



# Sturgis 2022



# 2014 citizen update



# Sturgis

# 2022



**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

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Two-thousand fourteen was a busy year; one that saw great strides towards making the Sturgis 2022 vision a reality. Community partners got to work, building Sturgis to be more of a Great Place to do Business and a Community of Choice.

Downtown was a focus this year as Sturgis Bank & Trust began work on several buildings in the 100 Block of E. Chicago Road, removing tin and restoring some classic structures to former glory. The Wings Etc. project in the 100 block of W. Chicago was formally announced and began work as well, looking to open in 2015.

Downtown also saw the move of the historic train depot building as well as the renovation and opening of a new Chamber of Commerce office in a historic downtown building.

Elsewhere in town, streets were under construction. S. Nottawa, N. Franks, E. Hatch, S. Lafayette, S. Monroe and W. Congress all saw some work, with more on the way in 2015.



Sturgis Neighborhood Program continued their good work, rehabbing several blighted houses and selling them to new homeowners.

Sturgis Public Safety celebrated the opening of Safety Town, an educational area to teach kids about bike and street safety.



Sturgis Public Schools, with the assistance of the Sturgis Improvement Association, launched a new vocational education program, the Trojan Manufacturing Solution Center, while Sturgis SUCCESS expanded to a county-wide program.

All told its been a fantastic year for Sturgis and the Sturgis 2022 partners. We can all be proud of the efforts made in 2014 and more great things to come in 2015!



# Community of Choice

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

The **Street and Sidewalk millage**, along with State grant funds, were put to good use in 2014. A number of street projects took place throughout town, in the first of many years of street improvements.

One of the biggest projects was the first phase of brick street reconstruction on South Nottawa. The project reconstructed the street from Chicago Road to Congress Street with all new brick pavers, while also completing streetscape and utility work. A grant from the **State of Michigan** helped defray the cost of the brick work. This is phase one of a multi-phase reconstruction of South Nottawa.

Other significant projects included repaving of North Franks (again with State grant assistance), as well as projects on South Lakeview, East Hatch, and South Monroe. The City also completed work on Broadus and Progress Streets with grant funding due to business growth. Look forward to more projects in 2015!



Measure	Current Data	Progress
Average PASER Rating for City Streets	4.96	▲
Time Spent on Pothole Filling / Patching	1,772	▼

## DOWNTOWN: Sturgis will have a vibrant and active downtown that is the centerpiece of the community.



2014 saw an event not soon to be replicated - a historic brick train depot rolling through the middle of downtown Sturgis. Part of a multifaceted project funded by the **Newell A. and Grace A. Franks Fund of the Sturgis Area Community Foundation**, Sturgis' historic depot was moved to downtown, where it will undergo a major overhaul to turn it into an interactive community museum operated by the **Sturgis Historical Society**.

The second part of the project involved the renovation of the old Standard Oil gas station into a new economic development office housing the **Sturgis Area Chamber of Commerce, Downtown Development Authority, and Southwest Michigan First**. A one-stop shop in the heart of downtown for businesses.

Measure	Current Data	Progress
Percent of Downtown Buildings Occupied (Front Footage)	92.7%	▲
Percentage of Retail/Commercial Businesses (Front Footage)	59.6%	▲
DDA Real Property SEV (2012 Dollars)	\$7,670,687	▲

## HOUSING: Sturgis will be the desired location in the area for people seeking quality housing and neighborhoods.

The **Sturgis Neighborhood Program (SNP)** continued their work to improve Sturgis housing in 2014. SNP remodeled two tax foreclosed homes on McKee Street, taking them from blighted properties to quality single family dwellings. SNP helped find new homeowners for both properties.

SNP continually works on projects throughout the community, both in conjunction with the City of Sturgis and on their own. This included a rehabilitation of 511 North Lakeview as well as starting renovations on two other single-family homes.

Measure	Current Data	Progress
Percent of Rental Property Units	40.3%	▼
Code Enforcement Violations During Annual Audit	498	▼
Median Housing Value (2012 Dollars)	\$58,384	▼

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

Work on a proposed new Senior Center in Sturgis continued in 2014. Led by **St. Joseph County and the Commission on Aging**, the project took several steps forward. A design firm was hired and input sessions held with key stakeholders.

Current plans are for the new Senior Center to be located on City of Sturgis property next to the Doyle Community Center, conveniently located across from **Thurston Woods**. Look for more progress in 2015!

Measure	Current Data	Progress
Number of Residents over Age 62	1,840	▲
Clients Served by COA Programs	487	▼
Thurston Woods Resident Population	410	▲

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

The **Sturgis Public Safety Department** opened Safety Town in July of 2014 and held its first Safety Camp in August. A miniature version of Sturgis with roads, sidewalks, buildings, and working stop lights, safety town was created to help children learn proper pedestrian and bicycle safety on a realistic training ground. Safety Town was made possible by help from **Sturgis Public Schools** and **community donations**.

Measure	Current Data	Progress
Percentage of Households with Children Under 18	35.9%	▼
Population Over 3 through High School Enrolled in School	3,030	▼
Youth Recreation Program Participation	1,278	▼

# Great Place to do Business

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



The **Sturgis Improvement Association**, working with **Sturgis Public Schools** and **local business partners** worked to establish the Trojan Manufacturing Solution Center (Trojan MSC) in 2014 . Trojan MSC is designed to prepare high school students to enter the workforce in good-paying jobs as well as equip them to pursue advanced technical training or college degrees in skilled-trade areas.

In 2014, with the assistance of the SIA and local business partners, a full-time teacher with a background in vocational education was hired and the program kicked off its inaugural semester. Curriculum planning for the future began and continued expansion of the program is planned over the next several years.

Measure	Current Data	Progress
Per. of Sturgis Residents (25+) with More than HS Degree	43.1%	▲
Percent of Workforce Unemployed	5.6%	▲
Median Earnings for Workers (2010 Dollars)	\$24,192	▼

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

December of 2014 saw the grand opening of **Culver's** in Sturgis. Known for their Butterburgers and freshly-made frozen custard, their restaurants have award winning customer service which is based on small town, Midwestern values.

An exciting opening for the community, Culver's came to South Centerville road with great anticipation and resulted in record sales. The Sturgis store, opened by owner Michael Miller, did the best opening weekend of any of his locations.



Measure	Current Data	Progress
Number of Retail Establishments	184	▶
Retail Sales (2012 Dollars)	\$336m	▼

## QUALITY JOBS: Sturgis will be a leader in the region in creating quality jobs through business expansion and attraction.

As part of a recent expansion of their facilities, **Sturgis Molded Products (SMP)** received MEDC grant funding to help hire and train 50 new positions over the next several years. A family-owned business specializing in plastic injection molding, SMP has been in operation since 1966.

The expansion project adds 22,500 square feet to their high tonnage manufacturing plant and warehouse. SMP's foot-print now exceeds 182,500 square feet.

SMP's investment and job creation is just one of the larger 2014 private investment stories, a trend we hope continues in 2015.



Measure	Current Data	Progress
Percent of Industrial Park Land Occupied	49%	▶
Business Capital Investment (2012 Dollars)	\$28,365,679	▶
Average New Hire Earnings per Month (2010 Dollars)	\$1,841.18	▼

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



**Generate Sturgis** was again working in the community in 2014, heading up the Business Boost at **State Line Golf**. Business Boost was a program designed to partner a local business with Generate Sturgis volunteers and resources to help identify ways to increase visibility, viability and growth of the business.

The State Line Golf project saw over 65 individuals and businesses participate through donations of labor, supplies, or expert services. Over the course of three months several renovations were made to the facility, along with new signage and marketing.

Measure	Current Data	Progress
Newly Registered DBAs	50	▼
Self-Employed Workers	139	▶
Number of Establishments	1,009	▼



A Great Place to do Business	Data 2013	2014	Target for 2022	Source of Data
A Premier Community for Entrepreneurs (Business   Entrepreneurs)				
Newly Registered DBAs	63	50	85	St. Joseph County
Self-Employed in own, not Incorporated, Business Workers	142	139	175	American Community Survey, US Census
Number of Establishments	1,020	1,009	700	Claritas Business Information 2014
The Primary Commerce Center for the Area (Business   Commerce)				
Number of Non-City Initiated Retail Prospects	5	2	5% Increase	City Staff
Number of Retail Establishments	188	184	155	Claritas Business Information 2014
Retail Sales (2012 Dollars)	\$369m	\$336m	\$222m	Claritas Business Information 2014
A Leader in the Region in Creating Quality Jobs Through Business Expansion and Attraction (Business   Quality Jobs)				
Percent of Industrial Park Land Occupied	49%	49%	50%	City Staff
Business Capital Investment (2012 Dollars)	\$40,920,098	\$28,365,679	\$4,000,000	Southwest Michigan First
Average New Hire Earnings per Month (2010 Dollars)	\$1,938	\$1,841	\$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	39.8%	43.1%	55.0%	American Community Survey, US Census
Percent of Workforce Unemployed	7.7%	5.6%	6.5%	U.S. Bureau of Labor Statistics
Median Earnings for Workers (2010 Dollars)	\$26,108	\$24,192	\$33,000	American Community Survey, US Census

A Community of Choice		Data	Target for	Source of Data
	2013	2014	2022	
One of the Best Street Systems in Michigan (Community   Streets)				
Average PASER Rating for City Streets	4.35	4.96	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	38.5%	35.9%	38.0%	American Community Survey, US Census
Population Over 3 through High School Enrolled in School	3,117	3,030	3,200	American Community Survey, US Census
Youth Recreation Program Participation	1,303	1,278	1,600	City Staff
An Attractive Community for Retirees and Seniors (Community   Seniors)				
Number of Residents over Age 62	1,638	1,840	2,500	American Community Survey, US Census
Clients Served by COA Programs	595	487	550	COA
Thurston Woods Resident Population	302	410	360	Thurston Woods
The Desired Location in the Area for People Seeking Quality Housing and Neighborhoods (Community   Housing)				
Percent of Rental Property Units	38.5%	40.3%	39.0%	American Community Survey, US Census
Code Enforcement Violations During Annual Audit	299	498	258	City Staff
Median Housing Value (2012 Dollars)	\$58,542	\$58,384	\$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)	90.7%	92.7%	95.0%	City Staff
Percentage of Retail/Commercial Businesses (Front Footage)	57.3%	59.6%	75.0%	City Staff
DDA Real Property SEV (2012 dollars)	\$7,261,142	\$7,670,687	\$8,543,005	City Staff

Highlighted cells denote changes to metrics from previous year

- Youth recreation number for 2013 updated to reflect better data than was available during last update.

- COA program data for 2013 changed to include more programs; programs were not tracked in 2012, but will be in 2013 and forward; skews from 2012 numbers, but better reflects COA impact.

- Code enforcement metric changed to "Violations during Annual Audit"; numbers, including target, changed to reflect this. Target remains a 25% improvement over 2012 baseline. Note that 2013 number skewed downward due to data error.

- DDA assessed property value metric switched to "Real Property SEV"; change necessary due to removal of personal property tax in Michigan starting 2014-2015. Original numbers included personal property, future numbers will not, with no way to account for the difference. Target and historical data changed for new metric.