



MICHIGAN STATE  
UNIVERSITY

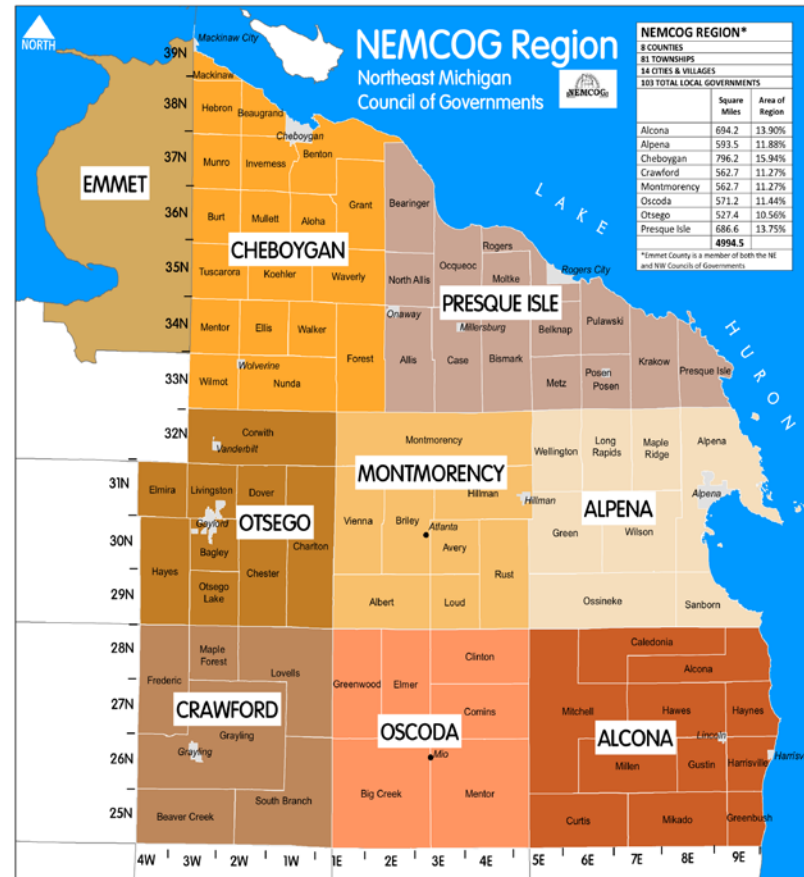


## The Port of Alpena: A Community Asset Inventory

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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

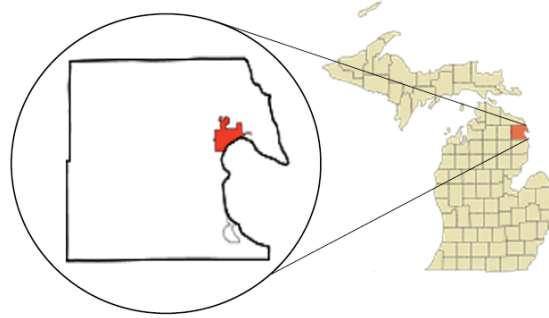
III. Socioeconomic and community data

IV. Transportation systems and port navigability

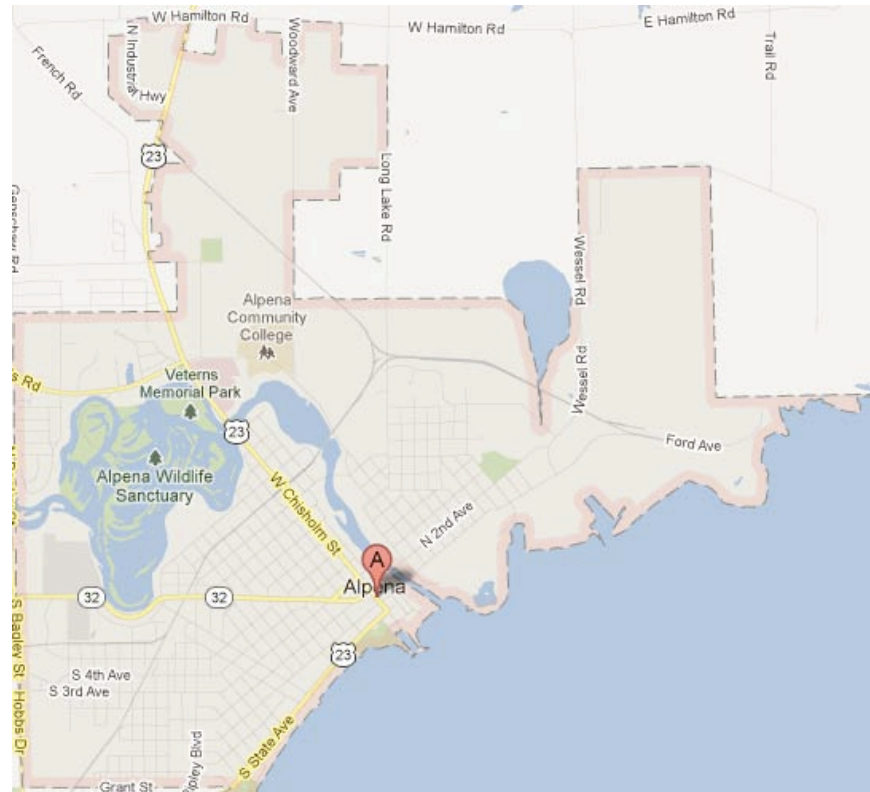
V. Recommendations



# + 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

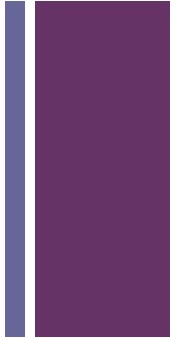
- Manufacturer of limestone and cement production
- Largest port in Alpena
- Partial owner of the West Dock
  - Private access only
- Approximately 230 employees
- Estimated 75 years of viability in the quarry







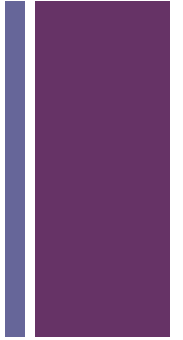
# Decorative Panels International (DPI)



- 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



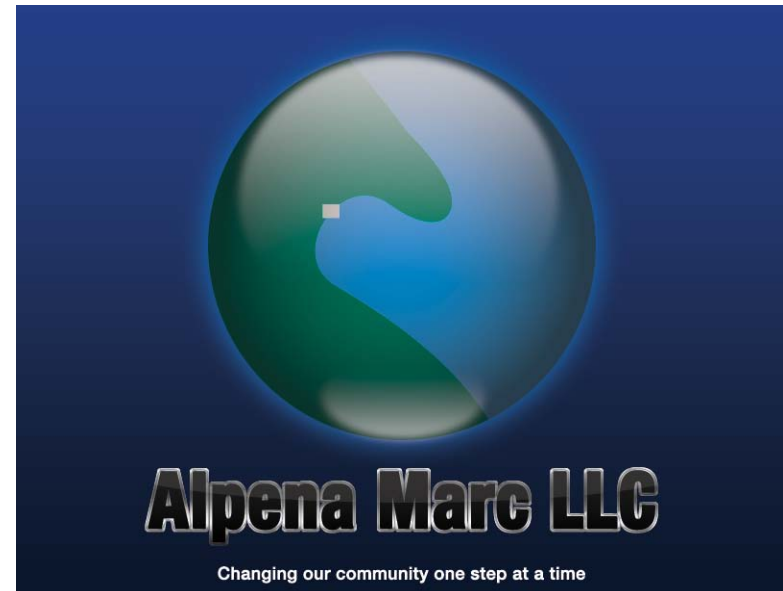
Source: Great Lakes Cruising Club

- 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

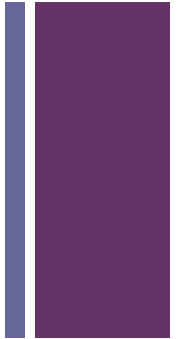


Source: Association for Great Lakes Maritime History





# Fisheries and Wildlife Conservation Office (FWCO)



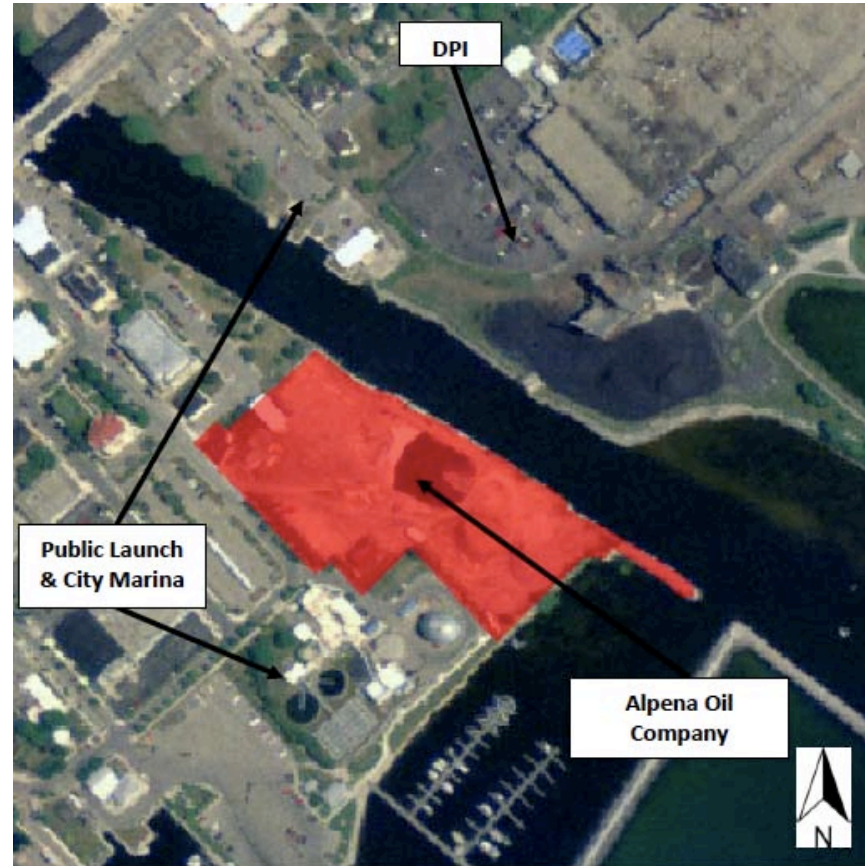
- Opened in June 1992
- Station covers the U.S waters of Lake Huron, western portion of Lake Erie, the St. Mary's River, Detroit River, and St. Clair River
- Alpena FWCO conducts fishery and wildlife restoration projects



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



+

Socioeconomic Data





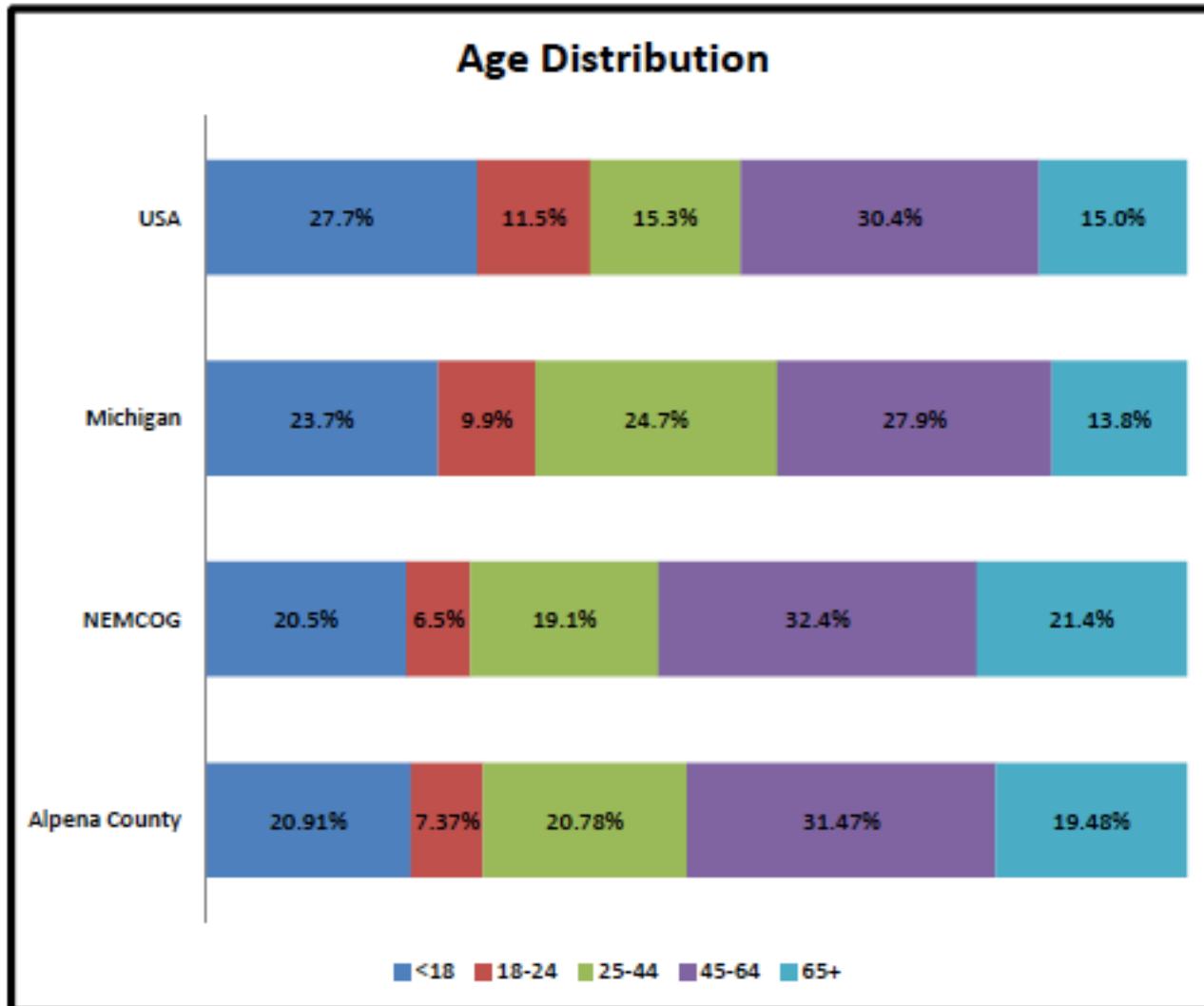
# Population



| 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%      |

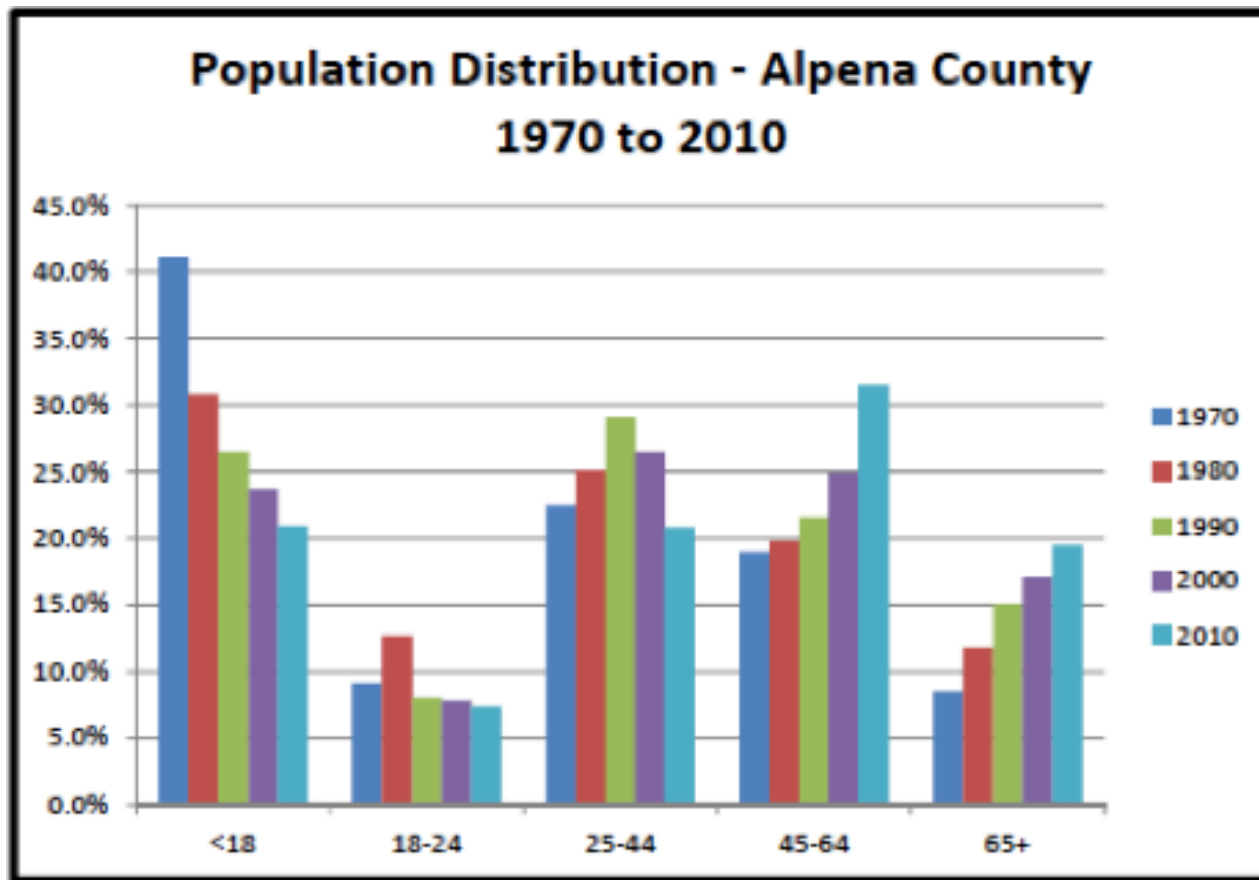
Source: United States Census Bureau

# + Age Distribution



Source: U.S Census Bureau

# + Population Distribution



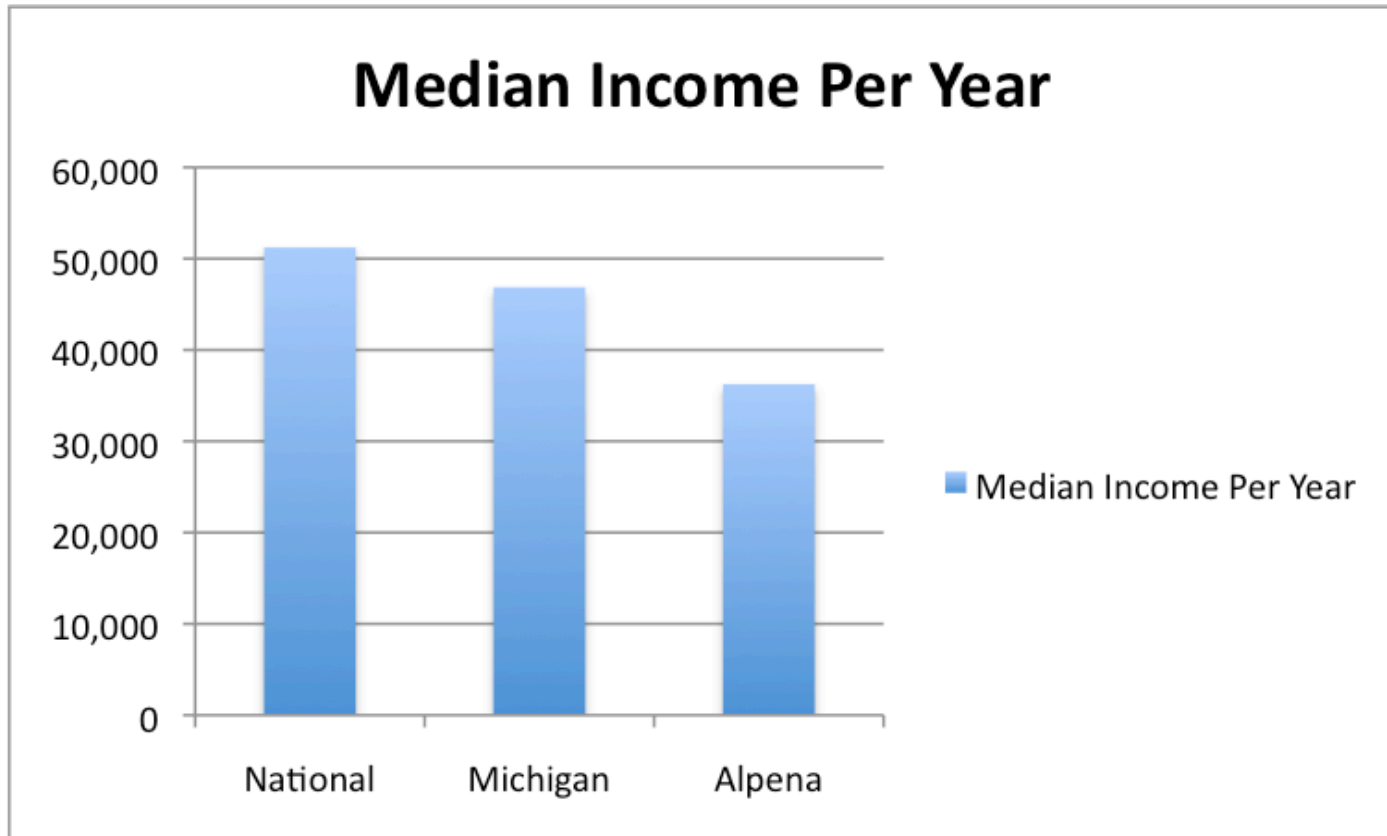
Source: United States Census Bureau

# + 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

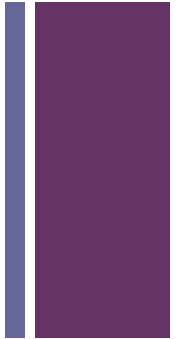


Source: U.S Census Bureau

- 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

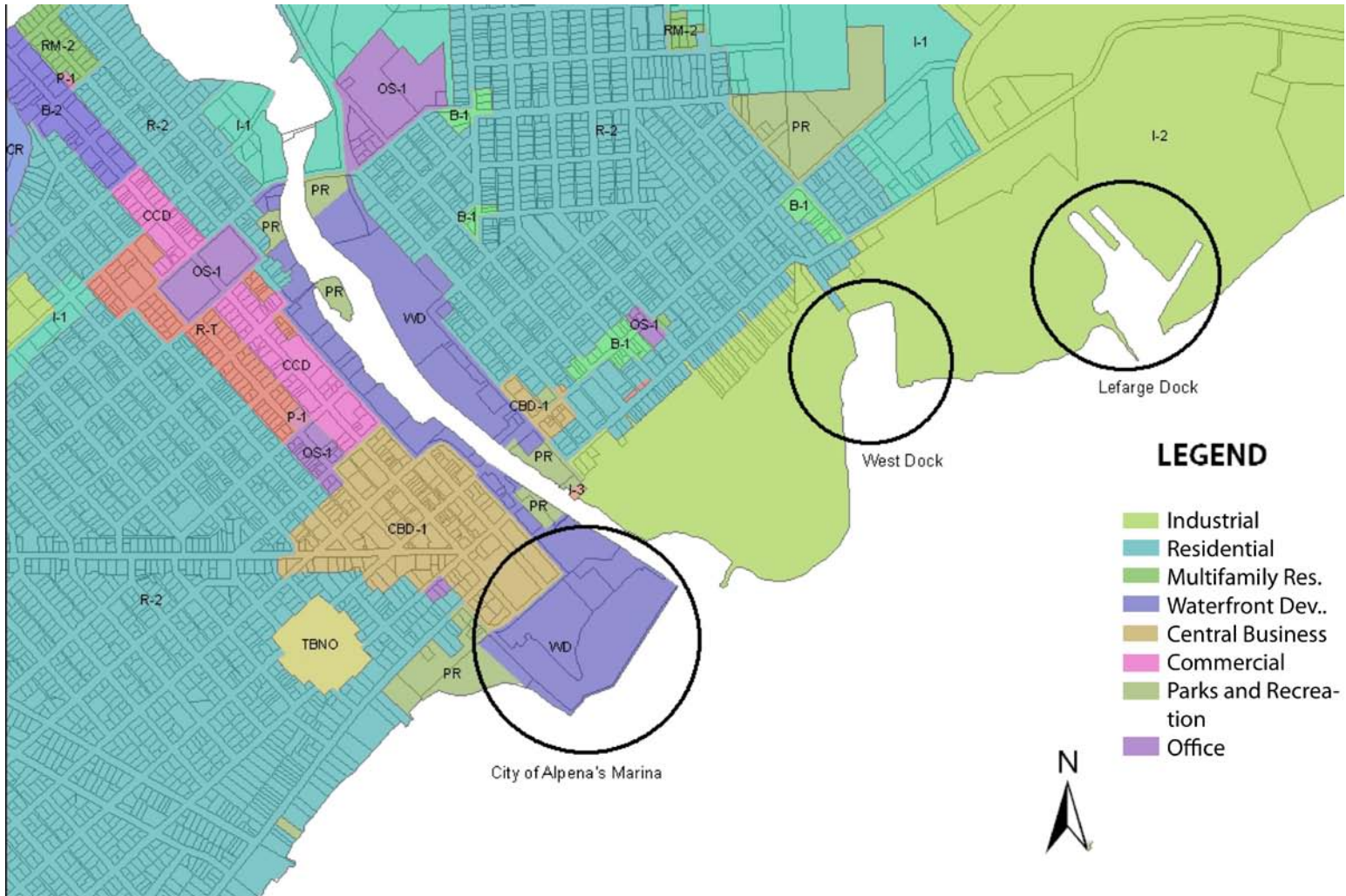




+ Zoning, Community  
Planning, and Land-Use



# Zoning



Source: Adapted from the Alpena Comprehensive Plan



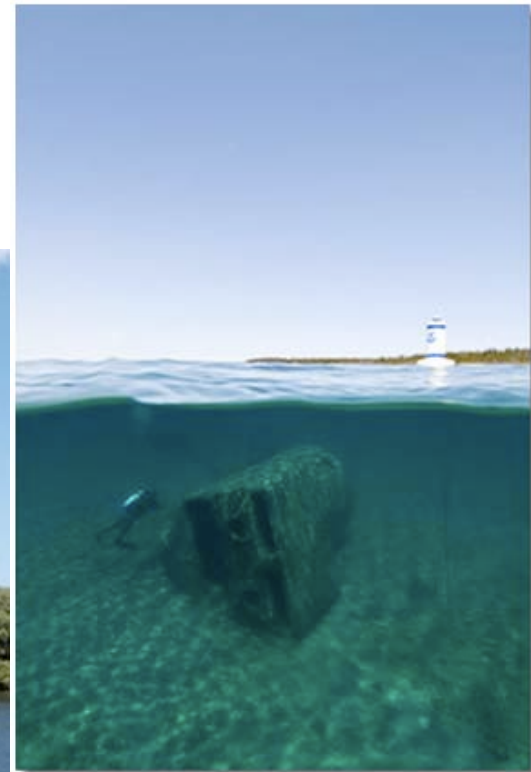
# Downtown Development





# 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



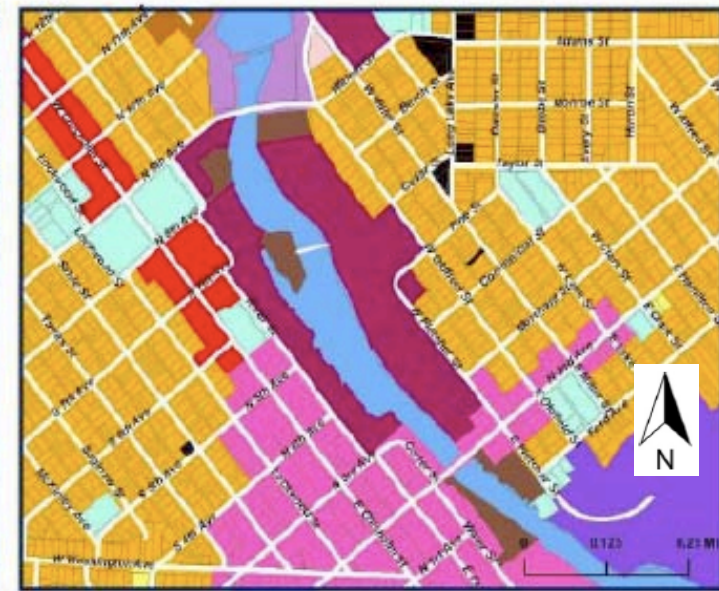


# + Future Land Use Goal

- 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

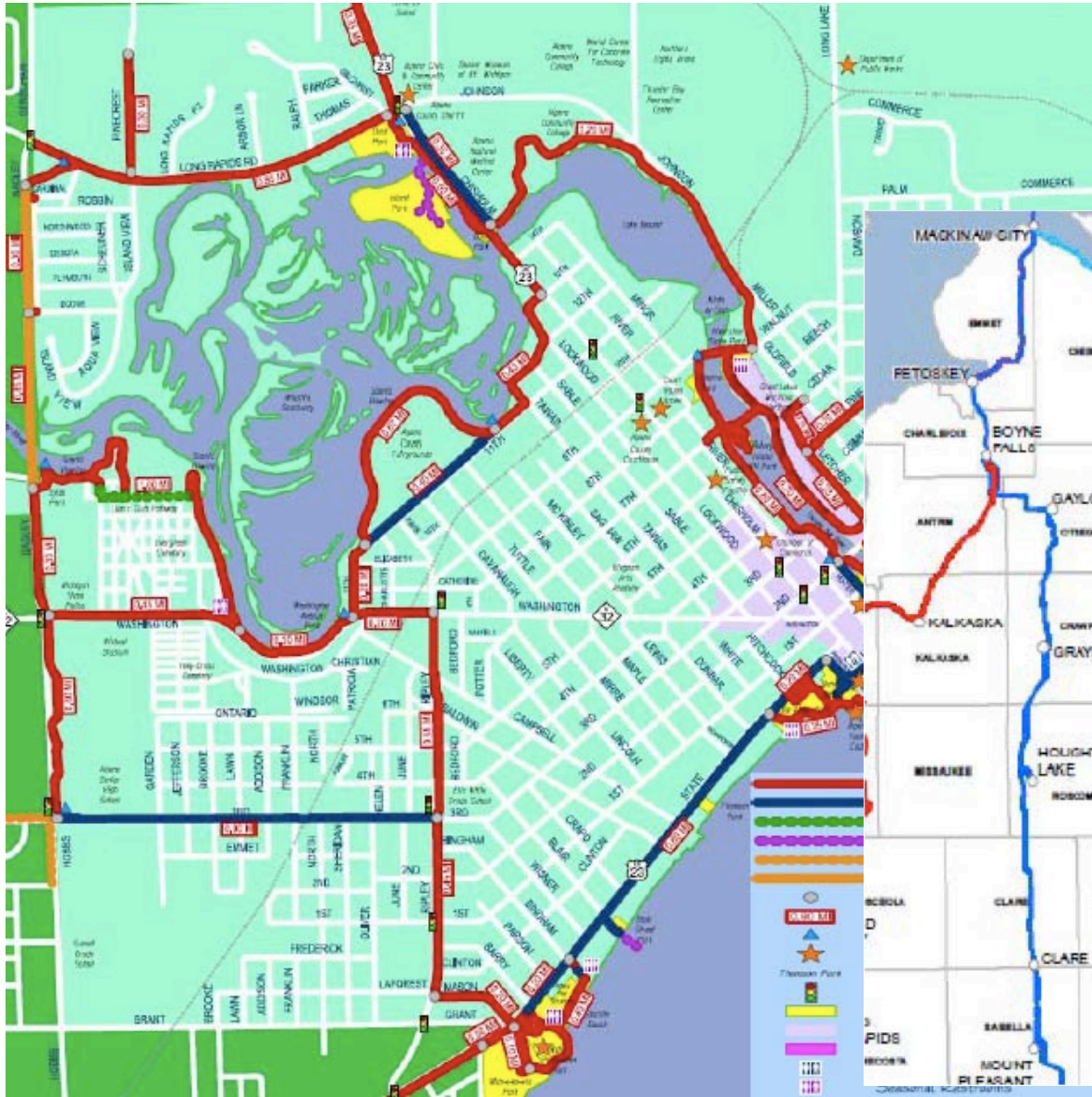


Source: Alpena Comprehensive Plan



+ Transportation Systems and  
Utilities

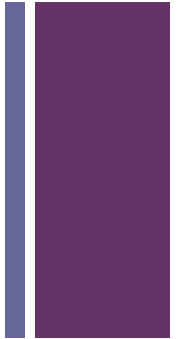
# + Current Transportation Systems



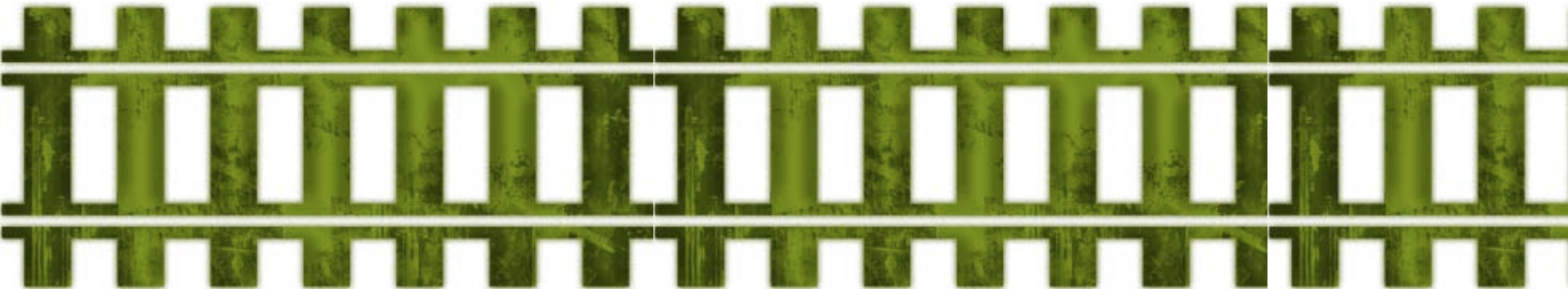




# Railways

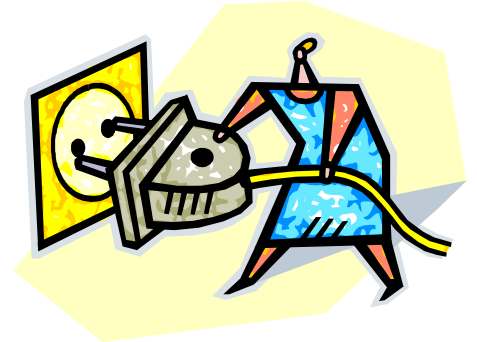


- No passenger rail in Alpena
- Lake State Railway Company provides the rail service from Alpena to Bay City, MI
- Only one inbound and one outbound train per day , Monday through Saturday
- The rail is classified as Class III
  - Less than \$40 million annual revenue
  - Considered short line rail/switching-terminal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



# + Utilities

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





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

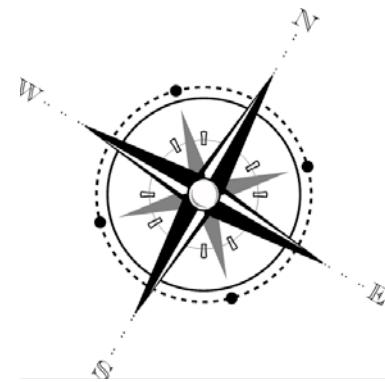








# Port Navigability & Potent Development



- 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 millions/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

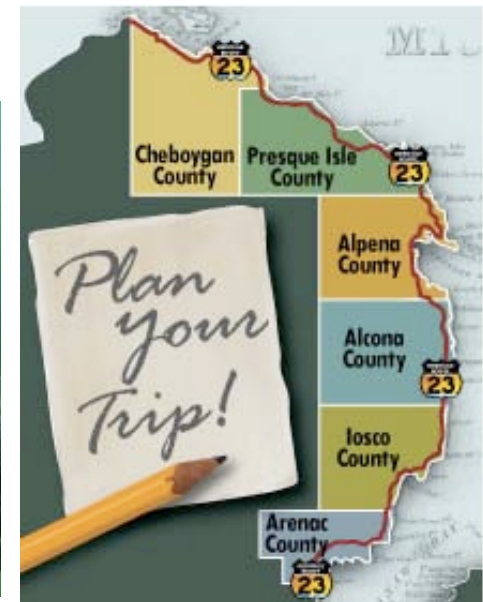


Recommendations

# + Our Recommendations

## ■ Tourism Marketing Strategies

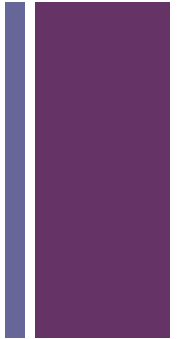
- Expand partnership with Pure Michigan for the entire NE region
- Generate interest in Alpena as a maritime archeology hub
  - Array of shipwrecks and NOAA Facility
- Draw interest in Alpena as a Great Lakes cruise ship stop
- Huron Shores Greenways (US-23 Heritage Route)
- Eco-tourism opportunities





# 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?

