



# Successful



## Why Build in Bessemer, MI

- US-2 is the **busiest road** in the Western Upper Peninsula outside of Houghton.
- Over **25,000 residents** travel to the area for their grocery needs.
- This area has a very high market share that **outperforms other counties** due to a large number of winter and summer tourists many of whom would be able to stock up for their camping trip. In fact the Porcupine Mountains State Park sees over **400,000 visitors a year** and the convenient entrance to the park from Wisconsin includes driving on US-2 past the proposed site.
- Yoopers (residents of the Upper Peninsula) **travel on US-2 past the proposed development site** to frequent Duluth, the largest city in the area.
- Bessemer is **centrally located** between two popular cities. Our central location makes it very appealing to the residents most of whom shop between both cities.
- Bessemer is the **County Seat** and therefore has many county and state workers in the community.
- **Local public transportation runs along US-2** and can easily drop off and pick up people in the city.
- The city has **motorized trail and the non-motorized trail** running through town serving residents and tourists alike.

## East US-2



- Lot Size: 60 acres approximately. Can be subdivided
- Location: GPS coordinates are 46.480548, -90.021790.
- Zoning: Corridor Mixed Use
- Building size: none
- State Equalized Value: \$0 (city owned)
- Cost: \$58,155, may be negotiable
- Utilities on Site: Water
- Internet: Up to 60 Mbps
- Owner: City of Bessemer
  - Address: 411 S. Sophie, Bessemer, MI 49911
  - Phone Number: (906) 663-4311

## Perks to this site

- Site is over **60 acres** and can be subdivided
- Can have a **corner lot** along US-2 and Anvil Rd.
- The **motorized trail** goes along the north side of this lot.
- The non-motorized, **Iron Belle Trail** is slated to run along the south side of this site in 2020. This will **connect** Ironwood, Bessemer, Ramsey, and eventually Wakefield.
- **Hundreds of thousands** of tourists come through the area year-round heading towards hunting camps, ski lodges, Porcupine mountains, waterfalls, Copper Peak (the **world's largest ski jump**), etc.
- Bessemer is the **County Seat** and people routinely travel along US-2 to conduct business at the County Courthouse, Veteran's Services, and Department of Motor Vehicle.
- This parcel is about 5.7 miles from **Ironwood** and 4.2 miles from **Wakefield**.

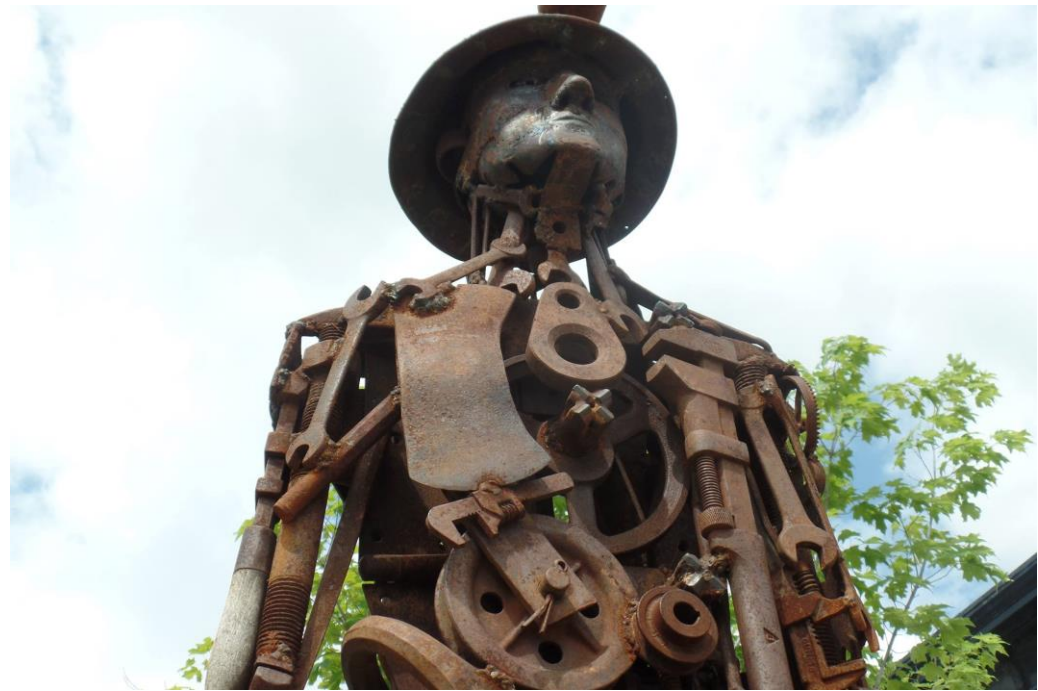


Existing Iron Belle Trail in Bessemer

## Desired Development

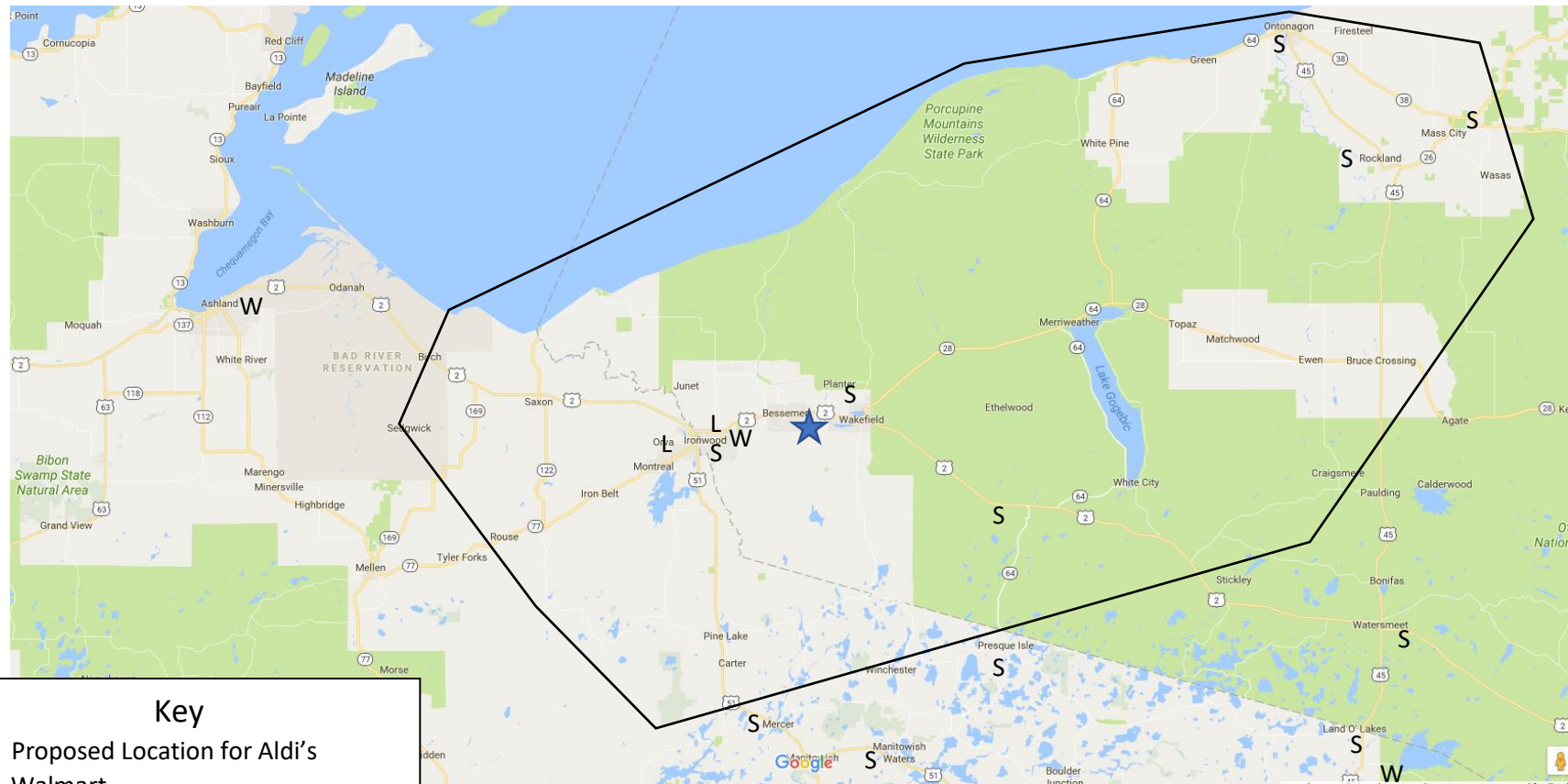
**Senior nursing homes/ assisted living:** With our aging population, the 2015 Western Upper Peninsula Health Needs Assessment has identified a growing need for assisted and long-term care facilities in Gogebic Community. We currently only have 171 beds in Gogebic County and 3,646 residents over 65 years old, 1,002 of whom are over 80 years old.

**Grocery Store:** Given the rural attributes of the region, it's not uncommon for families to travel up to an hour for their weekly grocery shopping. We conservatively estimate about 25,000 people travel to the area to complete their grocery shopping.



# Demographics of Shoppers

The Bessemer / Ironwood area sees grocery shoppers from not only these two communities but from the surrounding communities that don't have a large grocery store. See map below



**Key**

- ★ Proposed Location for Aldi's
- W Walmart
- S Small, Independent grocery store
- L Larger Grocery Store
- ⬡ District of Shoppers for the Ironwood- Bessemer area

## Incentives

The City of Bessemer is willing to work with the property owner on the price of the land and consider Tax Increment Financing as an option. DNR funding may be available to create a trailhead at this location. Depending on the type of development, Michigan Community Revitalization Program funding may also be available. This may apply for grocery stores. See <https://www.miplace.org/programs/michigan-community-revitalization-program/> for more information.

For housing projects related to Senior Living, Michigan State Housing Development Authority (MSHDA) has a competitive Low Income Housing Tax Credit which can provide 9% tax credit per year. See [https://www.michigan.gov/mshda/0,4641,7-141-5587\\_5601-21934--,00.html](https://www.michigan.gov/mshda/0,4641,7-141-5587_5601-21934--,00.html) for more information. MSHDA can also provide gap financing on mixed income projects. See [https://www.michigan.gov/documents/mshda/round\\_8\\_gap\\_financing\\_nofa\\_560115\\_7.pdf](https://www.michigan.gov/documents/mshda/round_8_gap_financing_nofa_560115_7.pdf) for more information.

## Investment into Bessemer

The City of Bessemer is very proactive in improving the Community. We are currently undergoing a large sewer and water project to replace about 1/3 of the sewer lines and 1/2 of the water lines. The roads above the lines are going to be replaced as well. This multimillion dollar project will be completed in 2019. The City also intends to replace the water and sewer lines running under US-2 in 2021.

Not only is the City of Bessemer committed to updating our infrastructure, we are also committed to helping businesses grow and thrive. The city has started a pop-up shop program that has assisted 7 businesses starting up in the past year. We are also going to be working with downtown business owners to provide façade assistance and partake in placemaking efforts.

The City recently created a park in downtown Bessemer to work to attract people to the community. The Ethnic Common's Park brightens our downtown with flags from our miner's places of origin. The City also plans on revitalizing our Bluff Valley Park through an open sourced development process to maximize community engagement.

You can find more information about our plans by checking out our new Master Plan at [CityofBessemer.org](http://CityofBessemer.org)







## Demographics

On the next several pages are demographic information from the Retail Target Market Analysis for Gogebic County done in 2016 by Land Use USA and Seamless Collaboration for Western Upper Peninsula Planning and Development Region (WUPPDR). This entire report can be found at [wuppdr.org](http://wuppdr.org).

Some relevant highlights are as follows:

- Gogebic County has a high market share of 48.5% for all retail categories combined, and it outperforms all others in the region.
- Gogebic County is importing retail sales dollars from visitors patronizing the county's resorts.
- Gogebic County's stretch of US-2 is the busiest highway in Western Upper Peninsula outside of Houghton.

## Overview

Gogebic County is bordered to the west and south by the State of Wisconsin; to the north by Lake Superior and Ontonagon County; and to the east by Iron County. Highways 2 and 28 connect Gogebic County to its economic region. Highway 2 links the county to Duluth and Iron Mountain. It has an average traffic count of 10,600 vehicles daily. Highway 28 links the county to Marquette.

The Canadian National Railway links Gogebic County to markets in central Wisconsin. The Gogebic-Iron County Airport in Ironwood Township provides commercial service to Chicago and Minneapolis and serves general aviation uses.

Education, health, and social services make up 23.4% of employment in Gogebic County.

Arts/entertainment, recreation, hospitality, and retail make up 13.2% of countywide employment.

Manufacturing makes up 12.5% of employment in Gogebic County. The following list is intended to demonstrate the diversity of major employers in Gogebic County, and intentionally excludes public schools.



## **Gogebic County Major Employers**

- Lac Vieux Desert Band of Lake Superior Chippewa Indians (Watersmeet) | Tribal Gov't
- Bessemer Plywood Corporation (Bessemer) | Wood Manufacturing
- Extreme Tool & Engineering (Wakefield) | Metal Manufacturing
- Gogebic-Iron County Airport (Ironwood Township) | Transportation
- First National Bank of Wakefield | Financial Services
- Lac Vieux Desert Resort and Casino (Watersmeet) | Entertainment
- Indianhead Mountain Resort (Wakefield) | Accommodations
- Big Powderhorn Mountain Resort (Bessemer) | Recreation

Demographic Profiles - Population and Employment  
 Gogebic County, Michigan with Selected Communities - 2010 - 2015

|  | Gogebic<br>County | The<br>City of<br>Ironwood | The<br>City of<br>Bessemer | The<br>City of<br>Wakefield |
|--|-------------------|----------------------------|----------------------------|-----------------------------|
| Households Census (2010)                             | 7,037             | 2,520                      | 888                        | 818                         |
| Households ACS (2014)                                | 6,916             | 2,529                      | 860                        | 845                         |
| Population Census (2010)                             | 16,427            | 5,387                      | 1,905                      | 1,851                       |
| Population ACS (2014)                                | 16,042            | 5,237                      | 1,974                      | 1,837                       |
| Group Quarters Population (2014)                     | 1,617             | 120                        | 29                         | 135                         |
| Correctional Facilities                              | 1,234             | 0                          | 24                         | 0                           |
| Nursing/Mental Health Facilities                     | 246               | 117                        | 0                          | 114                         |
| College/University Housing                           | 102               | 0                          | 0                          | 0                           |
| Military Quarters                                    | 0                 | 0                          | 0                          | 0                           |
| Other  | 34                | 3                          | 5                          | 21                          |
| Daytime Employees Ages 16+ (2015)                    | 8,986             | 2,993                      | 1,582                      | 746                         |
| Unemployment Rate (2015)                             | 3.5%              | 4.2%                       | 6.2%                       | 3.0%                        |
| Employment by Industry Sector (2014)                 | 100.0%            | 100.0%                     | 100.0%                     | 100.0%                      |
| Agric., Forest, Fish, Hunt, Mine                     | 3.7%              | 2.8%                       | 3.2%                       | 5.6%                        |
| Arts, Ent. Rec., Accom., Food Service                | 13.2%             | 11.1%                      | 16.1%                      | 8.1%                        |
| Construction   | 8.3%              | 7.1%                       | 5.3%                       | 7.8%                        |
| Educ. Service, Health Care, Soc. Asst.               | 23.4%             | 19.7%                      | 31.3%                      | 25.8%                       |
| Finance, Ins., Real Estate                           | 2.3%              | 2.8%                       | 2.7%                       | 1.7%                        |
| Information  | 0.7%              | 0.9%                       | 0.8%                       | 0.3%                        |
| Manufacturing  | 12.5%             | 17.6%                      | 8.1%                       | 15.4%                       |
| Other Services, excl. Public Admin.                  | 5.1%              | 4.2%                       | 6.2%                       | 6.1%                        |
| Profess. Sci. Mngmt. Admin. Waste                    | 4.7%              | 5.1%                       | 6.3%                       | 5.3%                        |
| Public Administration                                | 7.2%              | 4.1%                       | 9.1%                       | 7.6%                        |
| Retail Trade   | 13.4%             | 18.9%                      | 10.5%                      | 9.8%                        |
| Transpo., Wrhse., Utilities                          | 3.4%              | 3.5%                       | 0.5%                       | 3.0%                        |
| Wholesale Trade                                      | 2.1%              | 2.3%                       | 0.0%                       | 3.5%                        |
| Housing Seasonality<br>(Residents and Non-Residents) | 28%               | 5%                         | 18%                        | 7%                          |

Source: U.S. Census 2010; American Community Survey (ACS) 2010 - 2014; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by Growing Home Design in collaboration with LandUse|USA; 2016.

## Market Parameters and Forecasts – Population

All Counties in the Michigan UP Prosperity Region 1

|       |                     | 2010<br>Census<br>Pop-<br>ulation | 2010<br>ACS 5-yr<br>Pop-<br>ulation | 2011<br>ACS 5-yr<br>Pop-<br>ulation | 2012<br>ACS 5-yr<br>Pop-<br>ulation | 2013<br>ACS 5-yr<br>Pop-<br>ulation | 2014<br>ACS 5-yr<br>Pop-<br>ulation | 2016<br>Forecast<br>Pop-<br>ulation | 2020<br>Forecast<br>Pop-<br>ulation | 2014<br>ACS 5-yr<br>Persons<br>per Hhld. |
|-------|---------------------|-----------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|
| Order | Region 1a - West    |                                   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |  |
| 1     | Baraga Co.          | 8,860                             | 8,882                               | 8,854                               | 8,808                               | 8,787                               | 8,740                               | 8,740                               | 8,740                               | 2.9                                      |
| 2     | Gogebic Co.         | 16,427                            | 16,471                              | 16,422                              | 16,297                              | 16,179                              | 16,042                              | 15,994                              | 15,928                              | 2.3                                      |
| 3     | Houghton Co.        | 36,628                            | 36,192                              | 36,366                              | 36,519                              | 36,494                              | 36,739                              | 36,986                              | 37,335                              | 2.6                                      |
| 4     | Iron Co.            | 11,817                            | 12,057                              | 11,965                              | 11,837                              | 11,723                              | 11,615                              | 11,615                              | 11,615                              | 2.1                                      |
| 5     | Keweenaw Co.        | 2,156                             | 2,122                               | 2,139                               | 2,168                               | 2,181                               | 2,197                               | 2,227                               | 2,269                               | 2.2                                      |
| 6     | Ontonagon Co.       | 6,780                             | 6,976                               | 6,848                               | 6,703                               | 6,584                               | 6,448                               | 6,448                               | 6,448                               | 2.0                                      |
| Order | Region 1b - Central |                                   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |  |
| 1     | Alger Co.           | 9,601                             | 9,604                               | 9,571                               | 9,531                               | 9,497                               | 9,516                               | 9,554                               | 9,631                               | 2.7                                      |
| 2     | Delta Co.           | 37,069                            | 37,403                              | 37,248                              | 37,075                              | 36,967                              | 36,841                              | 36,841                              | 36,841                              | 2.3                                      |
| 3     | Dickinson Co.       | 26,168                            | 26,584                              | 26,436                              | 26,286                              | 26,201                              | 26,097                              | 26,097                              | 26,097                              | 2.3                                      |
| 4     | Marquette Co.       | 67,077                            | 66,514                              | 66,859                              | 67,178                              | 67,358                              | 67,535                              | 67,890                              | 68,607                              | 2.6                                      |
| 5     | Menominee Co.       | 24,029                            | 24,245                              | 24,138                              | 24,041                              | 23,917                              | 23,838                              | 23,838                              | 23,838                              | 2.2                                      |
| 6     | Schoolcraft Co.     | 8,485                             | 8,640                               | 8,552                               | 8,455                               | 8,407                               | 8,345                               | 8,345                               | 8,345                               | 2.3                                      |
| Order | Region 1c - East    |                                   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |  |
| 1     | Chippewa Co.        | 38,520                            | 39,078                              | 39,029                              | 38,919                              | 38,760                              | 38,698                              | 38,698                              | 38,698                              | 2.7                                      |
| 2     | Luce Co.            | 6,631                             | 6,685                               | 6,657                               | 6,590                               | 6,550                               | 6,512                               | 6,512                               | 6,512                               | 2.7                                      |
| 3     | Mackinac Co.        | 11,113                            | 11,281                              | 11,198                              | 11,144                              | 11,099                              | 11,080                              | 11,080                              | 11,080                              | 2.3                                      |

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

## Market Parameters and Forecasts – Households

All Counties in the Michigan UP Prosperity Region 1

|                                  | 2010<br>Census<br>Total<br>Hhlds. | 2010<br>ACS 5-yr<br>Total<br>Hhlds. | 2011<br>ACS 5-yr<br>Total<br>Hhlds. | 2012<br>ACS 5-yr<br>Total<br>Hhlds. | 2013<br>ACS 5-yr<br>Total<br>Hhlds. | 2014<br>ACS 5-yr<br>Total<br>Hhlds. | 2016<br>Forecast<br>Total<br>Hhlds. | 2020<br>Forecast<br>Total<br>Hhlds. |
|----------------------------------|-----------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <b>Order Region 1a - West</b>    |                                   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| 1 Baraga Co.                     | 3,444                             | 3,336                               | 3,308                               | 3,161                               | 3,234                               | 3,055                               | 3,055                               | 3,055                               |
| 2 Gogebic Co.                    | 7,037                             | 7,302                               | 7,268                               | 7,234                               | 7,070                               | 6,916                               | 6,916                               | 6,916                               |
| 3 Houghton Co.                   | 14,232                            | 13,991                              | 14,016                              | 14,130                              | 14,029                              | 13,941                              | 13,941                              | 13,941                              |
| 4 Iron Co.                       | 5,577                             | 5,386                               | 5,248                               | 5,276                               | 5,289                               | 5,415                               | 5,623                               | 5,974                               |
| 5 Keweenaw Co.                   | 1,013                             | 957                                 | 887                                 | 1,012                               | 1,014                               | 1,021                               | 1,032                               | 1,051                               |
| 6 Ontonagon Co.                  | 3,258                             | 3,410                               | 3,413                               | 3,333                               | 3,269                               | 3,201                               | 3,201                               | 3,201                               |
| <b>Order Region 1b - Central</b> |                                   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| 1 Alger Co.                      | 3,898                             | 3,688                               | 3,606                               | 3,558                               | 3,607                               | 3,609                               | 3,612                               | 3,617                               |
| 2 Delta Co.                      | 15,992                            | 16,339                              | 16,038                              | 16,071                              | 15,885                              | 15,695                              | 15,695                              | 15,695                              |
| 3 Dickinson Co.                  | 11,359                            | 11,414                              | 11,444                              | 11,322                              | 11,432                              | 11,263                              | 11,263                              | 11,263                              |
| 4 Marquette Co.                  | 27,538                            | 25,638                              | 25,752                              | 26,324                              | 26,436                              | 26,693                              | 27,110                              | 27,791                              |
| 5 Menominee Co.                  | 10,474                            | 10,841                              | 10,866                              | 10,869                              | 10,787                              | 10,668                              | 10,668                              | 10,668                              |
| 6 Schoolcraft Co.                | 3,759                             | 3,621                               | 3,673                               | 3,651                               | 3,590                               | 3,495                               | 3,495                               | 3,495                               |
| <b>Order Region 1c - East</b>    |                                   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| 1 Chippewa Co.                   | 14,329                            | 14,836                              | 14,699                              | 14,662                              | 14,605                              | 14,382                              | 14,382                              | 14,382                              |
| 2 Luce Co.                       | 2,412                             | 2,473                               | 2,447                               | 2,404                               | 2,427                               | 2,345                               | 2,345                               | 2,345                               |
| 3 Mackinac Co.                   | 5,024                             | 4,927                               | 4,917                               | 4,940                               | 5,000                               | 5,066                               | 5,174                               | 5,351                               |

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

## Market Parameters and Forecasts – Median Household Income

All Counties in the Michigan UP Prosperity Region 1

|       |                     | 2010      | 2011      | 2012      | 2013      | 2014      | 2016      | 2020      |
|-------|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|       |                     | ACS 5-yr  | ACS 5-yr  | ACS 5-yr  | ACS 5-yr  | ACS 5-yr  | Forecast  | Forecast  |
|       |                     | Median    | Median    | Median    | Median    | Median    | Median    | Median    |
|       |                     | Household | Household | Household | Household | Household | Household | Household |
|       |                     | Income    | Income    | Income    | Income    | Income    | Income    | Income    |
| Order | Region 1a - West    |           |           |           |           |           |           |           |
| 1     | Baraga Co.          | \$40,541  | \$40,541  | \$40,541  | \$41,189  | \$40,935  | \$40,935  | \$40,935  |
| 2     | Gogebic Co.         | \$33,673  | \$34,917  | \$34,917  | \$34,252  | \$34,021  | \$34,021  | \$34,021  |
| 3     | Houghton Co.        | \$34,174  | \$34,625  | \$34,625  | \$35,430  | \$36,443  | \$37,916  | \$40,086  |
| 4     | Iron Co.            | \$33,734  | \$35,390  | \$35,551  | \$34,685  | \$35,689  | \$37,150  | \$39,303  |
| 5     | Keweenaw Co.        | \$38,872  | \$39,821  | \$42,406  | \$39,038  | \$39,180  | \$39,380  | \$39,661  |
| 6     | Ontonagon Co.       | \$35,269  | \$35,269  | \$35,269  | \$34,620  | \$35,365  | \$36,438  | \$38,000  |
| Order | Region 1b - Central |           |           |           |           |           |           |           |
| 1     | Alger Co.           | \$38,262  | \$38,262  | \$38,348  | \$37,586  | \$39,211  | \$41,620  | \$45,261  |
| 2     | Delta Co.           | \$41,951  | \$42,932  | \$42,932  | \$42,676  | \$42,070  | \$42,070  | \$42,070  |
| 3     | Dickinson Co.       | \$42,586  | \$43,651  | \$44,272  | \$44,136  | \$44,350  | \$44,652  | \$45,077  |
| 4     | Marquette Co.       | \$45,130  | \$45,495  | \$45,495  | \$45,622  | \$45,066  | \$45,066  | \$45,066  |
| 5     | Menominee Co.       | \$41,332  | \$42,014  | \$42,014  | \$41,739  | \$41,293  | \$41,293  | \$41,293  |
| 6     | Schoolcraft Co.     | \$36,925  | \$38,367  | \$38,367  | \$35,260  | \$35,955  | \$36,954  | \$38,402  |
| Order | Region 1c - East    |           |           |           |           |           |           |           |
| 1     | Chippewa Co.        | \$40,194  | \$41,108  | \$41,114  | \$41,637  | \$40,828  | \$40,828  | \$40,828  |
| 2     | Luce Co.            | \$40,041  | \$42,083  | \$42,414  | \$39,469  | \$36,398  | \$36,398  | \$36,398  |
| 3     | Mackinac Co.        | \$39,339  | \$39,339  | \$39,339  | \$38,704  | \$38,690  | \$38,690  | \$38,690  |

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

## Aggregate Household Income (the Basis for Expenditure Potential)

All Counties in the Michigan UP Prosperity Region 1

| Order                            | County Name     | 2010<br>Census<br>Aggregate<br>Household<br>Income<br>(\$Mil.) | 2011<br>ACS 5-yr<br>Aggregate<br>Household<br>Income<br>(\$Mil.) | 2012<br>ACS 5-yr<br>Aggregate<br>Household<br>Income<br>(\$Mil.) | 2013<br>ACS 5-yr<br>Aggregate<br>Household<br>Income<br>(\$Mil.) | 2014<br>ACS 5-yr<br>Aggregate<br>Household<br>Income<br>(\$Mil.) | 2016<br>Forecast<br>Aggregate<br>Household<br>Income<br>(\$Mil.) | 2020<br>Forecast<br>Aggregate<br>Household<br>Income<br>(\$Mil.) |
|----------------------------------|-----------------|--|--|--|--|--|--|--|
| <b>Order Region 1a - West</b>    |                 |  |  |  |  |  |  |  |
| 1                                | Baraga Co.      | \$135.2  | \$134.1  | \$128.2  | \$133.2  | \$125.1  | \$125.1  | \$125.1  |
| 2                                | Gogebic Co.     | \$245.9  | \$253.8  | \$252.6  | \$242.2  | \$235.3  | \$235.3  | \$235.3  |
| 3                                | Houghton Co.    | \$478.1  | \$485.3  | \$489.3  | \$497.0  | \$508.1  | \$528.6  | \$558.8  |
| 4                                | Iron Co.        | \$181.7  | \$185.7  | \$187.6  | \$183.4  | \$193.3  | \$208.9  | \$234.8  |
| 5                                | Keweenaw Co.    | \$37.2   | \$35.3   | \$42.9   | \$39.6   | \$40.0   | \$40.7   | \$41.7   |
| 6                                | Ontonagon Co.   | \$120.3  | \$120.4  | \$117.6  | \$113.2  | \$113.2  | \$116.6  | \$121.6  |
| <b>Order Region 1b - Central</b> |                 |  |  |  |  |  |  |  |
| 1                                | Alger Co.       | \$141.1  | \$138.0  | \$136.4  | \$135.6  | \$141.5  | \$150.3  | \$163.7  |
| 2                                | Delta Co.       | \$685.4  | \$688.5  | \$690.0  | \$677.9  | \$660.3  | \$660.3  | \$660.3  |
| 3                                | Dickinson Co.   | \$486.1  | \$499.5  | \$501.2  | \$504.6  | \$499.5  | \$502.9  | \$507.7  |
| 4                                | Marquette Co.   | \$1,157.0  | \$1,171.6  | \$1,197.6  | \$1,206.1  | \$1,202.9  | \$1,221.7  | \$1,252.4  |
| 5                                | Menominee Co.   | \$448.1  | \$456.5  | \$456.7  | \$450.2  | \$440.5  | \$440.5  | \$440.5  |
| 6                                | Schoolcraft Co. | \$133.7  | \$140.9  | \$140.1  | \$126.6  | \$125.7  | \$129.2  | \$134.2  |
| <b>Order Region 1c - East</b>    |                 |  |  |  |  |  |  |  |
| 1                                | Chippewa Co.    | \$596.3  | \$604.2  | \$602.8  | \$608.1  | \$587.2  | \$587.2  | \$587.2  |
| 2                                | Luce Co.        | \$99.0   | \$103.0  | \$102.0  | \$95.8   | \$85.4   | \$85.4   | \$85.4   |
| 3                                | Mackinac Co.    | \$193.8  | \$193.4  | \$194.3  | \$193.5  | \$196.0  | \$200.2  | \$207.0  |

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.



## Annual Retail Expenditure Potential by Lifestyle Cluster Gogebic County

### Transient Urban Spenders Eight Target Markets

|                            | Total Gogebic County (\$Mil.) |
|----------------------------|-------------------------------|
| C12   Golf Carts, Gourmets | \$0.1                         |
| Destination Recreation     | \$0.5                         |
| Bohemian Groove            | \$1.6                         |
| Booming, Consuming         | \$5.5                         |
| Digital Dependents         | \$2.0                         |
| Striving Single Scene      | \$0.2                         |
| Family Troopers            | \$0.5                         |
| <b>Total</b>               | <b>\$10.4</b>                 |

### Most Prevalent Lifestyle Cluster

|                                  | Total Gogebic County (\$Mil.) |
|----------------------------------|-------------------------------|
| Unspoiled Splendor               | \$10.2                        |
| Aging in Place                   | \$1.1                         |
| Rooted Flower Power              | \$1.5                         |
| Homemade Happiness               | \$3.3                         |
| Red, White, Bluegrass            | \$4.0                         |
| True Grit Americans              | \$47.7                        |
| Town Elders                      | \$16.1                        |
| Senior Discounts                 | \$1.6                         |
| Small Towns, Pockets             | \$0.7                         |
| Other Prevalent Clusters         | \$86.2                        |
| <b>All 71 Lifestyle Clusters</b> | <b>\$112.4</b>                |

## Traffic Count on Highways in the Western Upper Peninsula

Western Upper Peninsula Region 1a

| County   | Highway Number | Annual Avg Daily Traffic Count | Highway Directionals and Links            | Other major Cities on Route |
|----------|----------------|--------------------------------|---|-----------------------------|
| Gogebic  | US-2           | 10,600                         | East to Iron River – West to Wisconsin    | St Ignace – Duluth          |
|          | US-45          | 3,000                          | North to Ontonagon – West to Baraga       |                             |
|          | M-28           | 2,300                          | East to US-141   West to US-2             |                             |
| Baraga   | US-41          | 7,200                          | North to Hancock   Southeast to Ishpeming | Marquette   Green Bay, WI   |
|          | M-38           | 4,000                          | East to Ontonagon   West to Baraga        |                             |
|          | M-28           | 2,000                          | East to US-2   West to US-141             |                             |
|          | US-141         | 1,300                          | North to US-41   South to US-2            |                             |
| Houghton | US-41          | 26,600                         | North to Copper Harbor   South to Baraga  | Marquette   Green Bay, WI   |
|          | M-26           | 17,700                         | North to Copper Harbor   South to US-45   |                             |
|          | M-203          | 4,500                          | North to Calumet   South to Hancock       |                             |
|          | M-28           | 1,500                          | East to US-141   West to US-2             |                             |

| <b>County</b>  | <b>Highway Number</b> | <b>Annual Avg Daily Traffic Count</b> | <b>Highway Directionals and Links</b>    | <b>Other major Cities on Route</b> |
|----------------|-----------------------|---------------------------------------|--|------------------------------------|
| Houghton cont. | M-38                  | 570                                   | East to Baraga   West to Ontonagon       |                                    |
|                | M-189                 | 4,100                                 | North to Iron River   South to Wisconsin |                                    |
|                | M-69                  | 3,500                                 | East to M-95   West to US-2              |                                    |
|                | US-141                | 3,100                                 | North to US-41   South to US-2           |                                    |
|                | M-73                  | 1,300                                 | East to Iron River   West to Wisconsin   |                                    |
| Keweenaw       | US-41                 | 5,600                                 | North to Copper Harbor   South to Baraga | Marquette   Green Bay, WI          |
|                | M-26                  | 870                                   | North to Copper Harbor   South to US-45  |                                    |
| Ontonagon      | US-45                 | 3,200                                 | North to Ontonagon   South to Wisconsin  |                                    |
|                | M-38                  | 3,000                                 | East to Baraga   West to Ontonagon       |                                    |
|                | M-64                  | 2,700                                 | North to Ontonagon   South to Wisconsin  |                                    |
|                | M-28                  | 2,100                                 | East to US-141   West to US-2            |                                    |

## **Zoning Requirements**

The City of Bessemer is a thriving community. We have seen 6 new businesses open in the past year and the city is working with several other potential businesses. We are a business-friendly community and our permitting process is straight forward and relatively painless. See our Guide to Development for more information.

## Business Contacts

### Governments and non-profits

- City of Bessemer: City Manager, 906-663-4311
- Gogebic County: 906-667-0411
- Ironwood Chamber of Commerce: 906-932-1122
- Western Upper Peninsula Planning and Development Region: 906-482-7205
- For Access Management call Michigan Department of Transportation at 906-875-6644
- For Gogebic County Soil Erosion and Sediment Control call 906-663-4512

### Energy Providers

- Xcel Energy for gas and electric: 1-800-481-4700

### Internet Providers

- Gogebic Range: 906-842-3394
- Charter: 855-757-7328
- AT&T: 866-861-6075

### Garbage Services

- Eagle Waste and Recycling: 715-477-0077
- Gogebic Range Solid Waste Management: 906-932-0600