



# BCU Bi-Annual Update City Commission

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January 22, 2019

# Who We Are & What We Do!



# Our Mission & Vision

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## *Mission*

Build a strong community  
by driving strategic investment and job creation.

## *Vision*

Engage the community to meet the  
economic opportunities and challenges of the future.

# Our Commitment – By July 2023

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**\$250 Million  
Business Investment**



# Performance Totals

## **Business Investment**

### Fiscal Year 2017-2018

**\$53,575,000**

**Business Investment**

### YTD Fiscal Year 2018-2019

*(July 1 to present)*

**\$14,360,000**

**Business Investment**

## **Jobs**

### Fiscal Year 2017-2018

**New Jobs Created – 234**

**Paying \$17 per hour with benefits - 85**

*Organic Job Growth 435*

### YTD Fiscal Year 2018-2019

*(July 1 to present)*

**New Jobs Created – 141**

**Paying \$17 per hour with benefits – 115**

*Organic Job Growth TBD*



## PERFORMANCE DASHBOARD FY 2016-2019

3-Year Goal	When Reported	FY 2016-2017	FY 2017-2018	FY 2018-19 To Date
RFP Attraction Prospects		61	73	28
Rentention Contacts	Quarterly	85	116	42
Development Contacts	Quarterly	1,139	2,793	1,089
Land Sales Net Receipts		\$0	\$238,408	
City of Battle Creek Company Investments	Announcements	\$38,134,000	\$53,575,000	\$14,360,000
Surrounding Community Investments (BCU Assistance)	Announcements	\$22,300,000	0	
City of Battle Creek Company Expansions	Announcements	2	3	
Surrounding Community Expansions (BCU Assistance)	Announcements	1	0	
City of Battle Creek New Jobs Created	Announcements	157	234	141
Surrounding Community New Jobs Created	Announcements	59	0	
FCIP/City of Battle Creek Organic Job Growth	Annually	Created: 1,089 Lost: (339) Net: 750	Created: 435 Lost: (612) Net: (177)	TBD
Lost Companies / Jobs		0/~375	3/322	
New Companies		3	1	3
BC Vision Commitment (FY 2015-2018) 1,000 jobs /\$60 M		201 Jobs \$60,434,000	85 Jobs \$53,575,000	115 Jobs \$14,360,000



AUTOMOTIVE / OEM SUPPLY CHAIN

# BCU's New Strategic Plan Initiatives 2018-2023



AVIATION / DEFENSE



FOOD / BEVERAGE



LOGISTICS / SERVICES

***(Target Industries)***



ENERGY STORAGE

# Investments & Announcements

(\*Reported August 14<sup>th</sup>, 2018 City Commission meeting)

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**January 4, 2018 \***

***Prairie Farms Dairy***

*Investment \$28,000,000*

*16 Jobs*



**April 20, 2018 \***

***New Holland Brewing***

*Investment \$3,850,000*

*50 Jobs*



**May 1, 2018 \***

***Restore (269)***

*Investment \$1,700,000*

*10 (or more) Jobs*

**May 1, 2018 \***

***Start Up Brewery***

*First floor 15 Carlyle St.*



**June 5, 2018 \***

W.K. Kellogg Foundation  
***Small Business Loan Fund***

*\$10,000,000*

***BCU Contributed***





# Investments & Announcements

*(From July 1 – Present)*

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**September 12, 2018**

***Dennis Group***

*Investment \$600,000*

*65 Jobs*

**DENNIS  
GROUP**

**October 3, 2018**

***MEDC Grant***

*\$150,000*

***BCU Awarded***

 **BATTLE CREEK  
UNLIMITED**

## **Defense Positioning & Drones**

**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**Food design firm Dennis Group opens downtown Battle Creek office, will hire 65 over 3 years**

**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**Battle Creek Unlimited gets \$150K grant to draw in drone makers, missiles defense project**

# Investments & Announcements

*(From July 1 – Present)*

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**October 22, 2018**

***Battle Creek Unlimited  
Customs Cargo Center***



*Open House &  
Ribbon Cutting  
October 17,  
2018*

**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**Battle Creek Unlimited unveils new offices**

**November 12, 2018**

***WACO Aircraft Corporation  
Dimor Group Inc.  
30 Jobs***



**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**WACO Aircraft Corporation to add more  
than 30 jobs and 60,000 square feet**

# Investments & Announcements

*(From July 1 – Present)*

**November 28, 2018**

***Heritage Tower***

**\$32.3 Million Project**

***BCU Contributed***



*Support by:* Battle Creek Community Foundation, Battle Creek Unlimited, City of Battle Creek, and W.K. Kellogg Foundation.

**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**MEDC grants Heritage Tower project \$8 million investment and \$2 million loan**

# Investments & Announcements

*(From July 1 – Present)*

**December 1, 2018**

***Aequitas Mobility Service***

*Investment \$260,000*

*1 Job*



**December 5, 2018**

***Air National Guard Base***

*34 Jobs*

*(8 will be permanent positions)*



**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**New mission at Battle Creek's Air National Guard Base will add dozens of jobs**

# Investments & Announcements

*(From July 1 – Present)*

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**January 7, 2019**

***Torishima Pump***

*Investment \$1,500,000 +  
11 Jobs*



**January 16, 2019**

***Shrank's Property  
Demolition/Marketing***



**Battle Creek Enquirer**  
PART OF THE USA TODAY NETWORK

**BCU to knock down former Shrank's property,  
market it for development**

# Downtown Activities



Opening 2019  
DOUBLETREE

9,800 Seats  
KELLOGG ARENA

Opening 2019  
\$32m Project  
85 Apartments

World HQ  
Kellogg's

Opening 2019  
K2 Building  
Kellogg's

Opening 2019  
RECORD BOY

Opening 2019  
kiCH(ə)n

Opening 2019  
NEIGHBORHOOD

Opened 2018  
32 SOCIAL

Opened 2018

Opening 2019  
BATTLE BOY

Recent announcements/developments only  
Not all-encompassing of downtown establishments

 ARE YOU NEXT?

## RESTAURANT and DINING:

*A Request for Proposals in*

# BATTLE CREEK

Issued: **21 December 2018**

Closed: **22 March 2019**



# Staff Involvement

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- **Joe Sobieralski**

- BC Vision
- Battle Creek Rotary
- Calhoun County EDC, Vice Chair
- City of Battle Creek Planning Commission
- City of Battle Creek Economic Development Corporation Board
- Harper Creek Optimist Club
- United Way Cabinet 2017-18 & 2018-19

- **Robert Corder**

- Japan America Society of Chicago Board Member
- Jet AA – Chicago
- U.S. Japan Council

- **Shabaka Gibson**

- Workforce Development Board
- Manufacturing Consortium

- **Bridgette Jones**

- BC Vision Co-Chair for Large Business Taskforce
- BC Vision Workforce Taskforce
- Battle Creek Area Math and Science Center
- Grace Health Board
- Technical Review Committee for the City of Battle Creek
- Regional Prosperity Committee (Region 8)
- Southwest Michigan Partners Meeting

- **Brenda Whited**

- City of Battle Creek Economic Development Corporation Board

# Events

## FCIP Mixer



Fort Custer Training Center  
**Ground-based Midcourse Defense**  
Update & Supply Chain Opportunities

**September 27<sup>th</sup>**  
**Battle Creek, Michigan**

## Manufacturing Day



## Consumers Energy/Battle Creek Unlimited Executive Roundtable



## You're Invited!

### OPEN HOUSE & RIBBON CUTTING

Join us to celebrate Battle Creek Unlimited's brand-new office space.

Wednesday, October 17, 2018  
4:00 pm - 7:00 pm

4:00 pm - Meet & Greet  
5:00 pm - Ribbon Cutting  
*Tours available following*



*Refreshments & hors d'oeuvres will be served.*



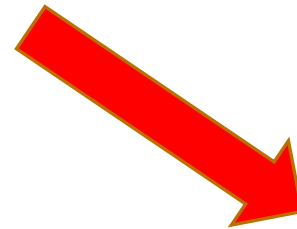
# Unemployment Rates

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## Calhoun County

November, 2015

**4.2%**



November, 2018

**3.5%\***

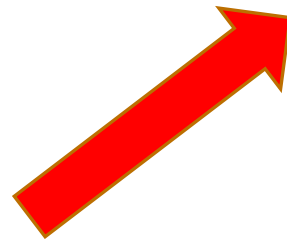
*(\*preliminary)*

*Source: Bureau of Labor Statistics*

# Labor Force Participation

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2015 Battle Creek **58.9%**  
Michigan **61.2%**  
USA **63.5%**



2018 Battle Creek **59.4%**  
Michigan **61.2%**  
USA **63.3%**

Sources: JobsEQ  
MSA

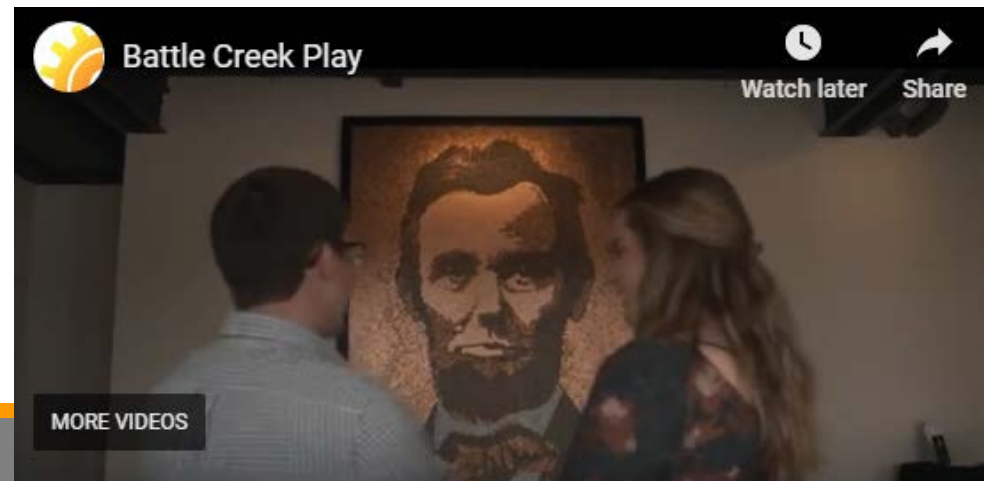
# Promotional Videos



**WORK!**



**LIVE!**



**PLAY!**

# Promotional Videos

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**FCIP!**



# 2019 Economic Outlook

What's the economic outlook for 2019? Your source for data and insight on Battle Creek's economy from the experts in their field.

**February 21, 2019 7:00 – 9:00 AM**

(Breakfast begins at 7:00 AM; Program begins at 7:30 AM)

**McCamly Plaza Hotel, Branson Ballroom**

**RSVP by February 15, 2019**  
**Paula Young - 269.441.1667**  
or [young@bcunlimited.org](mailto:young@bcunlimited.org)



**ECONOMIC DEVELOPMENT**  
Joe Sobieralski, President & CEO  
Battle Creek Unlimited



**HOSPITALITY**  
Justin Winslow, President & CEO  
Michigan Restaurant & Lodging  
Association



**HOUSING**  
Earl Poleski, Executive Director  
Michigan State Housing  
Development Authority



**EDUCATION**  
Arelis Diaz, Director  
Office for the President  
W.K. Kellogg Foundation



**SMALL BUSINESS/FINANCE**  
Dennis West, President  
Northern Initiatives



**ECONOMIC TRENDS**  
Jim Robey, Director  
Regional Economic Planning Services  
W.E. Upjohn Institute for  
Employment Research

# Your BCU Team!



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# Thank You!

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Joe Sobieralski, President & CEO

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