



MICHIGAN STATE
UNIVERSITY



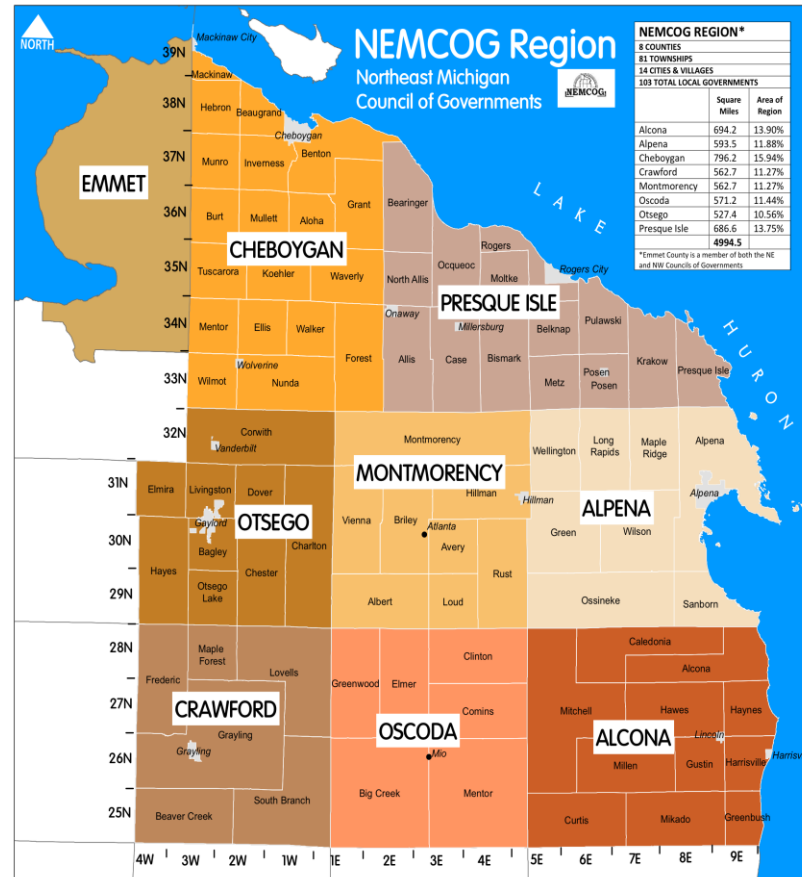
The Port of Alpena: A Community Asset Inventory

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Masserang



Introductions: Our Client

- Northeastern Michigan Council of Governments (NEMCOG)
- NEMCOG is a team of highly motivated individuals dedicated to the betterment of the northeastern portion of Michigan, including Alcona, Alpena, Cheboygen, Crawford, Emmet, Montmorency, Oscoda, Otsego, and Presque Isle.
- NEMCOG has been key in pooling resources for the region as well as fostering regional cooperation



+ Project Overview



- Our main objective: collecting and compiling an inventory for NEMCOG on the port and community of Alpena, MI
- Secondary objective: generate recommendations based on information acquired

Presentation Outline

I. Location and background

II. Identifying properties on the port of Alpena

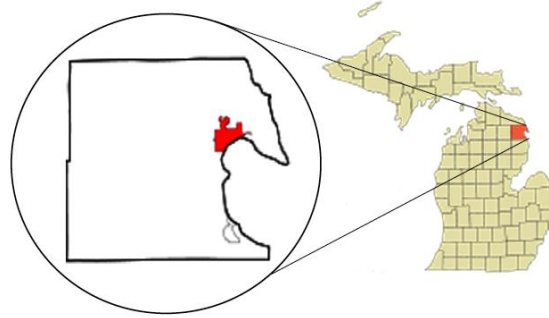
III. Socioeconomic and community data

IV. Transportation systems and port navigability

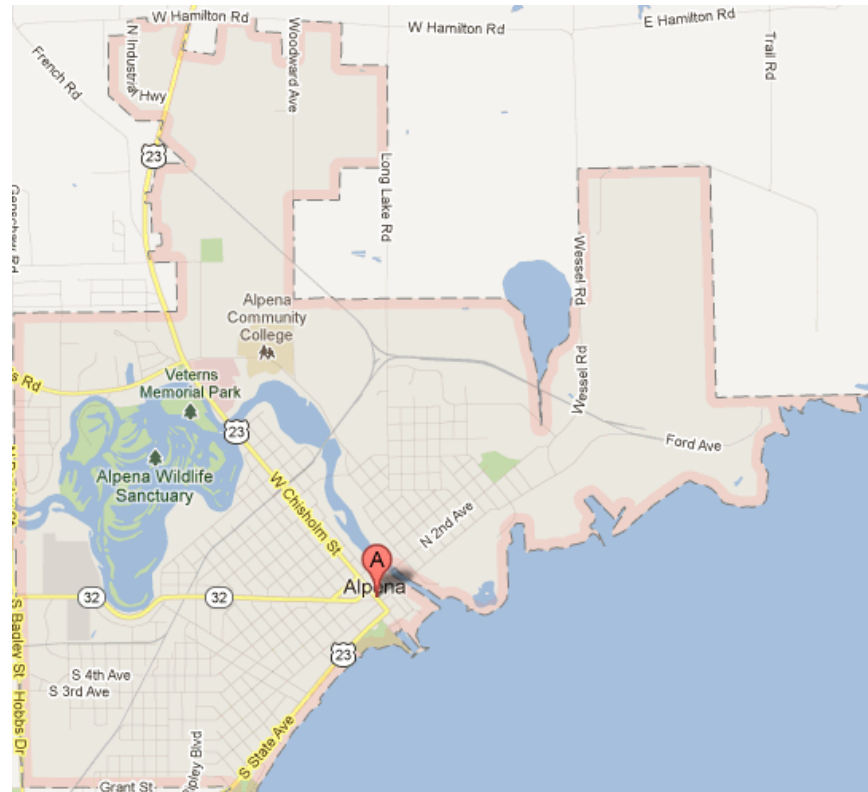
V. Recommendations



+ Location



- Northeastern Michigan
- Situated on Lake Huron
- Part of the largest freshwater port system in the world



Source: Google Maps 2012

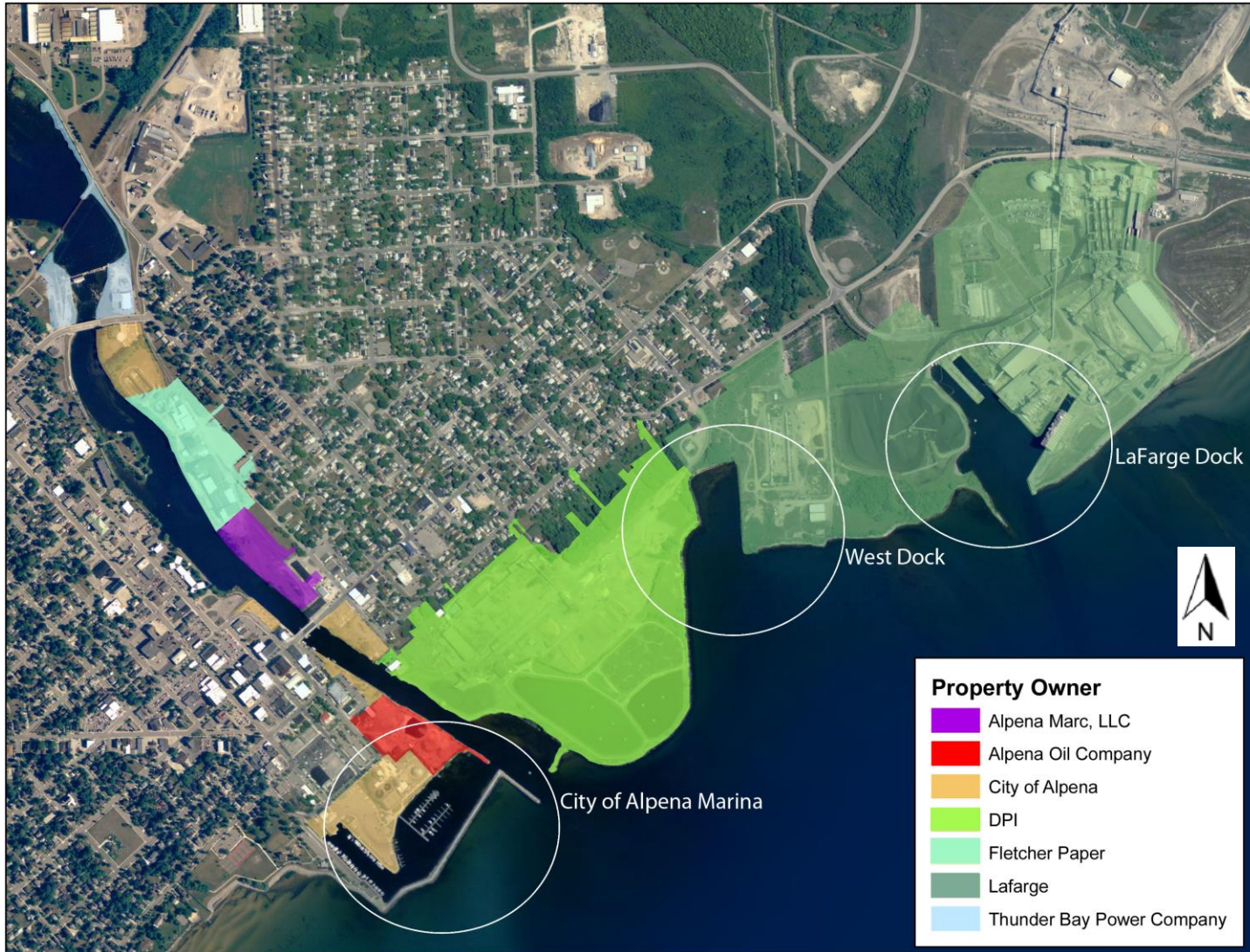


Background



- Alpena's roots are in logging and milling, and limestone exporting which flourished in the late 1800s and early 1900s
- Today, Alpena thrives on outdoor recreational activities, tourism, and industrial manufacturing (including cement)

+ Properties on the Port



+ LaFarge

- Manufacturer of limestone and cement production
- Largest port in Alpena
- Partial owner of the West Dock
 - Private access only
- Approximately 230 employees
- Estimated 75 years of viability in the quarry



+ Decorative Panels International (DPI)

- Designer of wall panels
- Located in Alpena in 1957
(then known as Abitibi)
- Employs approximately 185
people
- Partial owner of the West Dock
- Does not export any goods via
cargo freighters; utilizes US-23
to ship out hardboard panels



+ The Marina

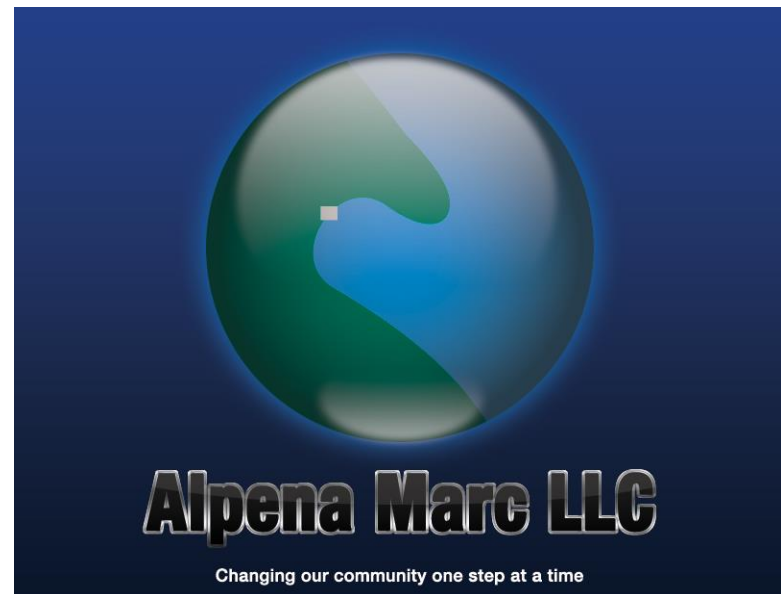


Source: Great Lakes Cruising Club

- Governed by the Michigan State Waterways Commission
- Full service marina
- 143 boat slips, only reaches 60% capacity in peak seasons

+ Alpena Marc LLC

- Real Estate Agents and Managers
- Long-term project has been to redevelop the current property they own along the Thunder Bay River
 - Utilization of brownfield funding
 - NOAA Maritime Center, and the Fletcher Brewery



Source: Alpena Marc LLC

+ National Oceanic and Atmospheric Agency (NOAA) Maritime Center

- Became a National Marine Sanctuary and Underwater Preserve in 2000
- Redeveloped brownfield by Alpena Marc LLC



Source: NOAA



Source: Association for Great Lakes Maritime History

+ Fisheries and Wildlife Conservation Office (FWCO)

- Opened in June 1992
- Station covers the U.S waters of Lake Huron, western portion of Lake Erie, the St. Mary's River, Detroit River, and St. Clair River
- Alpena FWCO conducts fishery and wildlife restoration projects



Source: Fisheries and Wildlife Conservation Office

+ Alpena Oil Company

- Shell Oil distributor for over 60 years and recently Marathon as well
- Two fishing companies also utilize part of the property to facilitate own businesses



Source: Adapted from NEMCOG



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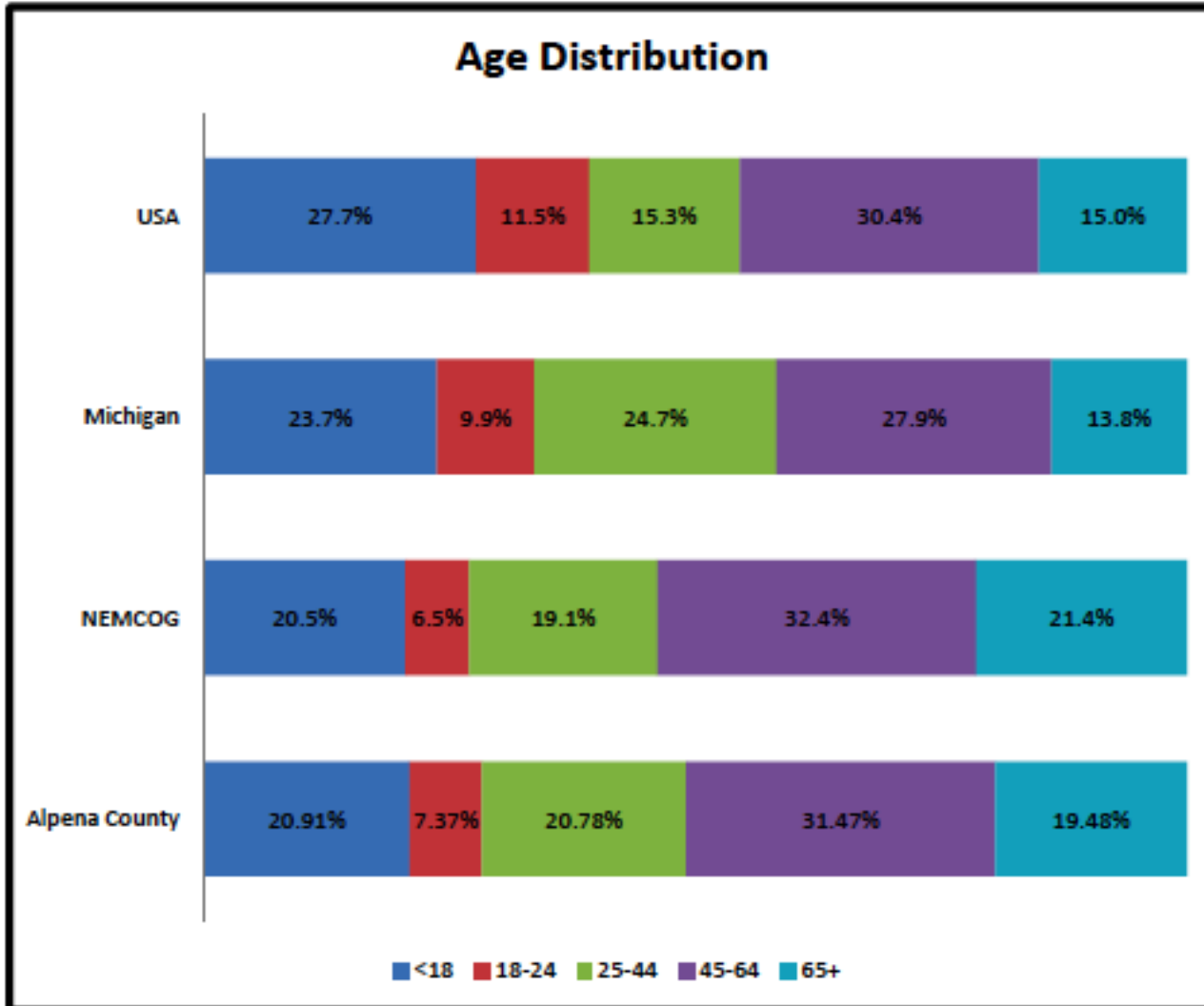
Socioeconomic Data

+ Population

City of Alpena			Alpena County		NEMCOG Service Area		Michigan	
Year	Pop.	Pop. Change	Pop.	Pop. Change	Pop.	Pop. Change	Pop.	Pop. Change
1950			22,189	-	65,962	-	6,371,766	-
1960	14,682	-	28,556	28.69%	70,310	6.59%	7,823,194	22.78%
1970	13,805	-5.97%	30,708	7.54%	81,730	16.24%	8,875,083	13.45%
1980	12,214	-11.52%	32,315	5.23%	106,454	30.25%	9,262,078	4.36%
1990	11,354	-7.04%	30,605	-5.29%	117,321	10.21%	9,295,297	0.36%
2000	11,304	-0.44%	31,314	2.32%	141,322	20.46%	9,938,444	6.92%
2010	10,843	-4.08%	29,598	-5.48%	139,807	-1.07%	9,883,640	-0.55%

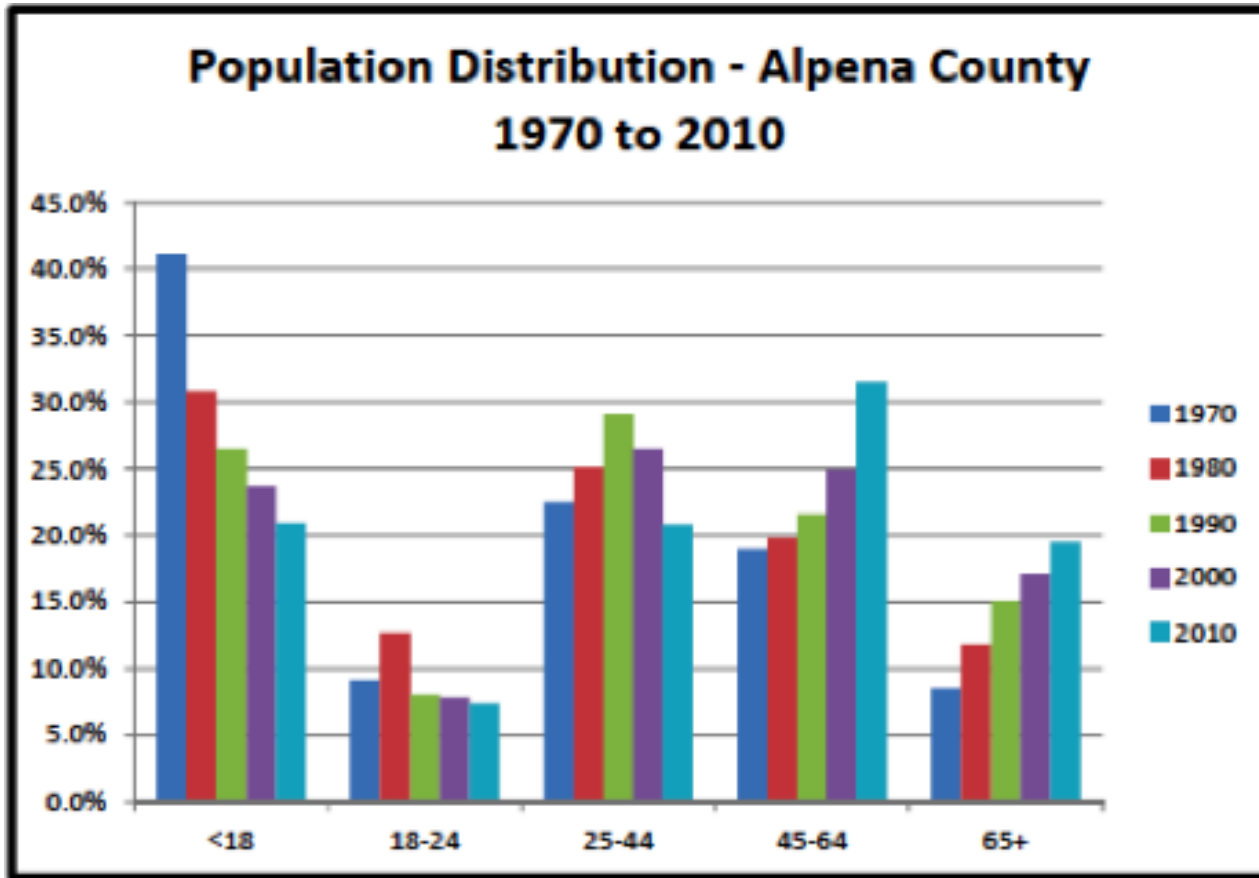
Source: United States Census Bureau

+ Age Distribution



Source: U.S Census Bureau

+ Population Distribution



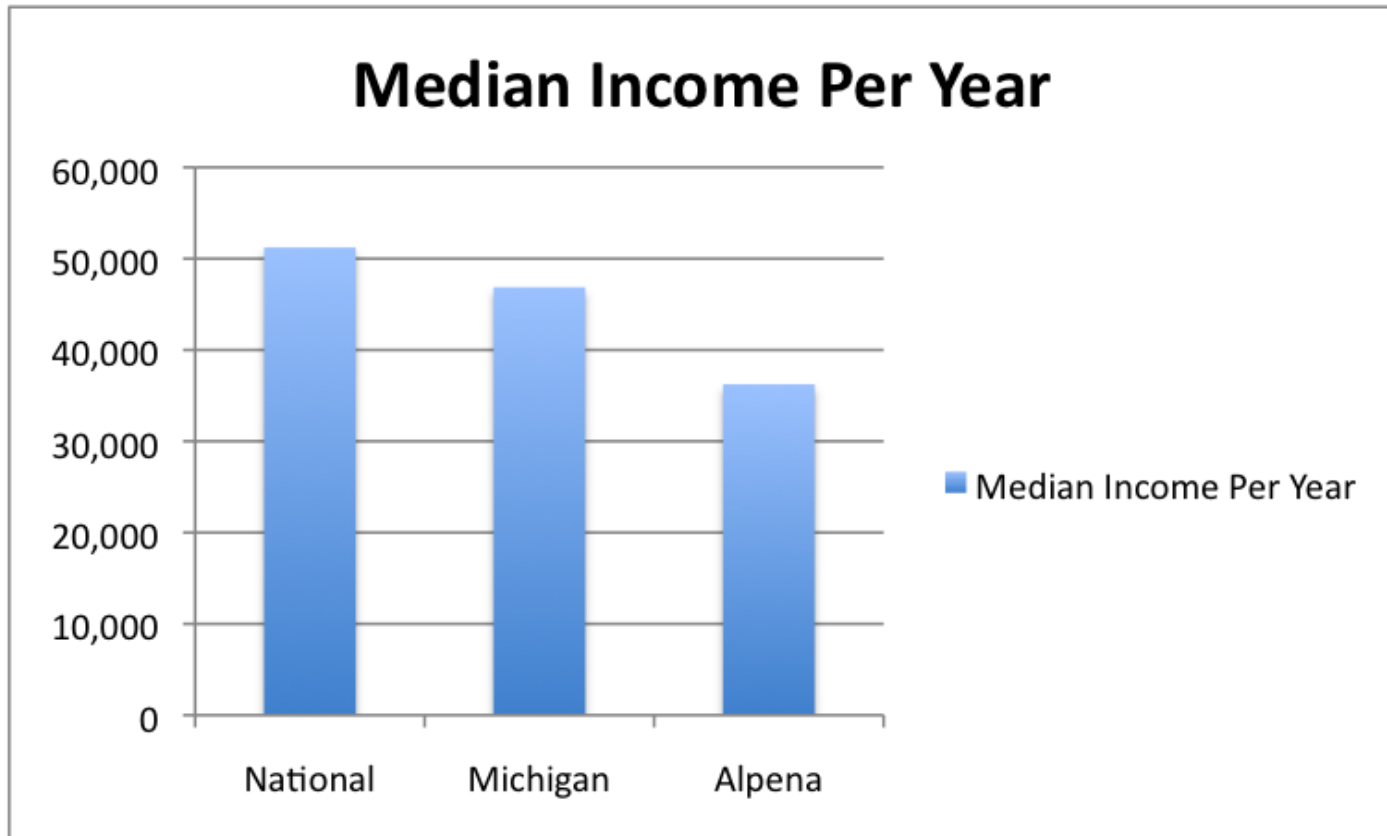
Source: United States Census Bureau

+ Employment Analysis

Alpena County			
	2000 Census	2005-2010 ACS	Change
Agriculture, forestry, fishing and hunting, and mining	490	373	-23.88%
Construction	864	809	-6.37%
Manufacturing	2,355	1,474	-37.41%
Wholesale trade	437	451	3.20%
Retail trade	1,916	1,747	-8.82%
Transportation and warehousing, and utilities	494	594	20.24%
Information	315	289	-8.25%
Finance and insurance, and real estate and rental and leasing	528	661	25.19%
Professional, scientific, and management, and administrative and waste management services	568	877	54.40%
Educational services, and health care and social assistance	3,318	3,343	0.75%
Arts, entertainment, and recreation, and accommodation and food services	1,190	1,116	-6.22%
Other services, except public administration	742	602	-18.87%
Public administration	565	555	-1.77%

Largest Employment Sectors: Medical and Health, Education, and Manufacturing

+ Income and Poverty



Source: U.S Census Bureau

- Michigan household median income: \$46,861
- Alpena County household median income: \$36,242



Summary of Socioeconomic Data

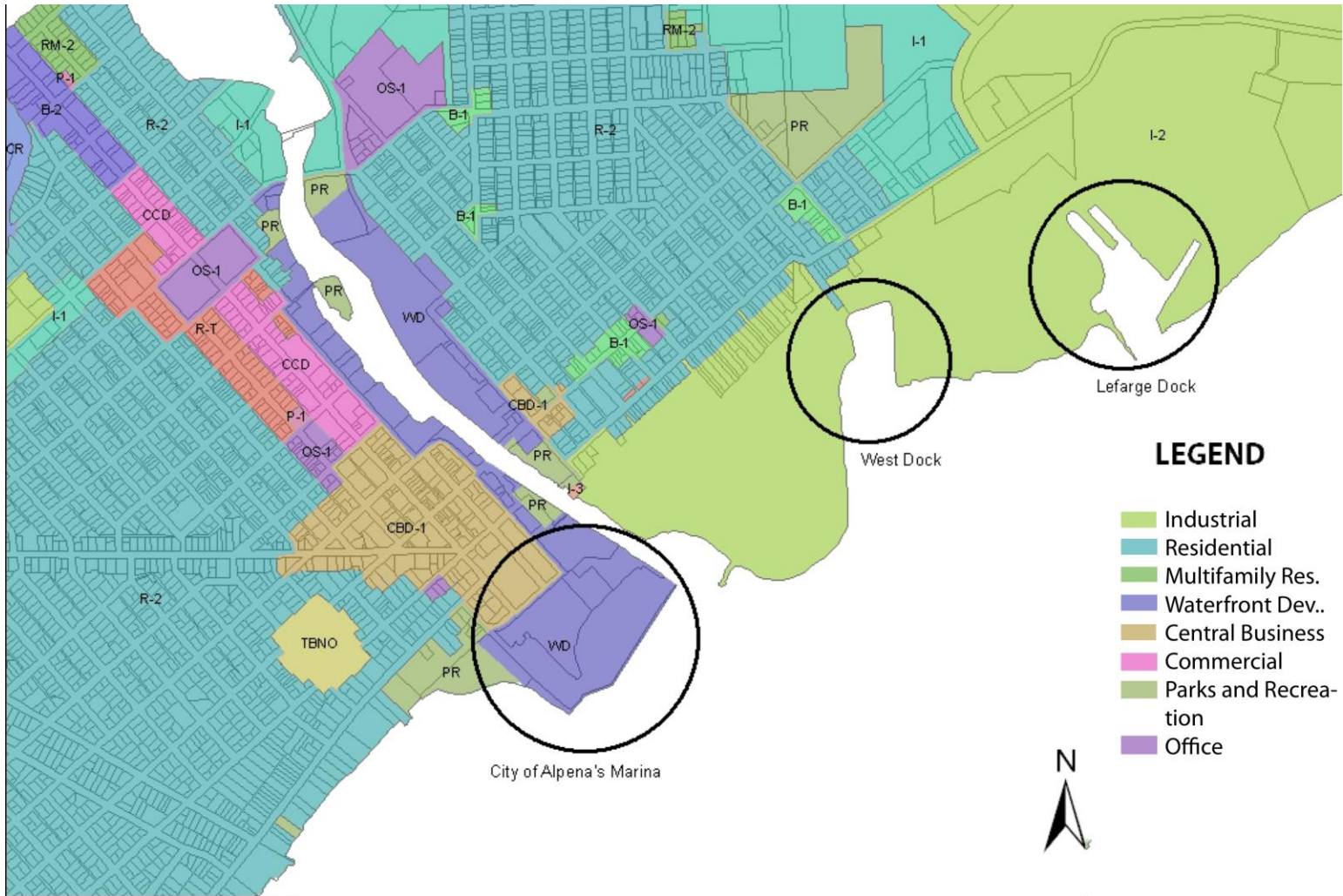


- Approximately 50% of the population is over the age of forty-five
 - Similar with the NEMCOG region as a whole
- The population demographic of Alpena has shifted from a predominantly young population (0-24yrs) to older (45+) from 1970 to 2010
- The highest sectors of employment in Alpena are Medical and Health, Education, and Manufacturing
- The median salary in Alpena is \$10,000 less than the state average



+ Zoning, Community
Planning, and Land-Use

+ Zoning



Source: Adapted from the Alpena Comprehensive Plan

+ Seasonal Tourism and Cultural Events

- Snowmobiling
- Shipwreck Tours, glass-bottomed boat
- Variety of nature trails and bike paths
- Maritime Festival and a variety of other yearly festivals



+ Future Land Use Goal

- The focus of the properties that line the Thunder Bay riverfront are an eventual conversion to mixed-use development

LEGEND

- Single Family Residential
- Multifamily Residential
- Office
- Commercial
- Downtown Business District
- Mixed Use Development
- Light Industrial
- Heavy Industrial
- Parks
- Institutional-Public
- Upland Openings

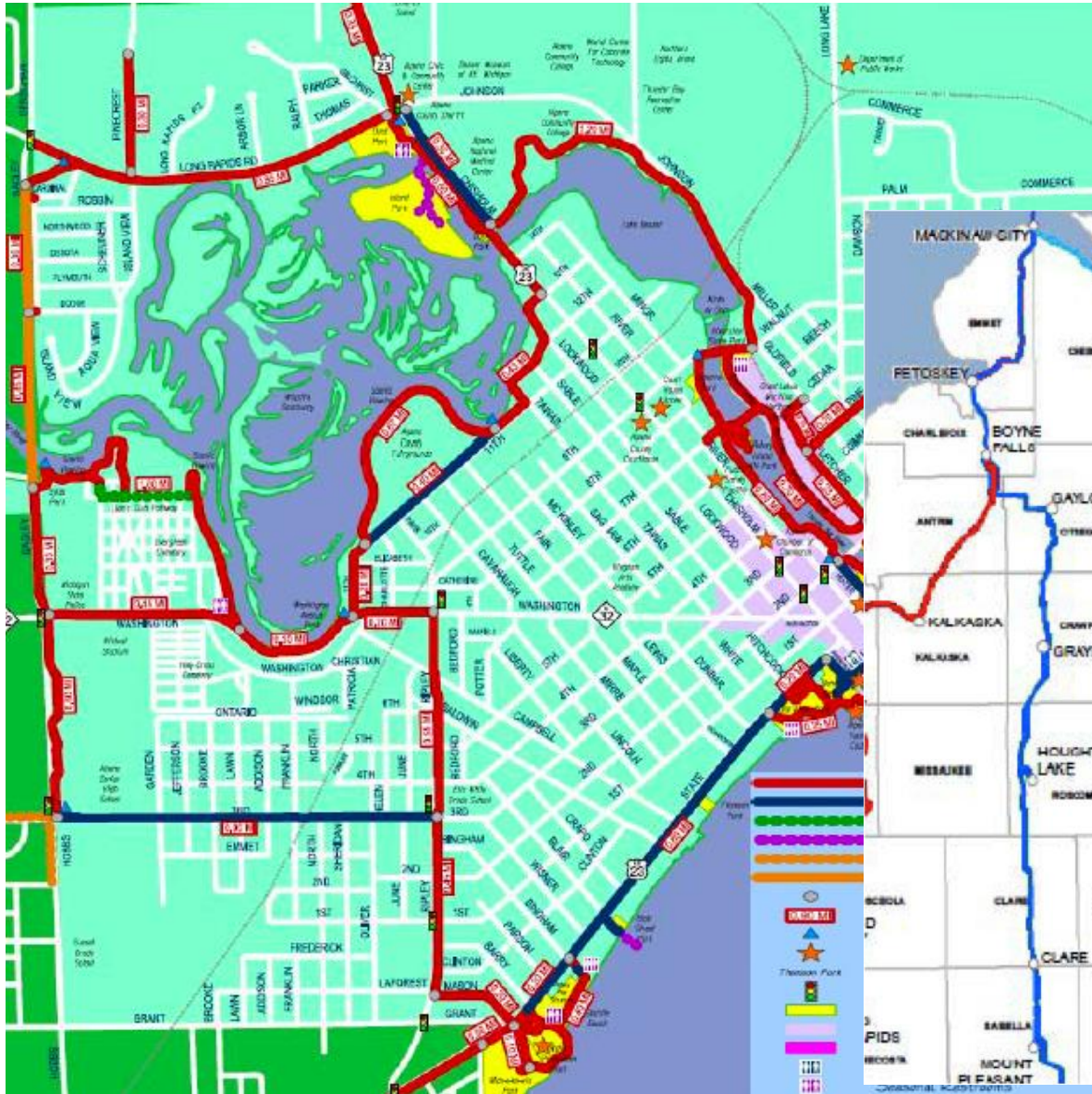


Source: Alpena Comprehensive Plan



+ **Transportation Systems and
Utilities**

+ Current Transportation Systems



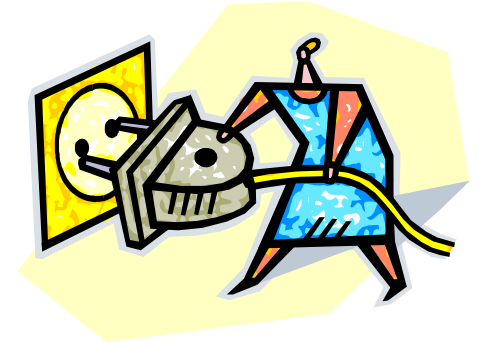
+ Railways

- No passenger rail in Alpena
- Lake State Railway Company provides the rail service from Alpena to Bay City, MI
- Only one inbound and one outbound train per day , Monday through Saturday
- The rail is classified as Class III
 - Less than \$40 million annual revenue
 - Considered short line rail/switching-terminal rail



+ Utilities

- Water (excess capacity)
- Sewer (excess capacity)
- Gas
- Electricity



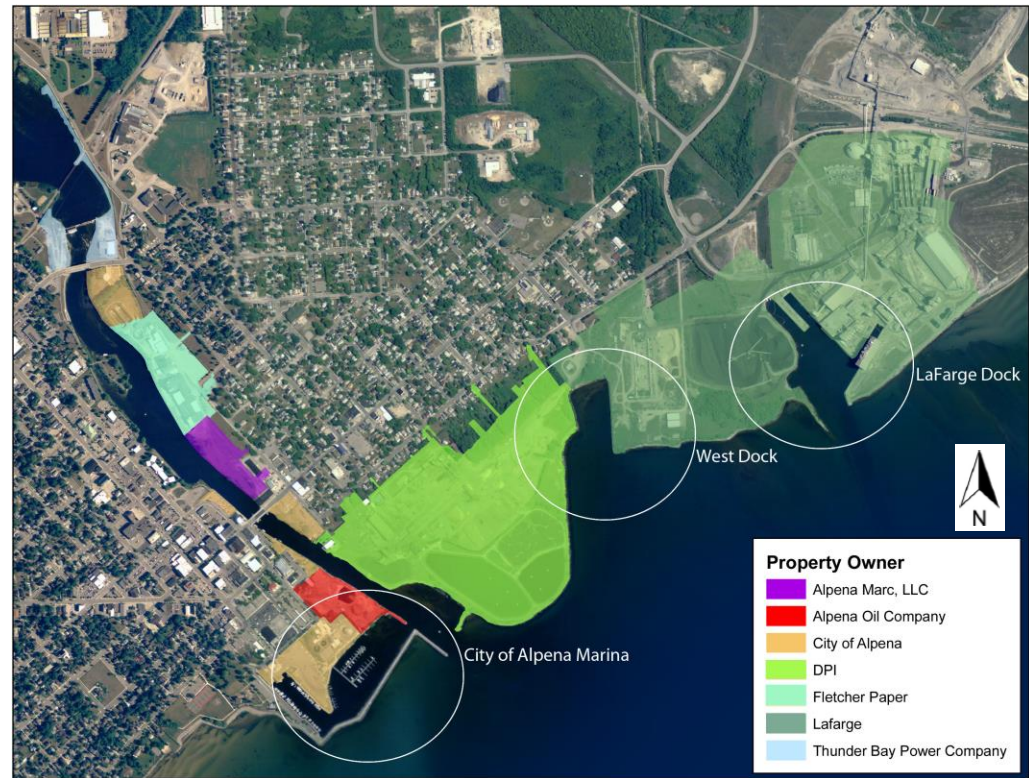


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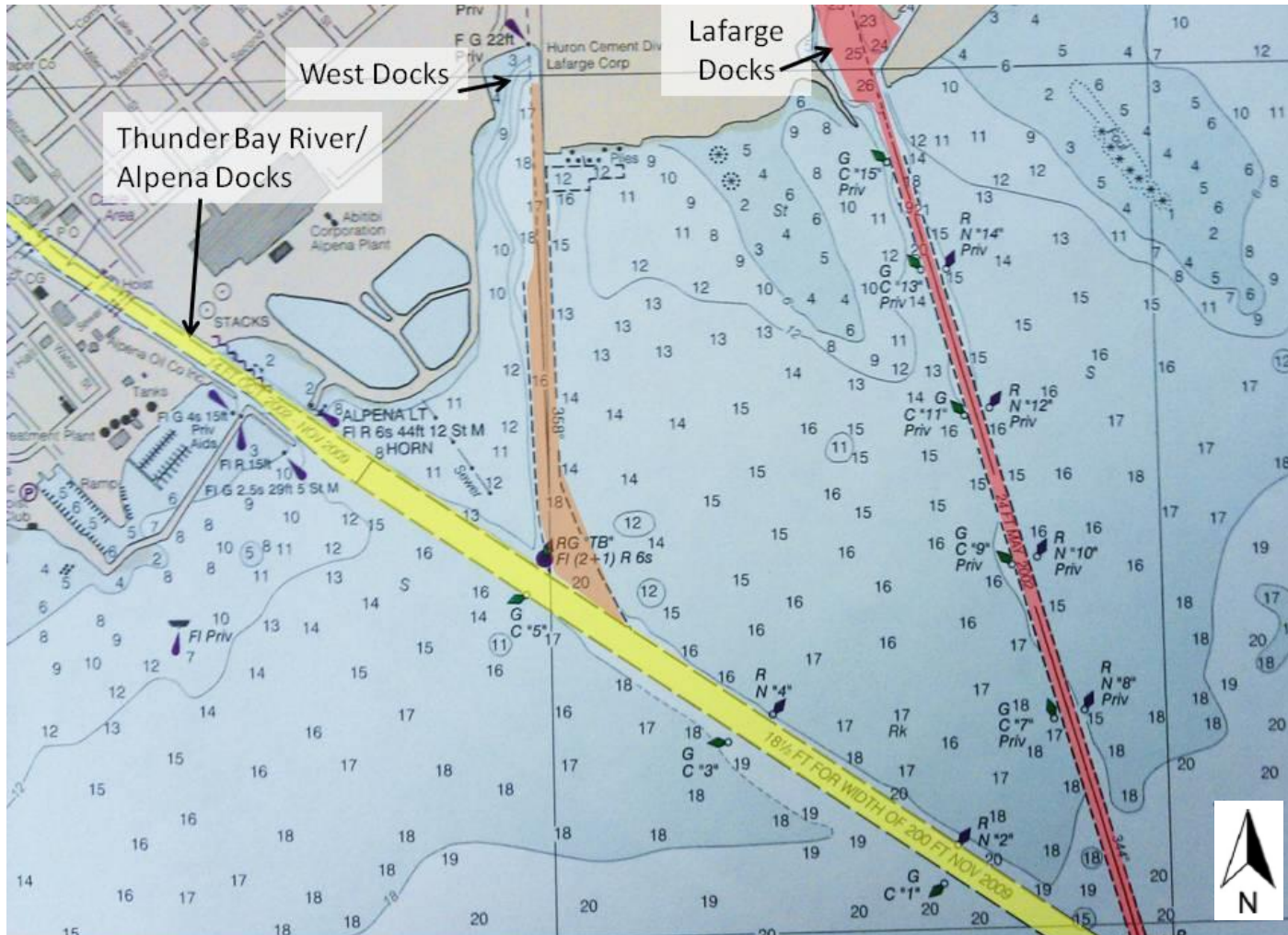
Shipping, Port Navigability

+ Shipping

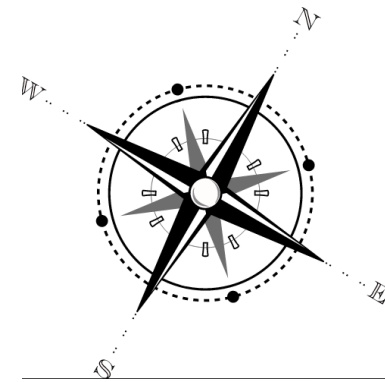
- Michigan's Activity
 - 36 active ports in Michigan
- Alpena's Activity
 - LaFarge has an active dock
 - Currently no use of the West Dock
 - Has an active, city-owned marina
 - Not at capacity



+ Water Depths of the Port



+ Port Navigability & Potent Development



- LaFarge meets standards for N. Great Lakes (24ft)
- West Dock cannot carry cargo ships (16ft)
 - 20ft-21ft is recommended for industrial (est. cost: \$500,000)
 - Meets depth for cruise ships to dock
 - Though not aesthetically attractive at present—is industrial site
- River Channel (14ft)
 - Can carry cruise ships



+ Comparison

Ports	Toledo	Detroit	Hamilton	Green Bay	Monroe	Muskegon	Alpena	Rogers City
Water Depth (ft)	27	27	30 ft.	26 ft.	21 ft.	27 ft.	16-24 ft.	21 ft.
Dock Space	1,054 ft.	5,500 ft.	36,089 ft.	n/a	5,300 ft.	3,500 ft.	N/A	5,600 ft
Cargo (in mi tons/yr)	12	80	10.4	2.5	1.8	n/a	18.26	n/a
Transport Facilities	Rail, Highway, Airport	Rail, Highway Airport	Rail, Airport	Rail, Highway, Airport	Rail, Highway, Airport	Rail, Highway, Airport	Rail, Highway, Airport	Rail, Highway, Airport
Recreation	Boat shows, kayaking	Eco-tourism, boat rentals, fishing	Sailing school, waterfront trails	Golfing, boating, hiking	Bike trails, boat rentals, fishing	Boat rentals, fishing	Bike trails, glass bottom boats, tall ships, fishing, tourism	Bike trails, hiking, fishing
Ferry & Cruise Service	No	Yes	No	No	No	Yes,	No	No
Import / Export	Both	Both	No	Both	No	Both	Both	Both
International	Yes	Yes	No	Yes	No	Yes	Yes	n/a
Foreign Trade Zone	Yes	Yes	No	Yes	No	No	No	n/a
Port Authority	Yes	Yes	Yes	Yes	No	N	No	No

Source: World Port Source



Recommendations

+ Our Recommendations

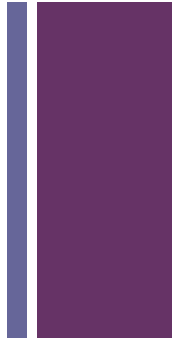
■ Tourism Marketing Strategies

- Expand partnership with Pure Michigan for the entire NE region
- Generate interest in Alpena as a maritime archeology hub
 - Array of shipwrecks and NOAA Facility
- Draw interest in Alpena as a Great Lakes cruise ship stop
- Huron Shores Greenways (US-23 Heritage Route)
- Eco-tourism opportunities



+ Recommendations (con't)

- LaFarge exit strategy
 - Industrial Reuse
- West Dock
 - Facilitate dredging opportunities
- On a regional level for Northeastern Michigan:
 - Create a marketing strategy and brand for the region as a tourist destination
- Governing council over the Alpena and the northeast Michigan ports or a port authority



+ Questions?

