

Sturgis

2022

# 2013 Citizen Update



CITY OF  
**Sturgis**  
MICHIGAN



**S**turgis 2022 is a vision for the next decade focused on generating positive improvements in the Sturgis community.

**I**t is a collaborative effort of citizens and community leaders committed to making Sturgis better.

**T**hose committed to Sturgis 2022 understand that progress comes through focused, continued, and collaborative action.

**T**hrough Sturgis 2022 we will make our vision reality.

## Sturgis City Commission

Mayor Kenneth Malone

Vice-Mayor Robert Hile

Commissioner Michael Gay

Commissioner Karl Littman

Commissioner Rob Sisson

Commissioner Ina Taulbee

Commissioner  
Michael Austermann

Commissioner  
Charles Huber

Commissioner  
Mark Dvorak

**T**he first year of Sturgis 2022 has seen a lot of progress and positive momentum on the focus areas and goals for the Sturgis Community. As you will see in this document, there are a lot of exciting projects and efforts to highlight; many more than can be listed in this brief update.

We are taking the first steps towards meeting our 2022 goals. With such transformational change, often the seeds planted in 2013 won't bear fruit for many years. That being the case, we believe the Sturgis community has hit the ground running and we are excited about what the future holds.

We are working hard to continue to be A Great Place to do Business with several business investments and expansions in 2013, including a multi-million dollar project started by Burr Oak Tool. Sturgis SUCCESS continued its good work of helping students become workforce ready, while commercial development projects started in the works such as Culver's, Kroger Gas Station, Meijer, and several others.

Sturgis also made strides in becoming a Community of Choice. Several projects in the downtown area were initiated that should result in significant revitalization in the near future. Efforts to improve the streets saw a big boost as residents passed a Street and Sidewalk Improvement millage. This funding will take street projects through 2022. Efforts in the areas of housing to help improve rental stock and remove blighted buildings were started with the help of the Sturgis Neighborhood program in 2013 and plan to continue in 2014 and beyond.

We have much to be excited about in Sturgis as we begin our journey to 2022. Progress may not be as rapid as we all would like, but slow and steady wins the race - and if we can win a sprint or two in between, so much the better. Thank you to all the individuals and organizations who have chosen to partner with us and who do so much to improve Sturgis. Keep up the good work and thanks!

**STREETS:** Sturgis will have one of the best street systems in Michigan.



2013 saw Sturgis residents approve a 3 mil tax increase to fund street and sidewalk repair and improvement. This millage will fund street improvements over the next 10 years, helping the City achieve its 2022 goal. Other street-related efforts included:

- Completion of repairs to South Street from S. Nottawa to Lakeview
- Securing grant funding for the 1st stage of brick street work on S. Nottawa

Measure	Current Data	Progress
Average PASER Rating for City Streets	4.35	
Time Spent on Pothole Filling / Patching	1,057	

**SENIORS:** Sturgis will be an attractive community for retirees and seniors.

Measure	Current Data	Progress
Number of Residents over Age 62	1,638	
Clients Served by COA Programs	464	
Thurston Woods Resident Population	302	

**FAMILIES:** Sturgis will be a preferred place for families to raise their children.

Measure	Current Data	Progress
Percentage of Households with Children Under 18	38.5%	
Population Over 3 through High School Enrolled in School	3,117	
Youth Recreation Program Participation	1,094	

**HOUSING:** Sturgis will be the desired location in the area for people seeking

The City of Sturgis made strides to help improve housing in 2013. One effort was passage of a revamped property maintenance inspection program and fees (to be implemented in 2014) aimed to help improve rental property compliance in the City. The City also purchased several tax-foreclosed homes in 2013, demolishing several and partnering with the Sturgis Neighborhood Program (a Sturgis 2022 partner) to rehabilitate and resell others as single-family homes.

Measure	Current Data	Progress
Percent of Rental Property Units	38.5%	▲
Code Enforcement Violations	769	▲
Median Housing Value (2012 Dollars)	\$58,542	▶



**DOWNTOWN:** Sturgis will have a vibrant and active downtown that is the



Several downtown projects were initiated in 2013, including the announced Moso Village development on John Street. The proposed development, still in the planning stages, would be a modern mixed use project with office, retail and dining. The City has partnered with the developer to complete the project, which would include street and sidewalk improvements in the area.

Measure	Current Data	Progress
Percent of Downtown Buildings Occupied (Front Footage)	90.7%	▼
Percentage of Retail/Commercial Businesses (Front Footage)	57.3%	▲
DDA Assessed Property Value Above TIF Base Year	\$1.7 M	▼

# QUALITY JOBS: Sturgis will be a leader in the region in creating quality jobs

One of Sturgis' long time manufacturer's began a major expansion in 2013, when Burr Oak Tool purchased land for a



new building in Dresser Industrial Park. Construction started at the end of 2013 on a new 120,000 sq. ft. building. The multi-million dollar investment is expected to create approximately 50 new jobs immediately and many additional employment opportunities over the next 2-5 years.

Measure	Current Data	Progress
Percent of Industrial Park Land Occupied	49%	▲
Business Capital Investment (2012 Dollars)	\$40.92 m	▲
Average New Hire Earnings per Month (2010 Dollars)	\$1,938	▲

# ENTREPRENEURS: sturgis will be a premier community for entrepreneurs.



Sturgis 2022 partner Generate Sturgis continued its efforts to support entrepreneurs in 2013 with a number of new programs. The Buy Sturgis Holiday Showcase provided a one-day venue for local businesses to present holiday shopping options to residents. BizCon,

is an informational program provided on local radio and newspapers that helps promote new and interesting stories of Sturgis business. These efforts continue Generate Sturgis' purpose of helping assist and promote local businesses.

Measure	Current Data	Progress
Newly Registered DBAs	63	▼
Self-Employed Workers	142	▲
Number of Establishments	1,020	▲

## WORKFORCE: Sturgis will have a highly-skilled workforce with a majority of citizens who have post-high school degrees or training.

In 2013 Sturgis 2022 partners including Sturgis SUCCESS and the Sturgis Area Community Foundation teamed up with students in the Youth Advisory Council (YAC) to promote iGoToCollege, an iPad app and website designed and executed by Sturgis High School students to help increase awareness and



knowledge about college readiness. The effort earned the Sturgis YAC state-wide recognition for the program. Sturgis SUCCESS also continued efforts to promote college readiness and assisted students considering college by working to increase completion of FAFSA forms for financial aid.

Measure	Current Data	Progress
Percentage of Sturgis Residents (25+) with More than HS Degree	39.8%	▼
Percent of Workforce Unemployed	7.7%	▲
Median Earnings for Workers (2010 Dollars)	\$26,108	▼

## COMMERCE: Sturgis will be the primary commerce center for the area.

Measure	Current Data	Progress
Number of Non-City Initiated Retail Prospects	5	N/A*
Number of Retail Establishments	188	▲
Retail Sales (2012 Dollars)	\$396 m	▲

\* No data available for 2012

# Detailed Sturgis 2022 Metrics

A Great Place to do Business	Data 2012	2013	Target for 2022	Source of Data
A Premier Community for Entrepreneurs (Business   Entrepreneurs)				
Newly Registered DBAs	75	63	85	St. Joseph County
Self-Employed in own, not Incorporated, Business Workers	96	142	175	American Community Survey, US Census
Number of Establishments	675	1,020	700	Claritas Business Information 2013
The Primary Commerce Center for the Area (Business   Commerce)				
Number of Non-City Initiated Retail Prospects	N/A	5	5% Increase	City Staff
Number of Retail Establishments	146	188	155	Claritas Business Information 2013
Retail Sales (2012 Dollars)	\$212m	\$369m	\$222m	Claritas Business Information 2013
A Leader in the Region in Creating Quality Jobs Through Business Expansion and Attraction (Business   Quality Jobs)				
Percent of Industrial Park Land Occupied	41%	49%	50%	City Staff
Business Capital Investment (2012 Dollars)	\$3,856,500	\$40,920,098	\$4,000,000	Southwest Michigan First
Average New Hire Earnings per Month (2010 Dollars)	\$1,880	\$1,938	\$2,200	LEHD MI Metro Reports - Qrt Workforce Indicators
A Highly-Skilled Workforce with a Majority of Citizens who have Post-High School Degrees or Training (Business   Workforce)				
Percentage of Sturgis Residents (25+) with More than HS Degree	41.1%	39.8%	55.0%	American Community Survey, US Census
Percent of Workforce Unemployed	19.5%	20.5%	6.5%	American Community Survey, US Census
Median Earnings for Workers (2010 Dollars)	\$29,057	\$26,108	\$33,000	American Community Survey, US Census

A Community of Choice	Data 2012	2013	Target for 2022	Source of Data
One of the Best Street Systems in Michigan (Community   Streets)				
Average PASER Rating for City Streets	4.35	4.35	6.5	City Staff
Time Spent on Pothole Filling / Patching	1,005	1,057	750	City Staff
A Preferred Place to Raise a Family (Community   Families)				
Percentage of Households with Children Under 18	35.4%	38.5%	38.0%	American Community Survey, US Census
Population Over 3 through High School Enrolled in School	2,446	3117	3,200	American Community Survey, US Census
Youth Recreation Program Participation	1,192	1,094*	1,600	City Staff
An Attractive Community for Retirees and Seniors (Community   Seniors)				
Number of Residents over Age 62	1,629	1,638	2,500	American Community Survey, US Census
Clients Served by COA Programs	422	464	550	COA
Thurston Woods Resident Population	340	302	360	Thurston Woods
The Desired Location in the Area for People Seeking Quality Housing and Neighborhoods (Community   Housing)				
Percent of Rental Property Units	42.9%	38.5%	39.0%	American Community Survey, US Census
Code Enforcement Violations	797	769	600	City Staff
Median Housing Value (2012 Dollars)	\$58,600	\$58,542	\$60,000	City Staff
A Vibrant and Active Downtown that is the Centerpiece of the Community (Community   Downtown)				
Percent of Downtown Buildings Occupied (Front Footage)	92.6%	90.7%	95.0%	City Staff
Percentage of Retail/Commercial Businesses (Front Footage)	51.2%	57.3%	75.0%	Downtown Development Authority (DDA)
DDA Assessed Property Value Above TIF Base Year	\$1,862,106	\$1,699,826	\$2,300,000	City Staff