

Lenawee

now

2025 Quarter 1 Economic Development Report



2025
Q1

28	New Projects this Qtr
94	Open Projects this Qtr
\$7.5 B	Potential Project Investment
7,550	Potential new jobs

4.30.2025

Lenawee Now is a public-private partnership dedicated to economic and business expansion throughout Lenawee County. By attracting new businesses, helping to grow established businesses, and supporting entrepreneurial endeavors in Lenawee, Lenawee Now is creating an economically viable and vibrant region.

What We Do

Our Mission:

To preserve existing jobs and foster the creation of more jobs for our citizens and more tax revenue for our communities. To support and collaborate with initiatives to improve the quality of life for all Lenawee County citizens thus making Lenawee County the choice for new and existing business growth.

Our Methods:

Lenawee Now functions as a project coordinator for both the communities we support and the companies we serve. Our efforts can be fairly simple, such as compiling information for a company to use in its decision making, or as involved as full project management for large company attractions / expansions.

This can include everything from:

- Connecting clients to proper resources
- Working with clients and or their site selectors to help determine a location for a project
- Managing the incentive paperwork and process
- Advising entrepreneurs on the process to create and grow a business
- Making presentations to key public and private decision makers
- Assist companies in finding and securing financing
- Recruitment of Talent and training efforts

When companies apply for local or state incentives, they fill out applications that require both job creation and investment estimates. Lenawee Now considers these projects a success after they are publicly announced or when the required approval process has taken place for the incentive sought by the company.

Our jobs and investment numbers are based on these project announcements provided by the companies. Whatever role we might play, we report jobs and investments for projects where we have played an active role in helping a company decide to move forward.

What We Do

Our Services:

1. Business Retention and Expansion (BRE)

- Regular outreach to existing employers to understand and address needs.
- Assistance with navigating local, state, and federal incentive programs.
- Site and infrastructure support for business expansions.
- Crisis intervention to minimize plant closures and layoffs.

2. Business Attraction and Marketing

- National and regional marketing to attract new investment and jobs.
- Site selector engagement, including community tours and data sharing.
- Development of marketing materials and investment pitches.
- Coordination with utility and infrastructure providers on site readiness.

3. Workforce and Talent Development

- Management of talent attraction and retention initiatives.
- Partnerships with local schools, colleges, and training providers.
- Promotion of career awareness and local opportunities for residents and students.
- Development and support of training centers and workforce pipelines.

4. Entrepreneurship and Small Business Support

- Business planning, coaching, and technical assistance for startups.
- Coordination of co-working spaces, incubators, and accelerators.
- Connection to capital, grants, and mentorship resources.
- Facilitation of local and regional business networks.

5. Housing and Community Development

- Leadership and grant support for housing development.
- Collaboration with developers to expand housing inventory across income levels.
- Quality of place investments to attract and retain residents.

What We Do

Our Services Continued:

6. Infrastructure and Blight Elimination

- Coordination of public-private efforts to improve infrastructure.
- Grant acquisition and project management for brownfield and blight remediation.
- Support for transportation and broadband access projects.

7. Community Revitalization

- Downtown redevelopment and place-based economic strategies.
- Façade improvement programs and small-scale property investments.
- Collaboration with arts, culture, and tourism organizations.

8. Data, Research, and Policy Support

- Provision of economic and demographic data to local governments and partners.
- Support for public policy that enhances regional competitiveness.

9. Regional Collaboration

- Representation of the County in regional economic development initiatives.
- Leveraging multi-county and statewide programs for local benefit.
- Alignment with regional workforce, transportation, and housing strategies.

10. Resident and Stakeholder Engagement

- Public presentations, forums, and updates to increase transparency.
- Collaboration with chambers, schools, nonprofits, and civic groups.
- Grantwriting and administrative support for community partners and projects.

Executive Director Update

As we reflect on the past year, and our work in this first quarter of 2025 we are excited by the opportunities the future presents us.

Of note is the Bixby redevelopment project. This pivotal project will soon pave the way for 63 new housing units, contributing to the revitalization of our community and addressing the increasing demand for quality housing.

Our manufacturing sector continues to thrive with notable collaborations across various industries. Ross Design and Engineering made a substantial investment to their Cement City Facility in 2024 and is adding on to their other Lenawee Facility in 2025. These expansions not only enhances their operational capacity but also reinforces our region's reputation as a hub for advanced manufacturing.

In a significant move, ZFS Riga, a respected agribusiness with 74 years of experience, acquired the Former Valero Energy facility. Their plans to rehabilitate the grain receiving and storage areas will bolster our agricultural capabilities, allowing for efficient grain storage and shipping, and further integrating our agricultural and manufacturing sectors.

On the community development front, the Kiwanis Trail Tunnel project is finally moving forward after facing several unexpected delays. This project will enhance connectivity and recreational opportunities in our region, fostering a vibrant community spirit.

As we look to the future, we are excited to share that many new projects are in the pipeline across Lenawee County, underscoring our ongoing dedication to economic growth and collaboration. Together, we are building a stronger, more resilient community, and we look forward to the opportunities that lie ahead.

Community Report Card

2020-2024

Please join us as we celebrate the successes of the last five years of our collaborative economic development efforts in Lenawee County.

Type	New Jobs	Retained Jobs	Investment
Attractions	334	25	\$40,205,100
Existing Business Growth	202	2,327	\$46,826,334
Start-Ups	31	1	\$13,884,500
Total	567	2,353	\$100,915,934

Community Grants Secured 2020-2024

Type	State	Federal	Total
Workforce Development	\$10,662,000	\$290,000	\$10,952,000
Community Development	\$18,000,000	\$4,000,000	\$22,000,000
Business Development	\$730,000	\$680,000	\$1,410,000
Total	\$29,392,000	\$4,970,000	\$34,362,000

Lenawee Now Metrics

These metrics track projects that are /were in our pipeline this period / YTD.

Metrics of Success are recorded when Lenawee Now assists projects that successfully create jobs and/or investment in the community.

Activity Metrics:

RFP Responses: Number of responses to prospect attraction requests.

Other Services: # of services provided to clients outside of RFP responses.

Attraction Visit: # of in-person visits from attraction clients.

The Call Program is Lenawee Now's outreach program to local employers (private & public). These visits are made to build relationships, identify projects, and connect employers to community resources.

Lenawee Now celebrates all projects that may have an impact on our county. We do not count jobs and investments where we were not directly involved.

The project pipeline January 1, 2025 – March 31, 2025

	QTR	YTD	
Project Pipeline	New Projects	28	28
	Projects in Pipeline	94	94
	Open Projects as of 4-1-25	75	N/A
	Potential New Jobs	7,550	N/A
	Potential New Investment	\$7.5 B	N/A
Success Metrics	Successful Projects	0	0
	Companies Created	0	0
	New Jobs	0	0
	New Investment	\$0	\$0
Activity Metrics	RFP Responses	7	7
	Other Services Provided	113	113
	Attraction Site Visits	1	1
Call Program	Company Visits	2	2
	FTEs at Companies Visited	205	205

Pipeline

As of 4-01-2025

Client ID	Client Type	Sector	New Jobs	Investment
C-1285	Existing Lenawee Business	31-33: Manufacturing	30	\$5,500,000
C-1858	Existing Lenawee Business	51: Information	5	\$190,000
C-1146	Existing Lenawee Business	31-33: Manufacturing	65	\$110,000,000
C-1047	Existing Lenawee Business	31-33: Manufacturing		\$0
C-2050	Existing Lenawee Business	31-33: Manufacturing	40	\$10,000,000
C-2232	Start-Up Client	23: Construction		\$0
C-2233	Start-Up Client	53: Real Estate and Rental and Leasing		\$0
C-2239	Attraction Client	31-33: Manufacturing	67	\$22,400,000
C-1637	Attraction Client	22: Utilities	6	\$300,000,000
C-1139	Existing Lenawee Business	31-33: Manufacturing	7	\$9,500,000
C-1416	Existing Lenawee Business	31-33: Manufacturing	25	\$2,700,000
C-1627	Non-Lenawee Business	51: Information		\$0
C-1627	Non-Lenawee Business	51: Information		\$0
C-1860	Start-Up Client	72: Accommodation and Food Services	45	\$1,700,000
C-1888	Start-Up Client	51: Information		\$0
C-1284	Existing Lenawee Business	92: Public Administration		\$0
C-1821	Existing Lenawee Business	31-33: Manufacturing	0	\$0
C-1717	Existing Lenawee Business	72: Accommodation and Food Services		\$356,000
C-2088	Start-Up Client	72: Accommodation and Food Services	3	\$84,000
C-1076	Existing Lenawee Business	31-33: Manufacturing		\$200,000

Pipeline

As of 4-01-2025

Client ID	Client Type	Sector	New Jobs	Investment
C-1076	Existing Lenawee Business	31-33: Manufacturing		\$0
C-2136	Existing Lenawee Business	42: Wholesale Trade		\$0
C-2140	Start-Up Client	53: Real Estate and Rental and Leasing		\$0
C-2138	Existing Lenawee Business	81: Other Services		\$0
C-2152	Existing Lenawee Business	54: Professional, Scientific	5	\$650,000
C-2153	Attraction Client	31-33: Manufacturing		\$0
C-2154	Attraction Client	51: Information	300	\$5,000,000,000
C-2155	Start-Up Client	54: Professional, Scientific		\$0
C-2159	Start-Up Client	71: Arts, Entertainment		\$120,000
C-2163	Start-Up Client	23: Construction	1	\$0
C-2164	Attraction Client	31-33: Manufacturing	1200	\$0
C-2165	Attraction Client	31-33: Manufacturing		\$0
C-2167	Attraction Client	31-33: Manufacturing	50	\$0
C-2169	Start-Up Client	31-33: Manufacturing	2	\$450,000
C-2171	Attraction Client	31-33: Manufacturing	46	\$100,000,000
C-2172	Attraction Client	31-33: Manufacturing	100	\$840,000,000
C-2173	Attraction Client	31-33: Manufacturing	100	\$5,000,000
C-2174	Existing Lenawee Business	23: Construction		\$0
C-2176	Start-Up Client	72: Accommodation and Food Services		\$0
C-2177	Start-Up Client	71: Arts, Entertainment		\$0

Pipeline

As of 4-01-2025

Client ID	Client Type	Sector	New Jobs	Investment
C-2178	Attraction Client	11: Agriculture, Forestry	90	\$140,000,000
C-2180	Attraction Client	31-33: Manufacturing		\$0
C-2181	Existing Lenawee Business	72: Accommodation and Food Services		\$0
C-2184	Start-Up Client	31-33: Manufacturing		\$0
C-2185	Start-Up Client	54: Professional, Scientific	1	\$0
C-2186	Attraction Client	31-33: Manufacturing	45	\$8,000,000
C-2188	Start-Up Client	53: Real Estate		\$0
C-2187	Start-Up Client	81: Other Services		\$150,000
C-2191	Attraction Client	31-33: Manufacturing	350	\$300,000,000
C-2196	Attraction Client	31-33: Manufacturing	50	\$0
C-2199	Attraction Client	56: Administrative	85	\$0
C-2200	Attraction Client	31-33: Manufacturing	62	\$0
C-2202	Start-Up Client	44-45: Retail Trade		\$0
C-2203	Attraction Client	31-33: Manufacturing		\$0
C-2208	Attraction Client	56: Administrative	100	\$3,500,000
C-2210	Start-Up Client	72: Accommodation and Food Services		\$0
C-2211	Attraction Client	31-33: Manufacturing	700	\$500,000,000
C-2212	Attraction Client	31-33: Manufacturing	100	\$0
C-2215	Attraction Client	31-33: Manufacturing	15	\$0

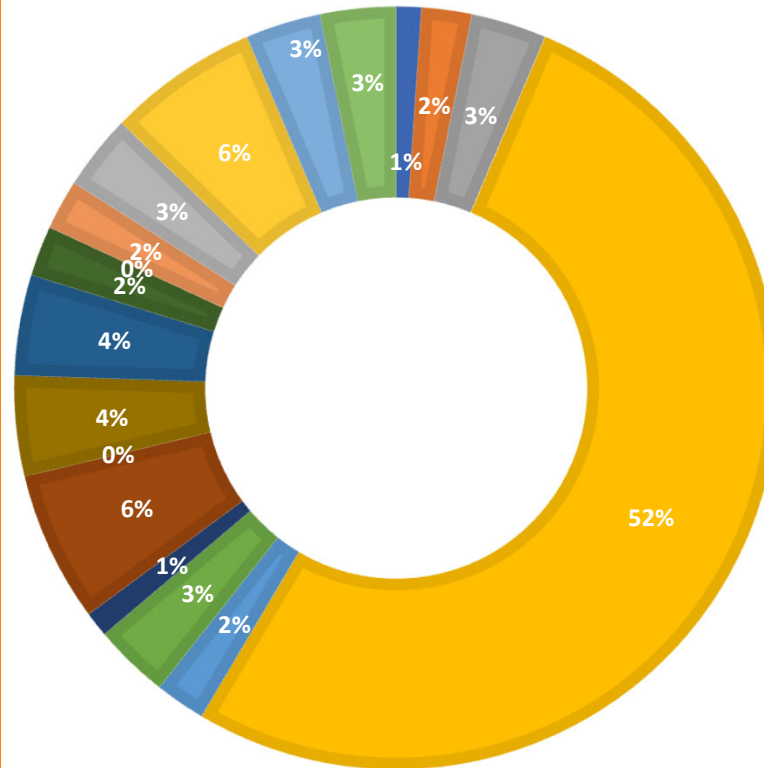
Pipeline

As of 4-01-2025

Client ID	Client Type	Sector	New Jobs	Investment
C-2218	Existing Lenawee Business	44-45: Retail Trade		\$0
C-2219	Attraction Client	31-33: Manufacturing	10	\$0
C-2221	Attraction Client	31-33: Manufacturing	1000	\$0
C-2222	Attraction Client	31-33: Manufacturing	15	\$10,000,000
C-2226	Attraction Client	54: Professional, Scientific	25	\$20,000,000
C-2231	Attraction Client	31-33: Manufacturing	145	\$4,000,000
C-2237	Attraction Client	31-33: Manufacturing		\$0
C-2238	Attraction Client	31-33: Manufacturing	60	\$10,000,000
C-2240	Attraction Client	48-49: Transportation and Warehousing		\$0
C-2175	Attraction Client	42: Wholesale Trade	100	\$20,000,000
C-2197	Attraction Client	31-33: Manufacturing	600	\$0
C-2201	Attraction Client	31-33: Manufacturing	1500	\$0
C-1249	Existing Lenawee Business	31-33: Manufacturing		\$25,000,000
C-2225	Attraction Client	31-33: Manufacturing	400	\$100,000,000
C-2236	Existing Lenawee Business	53: Real Estate and Rental and Leasing		\$0
C-2229	Start-Up Client	71: Arts, Entertainment		\$0
		TOTALS	7,550	\$7,549,500,000

Projects by Cluster

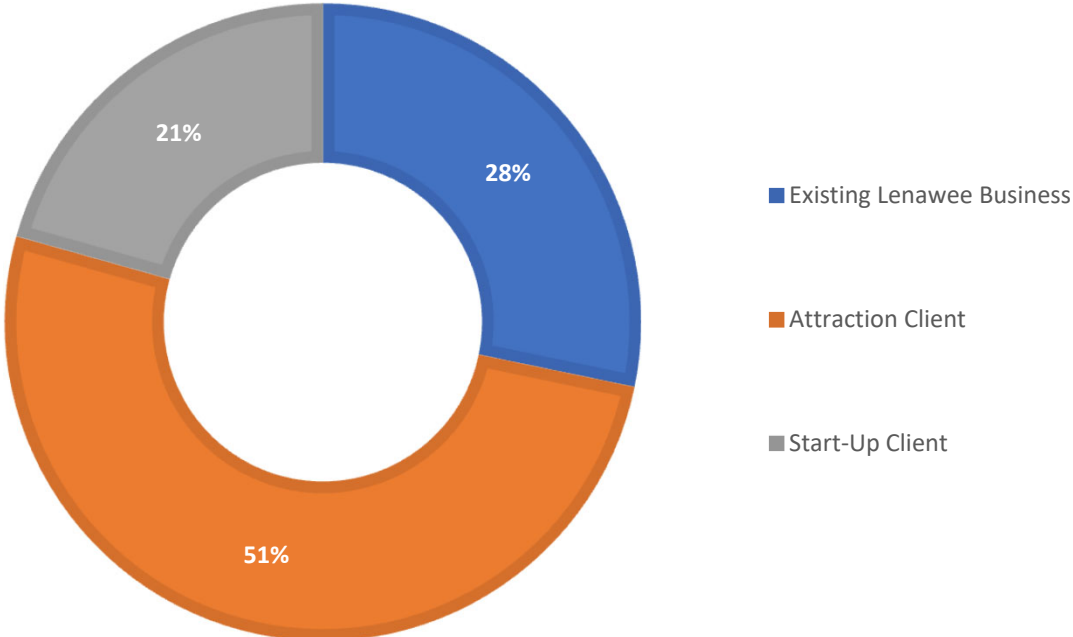
YTD Projects



- 11: Agriculture, Forestry, Fishing and Hunting
- 22: Utilities
- 23: Construction
- 31-33: Manufacturing
- 42: Wholesale Trade
- 44-45: Retail Trade
- 48-49: Transportation and Warehousing
- 51: Information
- 52: Finance and Insurance
- 53: Real Estate and Rental and Leasing
- 54: Professional, Scientific, and Technical Services
- 56: Administrative and Support and Waste Management and Remediation Services
- 61: Educational Services
- 62: Health Care and Social Assistance
- 71: Arts, Entertainment, and Recreation
- 72: Accommodation and Food Services
- 81: Other Services (except Public Administration)
- 92: Public Administration

Projects by Client Type

YTD Projects



Social Media Analytics

As of March 31, 2025



The number of times a post or story showed up in different users' feeds throughout its lifetime.

Number of times that users engaged (liked, commented, shared, etc.) with a post during its lifetime.

Analytic	Q1 2025
Social Media Impressions	45,144
Social Media Interactions	2,403
Website Visits	3,521
You Tube Video Views	559
New Followers	51
Total Followers	5,183

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