



# **VILLAGE OF MILLINGTON ECONOMIC DEVELOPMENT PLAN**

## **NOVEMBER 2020**

## Introduction

A general overview on economic development and outline the steps for a plan's development.

1. Plan Goals and Objectives
2. Market Overview and Assessment
  - a. Commercial Corridors
  - b. Industrial Parks
  - c. Economic Development Tools
3. Development Opportunities
4. Implementation Strategy

The intent of this plan is to identify specific actions, priorities, and programs to enable the Village of Millington to achieve its economic development goals by building upon the Village's economic assets and identifying new opportunities. The ultimate goal is to increase employment, facilitate the robust growth and expansion of businesses, improve the quality of life of all residents and businesses, enlarge the tax base, further promote and develop the downtown, and position the Village as an attractive place to live and work.

The purpose of the Plan is to articulate a set of measurable strategies and actions to facilitate economic growth and new opportunities in the Village. This Plan identifies efforts to be made and strategies to follow to work with property owners, developers, brokers, retailers, consultants and others for continued economic prosperity and enhanced vitality of the Village.

### Economic Development Goals

- 1. Retain, expand and attract commercial, retail and industrial business to Millington.**
- 2. Promote business growth and economic development**
- 3. Increase Millington's revenue and identify incentives to attract business opportunities.**
- 4. Encourage development along Village business corridors.**

## Plan Goals and Objectives

### Goal 1

#### Retain, expand and attract commercial businesses

This goal is intended to promote awareness of existing local businesses to residents and other customers in Millington's trade area as well as develop ways to attract new businesses to the community. Key strategies include:

1. **Raise awareness of local businesses.** Continue to partner with the Millington Chamber of Commerce on marketing strategies to both consumer and business markets. Develop a comprehensive business database to be shared with residents (for awareness purposes) and businesses (to promote business-to-business transactions within the community). Facilitate roundtable discussions with businesses for idea sharing.
2. **Retain existing businesses.** Continue business visits, working with the Tuscola County Economic Development Corporation. Being responsive to solving concerns raised by local businesses.
3. **Welcome new businesses.** Create a “Welcoming to Millington” program through the Millington chamber for new businesses. This shall include a letter, business database and Village information.
4. **Attract new businesses and promote expansion of existing.** Continue to develop relationships with key business representatives that may choose Millington as their location. Develop a Village wide economic incentive policy targeting new and expanding businesses.
5. **New business follow-up.** Once a business locates within the community, follow up and seek input about their experience working with the Village.

Goal 2

Promote general economic development and business growth

This goal is intended to promote Millington as a business-friendly environment. Key strategies include:

1. **Reinforce Millington's image as supportive to businesses and business growth.** Work proactively to identify businesses seeking expansion and promote Millington's willingness to help them expedite their development and approval processes.
2. **Provide clear and consistent rules and regulations.** Engage other departments and approval entities early in the permit process including building codes and the health department. Proactively work with businesses educating them about common code enforcement issues.
3. **Keep businesses informed.** Keep the Village website up-to-date with the most recent economic development information. Through the provide web based questionnaires to businesses to solicit suggestions, concerns and input.
4. **Working with the Tuscola County Economic Development Corporation to seek all available federal, state and county grants to assist with Millington's economic development efforts.** Continue to work closely with local and State of Michigan officials for business assistance.
5. **"Explore all options" approach to businesses retention and recruitment.** Partnering with the Tuscola County EDC on economic development incentives outlining parameters for Village assistance for specific types of development.

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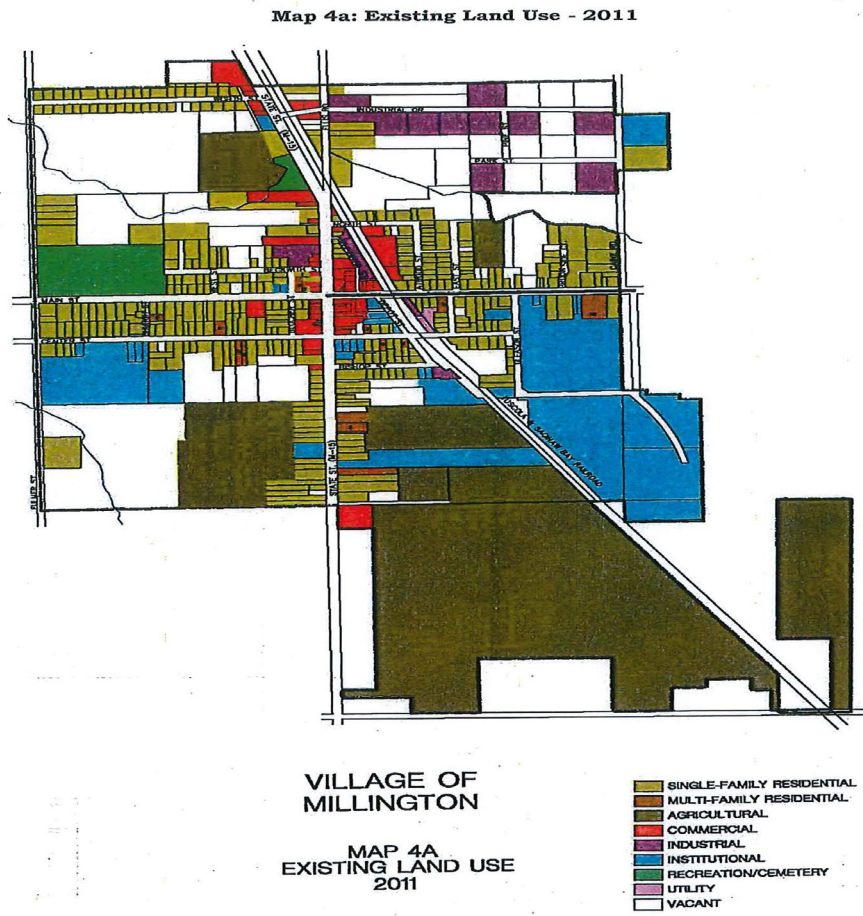
### Goal 3

#### Encourage redevelopment along key commercial corridors

1. ***Promote unified development where applicable and develop themes for distinct shopping areas.*** Utilizing and identifying themes or niches that might be best for each corridor (restaurants, retail stores, recreation, etc.). Work with to promote tourism opportunities in Millington.
2. ***Promote façade enhancements and property reinvestment.*** Subject to future funding, develop a façade grant program offering matching dollars to assist businesses with upgrades to the exterior of buildings, parking lots and signage.

# Market Overview and Assessment/Commercial Corridors

The Village of Millington (population 1003) is a growing community



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### Downtown

Downtown Millington functions as the heart of the community and the area's healthy inventory of in-line storefronts and traditional architecture make it an attractive destination for Millington residents as well as outside visitors. It is important to ensure that as future redevelopment occurs, certain characteristics such as building placement and orientation should be taken into consideration to create a consistent, comfortable pedestrian realm.

Improvements will accommodate additional traffic and bolster the potential for commercial development along the Village's western edge. Significant development opportunities exist for retail tenants office space and 2nd-floor apartments The goals established as part of this plan, can be used to establish a long term vision for this property that reflects community desires and recognizes the area's value as a potential economic driver for Millington.

### **Southern Links Trailway**

The head of the Southern Links Trailway begins in Downtown Millington. It is a 11- mile trail enjoy by local citizen and tourists come from all over the United States. It is to be expanded in the near future.

### Millington's Summer Festival



## Industrial Areas

Millington's industrial Park is critical to the economic health of the Village. It provides jobs and places for employment, opportunities for local entrepreneurs, a daytime population to patronize local shops and restaurants, and diversity which broadens the Village's tax base.

## Economic Development Tools

The Village of Millington has several economic development tools that it uses to encourage development and redevelopment, assist local businesses and improve the quality of life within the Village, including:

### Tax Increment Financing (TIF)

The Village of Millington tax increment financing, or TIF Districts. TIF is used in a variety of ways to encourage redevelopment, mainly through incentive agreements and grant programs. TIF is a development tool that generates a pool of money to be used for reinvestment within the TIF area. This pool of money is created by "freezing" the assessed value of a property when a TIF district is created. The Village continues to collect property taxes based on the frozen assessed value. The Village of Millington has used TIF funds to assist in making public improvements.

## Millington Industrial Park

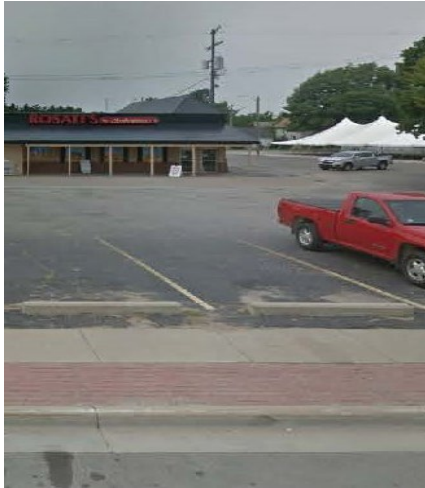




## Development Opportunities

Building upon the goals established as part of this plan, this section of the report strategically identifies five (2) key development sites that can provide the most immediate impact to the Millington economy and potential increase municipal revenue. It is recommended that these sites be given highest priority to promote development. The following is an analysis of each of the development opportunity site.

### Downtown Millington



- Property located in the center of Downtown
- Actively being marketed for sale.
- Property is zoned B2.
- Located in TIF District.
- Formerly a grocery store
- Many retail possibilities

### Millington Industrial Park



- Located on a major highway
- 40 minutes from Flint/Frankenmuth
- Mixed use potential
- Global companies located here
- Located in a TIF District
- City water and sewer

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## Implementation Strategy

The goals set forth in this plan will be accomplished through the following action items. These items will be completed in durations of short-term (0-6 months), mid-term (6-12 months), and long-term (12+ months) or ongoing. **As part of the annual budget process, it is recommended that an annual “Economic Development Action Plan” be created identifying ways to achieve these goals annually.**

<b>Goal 1</b>	<b>Task/Objectives</b>	<b>Timing</b>	<b>Notes</b>
<b>Retain, expand and attract commercial and industrial businesses in Village of Millington</b>	Continue to partner with the Millington Chamber of Commerce on marketing strategies to both consumer and business markets.	On-going	
	Develop a comprehensive business database to be shared with residents and businesses.	Short-term	The database should be shared with businesses during staff visits.
	Facilitate local manufacturing “mixers” with the Tuscola County EDC and the Village of Millington industrial businesses can meet each other in an effort to promote local trade.	Mid-term/On-going	
	Continue the business visitation program with the Tuscola County EDC visiting businesses every year (including follow-ups).	On-going	
	Develop a “Welcome to the Village of Millington” program for new businesses.	Short-term	Program should include an introduction letter, business database, Village information and promotional efforts.
	Create a comprehensive database of prospective businesses that may be seeking to locate into the Village of Millington.	Short-term	
	Continue to represent the Village of Millington at local trade shows and events.	On-going	

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	<b>Task/Objective</b>	<b>Timing</b>	<b>Notes</b>
<p><b>Goal 2</b></p> <p><b>Promote general economic development and business growth</b></p>	<p>As part of the Business Visitation program, identify businesses seeking expansion and promote Millington’s willingness to help them expedite their development and approval processes.</p>	<p>On-going</p>	
	<p>Develop a “Business Resource Handbook” to be provided to existing and prospective businesses.</p>	<p>Mid-term</p>	<p>The handbook shall include general information about requirements for opening a business, getting permits and signage information.</p>
	<p>Promote environmental sustainability amongst businesses through roundtable discussions.</p>	<p>Mid-term/On-going</p>	<p>This discussion can occur as part of the industrial “mixers”.</p>
	<p>Continue to update and maintain the Community and Economic Development Department’s information on the Village website.</p>	<p>Short-term/On-Going</p>	<p>This shall include census data, development information, building &amp; zoning information, success stories, and downtown information. Include a web-based questionnaire.</p>
	<p>Develop a Village of Millington marketing brochure highlighting Millington as a “Great Place to do Business”.</p>	<p>Short-term</p>	
	<p>Develop a “Shop Local” campaign educating residents about the importance of keeping business in the Village of Millington.</p>	<p>Mid-term/On-going</p>	
	<p>Promote residential growth and development.</p>	<p>On-going</p>	<p>Work with the landowners of existing and proposed projects to help spur development.</p>