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2022 ANNUAL REPORT

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To Our Investors and Partners,

In 2022 the Ludington & Scottville Area Chamber of Commerce entered into a relationship with The Right Place, Inc. in Grand Rapids to provide economic development in Mason County as part of a regional effort to drive prosperity in West Michigan. The City of Ludington also invested in this partnership. In April Kristi Lucas-Zimmerman was hired as the Economic Development Director for Mason County. As she was being onboarded and trained, Kristi engaged in a listening tour around the county to learn about needs and opportunities from different perspectives, allowing her to set goals for her work. She visited companies and non-profit organizations to start building a network for resource sharing and support. She solicited funding from several municipalities and nonprofits to contract with a consultant for a county housing needs assessment. Kristi also organized visits for 8th graders to tour local manufacturing companies through a grant for Discover Manufacturing.

Mason County joins with six other partner counties—Lake, Oceana, Mecosta, Newaygo, Montcalm and Ionia—to work in concert with The Right Place as the leading economic development organization in Greater Grand Rapids. Through our themes of People, Place and Prosperity we share resources and provide support to help each county achieve more than they would by going it alone.

Brandy Miller

Brandy Miller
President & CEO
Ludington & Scottville Area
Chamber of Commerce

2022 METRICS

\$112,625

Indirect Monetized Assists

184

Company Assists

22

Companies Assisted

4

New & Retained Jobs

\$189,000

In New & Retained Payroll

2

Projects

2022 HIGHLIGHTS

HIGHLIGHT #1: Mason County “Listening Tour”

Kristi provided a “Meet & Greet” event with presentation at West Shore Community college in late May. She then solicited meetings with municipal officials, business leaders and other concerned citizens about the needs and opportunities in Mason County. From these conversations Kristi was able to identify themes that would help her set goals for the next 18 months. Housing and talent clearly emerged as top needs for the county, and Kristi started to organize her work around these two concerns. In addition to facilitating a process for securing a county housing needs assessment, she started planning an educational series for 2023 centered on talent recruitment and retention.

HIGHLIGHT #2: County Housing Needs Assessment

Kristi worked with the County of Mason, City of Ludington, City of Scottville, Habitat for Humanity of Mason County and the Community Foundation for Mason County to secure funding for a county housing needs assessment. Bowen National Research is conducting the assessment, which is expected to be completed by end of July 2023. In addition to identifying needs and housing stock at different income levels and price points, the study will look at wages versus housing costs, special populations (including unhoused, veterans, seniors, residents with substance abuse and residents with developmental needs), blight, and other subtopics that will help nonprofits with their data collection needs.

HIGHLIGHT #3: Discover Manufacturing Tours

All eighth-grade students from Ludington Area Schools, Mason County Central Schools and Mason County Eastern Schools had the opportunity to visit area manufacturers as part of a grant from Discover Manufacturing. FloraCraft, Metalworks, Change Parts, UACJ Automotive/Whitehall Industries and Ludington Components/Haworth all provided multiple groups of students with tours of their facilities. Students learned about the many different types of jobs available, technology involved in modern manufacturing and myths versus reality in today’s factories. As a thank you for participating, students received a goody bag with school supplies, snacks and information on related WSCC programs.

2022 INVESTORS

Ludington & Scottville Area Chamber of Commerce City of Ludington

2022 ADVISORY COMMITTEE MEMBERS

Brandy Miller

President & CEO
Ludington & Scottville Area
Chamber of Commerce

Patti Klevorn

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Ludington & Scottville
Area Chamber of Commerce

Monica Schuyler

Executive Director
Pennies From Heaven Foundation

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City Manager
City of Ludington

Jerry Bleau

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Pere Marquette Township

Kathy Maclean

Chair
Ludington Downtown
Development Authority

Sarah Holmes

Vice President of Finance
House of Flavors, Inc.

Amy Taranko

Assistant Superintendent of
Instructional Services
West Shore Educational
Service District

Mary Jo Pung

Associate Broker
Greenridge Realty

Crystal Young

Executive Director of
College Relations
West Shore Community College