

MICHIGAN ENTERPRISES REPORT NUMBER ONE HUNDRED EIGHT TO LINCOLN DDA

October 7, 2017

The following is a report by Bob Jones of Michigan Enterprises for the Lincoln DDA concerning September activity on major projects: the proposed Senior (Assisted) Living facility, Dollar Tree/General, and now a new one – marketing Lincoln as a place to do business. We want to keep specifics confidential until project owners wish to release any information.

1. NEW SENIOR ASSISTED LIVING COMPANY

I went back to contact an assisted living/Senior Living company that I had worked with a few years ago. The company is call “The Brook”. At that prior time they were not ready to do a project in Lincoln/Alcona County. I took a hunch that they would be ready now, because they have recently built new assisted living facilities in a few smaller communities in northern Michigan. They have facilities now in Roscommon, Gladwin, Houghton Lake, West Branch, Cheboygan, Grayling, Boyne City, Gaylord, and Big Rapids.

The company is owned by three people, all from the Higgins Lake area, and I knew two of them from when I had a cottage there. The company is managed by one of the three owners – Diane Fredrickson. I made an appointment with her and we talked for over two hours about many things, mostly about Lincoln and the surrounding area. She wanted to know how far our proposed site is from the Alpena assisted living facility. I told her 35 miles, and also approximately the same distance to Oscoda.

Diane told me that they are in an expansion mode now, and that the timing is good. She especially wanted to know about Lost Lake Woods and Hubbard Lake. I gave her a copy of our feasibility study, and she said she would read it and get back to me about her making a trip to Lincoln to see for herself various places in Alcona County and meet our people. We perused the feasibility study to whet her appetite for Lincoln. She was very impressed with the study and the fact that the DDA commissioned it. She impresses me as being a good business person, good natured, and proud to be able to build facilities to help seniors have a good place to live.

2. DOLLAR GENERAL/TREE

I talked again with a representative of the Dollar Tree/ Family Dollar organization, that looks at sites in Michigan. He said the best thing we could do is to go after Dollar General, and that would fit the population area the best rather than the other two. I talked with the Dollar General guy, and he intimated that we need to gather all the favorable demographics of the Lincoln/Alcona County area, and get back with him right after the first of the year.

See my thoughts in the next section 3 below.

3. MARKETING LINCOLN

Lincoln has an excellent web site for people who may be thinking about moving here. We now need special marketing materials for people who may be interested in *putting a business in Lincoln*. This material would concentrate on what Lincoln has to offer to a person who is *Business minded and wants to make money in a business in Lincoln*. The DDA is working with the State of Michigan on how our community can best qualify for state incentives. But right now we have the attributes to appeal to various businesses.

For example, if we find flower shops in surrounding communities we can go to them with a brochure that lists and shows in pictures what Lincoln has that will make them sales and money in that business in Lincoln, places that generate purchases of flowers such as a funeral home, churches, senior center, the only secondary school in Alcona County (prom corsages), beautification committee, and two available former flower business buildings, one of which has a greenhouse, We should have pictures and demographics of these facilities as well as other businesses and organizations and the potential business that they can generate.

There are all kinds of opportunities like the flower shop subject listed above. We should have a beautiful colorful brochure and cheat sheets that we can leave with business prospects when we visit them. I want to elaborate on this at the DDA meeting, and get started on the “Marketing Lincoln” venue of activity.

END OF REPORT