Administration Office*

September 19, 2023

TO: Antrim County Economic Development Corporation
FR: Janet Koch, Deputy Administrator
RE: 2024 Strategic Plan / Proposed 2024 Agenda Template

The final presentation form of the Strategic Plan is still being developed. It is hoped that it can be provided to you before the EDC's upcoming meeting.

Below is a 2024 agenda template for the EDC that resulted from the EDC's August 15 discussion and acknowledgment that "a more realistic agenda schedule would be a presentation one month, followed by a work session month."

January

- Review of EDC webpage
- Discussion/review of EDC Facebook metrics
- Inventory of potential property redevelopment sites
- Discussion of purchasing a property for redevelopment

February

- Business Connector series; and/or
- Business owner meeting program

March

- Resource identification/reporting
- Broadband – review engagement with partners / projects

April

- Housing presentation from partner(s); and/or
- Presentation from child care experts

May

- Work on public Brownfield presentation
- Review need for infrastructure mapping

June

- Infrastructure presentation from county staff, local units, etc.; and/or
- Presentation from health care experts

July

- Review of FAQs on EDC webpage
- Work on public Brownfield presentation

August

- Presentation from business attraction & economic development partner; and/or
- Business owner meeting program

September

- Finalize public Brownfield presentation
- Update on TCE plume status

October

- Business Connector series; and/or
- Business owner meeting program; and/or
- Other presentation not scheduled earlier in the year

November

- Review of EDC webpage
- Review of EDC link on websites of LUGs

December

- Assess EDC impact on local businesses
- Assess efforts with chambers & partners
- Assess need for a public survey
- Review strategic plan



Antrim County *Administration Office*

September 19, 2023

TO: Antrim County Economic Development Corporation
FR: Janet Koch, Deputy Administrator
RE: EDC Elevator Speech

The EDC's draft 2024 Strategic Plan includes an action item to "Develop an elevator speech to be used by members while in the community and establish guidelines regarding representation of the EDC at outside community meeting." This is in the first Organizational Objective of Communication.

The following was provided by Rachel Krino as a starting point for discussion.

What is an Elevator Speech?

An elevator speech, also known as an elevator pitch, is a brief, persuasive speech that you can use to introduce yourself and your business to potential clients or employers. It's called an elevator speech because it's short enough to deliver in the time it takes to ride an elevator, which is typically 30-60 seconds.

The goal of an elevator speech is to make a good first impression and leave the listener wanting to learn more about you or your business. -To do this, your elevator speech should be clear, concise, and engaging. It should also be tailored to your audience.

Here are some tips for writing an effective elevator speech:

- Start by identifying your key messages. What do you want the listener to remember about you or your business?
- Keep your speech short and to the point. Aim for 30-60 seconds.
- Use clear and concise language. Avoid jargon and technical terms.
- Be enthusiastic and engaging. Make eye contact and smile.
- Practice your speech in front of a mirror or friend.

DRAFT Elevator Speech for the Antrim County Economic Development Corporation:

Hi, my name is _____ and I'm a member of the Antrim County Economic Development Corporation. We're a non-profit organization dedicated to retaining, expanding, and promoting county-wide economic growth and stability. We work with businesses of all sizes to help them succeed in Antrim County. We offer a variety of resources, including:

- Business recruitment and retention: We help businesses find the right location in Antrim County and provide them with resources and support to help them succeed.
- Business training and development: We offer a variety of training and development programs to help businesses improve their operations and productivity.
- Marketing and promotion: We promote Antrim County as a great place to do business and help businesses connect with potential customers and partners.
- Funding resources: We can connect you with a variety of funding resources, including grants, loans, and tax breaks.
- If you are a small business owner in Antrim County, the Antrim County Economic Development Corporation can help you connect with the resources that you need to succeed.



Antrim County Administration Office

September 19, 2023

TO: Antrim County Economic Development Corporation
FR: Janet Koch, Deputy Administrator
RE: EDC Frequently Asked Questions (FAQs)

The EDC's draft 2024 Strategic Plan includes an action item to "Develop a most frequently asked questions/answers." This is in the second Organizational Objective of Resource Access. The following was provided by Rachel Krino as a starting point for discussion.

What is Economic Development?

Who are the local Antrim County lenders?

- [4Front Credit Union](#) – Bellaire, Mancelona
- [Fifth Third Bank](#) - Elk Rapids
- [The Huntington National Bank](#) - Bellaire
- [Charlevoix State Bank](#) - Ellsworth
- [Alden State Bank](#)- Alden, Bellaire, Central Lake, Elk Rapids

How do I find information about zoning?

Antrim County does not have a county-wide zoning ordinance; instead, the local units of government have zoning authority. The five incorporated villages (Bellaire, Central Lake, Elk Rapids, Ellsworth, and Mancelona) and seven of the fifteen townships (Banks, Elk Rapids, Forest Home, Helena, Kearney, Milton, and Torch Lake) have their own zoning ordinances which are administered and enforced by a zoning administrator. ([Click here for a map](#) of Antrim County's zoned municipalities.)

[Antrim County Zoning Website](#)

Zoned Townships

- [Banks Township](#)
- [Elk Rapids Township](#)
- [Forest Home Township](#)
- [Helena Township](#)
- [Kearney Township](#)
- [Milton Township](#)
- [Torch Lake Township](#)

Zoned Villages

- [Village of Bellaire](#)
- [Village of Central Lake](#)
- [Village of Elk Rapids](#)
- [Village of Ellsworth](#)
- [Village of Mancelona](#)

Do all counties have an EDC?

No. In northwest Michigan, Antrim County is the only county in the five county region to have a separate EDC.

What is Antrim County's Economic Development Strategy?

The board of Directors for Antrim County's EDC is working on their 2023/24 Strategic Plan.

Do you partner with communities to provide specific development support?**Do you provide services for small businesses?****What kind of business assistance do you provide?****What is an Opportunity Zone?**

The Opportunity Zones tax incentive was established by Congress in the 2017 Tax Cut and Jobs Act to stimulate long-term, private sector investments in low-income urban and rural areas. The program enables investors with capital gains tax liabilities to receive favorable tax treatment for making equity investments into eligible [Opportunity Zones business property](#).

Why should we move to Antrim County?**What incentives do you have to offer?****What other kinds of incentives are there besides yours if any?****Do you have high speed internet services available?****How much land for development do you have and where is it located?****Are there any other companies like ours in your county?**

Our area chamber of commerce have a comprehensive list of member business.

List of area chambers:

- [Bellaire Chamber of Commerce](#)
- [Central Lake Chamber of Commerce](#)
- [East Jordan Chamber of Commerce \(Ellsworth\)](#)
- [Elk Rapids Chamber of Commerce](#)
- [Mancelona Chamber of Commerce](#)



Antrim County *Administration Office*

September 19, 2023

TO: Antrim County Economic Development Corporation
FR: Janet Koch, Deputy Administrator
RE: EDC Board Matrix

The EDC's draft 2024 Strategic Plan includes an action item to "Create an inventory matrix of EDC members and their memberships with other organizations. Provide opportunity during regular EDC meetings for related updates in a Roundtable agenda item." This is in the first Organizational Objective of Communication. The below and following page provided by Rachel Krino as a starting point for discussion.

Instructions for using Board Matrix Tab:

#1: Review the areas of expertise, connections, and demographics for your organization. Add any additional areas of expertise, connections, or demographics that may be needed to meet your organization's unique needs.

#2: Type the names of your board members in Row 1. If you have more than six board members, you will need to insert additional columns. Do this by (a) highlighting column G --> (b) right clicking the shaded area --> (c) click "insert." Repeat this until you have one column for each board member.

#3: Add the date when each board member's term will expire.

#4 Review each board member and place a "1" in the cell that corresponds to that board member's name and areas of expertise. If a board member does not have expertise or connections in this area, leave the corresponding cell blank.

#5: The column labelled "count" on the far right indicates the total number of board members you have with a specific expertise or connection. If the number is "0" or "1", you should seek board members to meet these needs.

#6: Board member totals are in the row labelled "total." This allows the nominating committee to compare board members based on their overall skills/expertise ranking. By editing the yellow cell with the number of current board members, you can also identify the average ranking of board members.

