

Village of Mayville Master Plan

Chapter 4: Local Economy and Market Strategies

Economic Development

Every community seeks to provide a strong economic base so that its residents can prosper and that community services are available. The residents of the Village of Mayville recognize the importance of providing for commercial and industrial economic growth while creating and preserving significant natural features for the community. Through careful thought and planning, the Village of Mayville can develop a unique and individualized approach to growth and development of resources while meeting the needs of residents and attracting businesses. Information supplied in the Plan is updated as available or otherwise utilized from the *2007 Mayville Community Comprehensive Plan*.

Existing Conditions

The number of people in the Village of Mayville's civilian labor population aged 15 and over totaled 748 in 2010.

Employment Sector Profile

The Economy and Business in Mayville, Michigan report by TOWNUSA.org explains there were 67 local establishments with 502 employees that generated an \$8.4 million payroll in 2004. A breakdown of local companies in the Mayville area follows.

Table 9. Employment by Industry, 2004						
Industry	Total Establishments	Local Companies: Number of Employees				
		1 - 4	5 - 9	10 - 19	20 - 49	50 - 99
Construction	16	15	1	0	0	0
Manufacturing	3	1	2	0	0	0
Wholesale Trade	1	1	0	0	0	0
Retail Trade	7	1	3	1	1	1
Transportation/Warehousing	1	0	0	0	0	0
Information	1	1	0	0	0	0
Finance/Insurance	7	6	0	1	1	0
Real Estate/Rental/Leasing	2	1	0	1	0	0
Professional, Scientific and Technical Services	5	5	0	0	0	0
Administrative and Support/Waste Mgmt./Remediation	1	0	0	0	1	0
Health Care/Social Asst.	6	2	3	0	0	1
Arts/Entertainment/Recreation	2	1	0	1	0	0
Accommodation/Food Service		0	2	1	1	0
All Others (except Public Administration)	11	10	1	0	0	0

Source: Project Good START Final Report



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Other Trends and Opportunities

Economic Development Zone: Mayville has identified the need to offer subsidies and incentives to attract businesses to the downtown area by adopting economic policies that will support business development. This provides an unprecedented opportunity for the community to develop new development tools to build on and encourage new growth in creation of an economic development zone.

Downtown Development. Mayville's area is poised for growth. Mayville has begun actively seeking funds for beautification projects, including streetscape improvements and building façade programs. Additionally, the Village is active in sponsoring events such as the Mayville Sunflower Festival and growth and development of business opportunities, which encourages residents to visit our downtown.

New Commercial Development. Mayville has identified 3 commercial development sites within the village that offer particular opportunities including diversified family restaurant selections and retail opportunities on the M-24 corridor. Proactive marketing of the Village and its market opportunities to leaders within these sectors can help to get the attention of those seeking new market and expansion locations. The Village can be proactive in recruiting new businesses by providing necessary utility infrastructure, a well-maintained transportation corridor and a streamlined planning review process.

New Municipal Development. The Village of Mayville has begun to explore revenue generating projects, including park expansion and property development, that will lay a foundation for future business growth in the Village. Through investment in infrastructure, parks, and tourism initiatives the Village can offer an enticement to new business ventures instituting placemaking initiatives.

Economic Development Tools

Economic Gardening – Local Business Assistance

Traditionally, and especially in Michigan, economic developers focus on expanding local companies and attracting new ones by making the business climate more favorable for those companies, usually by helping them secure incentives and assisting with their local and state permitting. The Village of Mayville and the Tuscola County Economic Development Corporation (EDC) will pursue this approach as a vital component of the assistance they can provide local businesses. However, this traditional model does not address the potential to assist companies in developing their growth entrepreneurially. To address these unique opportunities, the Village of Mayville will seek to emulate an “economic gardening” program, based on the successful program model implemented by the City of Midland, in an effort to assist local businesses, possibly through the development of a Mayville Business Incubator. Working directly with these companies, the Village of Mayville, and the EDC will help them develop and commercialize any combination of new products, new customers and new markets, and address the key changes that they may need to make in order to grow, using a combination of in-house knowledge of business



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development and technology commercialization, as well as the knowledge of partner agencies throughout the region. This assistance can take many forms, including establishing connections with local marketing intelligence providers and other resources, vetting new ideas for commercialization, providing networking opportunities, and reviewing business plans to identify resources to drive growth.

Business Attraction

Most business site selectors will base initial decisions on factors, which include access to major transportation corridors, facilities, work force, environmental considerations and community support. To create a competitive advantage, Mayville must work diligently in improving and maintaining the following areas:

Utility Infrastructure. Proper utilities, such as water and sewer, gas and electric lines, waste removal, wireless telecommunication coverage, and high speed Internet are all necessary for companies. Companies providing these services include Consumer's Energy, DTE, Charter Spectrum, and SpeedConnect, LLC.

Cluster Development. Industry clusters are groups of interconnected companies in a particular field that are present in a region. The companies involved in a cluster may include suppliers, service providers and supporting educational facilities. Clusters are typically export oriented and have a regional concentration that is higher than the national average, as well as the emerging alternative energy sector. The theory behind clusters is that companies of all sizes can achieve more by assisting one another.

