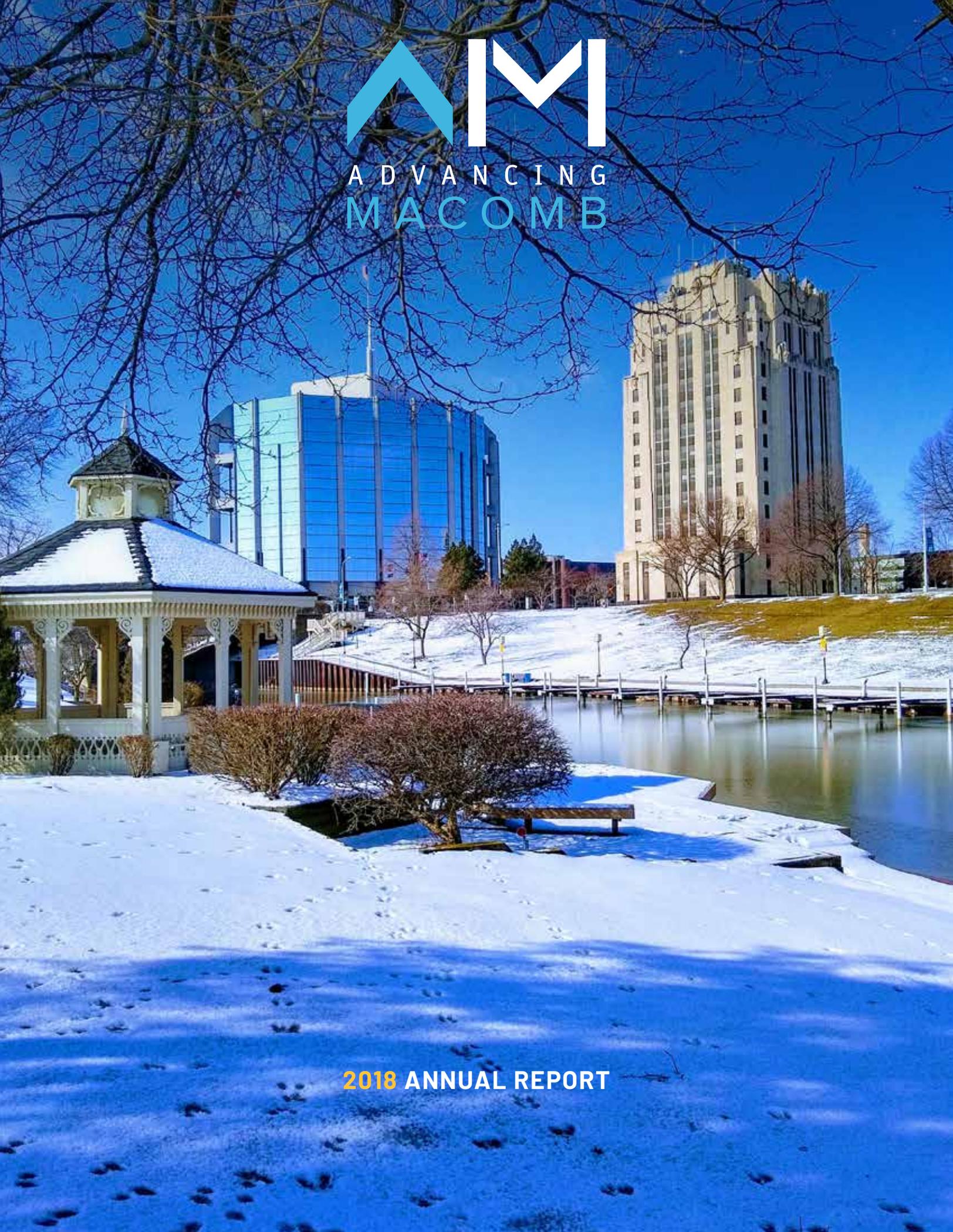




ADVANCING
MACOMB



2018 ANNUAL REPORT

ABSTRACT

2018 Marked Advancing Macomb's third full year of operation. In 2018, the organization dove into a focus on one of Macomb's oldest cities, Mount Clemens. Celebrating its **200th year**, the city has seen a number of changes over time. Advancing Macomb took a look under the hood to see what the years ahead could look like as well.

Melissa Roy
Advancing Macomb 2018 Annual Report

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Welcome Diane Banks

Diane Banks is joining Advancing Macomb from Leadership Macomb where she has served as Program Director for the past four years. She has over 14 years of experience as a public and non-profit administrator. In her role at Leadership Macomb, she directed educational and fundraising events, worked closely with the Leadership Macomb board of directors to develop strategic direction for the organization, and built a wide network of county and regional leaders. Previously, Diane worked as an environmental health specialist and program administrator with the Macomb County Health Department, developing and managing the organization's surface water quality education program.

Diane has served on the City of New Baltimore Downtown Development Authority Board and is a member of several professional organizations including, Inforum Michigan and the Association of Leadership Programs. She holds master's and bachelor's degrees, both cum laude, from Central Michigan University. She lives in New Baltimore with her husband, Mike and two children. She enjoys playing golf in the summer, skiing in the winter, traveling and cheerleading for her kids' sports teams and performances all year around.

"Diane will be greatly missed by Leadership Macomb. During her four-year tenure, she championed notable improvements to our programs and processes. She increased and strengthened her relationships with community leaders and worked tirelessly to continually expand her knowledge about the assets and issues in Macomb County. We are very proud that her new, heightened role with Advancing Macomb will allow her to spearhead strategic initiatives to better Macomb County, and to leverage connections between Advancing Macomb and Leadership Macomb," Leadership Macomb Executive Director, Karen Smith.

a very unique, diverse and welcoming place to be



From Chair David Girodat and Vice Chair, Barbara Rossmann

With the support of many Macomb County business leaders, community members and the Advancing Macomb board of directors, we embarked on a focus in 2018 of one of Macomb County's oldest cities, Mount Clemens. Through a combination of events, partnerships on grants, data gathering and developing relationships with local leaders, we created a priority list of projects to help bolster success in the community. This work has allowed us to develop greater understanding and relationship with the city through data analysis and direct work with city leadership and residents. It has also helped us create a framework for working with other communities in the future.

In the following pages, you will meet our trustees and get a view of Mount Clemens that reveals its history, character and potential for a bright future as a very unique, diverse and welcoming place to be.

We also continued to strengthen leadership within the organization with the development of the Advancing Macomb Trustees, an exclusive networking group that meets in conjunction with the board of directors throughout the year to discover and spotlight local businesses and cultural assets.

2018 also marks the departure of Melissa Roy, our founding Executive Director. Melissa was instrumental in launching Advancing Macomb, establishing our presence in the community and laying the groundwork for our programmatic work. She also created the community development framework in Mount Clemens, which includes partnerships with the City of Mount Clemens, the Macomb YMCA, the Anton Art Center and Oakland University. Thank you, Melissa for your leadership!

discover and spotlight local businesses and cultural assets



Board of Directors



David Girodat
Fifth Third Bank
Chair



Barbara Rossmann
Henry Ford Macomb
Vice Chair



Maria Silamianos
Omega Talent
Secretary



Paul Trulik
Apparatus Solutions
Treasurer



Congratulations to Board Member, Barbara Rossmann of Henry Ford Macomb, winner of the 2018 Eleanor Josaitis Shining Light Award



In the spring of 2018, Advancing Macomb teamed up with Detroit Public Television for their Emeritus Gathering and welcomed the DPTV team at Mac Ray Harbor for insight into the east side and Macomb County.

Board Members at Large



John Blanchard
General Motors



Tom Brisse
McLaren Macomb



Matt Casey
Warner Norcross + Judd



Melanie D. Davis
Sterling Heights Regional
Chamber of Commerce



Terry Hamilton
St. John Macomb



Gayle Joseph
Gayle Joseph Group



Thom Lipari
Lipari Food



Martin Manna
The Chaldean Chamber of Commerce



Douglas Messana
Ford Motor Company



John Nitz
O'Reilly Rancillo P.C.



Brian Pilarski
Brown & Brown



Mark Rusch
The Proper Group



Tanisha A. Sanders
Waste Management



Jim Sawyer
Macomb Community College



Mike Semanco
Hitachi Business Finance



Grace Shore
Macomb County Chamber



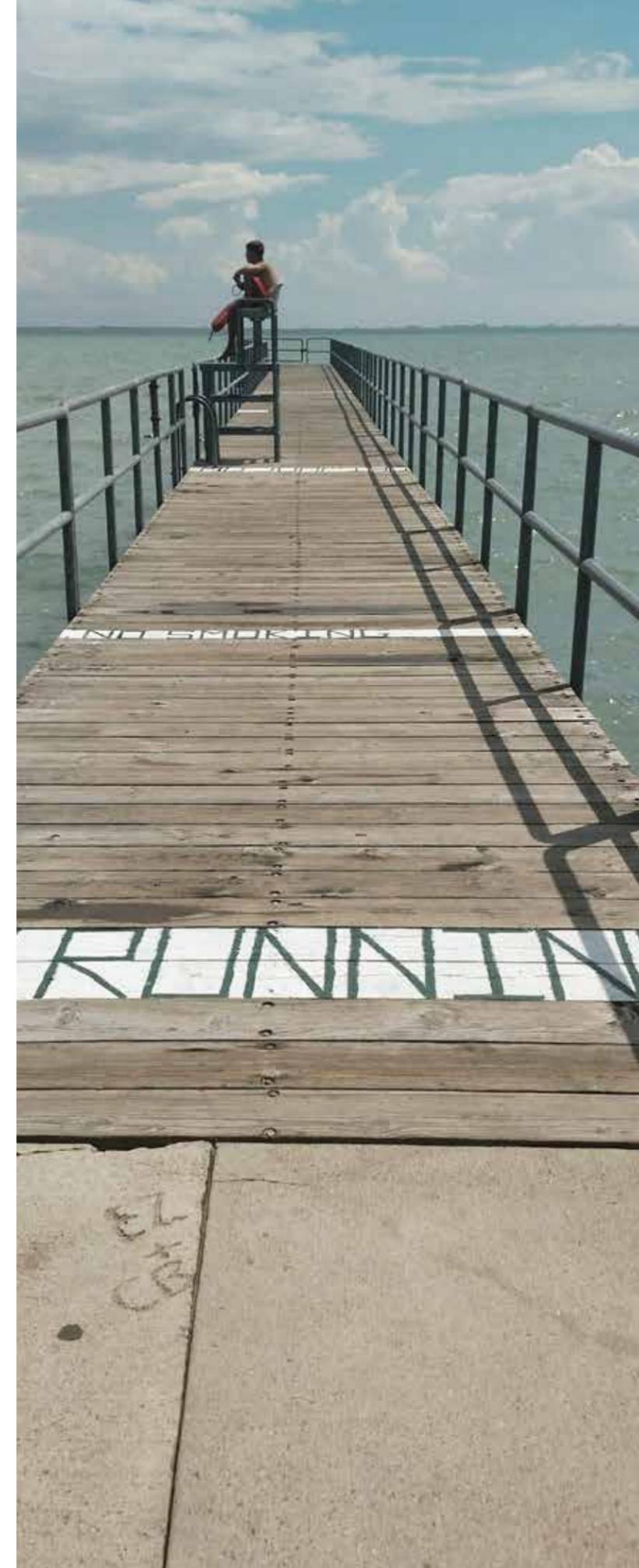
Mark Stiers
DTE Gas



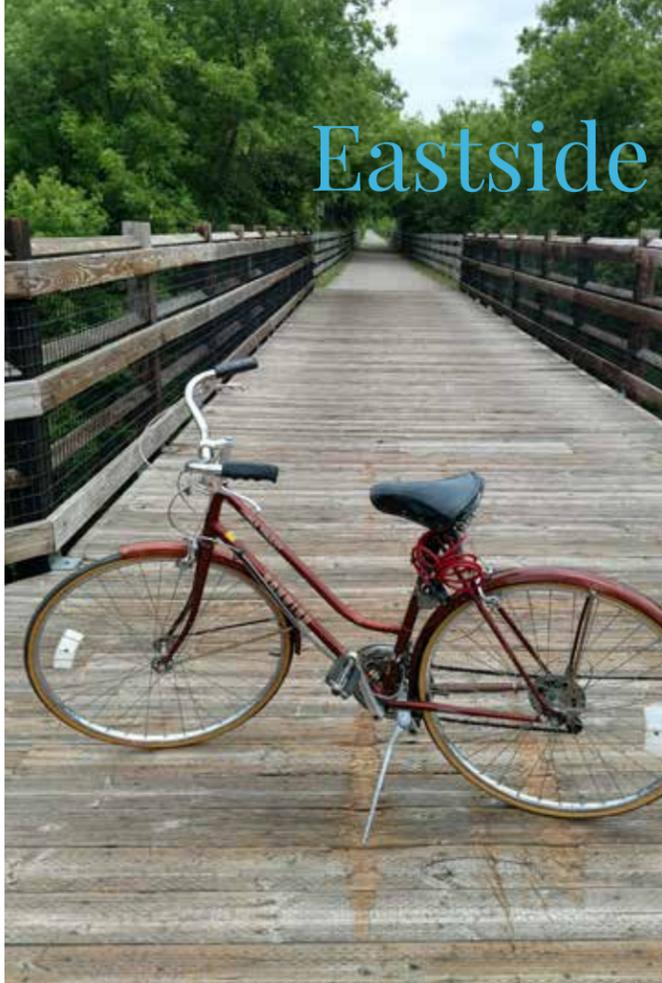
Ursula Warren
Consumer's Energy

TRUSTEES

- Jimmy Gwizdala
- Phil Rudolph Jr.
- Don Ritzenhein
- Dave Herrington
- Scott Lockwood
- Mike Ringler
- Diana Evannou
- Mary Lamparter
- Ron Lamparter
- Katie Mullin
- Robi Mitra
- Paul Dank
- John Knight
- Tom Nahas
- Debbie Condino
- Shane Gianino



Eastside Out



Explore Your Home

Eastside Out is a virtual guide for recreation adventure in Macomb County and the region's east side recreation. Launched by Advancing Macomb, Eastside Out brings you new adventures and allows you to share your own through stories, reviews, photos, and videos of our abundant recreation assets. With hundreds of park acres, miles of land and water trails, and an ever-growing list of unique restaurants, shops, and historical sites, Macomb County is filled with fun adventures to be had! So get out, get active, & get in touch with us! Explore your home & share your Eastside Pride!

The stories and events shared on the Eastside Out platforms are a tool to inspire and inform adventure seekers what is available to them. Whether to learn about a new trail or even a sport they were not familiar with, the first step in getting out and getting active is getting informed.



Access via:

Website - eastsideout.org
The public is encouraged to submit descriptions/photos/videos of their own recreational adventures to inspire and inform others

Facebook - @EastsideOutMacomb Share information on upcoming recreational activities and events as well as recreation outfitters and organizations

Instagram - @eastside_out
Share photos of recreational adventures and events and promote upcoming activities and events

Manufacturing

MFG Day

Advancing Macomb has been a proud sponsor of Manufacturing Day™ to help expose kids to opportunities in the manufacturing sector, fill our future talent pipeline and continue forward-thinking evolution throughout the sector.

Manufacturing Monday

The best way to get the inside scoop on manufacturing companies and career opportunities in Macomb. Macomb County's robust manufacturing community is highlighted on the Advancing Macomb Twitter feed each Monday for **#ManufacturingMonday**. These companies serve a wide variety of industries such as automotive, aerospace, defense, consumer goods, construction, and more.

Who should tune in?

Manufacturers, students, job seekers, career advisors, and media will see two - three featured companies each week. Content is available for viewing anytime #manufacturingmonday and showcases dynamic workplaces and career paths while illustrating the importance of this industry not only to the county, but also to the global market.

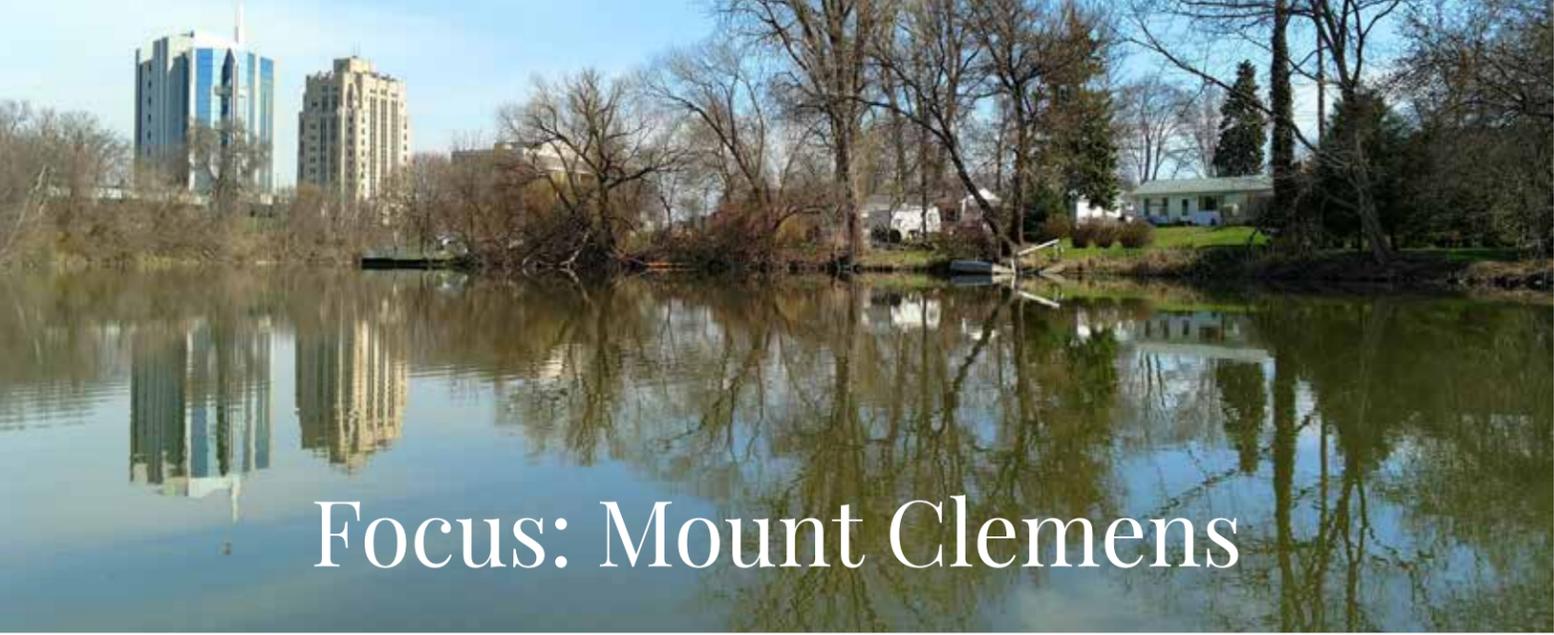


Access via:

Twitter - @AdvancingMacomb,
#ManufacturingMonday

Facebook - @AdvancingMacomb
For Macomb County manufacturing and CTE news and events

Instagram - @advancingmacomb
Share photos and promote upcoming activities and events in Macomb County



Focus: Mount Clemens

Mount Clemens is an historic and diverse community that just celebrated its 200th anniversary. It is nestled on the shores of the Clinton River, which winds through various parks and neighborhoods throughout the city before connecting with Lake St. Clair.

Why is Advancing Macomb hot on Mount Clemens?

Mount Clemens is iconic of the east side and Macomb County. Its history, diversity and unique assets make it an ideal community development investment that can pay dividends toward social and economic impact in a community that needs the support.

The Current State

Dedicated residents, engaged city leaders, a challenged municipal financial structure, an increasing poverty rate and a slightly increase in business investment after years of disinvestment.



2018 Projects and the Path to Partnership

- Baseline demographic & economic data assembled
- Analysis of the most recent city masterplan
- River clean up in downtown and neighboring parks
- Summer trustees event with city leaders
- Clinton River kayak launch support
- Community survey with Oakland University
- Community Summit (town hall meeting with residents)
- KaBoom!™ Play Everywhere grant sponsored by the Ralph C. Wilson Foundation



City of Mount Clemens Data Highlights

*in comparison with Macomb County data

1. On par per capita income levels
2. Higher percentage of middle-aged persons
3. Much lower household income levels
4. Higher levels of poverty
5. 50% higher incidence of persons living with a disability
6. Appearance of low immigration from other countries
7. Higher diversity between European- and African-American decent
8. Over double the average density
9. Lower average rental rates
10. Lower owner-occupied housing rates

Community Summit & Survey Results

WHAT RESIDENTS, LEADERS AND LOCAL BUSINESSES WANT

The final component of the assessment work from Advancing Macomb was the Community Summit, held in partnership with Oakland University at the Emerald Theatre on October 6, 2018. The results of the Summit are summarized below. The full report is available on the Advancing Macomb website. We also conducted a digital version of the survey taken at the Summit for interested persons who were not available on the day of the Summit. A total of 384 combined responses were gathered from the survey.

Survey Background

The results were 110 Summit attendees and 274 digital survey takers. Both the summit and the digital survey saw a good balance of residents from neighborhoods across the city that reflected the population of the city. We also saw a solid number of residents from neighboring communities. While 50% of households taking the survey did not have children, responses reflected a desire for a community that was welcoming and supportive of families. Most of the respondents were between the ages of 25 - 54 (67%). Those over 55 made up

31% of the respondents. We did not have a large representation of survey takers under the age of 24.

Approximately 80% of the survey takers did pursue education after high school. In fact, there were a surprising percentage of respondents who had a Master's degree or higher (31% at the Summit and 29% on the digital survey). For those traveling to work, there was a relatively decent

balance of commuters going toward centers of commerce based on the size of those centers.

Advancing Macomb and Oakland University wanted to understand how residents saw the community in which they lived, what was most important to them for their current daily lives, and what they wanted for the future of their community. Survey questions focused on what respondents liked about their community, what specific improvements were most important, the makeup of their everyday life, and how they saw themselves.

survey takers:

A good balance of residents from neighborhoods across the city that reflected the population of the city

110 Summit attendees and 274 digital



Image of Macomb, Image of Mount Clemens

Respondents recognize both Macomb County and Mount Clemens for the quality of their communities and relative affordability. Access to water gets an honorable mention for Macomb County's attributes (approximately 16% of respondents). Mount Clemens also received some recognition for its access to water, but at half the response rate as the county. Education was identified as Macomb's top civic challenge, with community engagement and philanthropic support running a close second.



Everyday life

Survey respondents indicated that they enjoyed a variety of leisure interests with a particular liking for outdoor activities. Respondents liked the historic qualities about the city and indicated that they would like to see more shopping and entertainment. Survey numbers note visitor attraction as the biggest quality of life challenge in the city. Mount Clemens and their neighboring residents are very sociable, connected with their fellow denizens, and would like to be even more engaged with residents with whom they are not currently acquainted. Commutes for most of our respondents were less than 30 minutes.

Survey Background

Most of the respondents were between the ages of 25 - 54 (67%). Those over 55 made up 31% of the respondents.

67%



While 50% of households taking the survey did not have children, responses reflected a desire for a community that was welcoming and supportive of families.

50%



80%

80% of the survey takers did pursue education after high school. Master's degree or higher (31% at the Summit and 29% on the digital survey)



Community Summit & Survey Results *cont.*

WHAT RESIDENTS, LEADERS AND
LOCAL BUSINESSES WANT

For the Future

Summit participants and digital survey takers indicated that downtown development is the preeminent priority for Mount Clemens and support new development for businesses and housing. There was no clear preference for the type of business or employment that would take place – simply that there needed to be more of it in general in order for the city to improve its marketability. The survey indicated a very strong opinion that the role of downtown was to attract visitors and provide a center of commerce.

Park improvements, park development along the riverfront, more community programs, more downtown housing, modernization of existing housing, and a strong general investment in downtown showed that both residents and non-residents see Mount Clemens as an opportunity for a unique downtown developed in connection with its riverfront and stock of quality and sometimes historic housing. Many residents and non-residents are already spending time for work in the city and perhaps additional offerings would increase commercial activity and therefore, tax base. Many of our respondents are active and would like to see more opportunities for active lifestyles in the city.



What are the Next Steps?

After getting acquainted with the community, talking with city and business leaders, reviewing both our original data and the existing demographic and economic data, Advancing Macomb identified **three primary activities** to begin work that can have an important impact in Mount Clemens.

1.

Develop a team of leaders and volunteers that are focused on positive forward progress in the city (underway with the Mount Clemens Task Force and Volunteer development program).

2.

Keep a grant team in place to identify, analyze, and apply for grants to help support the city. Our work with the City of Mount Clemens, Anton Art Center, and Macomb YMCA worked well together on the Play Everywhere Grant, we secured funds, and we have identified other opportunities.

3.

Assist riverfront development. This was a major focus of discussion from the Community Summit and a concerning maintenance issue from the City of Mount Clemens. The river does not have a master plan, a dedicated budget, nor a financial estimate on improvement and maintenance. This could be a primary asset for Mount Clemens if a concerted effort and investment were made.





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