



# MARKET ONE

**Economic & Community Development**



# My background

## **Work Experience**

- Workforce Coordinator - Southwestern Michigan College
- Business Services Manager – Michigan Works! Berrien-Cass- Van Buren (Kinexus Group)
- Human Resources Consultant – Consumers Energy & Stryker
- Member of Board of Directors – Michigan Works! South-Central (2013-2016)
- Executive Director, Market One

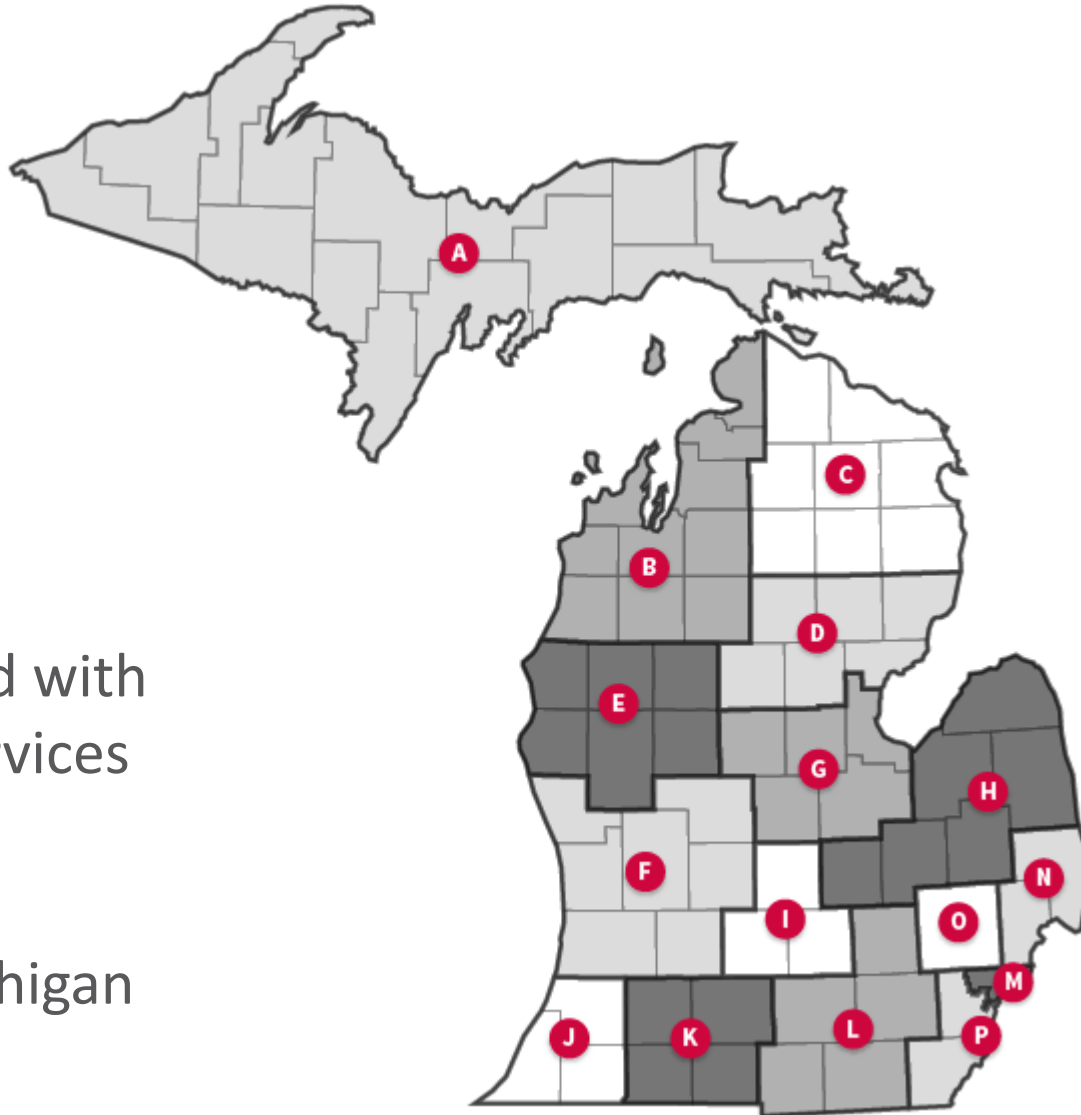
## **Post Graduate Training:**

- Certificate from Michigan State University School of Labor and Industrial Relations
  - Certified Business Solutions Professional
- Graduate Certificate from University of Oklahoma Economic Development Institute
- Certified Economic Development Finance Professional, National Development Council

# A National Presence



National Association  
of Workforce Boards



- There are 500 Workforce Development Boards across the country that are charged with administering workforce services
- There are 16 Workforce Development Boards in Michigan alone!

# State-Wide | Michigan Works Association

## A FORCE FOR MICHIGAN EMPLOYERS.

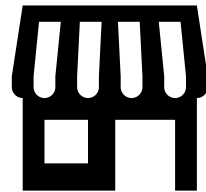
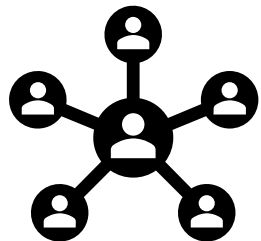
### THE ASSOCIATION

The Michigan Works! Association was established in 1987 to provide services and support to Michigan's workforce development system. Through the association, members can access timely, relevant professional development opportunities and ensure high-quality programs for all customers.

vs.

### THE SYSTEM

The Michigan Works! System is the first unified workforce development system in the U.S. and is an integral partner in developing Michigan's economic future. The system is demand driven, locally responsive, and ready to meet the needs of each community. Every year, the Michigan Works! System serves nearly four million customers.



# Many pieces of Economic Development

## What is Economic Development?

Economic Development is the process of maintaining a stable economy while creating an environment for future growth.

All successful economies are built on the symbiotic relationships between: Community, Talent, and Business.

- An attractive community has the amenities and infrastructure that promote and support a high-quality of life for its residents. This helps to retain talent.
- The talent, in turn, possess the knowledge, skills and abilities to support and grow a vibrant business community.
- The businesses provide jobs and income for the local talent to have a high quality life; and a tax base for the local community.



*“There is no limit to the amount of good you can do if you don't care who gets the credit.”*

*— Ronald Reagan*

# Exercise One – Workforce Partners

Map out all the workforce partners you can utilize in supporting your local businesses. Think local, regional, state, and national. Also, give a brief description of what they do (high-level function), geography covered, and specific tools featured. Add any anecdotal stories or examples of their services.

## Example:

- Paw Paw Public Schools
- K-12 Education
- College and Post Secondary Preparation
- Programs: First Robotics, DECA Marketing Club, College Dual Enrollment
- Example In Action: Co-op program with local manufacturer to mentor First Robotics students and introduce them to Automation Machine Building.



# How to work with your local Workforce Board?

## Business Retention & Expansion

- Business Visits
- Training Grants
- Workforce Planning

## Attraction

- Data
- Proposals

## Community Development

- Education Programs
- Offender Success
- ALICE – United Way Study



# Business Retention & Expansion

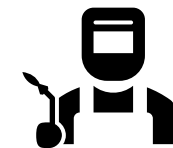
## Going **PRO** IN MICHIGAN

### What?

- Grant supporting training of existing employees or the hiring of new employees in 2025
- Competitive grant - open to all private sector employers in the State of Michigan
- Up to \$2,000 per person – for training or new hires
- Up to \$3,500 available for new DOL registered apprentices

### How?

- Eligible training providers – College, OJT, Online, Onsite, Customized, Apprenticeships
- Eligible training examples – Welding, CNC, CDL, CAD, CNA's, Blueprint reading, Supervisory training, LEAN, FANUC robotics, PLC Programming



**MICHIGAN**  
**WORKS!**  
➤ Berrien • Cass • Van Buren



# Michigan Works Support

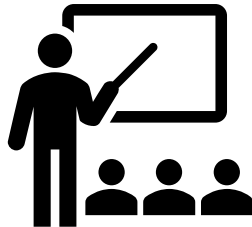
## OJT

- Up to 50% of employee wages covered for specific training period
- Contract with company



## IWT

- Averts threat of layoff
- Retrain or upskill current workforce

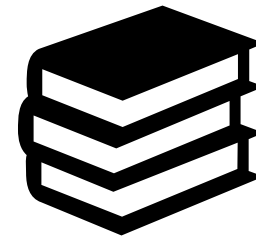


## Youth & Adult

- Need to qualify
- Can cover tuition and supplies
- In some cases, transportation, daycare, etc.

## Recruiting Support

- Job Posting
- Job Fairs
- Screening
- Test Admin



## Specialized Grants

- Pre-Apprenticeship
- Apprenticeships
- Barrier Removal
- EV Academy

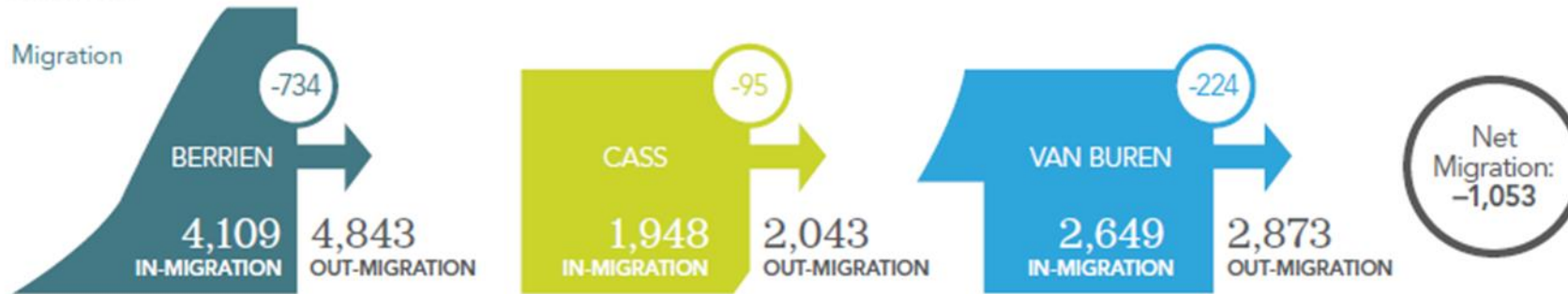
# Attraction

## POPULATION

Geography	2000	2010	2015	2020	% 2000-15	% 2010-15	% 2010-20
Berrien	162,453	156,813	154,636	150,821	-4.81%	-1.39%	-3.82%
Cass	51,104	52,293	51,657	54,279	1.08%	-1.22%	3.79%
Van Buren	76,263	76,258	75,077	78,401	-1.56%	-1.55%	2.81%
Tri-County	289,820	285,364	281,370	283,501	-2.92%	-1.40%	-0.65%

Source: US Census.

### Migration



Source: IRS Tax Data.



### HIRING AND TRAINING PROPOSAL

#### ABOUT US

Kinexus/Michigan Works! Berrien, Cass Van Buren, a nonprofit organization, provides workforce and business development services to businesses and job seekers in the three county area of southwest Michigan.

We have the experience to handle any size company, new startup or existing expansions. Our staff has provided employment services to our region's largest employers as well as employers with less than 10 hires.

#### WORKFORCE AVAILABILITY

Located in or around Paw Paw, Michigan (10 Miles distance) / (30 Miles Distance)

	10 mi	30 mi
Plant, Production, Line Manager	67	516
QA & Safety Manager	158	957
Administrative Assistance, Clerk, Office Assistant	108	750
Machine Operator, General Labor, Production Worker	212	1315
Maintenance Technician, Service Engineer	47	347
Shipping & Receiving	73	633

\*These are qualified people that have indicated they are looking for work within the last three months.

## COST OF LIVING OUTLOOK

The Cost of Living Index (2016 Annual Report) for the Niles-Benton Harbor MSA ranked the area the 35th most affordable place to live out of the 264 cities around the country that participated in the survey. Additionally, the Niles-Benton Harbor MSA ranked the second-most affordable place out of the eight regional metropolitan areas that were surveyed, behind only Kalamazoo. The cost of living in the area has continued increase at a slower rate than the rest of the country, and preliminary results from 2017 indicate that the Niles-Benton Harbor MSA will continue to be a cost-effective place to live.

RANKED IN THE TOP  
**14th**  
PERCENTILE FOR  
affordable  
cost of living

# Community Development

The top three barriers experienced by The Link members include:



## Food

21% of employees served continued to experience monthly food emergencies due to lack of finances.



## Housing

16% of employees served experienced loss of housing or utility shut off.



## Transportation

20% of employees served had difficulty getting to work due to lack of reliable transportation.

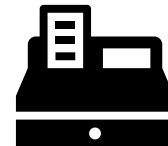
## ALICE IN MICHIGAN: A FINANCIAL HARDSHIP STUDY

LIVE UNITED

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### 2019 MICHIGAN REPORT

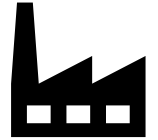
Michigan Association of United Ways



# Community Development



Manufacturing Day is an event that celebrates Southwest Michigan's \$2.1 billion manufacturing industry and address the misconceptions that manufacturing is a dying and dirty industry. Attendees will have an opportunity to learn about the vast array of things that are made in their own backyards and get a chance to see demonstrations by local career and technical education students and robotics teams.





In 2017, Kinexus Group launched Youth Solutions, a nonprofit organization at the intersection of education and workforce development, committed to providing Michigan's youth with the support and experiences that prepare them for their futures. Youth Solutions was established as a 501(c)3 organization in 2017 but has been serving in this capacity, operating programs that focus on youth ages 11-24, since 2008. This subsidiary organization aims to ensure every youth in Michigan has access to career-focused education and graduates with an actionable plan for postsecondary success.

*For more information, visit us at [ouryouthsolutions.org](https://ouryouthsolutions.org)*

## By the numbers, 2023-2024

**86**

**MICHIGAN  
CITIES**



**141**

**PROGRAMS &  
SERVICES**



**12,800+**

**YOUTH IMPACTED**  
*More youth than  
ever before!*

**39,000+**

**TOTAL YOUTH  
IMPACTED SINCE 2008**



# Exercise Two – Project Faith

Confidence Plastics Company was founded by Jim and Leah Smith in the year 2000. They are a plastics manufacturer supplying primarily to the automotive industry. They have approximately 42,000 sq ft and \$11M in annual sales. They have 40 Associates at their location, 26 work-centers, 7 customers and hold the ISO 9000 and TS 16949 Certification. Jim & Leah sold 80% of their company to CDG Inc. in the year 2012. CDG Inc. has brought world class management and expertise that has led to year-over-year growth and has management wanting to invest in the site and go after even more work.

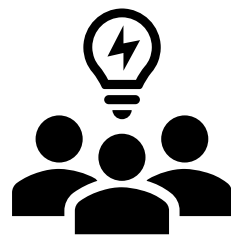
## Phase One of Project:

- Add 28 New positions
  - 22 of which will be skilled trades
  - 6 of which will be professional positions
- 7,500 addition square feet
- 2 new loading docks
- \$1Million new machine and new robotic machinery

## Challenges:

- Building is old and needs a face lift
- Lot is small, adjoins a rail line
- Community is small: 1,200 people
- CDG Inc. is HQ'd in Indiana and has property to expand at there site, which is less than an hour away.

Using your asset map from earlier, design a workforce solution that will help incentivize future growth and help them to become more efficient at their current facility.



# Michigan Works! Successes

## Apprenticeships

We helped launch multiple apprenticeship programs that are currently active, including:

- Chemical Operator
- Industrial Maintenance Technician
- CDL driver
- Machine builder
- Certified Nursing Assistant (CNA) / Phlebotomy / Pharmacy Tech
- Registered Nursing (NEW!!!)

## Healthcare

- Healthcare is BCVB's fastest growing industry.
- We secured \$4m to develop apprenticeship and pre-apprenticeships over the next four years.
- We will recruit and train 675 new apprentices / pre-apprentices over next 48 months. Training will be taking place at local CTE programs, community colleges and through online providers. Employers in BCVB will benefit from hiring the graduates.





# **MARKET ONE**

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**Economic & Community Development**

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