



Our Strategy for Economic Success Hampton Township

Steering Committee Meeting
July 23rd, 2020



Agenda



Work Completed



Report Outline



Assets & Challenges



Opportunities



Recommendations



Next Steps

Work Completed



OUR STRATEGY FOR ECONOMIC SUCCESS

Work Completed

- ✓ **Economic Profile and Market Analysis**
- ✓ **Public Input Solicitation and Survey Analysis**
- ✓ **Target Industry Analysis**
- ✓ **Site Identification and Site Intelligence Reports**
- ✓ **Incentive Program Identification**
- ✓ **Draft Economic Development Strategy**

Report Outline



OUR STRATEGY FOR ECONOMIC SUCCESS

Report Outline

Report

- 1. Executive Summary - Our Strategy for Success**
- 2. About This Strategy**
- 3. Hampton Township Today**
 - Economy
 - Fiscal Condition
 - Demographics
 - Infrastructure
- 4. Areas of Opportunity - Target Industry Overview**
 - Food Processing
 - Manufacturing
 - Alternative Energy Production
 - Senior Housing and Care
 - Healthcare, Social Services, and Government
 - Retail, Recreation, Entertainment, and Dining
- 5. Development Sites & Incentives**

Appendices

- ❖ **Community Survey Results**
- ❖ **Baseline Economic Analysis**
- ❖ **Site Intelligence Reports**
- ❖ **Incentive Program Fact Sheets**



Assets & Challenges



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Assets

Natural Beauty &
Amenities

Agrarian
History/Character

Affordable Cost of
Living

High Quality of
Life

Sense of
Community &
Volunteerism

Public Safety
Services

Senior Amenities &
Services

Highly Regarded
Schools

BayMetro Bus
Service

Center Ave.
Pedestrian Facilities

Proximity to Bay
City

Redevelopment
Opportunities
(existing sites and
buildings)

Utility Availability

Competitive Labor
Rates

Economic
Development
Partnerships

Challenges

Lack of Distinguishing Identity

Aesthetic Character of Center Avenue

Limited Dining and Entertainment Options

Limited Retail Options

High Commercial Vacancies

Aging Building Stock

Declining Population

Aging Population

Relatively Low Household Incomes

Lack of Direct Access to Major Freeways

Privatization & Tolling of Liberty and Independence Bridges

Limited Rail Access

Flooding Risks Along Waterways

Lack of Economic Diversification

Limited Financial Resources to Support Business Attraction

Opportunities



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Opportunities

Agrarian History and Community Identity

- Hampton Township's agricultural history, focus, and existing assets can be leveraged for attracting and growing food processing industries.

Potential to Attract Manufacturing Industries

- Competitive labor rates, utility availability, existing Consumers Energy talent pool, and proximity to manufacturers' supply chain downstate (e.g. plastics, metal, electronic and sensor components, transportation equipment, etc.).

Senior Living Facilities and Amenities

- Cluster of senior living facilities with easy access to shopping and medical services. This is an opportunity to further cater to the Bay City region's growing senior population by broadening the living options available and expanding senior-oriented amenities and services.

Opportunities

Existing Vacant Commercial Space and Greenfield Sites

- Inventory of vacant commercial space available for reuse and repurposing
 - Medical office space
 - Traditional office for health or government users
- Large greenfield sites along M-25
 - Infrastructure-served
 - Ready for business attraction
- Hampton Towne Center Mall is a redevelopment opportunity
 - Many malls are converting to multi-user health care centers, industrial uses, office space, housing, etc.

Opportunities

Retail Re-Capture Potential

- Hampton Township residents make many of their retail purchases outside of the community
- Some opportunity for dining, retail, recreation, and entertainment within Hampton Township
- Community survey points to a desire for full-service restaurants, hardware store, and entertainment options

Existing Industrial Real Estate

- Consumers Energy site has redevelopment potential with its large size, location at the mouth of the Saginaw River, and multi-modal access

Utility and Energy Infrastructure and Assets

- The broader region hosts existing renewable energy assets such as solar and wind farms.
- Bay, Tuscola, and Huron counties also have the highest wind speeds in the state
- Existing electrical utility infrastructure and assets leveraged for future industry growth

Development Sites

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Development Sites

- 5 priority development sites identified
- Sites with highest potential for tax revenue generation and employment generation
- Site intelligence reports and sell sheets prepared
- Information for prospective developers and investors

Site 1: Meijer-adjacent sites

Site 2: 1000 Knight Road

Site 3: W Center Road between Burns and Finn

Site 4: Former Hampton Towne Center Mall

Site 5: Majestic Plaza (Kroger Plaza)



Recommendations

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Recommendations | Economic Recovery and Development Strategy

#1. Unify Around a Common Vision.

#2. Convey a Pro-Business, Development-Friendly Brand.

#3. Adopt Regulations and Approvals Process to Align with Development Vision.

#4. Continue to Invest in Infrastructure.

#5. Explore Opportunities for Municipal Cost Savings and New Funding Sources.

#6. Collaborate with Partner Organizations.

Recommendations

#1. *Unify Around a Common Vision*

Unify Township Boards, staff, and residents around a shared **vision for attracting investment into the community.**

- High-impact, low-cost action to secure the future fiscal health of Hampton Township
- Board of Trustees, Planning Commission, and other decision-making bodies must be unified in pursuing a common vision for the Township.

Implementation Considerations

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- Present Economic Development Strategy to various Boards, Commissions, and, other decision-making bodies, and discuss its importance for the future fiscal and economic well-being of the Township.
- Formally adopt a resolution recognizing the importance of the plan and willingness to take action to implement various aspects of the plan.

Recommendations

#2. *Convey A Pro-Business, Development Friendly Hampton Township Brand*

The community's support for economic development must be communicated to existing and prospective investors, developers, and businesses, as well as regional partner organizations

Implementation Considerations

- Ensure all site listings are complete and up to date on state and regional site selection websites
- Develop a protocol for meeting with prospective investors when leads come through the pipeline
- Create an economic development page on Hampton Township's website
- Host roundtable events for community board members to listen to the concerns of existing businesses
- Encourage community leaders and board members to spread the word about Hampton Township's vision and success stories

Recommendations

#3. Adopt Regulations and Approvals Processes to Align with Development Vision

Work to streamline the development approvals process, minimize the number of meetings required, and make the process predictable.

Implementation Considerations

- Create a Developer's Handbook.
- Adapt regulations to accommodate desired development.
- Establish clear and uniform eligibility criteria for various incentive programs.
- Consider adopting a Commercial Rehabilitation District under Public Act 210 and/or an Industrial Development District under Public Act 198.

Recommendations

#4. Continue to Invest in Infrastructure

Infrastructure investments can help prepare specific opportunity sites for attracting investment as well as contribute to the overall quality of life in Hampton Township.

Implementation Considerations

- Certain commercial and industrial sites will require infrastructure upgrades in order to attract higher-capacity utility users, such as manufacturers (fiber, electric, etc.).
- Continue to invest in and build upon “quality of place” infrastructure.
 - Trails, parks, bay access.
 - Pedestrian and streetscape improvements.

Recommendations

#5. Explore Opportunities for Municipal Cost Savings and New Funding Sources

The phasing out of Consumers Energy plants will lead to the loss of a property tax revenue. These revenue losses can be neutralized through economic development as well as lowering operating costs.

Implementation Considerations

- Continue to explore opportunities to reduce municipal expenditures
 - Explore options to reduce administrative costs.
 - Explore options to provide service more efficiently.
- Pursue State and Federal funding sources that offer grants and loans for infrastructure projects, business assistance, or technical/planning assistance.

Recommendations

#6. Collaborate with Partner and Other Organizations

A partnership with **Bay Future, Inc. (BFI)** will help develop investment leads. Hampton Township should:

- Financially contribute to BFI to support the organization's mission of marketing and bringing investment to the Bay County region.
- Collaborate with and communicating to BFI the targeted industries it hopes to attract so that BFI can assist with pursuing and directing leads to Township

The **Consumers Energy** site is a critically important opportunity for attracting substantial investment to Hampton Township. The Township should continue to communicate and work with Consumers Energy as a key stakeholder in the community.

The **East Michigan Council of Governments (EMCOG)** is an important partner in the region. This strategy goes hand-in-hand with EMCOG's work in developing a Comprehensive Economic Development Strategy (CEDS) for the 14-county economic development district.

Next Steps

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Next Steps

- Steering Committee to provide comments by Friday, July 31st.
- Final report issued – early August
- Final (virtual) Presentation to Board of Trustees on Monday, August 10th at 7pm

Questions & Comments



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