

2020: Building the Future

2017 Annual Report

MISSION

Maximize economic and community growth through collaborative partnerships and promotion of the region.

ACCREDITATION

We are a 4-star accredited chamber of commerce



CORE VALUES

Integrity. We are trusted to do the right things.

Credibility. We are responsible and accountable for our agreements and actions.

High Standards. We strive to deliver the highest quality service.

Inclusiveness. We actively pursue diversity, inclusion, collaboration and equitable treatment of all stakeholders.

Leadership. We lead change, challenge ourselves and inspire the community to achieve greatness.

Respect. We are professional, courteous and welcoming in all our interactions.

MESSAGE FROM THE CHAIRMAN & CEO

The Annual Report provides an excellent opportunity for the Flint & Genesee Chamber to review our role in Genesee County's economic and community growth. As we walked through the story of 2017, it was great to see the progress that the region is making and how we are working with our members to help them grow.

We stayed focused on our strategic goals to increase and diversify investment and jobs; develop talent; and enhance the image of Flint & Genesee, which helped the region gain new business investment and jobs.

The most notable story in 2017 was Lear Corporation breaking ground on a new seat manufacturing facility on the former site of the historic Buick City in Flint. It will be the first major automotive supplier manufacturing facility built in Flint in more than 30 years. Also great news for the region's local economy is PGA golf coming back to Warwick Hills Golf & Country Club through the Ally Challenge. The exciting event will allow Flint & Genesee to welcome an estimated 50,000 visitors from across Michigan and beyond. Challenge officials estimate the tournaments will have a \$20 million economic impact on the Genesee County economy over three years.

In addition, it was an honor to be a part of the many ribbon-cuttings representing grand openings, capital investments and expansions.

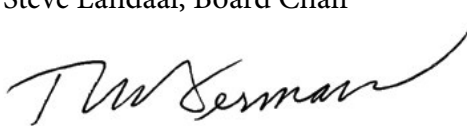
They are a testament to Flint & Genesee's strong business climate where businesses are supported and connected to resources that will help them prosper.

We showcased Flint's rebirth to several influencer groups including developers, successful Flint natives who are living and working outside of Flint and a variety of travel writers. These personal interactions allowed the Chamber and our Convention & Visitors Bureau to tell a broader story about Flint & Genesee, including the progress that the region has made, the community's resilience and the opportunities that exist.

There were so many outstanding accomplishments that helped to maintain positive momentum and keep Flint & Genesee moving forward. We are proud to have played a role in many of them. We invite you to read this report for more information on the Chamber's results and how we are helping to build the future.



Steve Landaal, Board Chair



Tim Herman, CEO

“The Chamber advised me on everything from financing to building inspection processes. I also joined the Chamber’s Flint Women Leadership Committee that matched me with an attorney, accountant, business owner and a few others who helped me manage the growth of my company. I’m not sure I’d be where I am today had those women not given me advice and encouragement.”

—Lorrie Sage, Owner, Special Occasions



MEMBERSHIP HIGHLIGHTS

A primary goal for the Flint & Genesee Chamber is to serve as an advocate for the business community, especially our members. We are uniquely positioned to help members address business challenges, grow and receive greater brand exposure and recognition; and, in 2017, that's exactly what we did.

The Chamber ended the year with 1,081 members and affiliates. We partnered

with these businesses to help reach their goals – from growing their clientele, networking, providing training and development opportunities, to offering cost savings to their bottom line, increasing visibility and providing opportunities to engage in the top business, civic and social priorities of the community.

Top 3 Reasons Businesses Joined the Chamber

1.

Networking
Opportunities



2.

Increase visibility
in the community

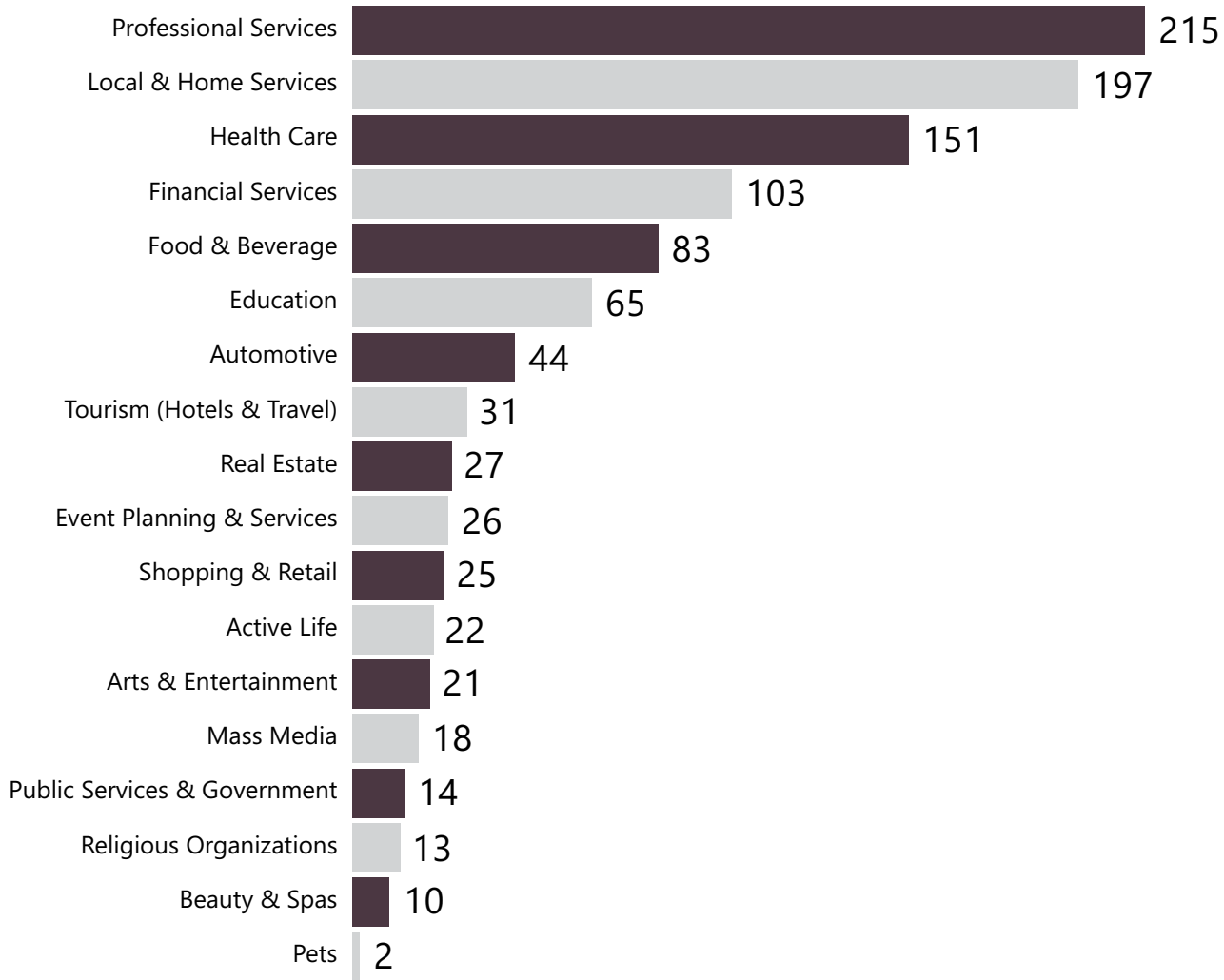


3.

Access to member-only
discounts and services



Members by the Industry



Major Employers who are Members

Baker College
 City of Flint
 Consumers Energy
 Diplomat
 General Motors

Genesee County
 Genesee Intermediate School District
 Genesys Regional Medical Center
 Huntington Bank
 Hurley Medical Center

Kettering University
 Mass Transportation Authority
 McLaren Flint
 Mott Community College
 The University of Michigan-Flint

“We believe that a strong city center will drive strong investments throughout the city and Genesee County. The Ferris Wheel is not only a new and exciting resource for the folks of Genesee County and beyond, but a collaboration of many stakeholders in the city and state both public and private.”

*—David Ollila, President and Chief Innovation Officer
Skypoint Ventures*



CAPITAL INVESTMENT AND JOBS

As the lead economic development agency for Flint and Genesee County, the Chamber holds the responsibility to attract investment to the region and help retain existing businesses. We also collaborate with education institutions and other partners on workforce issues to grow the talent pipeline, close the skills gap and create more and better jobs.

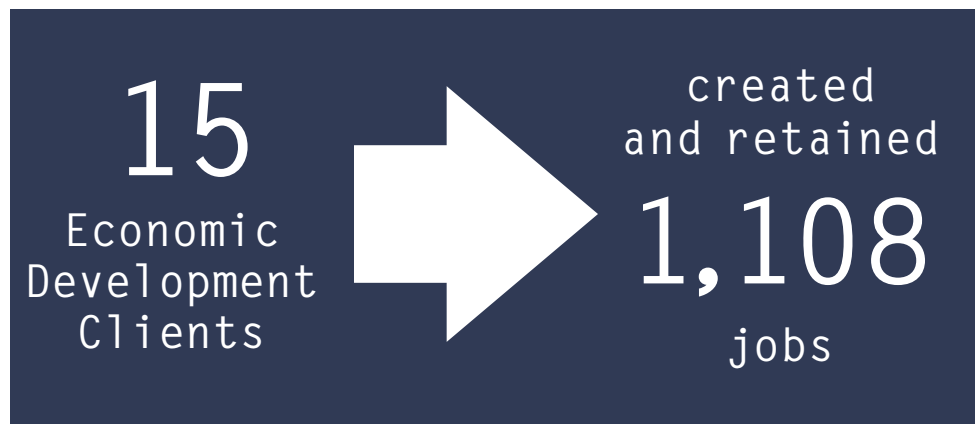
In 2017, the area continued to rebound with new investments in Flint and throughout the broader county. The Chamber's Economic Development (ED) team supported over \$296 million in capital investments and government contracts. The 15 ED clients created and retained 1,108 jobs.

Business Attraction

The most impactful project of the year – which dominated news headlines – was Lear Corporation investing \$29 million to build a seat manufacturing facility in Flint. The company will create over 430 jobs, jumping to around 600 once it reaches full production. Lear's Flint seating plant will be the first major automotive supplier manufacturing facility constructed in Flint in more than 30 years. The company broke ground in October.

Business Retention & Expansion

From a business retention and expansion standpoint, the Chamber supported 14 projects that provided real benefits to the community such as jobs, better wages, R&D capacity and revitalization.



Former Delphi Flint East Facility

Phoenix Investors, a national private commercial real estate firm headquartered in Milwaukee, purchased the former Delphi Flint East facility for \$3.2 million. The investors are redeveloping the plant with the intent to recruit new tenants. With over 550,000 square feet of space, the facility is one of the largest remaining vacant buildings in Michigan. The firm also purchased a 460,000 square foot building adjacent to Bishop Airport for \$19.5 million.

Horizon Building

TJK Fenton, LLC. redeveloped a vacant site in downtown Fenton to create a three-story mixed-use building that includes commercial or retail space on the first floor, Raymond James Wealth Management & Horizon Group Financial Advisors and Serra Automotive corporate offices. The project generated a capital investment of \$6.3 million and is expected to create 10 jobs.

Huntington Bank

Huntington Bank continues to demonstrate its commitment to Flint investing nearly \$5.4 million in its downtown Flint complex to expand its call center at the former regional headquarters of FirstMerit, which Huntington acquired in 2016. The expansion project created 60 new jobs.

CNXMotion

CNXMotion, a joint venture between Nexteer and Continental, redeveloped a building in Grand Blanc to a modern technology-enabled facility that will house their engineering and project management staff. Their focus will be on accelerating Nexteer's and Continental's advancements in automated driving and achieving robust vehicle dynamics and safety.

Mott Community College

Mott invested \$13 million to relocate and expand its Culinary Arts institute to a 36,000 square foot building in downtown Flint. The renovated building will include two culinary kitchens, two bakery and pastry kitchens, teaching kitchens, meat fabrication lab, a fine dining space and a café, and a space to teach students all aspects of the food service industry.

Ferris Wheel

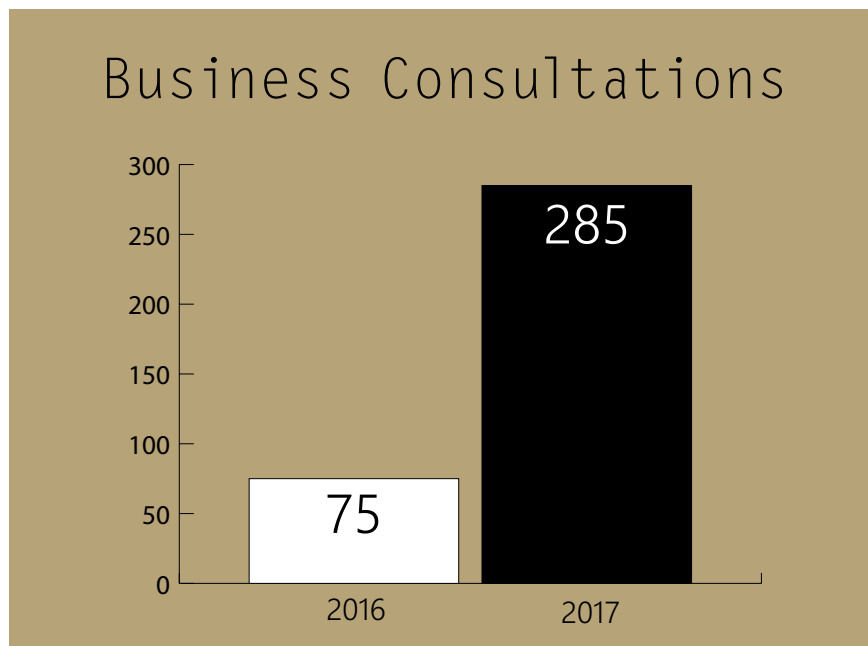
Skypoint Ventures, a venture capital and real estate firm, renovated the former Ferris Furs building in downtown Flint, investing \$7.5 million to create a co-work space called Ferris Wheel Innovation Center. The building also houses 100K Ideas, a nonprofit focused on training entrepreneurs.



SMALL BUSINESS SUPPORT AND COMMUNITY ENGAGEMENT

A large majority of the Chamber's members are small businesses. Our goal is to provide the type of support that will enable these businesses to get the help they need to thrive and grow. Our programs connect these organizations to: resources such as financial and municipal; regulations and policy; recognition programs; and bring visibility to their brands, jobs and training. In 2017, the Chamber consulted with 285 small

businesses, compared to 75 the year before. The significant jump is due to the strengthening of partnerships and broader awareness of what the Chamber can do to help small businesses. In addition, the Chamber worked collaboratively with community groups to address issues that impact the quality of life and well being of Flint-area residents, and to honor businesses and individuals for outstanding leadership and customer service.



Kiva Flint

The Chamber serves as trustee for Kiva Flint, a crowd-funding program through which community lenders can nominate businesses for microloans. Entrepreneurs had the opportunity to tell their stories online, gain visibility and provide the community a chance to get involved by funding their loans \$25 at a time. Trustees are organizations or individuals that vouch for entrepreneurs in their community.

Small Business Revolving Loan Fund

The Genesee County Economic Development Corporation (EDC) was established to provide economic development financial services to local businesses. The Chamber works to connect local businesses to the EDC's Small Business Revolving Loan Fund program, which seeks to create jobs in the community by helping to capitalize small businesses. The program is not a replacement for conventional loans, but can be used where conventional loans may not be the right fit. EDC funds can be used for most business purposes, including but not limited to building improvements, equipment, inventory, and working capital. The maximum loan amount is \$100,000 and may not finance/pay off existing debt.

Flint Grocery Store initiative

The Chamber continues to work with the participating grocery stores on exterior and interior updates, and with the Community Development Corporations to move forward with opening two new stores on the north side of Flint.

Catapult Business Plan Competition

As a partner in the I-69 Thumb Region, the Chamber collaborated – on behalf of Genesee County – with the other six counties to assist entrepreneurs and small business owners with starting or growing their businesses. Each of the seven counties awarded county-level prizes and at the regional level with prizes of \$5,000 (1st place); \$3,000 (2nd place); and \$1,000 (3rd place).

Art of Achievement Awards

An important part of advocating for businesses is to recognize and celebrate those that are doing outstanding work, giving back to the community and making sure that visitors are welcomed. Through the Art of Achievement Awards, 19 businesses, hospitality venues, community organizations and individuals were celebrated.

Speakers Bureau

The Chamber welcomes requests to speak at business and community forums. In 2017, we saw an increase of 35 percent in speaking engagements compared to 2016. The increase was due in part to the high interest in economic development in the region and how it affects the local economy, business climate, talent and placemaking – one of our newest topics of discussion.

“TeenQuest isn’t just about learning how to get a job. It teaches kids important life lessons and puts them on track to achieve their dreams. I would encourage everyone who has a child that’s of age to enroll him/her in the program.”

—James Richardson, TeenQuest Parent



EDUCATION & TALENT DEVELOPMENT

An educated and highly skilled workforce is essential for Flint and Genesee County to compete for new jobs and business investments.

Developing talent and growing the talent pipeline is a strategic goal for the Chamber. In 2017, our Education and Training and Economic Development groups worked with our partners to help bridge the much-touted skills gap. They collaborated with workforce development agencies, higher education, businesses and government on programs that helped match skills to open positions and re-train employees for other jobs. In addition, the Chamber connected young job seekers with employers. Through our TeenQuest and Career Edge programs, 623 participants, ages 14 and up, were taught employment and leadership skills, how to make a great and lasting impression, and other soft skills such as communication, decision-making and teamwork. With each graduating class, we are adding more young people to the talent pipeline with skills that are requested by employers.

Last year, 18 business and community professionals graduated from Leadership NOW, an intensive, yearlong leadership development program that is building a strong following. The program,

graduating nearly 40 participants over the past two years, aims to strengthen Flint and Genesee County by growing the region's leadership capacity.

The Chamber also provides other training and development opportunities. Last year, 1,365 individuals participated in 76 workshops covering topics from finance to grant writing to motivating employees, starting a nonprofit, budgeting and healthy eating.

Now in its eighth year, YouthQuest, which reaches 1,500 students annually, expanded into the Bentley Community Schools district. The program is now offered at 16 school sites and received many accolades, donations and grants including a \$100,000 "Aim High" grant award, which supports middle school youth, from the New York Life Foundation in partnership with Afterschool Alliance. It also received a \$100,000 donation from Mark Braun and his nonprofit, Mr. B's Joybox Express. Both the grant and donation are in addition to the generous support that YouthQuest receives from our primary funders, the Charles Stewart Mott Foundation and Michigan Department of Education 21st Century Learning Centers.



18
Leadership NOW
graduates

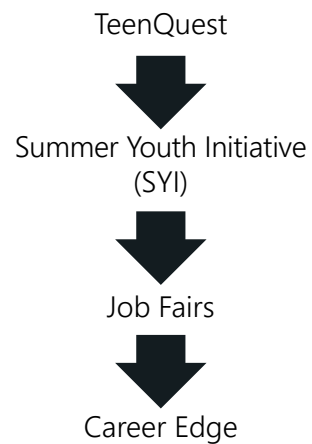
Nearly
40
Graduates
since 2015
inception

\$100,000

received from
AIM High grant
and
Mr. B's Joybox Express



Connecting
young
job seekers
with
employers



“Flint Homecoming really exceeded my expectations. I have been coming back to Flint since I moved back to Michigan a couple of years ago, but this opportunity to see what’s going on has taught me that the road to recovery in Flint is definitely well on its way.”

–Sabin Blake, Community Engagement Manager, General Motors



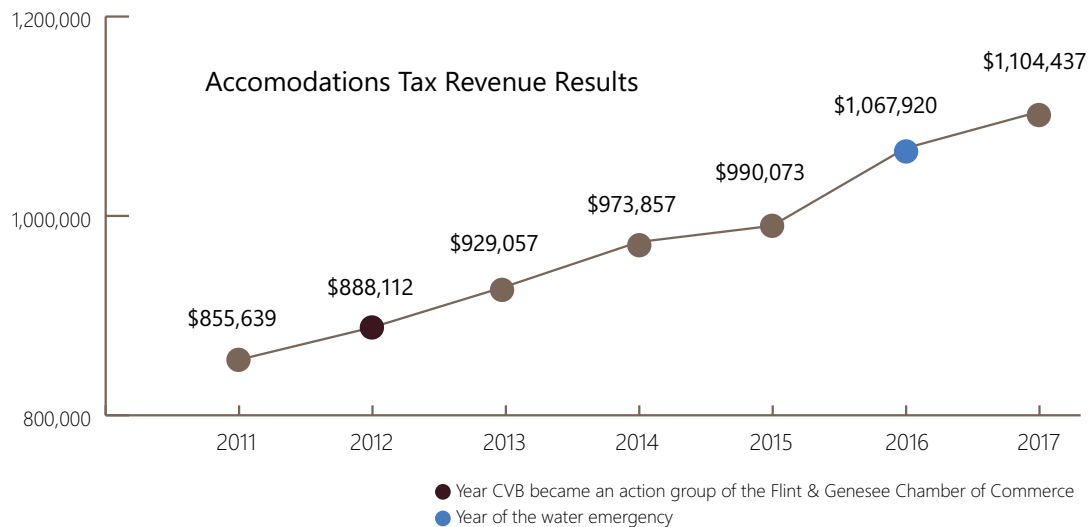
DESTINATION FLINT & GENESEE

Through the strategic efforts of the Flint & Genesee Convention & Visitors Bureau, and the Chamber staff as a whole, the Genesee County region continued to see growth in tourism in 2017. Event planners are choosing Genesee County as a great destination for conferences, corporate events, sporting events, meetings and

leisure activities. In 2017, 90 groups booked events, which helped tourism generate an economic impact of \$133 million.

The growth trend for hotel occupancy, average daily rates, market demand and overall revenue has grown over the past three years, and is expected to continue in 2018.

Assessments Trends



2015-2017 Comparison

	2015	2016	2017	% Change
Occupancy	54.6%	55.6%	56.1%	0.9%↑
Average Daily Rate	\$72.41	\$76.27	\$76.05	0.3%↓
Demand	436,836	445,608	449,962	1.0%↑
Revenue	\$31,631,047	\$33,988,603	\$34,221,164	0.7%↑

Showcasing the region

In 2017, the Chamber held signature events that showcased Flint and Genesee County to a broad range of influencers including the Developers Conference and Flint Homecoming, and to visitors and residents through the Be a Tourist in your Hometown event.

Flint Homecoming

More than 150 participants – including Flint expatriates, sponsors, and business and community leaders participated in the first-ever Flint Homecoming to reconnect, rediscover and invest in the future of their hometown. During the two-day event, expatriates toured the region and participated in panel discussions, had networking opportunities, and learned about community challenges and opportunities to invest in the area’s recovery and revitalization efforts.

Developers Conference

Fourteen investors – from outside of Genesee County – and four local investors had an opportunity to experience, first-hand, some of the revitalization and economic progress that is shaping the city into a vibrant urban center. They also received information about some of the available properties that are prime for development.

Mackinac Policy Conference

Through a series of interviews with statewide media outlets during the Mackinac Policy Conference, Chamber executives had a chance to shift the narrative beyond the water crisis. They shared stories of recovering businesses in Flint, the resiliency of the residents, transformation and revitalization.

Be a Tourist in Your Hometown

Over 1,100 people experienced Flint through the annual Be a Tourist event, which is a 5 percent increase over 2016. For \$1, participants received a day pass to 36 venues such as attractions, historic sites, cultural center institutions and more. They were able to visit the area as “tourists ” would. Offering the event at such an affordable price makes this great opportunity accessible to so many.

‘Our Flint Is...’ Ad Campaign

The Chamber launched a destination marketing campaign that highlights the many things that makes Flint & Genesee proud. The messaging was built on four descriptive words and supported with imagery and stories from across Genesee County. “Our Flint is...” showed audiences that our region is Vibrant, Brilliant, Playful, and Seasoned. The goal was to build community pride with a connection to the optimistic spirit of the “See What’s Possible” brand promise.

The campaign reached nearly 3 million viewers through traditional and digital media. Ads ran in local newspapers and publications throughout Genesee County as well as markets across the state and in Ontario, Canada. A 30-second commercial ran on PBS and across the web on YouTube, Facebook, and Instagram.

FGCC IMPACT by the Numbers



The Chamber works on a multitude of programs and projects each year. This section quantifies the impact the initiatives have had on the Flint and Genesee County community.

In Genesee County

- 8** retention/expansion investment projects
- 7** attraction investment projects
- 6** shared service initiatives implemented

1,081 members

87% member retention

- 2,307 Students** served through YouthQuest
- 454 Teens** graduated from TeenQuest
- 388 Teens** hired in 2017 through Summer Youth Initiative
- 2,737 Individuals** served through 99 career prep activities

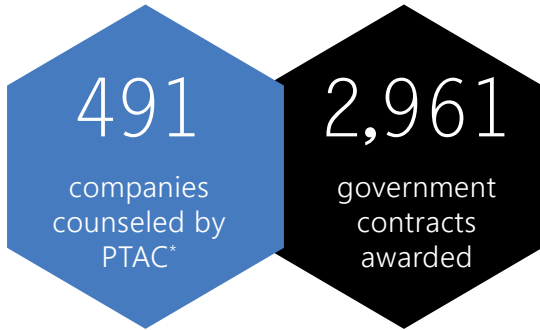
1,108 jobs created and retained

15 investment projects

generated an estimated \$36 million in annual payroll

45,847 individuals attended 374 events

1,365 attendees to 76 workshops, webinars and member engagement opportunities



*Procurement Technical Assistance Center representing a seven-county region.

19 Honorees

recognized for outstanding business
and community leadership
at Art of Achievement Awards

1,100+ Participants

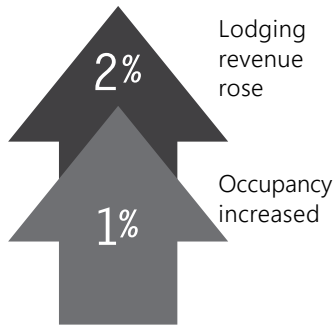
experienced the Flint area through
Be A Tourist in your Hometown
event

300+ Active

Certified Tourism Ambassadors in
Genesee County



Tourism generated
\$133 million
in economic impact
due to overnight hotel
room rentals
in Genesee County



**\$296
million**
total investment
and contract value
supported

186
assistance projects

132
existing businesses assisted

285
entrepreneurs and start-ups
assisted

37,979

Social media followers exposed to positive
messages about Flint & Genesee

speaking engagements
with business &
community groups

87

975

Positive
news
stories

4.2+ million Social media impressions

11.6+ million Ad impressions reported

Chamber
and partners
volunteered

23,200
hours



FLINT & GENESEE ECONOMY AT-A-GLANCE

Genesee County is located in Mid Michigan and is one of 83 counties in Michigan. It is home to 413,090 residents, 6,854 businesses that employ 170,800 people. The county serves as a regional hub for commerce, culture, employment and education. Flint is the largest city in the county with an estimated population of 98,918*.

*U.S. Census Bureau Estimate

Employment

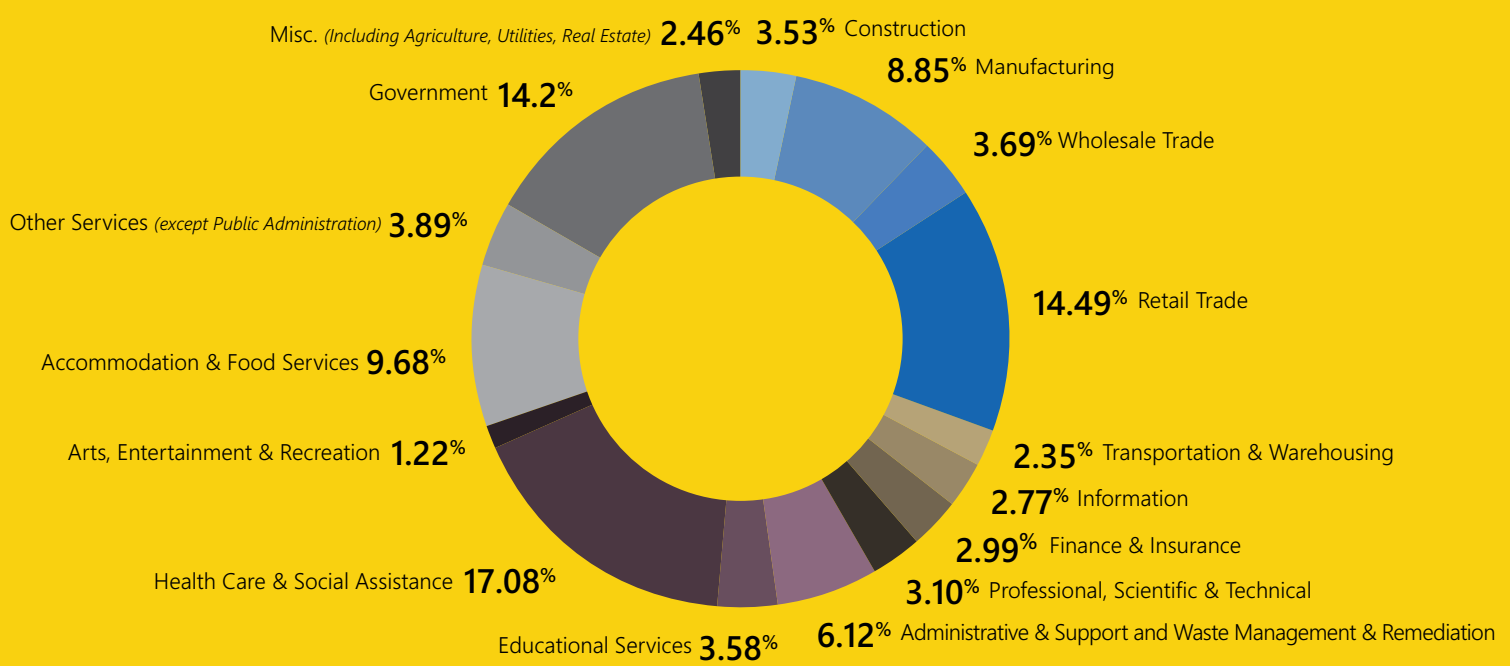
Total employment for Flint and Genesee County was 170,800 in 2017. After six years of growth, employment has declined slightly (1.6%) from 2016. However, the number of available jobs has increased and is projected to grow.

Unemployment

In December of 2017, unemployment for the county has been trending downward for the past six years, but ticked up slightly last year, closing at 5.7 percent.

Genesee County Employment by Industry

Health Care and Social Assistance is the largest industry in Genesee County, with over 17 percent of the county's employment. The next top three industries, excluding the government sector, are Retail Trade, Accommodation and Food Services, and Manufacturing.



Regional Leadership Council

A.G. Bishop Charitable Trust	Hurley Medical Center
AT&T Michigan	Kettering University
Baker College of Flint	Koegel Meats
Bishop Airport Authority	Landaal Packaging Systems
Blue Cross Blue Shield of Michigan	Lewis & Knopf CPAs, PC
Brown & Brown of Michigan	Mass Transportation Authority
C3 Ventures Flint LLC	McLaren Flint
Charles Stewart Mott Foundation	Mlive Media Group & The Flint Journal
Chase	Mott Children's Health Center
Community Foundation of Greater Flint	Mott Community College
Consumers Energy	Northgate
Dee Cramer, Inc.	Plante & Moran, PLLC
Diplomat	Riverfront EyeCare
DWLurvey Construction	ROWE Professional Services Company
E & L Construction Group, Inc.	Ruth Mott Foundation
Flint Firebirds	Serra Automotive
Food Bank of Eastern Michigan	Shaltz Automation
Genesys Health System	Siwek Construction
GM Customer Care & Aftersales	Sorensen-Gross Construction Services
GM Flint Engine Operations	The Genesee Group
Goyette Mechanical	The Huntington National Bank
GST Michigan Works! Inc.	University of Michigan-Flint
Hamilton Community Health Network, Inc.	Weinstein Electric Company
HAP - Health Alliance Plan	
Hubbard Supply Co.	
Hurand & Hurand, LLC	

Operating Board

Steve Landaal, Chair President Landaal Packaging Systems
Gary Hurand, Chair-Elect President Management Diversified, Inc.
Robert L. Rummel, Past Chair Senior Vice President Chase
Joe Serra, Secretary President Serra Automotive
Thomas Shade, Treasurer Principal Lewis & Knopf CPAs, PC
Jane Worthing, Regional Leadership Council Chair President/CEO The Genesee Group
Jeff Lamarche Plant Manager GM Flint Assembly
Victoria Leonard Regional Director of Sales & Marketing Pinnacle Hospitality Management Group
Leanne H. Panduren President/CEO ROWE Professional Services Company
Clarence R. Pierce CEO Hamilton Community Health Network
Beverly Walker-Griffea, Ph.D. President Mott Community College
Dr. Karen W. Weaver Mayor City of Flint
Mark Young, Commissioner Chairman of the Board Genesee County Board of Commissioners




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