



# Memorandum

Date: March 8, 2004

To: Schoolcraft County Economic Development Corporation

From: Anderson Economic Group

Re: Addendum to Report - Implementation Plan

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Attached is an Implementation Plan which is an addendum to the Schoolcraft County Economic Enhancement and Feasibility Study dated January 23, 2004. Based on our conclusions and recommendations from the report, Anderson Economic Group has suggested an implementation plan to guide Schoolcraft County in its development efforts. This Implementation Plan should not be used without the full consideration of the report.

The Implementation Plan outlines the strategies by type of development, (i.e. industrial park development) and includes a short description of each strategy, the target time frame, high-low cost estimates, responsible party, and a list of where to go for more information. We have prioritized these strategies in numeric order based on our understanding of the market. However, local leaders should come together to determine the actual best method for implementing this plan.

The cost estimates are based on interviews with businesses, general contractors, architects, and MDOT officials. The high-low cost estimates vary significantly depending on the method of implementation, quality of construction, and other unknown factors. The not available symbol (N/A) appears for cost estimates when proper resources were not available for a reasonable estimate.

## Schoolcraft County Implementation Plan

### Industrial Park Development

Priority	Strategies	Description	Target Timeframe (yrs.)	Cost Estimates		Responsible Parties	For More Information
				High	Low		
1	Improve County Road #439 (Elm Street)	Upgrade from a gravel road to a paved road with elevated curb cuts between the County Industrial Park and Highway 2	1 to 2 years	\$2,500,000	\$1,500,000	Schoolcraft County EDC	Page 38 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
2	Adding Industrial Park Gateway Sign(s)	A gateway sign should be added to each industrial site along the primary roadway	1 to 2 years	\$27,000	\$15,000	Schoolcraft County EDC	Page 38 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
3	Complete a Master Plan for the Parks	Certified Planner should include site, building, parking, utility, environmental, civil engineering, and architectural plans and construction documents	1 to 3 years	\$125,000	\$50,000	Schoolcraft County EDC	Page 39 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
4	Improving the County Industrial Park Utilities	Improve (Create) roadways and utilities leading up to each parcel or lot	1 to 3 years	\$700,000	\$500,000	Schoolcraft County EDC	Page 38 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study; Page 3 of Schoolcraft County Industrial Park Marketing Plan
5	Create Marketing Material Packages	Create exhibits and brochures for the industrial parks, including parcel maps, zoning exhibits, a list of financial incentives, lease rates, utility maps, photographs, etc.	1 to 3 years	\$2,000	\$1,000	Schoolcraft County EDC	Page 39 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
6	Expand the EDC Website	Expand the EDC web site to include the marketing materials	1 to 3 years	\$5,000	\$1,000	Schoolcraft County EDC	Page 17 - 18 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
7	Contacting Potential Companies	Send marketing materials to the Wood Product and Fabricated Metal Product Manufacturing companies in the region	1 to 3 years	\$2,000	\$1,000	Schoolcraft County EDC	Page 17 - 18 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
8	Clean City Park	Clear the area of any discarded materials	1 to 2 years	\$3,000	\$1,000	Schoolcraft County EDC	Page 38 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
9	Rezone City Industrial Park	Rezone as residential land use (R-1)	1 to 2 years	\$3,000	\$500	Schoolcraft County EDC	Page 39 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
10	Sell City Industrial Park	Sell the residential zoned land either in bulk to a developer or in lots to individuals	2 to 5 years	(\$15,000)	(\$8,000)	Schoolcraft County EDC	Page 38 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
11	Improve High-Internet and Wireless Availability	Work with a local telecommunications provider & the Michigan Broadband Authority to improve wireless infrastructure	2 to 5 years	\$3,000,000	\$1,000,000	Schoolcraft County EDC	2003 Schoolcraft County Supplement Report to the UPLink Connectivity Plan
12	Buy land near the Airport for Industrial Use	Buy approximately one 10 acre lot located in any of the three Proposed Industrial Areas near the airport	5 to 10 years	\$40,000	\$15,000	Schoolcraft County EDC	Page 38 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
13	Build a Resources Station at the New County Industrial Park	The resource station should have a stock of the marketing materials and brochures available	5 to 10 years	\$200,000	\$100,000	Schoolcraft County EDC	Page 39 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
14	Reconsider Progress & Incentive Packages	Reconsider the need for new incentive packages offered to manufacturers including constructing buildings	10 to 15 years	N/A	N/A	Schoolcraft County EDC	NA
<b>Total Costs</b>				<b>\$6,592,000</b>	<b>\$3,176,500</b>		

## Schoolcraft County Implementation Plan

### Tourism Development

Priority	Strategies	Description	Target Timeframe (yrs.)	Cost Estimates		Responsible Parties	For More Information
				High	Low		
1	Expand Local Tourism Web Pages	Add all tourism attractions to local tourism web sites, including Kewadin Casino, Manistique's Historic Downtown Shopping District, Harbor Point Retail Shops, Stoney Point Golf Course, etc.	1 to 2 Years	\$5,000	\$1,000	City of Manistique, Chamber of Commerce, and other tourism organizations	Page 45, 46, 52 & 53 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
2	Encourage Links with Local Web Sites	Manistique, Schoolcraft County and other local organizations should continue to "link" to each others web sites	1 through 15 Years	\$5,000	\$1,000	All Local Organizations	Page 52 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
3	Create a County-Wide Circle Tour	The tour should connect highway 77 up to highway 28, across to Highway 94, down to Highway 2, over to Highway 149 (Thompson), and up to Big Springs	1 to 2 Years	\$2,500	\$1,500	Schoolcraft County	Page 45 & 52 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
4	Creating New Promotional Material Package	The promotional materials should be sent to all new families and prospective residents in Schoolcraft County, informing them of the recreational opportunities	1 to 2 Years	\$2,000	\$1,000	Schoolcraft County - Chamber of Commerce	Page 52 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
5	Add a prominent "OPEN" Sign	Adding a prominent "open sign" for the Water Tower Museum and the Historic Siphon Bridge would help advertise these attractions	1 to 2 Years	\$2,000	\$500	City of Manistique	Page 52 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
6	Execute an Aggressive Signage Program	The signage program should focus on highlighting the attractions of Schoolcraft County and its Circle Tour	1 to 5 Years	\$2,000	\$1,800	Schoolcraft County	Page 45 & 52 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
7	Create a Third Urban Park in Downtown Manistique	Transition the parcel on Cedar & Walnut Street into an Urban Park with benches, walkways and a water fountain	2 to 5 Years	\$150,000	\$20,000	Manistique Downtown Development Authority	Page 49 & 73 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
8	Restoring the Seney Fish Hatchery	The fish hatchery could be a nice attraction for locals and tourists and should be included into the Circle Tour	3 to 5 Years	N/A	N/A	Local DNR or current owner	Page 51 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
9	Improve Main Streets in Seney and Germfask	Add prominent walkways along the M-77 and M-28 corridors in Seney and Germfask	5 to 10 Years	\$4,000,000	\$2,000,000	Seney and Germfask Townships	N/A
<b>Total Costs</b>				\$4,168,500	\$2,026,800		

## Schoolcraft County Implementation Plan

### Retail Development

Priority	Strategies	Description	Target Timeframe (yrs.)	Cost Estimates		Responsible Parties	For More Information
				High	Low		
1	Redirect Traffic for Downtown Shoppers	Visitor traffic should be redirected down Cedar Street by creating a new sign indicating Manistique's Historic Shopping District	1 to 2 Years	\$200	\$100	Manistique Downtown Development Authority	Page 68 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
2	Hire a Full Time DDA Director	Hire a full time DDA director who would be responsible for carrying out the objectives of the Authority	1 to 2 Years	\$50,000	\$30,000	Manistique Downtown Development Authority	N/A
3	Develop a Master Plan	Develop a comprehensive county-wide Master Plan	1 to 2 Years	\$125,000	\$50,000	Manistique Downtown Development Authority	Page 76 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
4	Enhance Zoning Regulations and DDA Plan	Enhance the zoning regulations and DDA Plan with a detailed action plan indicating specifically how the community will develop	1 to 2 Years	\$4,000	\$1,000	Manistique Downtown Development Authority	Page 76 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
5	Work with Local Restaurant	Work with an active local restaurant owner to encourage them to upgrade the service level and quality of product to meet the local demand for a high-end restaurant	1 to 2 Years	N/A	N/A	Manistique Downtown Development Authority	Page 60 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
6	Covert Space Above Retail Shops	Work with MSHDA to convert all existing and available space above the downtown retail businesses to affordable rental housing units	2 to 3 Years	\$500,000	\$1,500	Manistique Downtown Development Authority	Page 72 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
7	Establish Public Restrooms	Work with existing business owners or other organizations (such as the Water Tower Museum) to provide public restrooms for downtown shoppers	3 to 5 Years	\$150,000	\$500	Manistique Downtown Development Authority	Page 73 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
8	Discourage Service-Based Development	Discourage new service based businesses from occupying traditional retail space in the downtown	1 through 15 Years	N/A	N/A	Manistique Downtown Development Authority	Page 68 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
9	Bring In New Retailers	Encourage new retailers to locate in the downtown along Cedar Street	1 through 5 Years	N/A	N/A	Manistique Downtown Development Authority	Page 68 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
10	Provide Workshop Training	Provide workshop training for existing and prospective merchants	1 through 15 Years	\$7,000	\$500	Manistique Downtown Development Authority	Page 73 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
11	Work with Lending Institutions	Work with local lending institutions to provide entrepreneurs with low interest rate loans and application assistance	1 through 15 Years	N/A	N/A	Manistique Downtown Development Authority	Page 73 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
<b>Total Costs</b>				<b>\$836,200</b>	<b>\$83,600</b>		

## Schoolcraft County Implementation Plan

### Housing Development

Priority	Strategies	Description	Target Timeframe (yrs.)	Cost Estimates	Responsible Parties	For More Information	
				High	Low		
1	Develop a Master Plan for Housing	Work with a Certified Planner to identify parcels and lots for developing residential neighborhoods	1 to 2 Years	\$125,000	\$50,000	Schoolcraft County, Economic Development Corporation, the City of Manistique, and Downtown Development Authority	Page 85 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
2	Create a Manistique Promotional Materials Package	Gather materials to create a promotional package that can be distributed to developers all over the State of Michigan and Wisconsin including zoning materials and parcel maps	2 to 3 Years	\$2,000	\$1,000	Schoolcraft County, Economic Development Corporation, the City of Manistique, and Downtown Development Authority	N/A
3	Contact Developers & Construction Companies	Gather a list of development companies operating in the Upper Peninsula, the State of Michigan and Wisconsin	2 to 3 Years	\$2,000	\$1,000	Schoolcraft County, Economic Development Corporation, the City of Manistique, and Downtown Development Authority	N/A
4	Develop Strict Zoning Ordinances	Develop strict zoning ordinances along the Lake Michigan Shoreline to preserve the character, access and visibility, and natural resources of this important attraction	2 to 5 Years	\$4,000	\$2,000	Schoolcraft County, Economic Development Corporation, the City of Manistique, and Downtown Development Authority	Page 85 & 86 of Schoolcraft County 2003 Economic Enhancement & Feasibility Study
5	Continue to Work with MSHDA	Continue to work with MSHDA to promote affordable housing throughout Schoolcraft County	1 through 15 Years	N/A	N/A	Schoolcraft County, Economic Development Corporation, the City of Manistique, and Downtown Development Authority	N/A
6	Buy Restricted Lands for Development	Work with the DNR to buy restricted lands to develop additional housing given the huge supply gap	5 to 10 Years	N/A	N/A	Schoolcraft County, Economic Development Corporation, the City of Manistique, and Downtown Development Authority	N/A
<b>Total Costs</b>				\$133,000	\$54,000		