

# COLDWATERCOUNTRY

## PURE MICHIGAN

Branch County Economic Growth Alliance

2012 UPDATE

# Regional Economic Development Partners



- Branch
- Berrien
- Calhoun
- Cass
- Kalamazoo
- St. Joe
- Van Buren
  
- Working together collaboratively for the region.

# Prospects



- Eighteen Prospects
  - Provided Site Information – RFP's
  - Building Tours
  - Information on Incentives
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- Ten retention - Site Visits
  - Two recruitment – **Site Visits**

# Completed Projects



## EXPANSIONS

- ASAMA
- GCI
- ALERIS – Back on line

## Hiring

- HC Stark – Recent Job Fair
- SPEEDRACK-Hired 22 in the last 30 days, 11 more to go plus 3 or 4 management positions

## New Projects

- BDS
- Mastronardi

## Pending Projects

- Culvers
- Jimmy Johns

# BDS Suspension - Retention



- BDS – Retained 62 employees
- 24 hired since Jan 1<sup>st</sup> 2010
- 30% plus increase for each year for the last three years running

# Mastronardi - Recruitment



- SUNSET® Produce is a **pioneer** and **industry** leader in the **gourmet greenhouse** industry that grows & markets nationally recognized brands such as the Campari® Tomato, Splendido™ Grape Tomatoes, Kumato™, and Champagne Cocktail Tomatoes™ under its SUNSET® label. **Family owned & employee managed** for more than **50** years.
- Voted two years in a row Canada's top **50** best managed companies.

# Coldwater Facility



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**OVER 70 LOCAL EMPLOYEES**  
**25 ACRES UNDERGLASS**  
**LARGEST GREENHOUSE IN**  
**NORTH AMERICA**  
**MOST TECHNOLOGICALLY**  
**ADVANCED**



# What it means for Coldwater



**INCREASED PROPERTY TAX BASE**  
**INCREASED UTILITY USAGE**  
**SUMMER PEAKING TO A WINTER PEAKING**  
**ELECTRIC UTILITY WHEN FULLY OPERATIONAL**  
**LOCAL BUSINESS IMPACT**  
**EQUIPMENT**  
**GAS**  
**CONSTRUCTION**  
**FOOD**  
**HOTELS**



# Access to Information



- How quickly can the Community provide information for decision making?
- How accurate is the information?
- Is the site ready?
- Is the infrastructure ready or if not, does the community know the cost and time-line?

# Site Selection



- Coldwater's location provides the ability to serve the supplier and market needs of companies in diverse industries
- Almost half of the nation's population and income is within 500 miles of Coldwater
- The major population centers of Canada are within a day's drive.

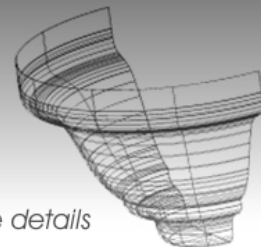
# Local Companies



Distribution Center



MIDDLETONS MOULDINGS



*It's all in the details*



# Public Utility



- Electric
- Gas
- Waste Water/Water
- Storm Sewer
- Capacity of Systems
- Telecommunications
- Fiber Optic
- Power Supply Portfolio

# Quality of Life



- 101 Lakes in the County
- High Quality Recreation
  - Parks
  - Swimming Pool
  - Soccer, Softball, Baseball, Tennis, Walking/Biking Trails, Dog Park and multiple golf courses
- Excellent Education Facilities
- Affordable Housing
- Active Community Spirit
- Safe Community
- Abundant Services

# Next 18 Months



- Regional Economic Development
- Retention
- Recruitment
- Technology Park
- Signage for our Certified Industrial Parks
- *Pure Michigan/Coldwater Country*
- Site Selection Updating
- Update the Regional Wage and Benefit Survey

# Questions?



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