Macomb County, Michigan

Blue Economy Industry Profile

Make Macomb YOUR Home
**Make Macomb YOUR Home**

As a lifelong resident, I am proud to make Macomb County my home. Our county and region are blessed with the best fresh water resources on the planet. Lake St. Clair and the Clinton River Watershed are tremendous assets for all of us, and it is time they receive the attention they deserve.

The Blue Economy Initiative for Macomb County creates additional recreation and tourism opportunities, fosters job growth and sets even higher standards for environmental stewardship. The vision includes the development of campgrounds and paddle liveries along the Clinton River, elevating Lake St. Clair to a highly desirable destination for boating and fishing and working with all types of organizations to protect, restore and sustain our waters.

Recognizing the value of clean, safe and plentiful fresh water, the initiative also includes a concerted effort to attract businesses engaged in transformative methods of using, preserving and improving the world’s most precious natural resource.

The Department of Planning and Economic Development is charged with the responsibility of implementing the initiatives within this report. Together, with the support of our many partners, we hope you will make Macomb County your home for your blue economy business!

Mark A. Hackel  
Macomb County Executive

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**Great Lakes, Great Impact**

More than 6,000 years ago, the retreat of glaciers created the world’s largest freshwater surface area. Today, the Great Lakes region represents one fifth of the globe’s fresh water. With more than 3,000 miles of Great Lakes fresh water coast, 11,000 inland lakes and hundreds of rivers, streams and wetlands, Michigan is distinguished as a center for fresh water, as well as a beautiful, magical place to live and work.

It is hard to attach a value to the pride that comes from living in a place that is recognizable from space. Surrounded by abundance, our waters contribute greatly to the state economy. A recent report compiled by the Grand Valley State University Annis Water Resources Institute and the Michigan Economic Center at Prima Civitas estimates that water is responsible for one in five Michigan jobs and $60 billion in annual economic impact. Consider the following:

- **Water-enabled industry** such as manufacturing, farming, mining and energy production generates more than 660,000 jobs and $49 billion in annual wages
- **There are more than 350 emerging water technology companies in Michigan**
- **The marine market in Michigan represented $7.4 billion in economic impact for 2014 (NMMA, May 2015)**
- **Water tourism is responsible for 57,000 jobs and $955 million in earnings every year**
- **With 1.37 million participants, fishing and hunting is a $3.4 billion industry in Michigan**
- **Canoeing, kayaking and similar sports contribute $140 million to the economy annually**
- **Connected to global bodies of water via the Great Lakes-St. Lawrence Seaway System, the Great Lakes are important conduits for shipping, trade and commerce. It is estimated that shipping, freight and warehousing account for more than 65,000 jobs and $3.3 billion in annual wages**

The Great Lakes Commission reports more than $163 million in Great Lakes Restoration Initiative funding has been spent in Michigan. A Brookings Institution report estimates a conservative $3 to $1 economic multiplier resulting in economic impact of more than $500 million to date. Throughout greater Detroit, this activity is helping to increase property value and create greater economic investment.
Heart of the Great Lakes, Lake St. Clair

At the heart of this mighty system is Lake St. Clair. At 430 square miles, it connects Lake Huron to Lake Erie via the St. Clair and Detroit rivers. With a shared international shoreline, neighboring communities include St. Clair County, Wayne County’s Grosse Pointe communities and Canada. With nearly eight million people within 90 minutes of her shores, Lake St. Clair is a favored playground for many.

Macomb County rests on 32 miles of the lake’s freshwater coast and is a premiere location for lakefront living, boating and fishing. Communities surrounding the lake see an annual economic impact of $1.7 billion and the sustainment of more than 5,700 blue economy jobs. More than 200 businesses that sell and/or service boats employ nearly 1,200 people.

Business Opportunities

Boating

With an estimated 10,000 boat slips, 53,000 registered boats and more than a million launches from our public ramps in 2013, Macomb County ranks near the top of the state in recreational boating. More than half a million boats launched from public boat ramps in 2013. There are 44 active commercial or municipal marinas in the county. An additional 20 marinas can be found in connection with homeowner associations. Some of the state’s largest marinas are here, including Belle Maer, a 59-acre site on Anchor Bay with 836 wells and an ability to rack 108 vessels in storage.

Fishing

Bassmaster Pro Kevin VanDam calls Lake St. Clair “The best smallmouth fishery on the planet!”

As part of the Great Lakes Basin, Lake St. Clair is a world-class fishing destination. The swift flowing waters of the St. Clair River, filtered through the deltas of the North, South and Middle Channels, bring clean, cold and nutrient-rich water into the lake. Known best for its muskie fishery, the lake is a premiere destination to chase, catch and release this most voracious freshwater predator.

The spring walleye fishery attracts visitors as well as an abundance of other warm-water species like bluegill, bullhead, catfish, northern pike, perch, salmon, smelt, steelhead, sturgeon and trout. A two-time final destination for the Bassmaster Elite series, Lake St. Clair is also a top destination for dozens of fishing tournaments. There are more than 30 fishing charter operators on Lake St. Clair, from Algonac to the mouth of the Detroit River.
Tourism

Aligned with the award-winning Pure Michigan campaign, active tourism thrives on Lake St. Clair. The 32-mile “Circle the Lake” tour directs visitors to thousands of boat slips, dockside dining and entertainment venues, miles of nearby hike/bike trails and phenomenal wildlife watching opportunities. Macomb County is home to six stops along the “Thumbs Up Wine Trail,” a consortium of area vineyards, wineries and craft cideries.

A Lake St. Clair Water Trail map provides paddlers with suggestions for exploring the coast while the Clinton River Paddle Trail advises adventurers about canoeing and kayaking opportunities. Three regional metroparks can be found in Macomb County offering a variety of outdoor recreational activities. Active liveries rent canoes, kayaks and horses, and private lessons ranging from windsurfing to standup paddleboarding are readily available.

Signature Events

- Bassmater Elite – The best fishermen in the world gathered here in 2013 and will return in 2015. Bassmater Elite is televised in front of 1.9 billion global households
- Sprint & Splash at Lake St. Clair Metropark features sanctioned standup paddleboarding events, a duathlon and a 5K walk to benefit area conservation activities
- Aqua Freeze on the Nautical Mile features pond hockey, ice carving, fishing and a polar bear plunge
- Bay-Rama, an annual celebration of the fishfly, attracts tens of thousands of attendees
- AquaPalooza is a family-friendly music festival accessed only by water and is one of the nation’s largest water festivals
- Dozens of professional and amateur fishing tournaments and gatherings take place annually

Business Districts

- The “Nautical Mile” in St. Clair Shores includes a dense concentration of marinas, retailers and restaurants
- The Waterfront Redevelopment District in Harrison Township will offer the development of marinas, lakeside living, restaurants and boutique servicers and sellers of boats
- Harrison Township’s “BoatTown USA™” boasts 10 miles of marinas, boat dealers and providers of customized accessories, as well as restaurants, bars and scenic outlooks
- New Baltimore, named one of America’s safest towns and one of the nation’s best places to raise a family, features a quaint downtown district with bustling marinas, shops and restaurants
- Utica offers a landing pad for river travelers directly to its historic mill-themed downtown, hike/bike trails, a river walk and lush parks
- In the county seat of Mount Clemens, historic streets and a campus of Oakland University can be accessed via the Clinton River
Stewardship
Macomb County is helping to shape an entire generation of new water stewards. An infusion of federal, state and local support has created a hub for transformative activity surrounding the preservation and sustainable use of fresh water.

Great Lakes Restoration Initiative (GLRI)
Launched by the federal government in 2015, GLRI is enhancing efforts to protect and restore the largest system of fresh surface water in the world — the Great Lakes.

During FY15-19, federal agencies will continue to use GLRI resources to strategically target the biggest threats to the Great Lakes ecosystem and accelerate progress toward long-term goals for this important ecosystem. These goals include cleaning up areas of concern, preventing and controlling invasive species, reducing nutrient runoff and restoring habitat to protect native species. Since its introduction, Environment Canada has followed suit in efforts to assist in restoring the Great Lakes.

HEART (Huron to Erie Alliance for Research and Training)
Freshwater Center
A unique alliance between Wayne State University, Macomb Community College, the Huron Clinton Metroparks and Macomb County, HEART is a place to research the Huron to Erie Corridor and offer educational opportunities for students throughout the region.

As the part of the Great Lakes-St. Lawrence Seaway path that separates the Upper Great Lakes from the Lower Great Lakes, the focus areas include the St. Clair River, Lake St. Clair, the Detroit River and western Lake Erie. HEART’s programs will improve these ecosystems and enhance the quality of life for the people who use them.

Clinton River Watershed Council
With a mission to protect, enhance and celebrate the Clinton River, its watershed and Lake St. Clair, this nonprofit organization is working to ensure that the natural, economic and recreational value of these resources improves the quality of life of those who live, work and play here.

Six Rivers Regional Land Conservancy
This nonprofit organization works to conserve, sustain and connect natural areas, lands and waters throughout our region. In addition to conserving the natural and agricultural heritage of the region, Six Rivers also works to educate people about living harmoniously with the natural world.

Special Projects:
- Salt River Inter Coastal Marina District – The Macomb County Department of Planning & Economic Development received a coastal zone management grant from Michigan to develop a master plan for ecosystem restoration, a recreational inner-coastal paddling trail, control of invasive plants, enhanced fish habitat structures and public educational programs
- Blue Green Infrastructure – With 40 linear miles flowing through Macomb County, a Clinton River Blue Way Water Trail is now under development. With seven landing pads already in place and more being added, the vision is to offer multiple places for paddlers to put in/take out in key locations throughout the county and along our Great Lakes shoreline
Workforce Pool

Nearly 3,400 students graduate from the University of Michigan, Michigan State University and Wayne State University annually in water-related fields. The three Michigan universities offer 68 undergraduate and graduate degree programs in water-related areas such as engineering, agriculture, public health, natural resources and business.

Here’s a partial list of other college and university programs in the state:

**Bay College**
- Water Technology Program

**Central Michigan University**
- Institute for Great Lakes Research
- Center for Geographic Information Science Delta College
- Water Environmental Technology Program
- Dow Water and Process Solutions

**Eastern Michigan University**
- Urban Water Resources Research Consortium

**Grand Valley State University**
- Annis Water Resources Institute
- Michigan Alternative and Renewable Energy Center

**Lake Superior State University**
- Ecosystem Restoration
- Aquatic Research Lab

**Lawrence Technological University**
- Great Lakes Storm Water Management Institute
- Macomb Community College
- HEART Freshwater Studies
- Surface Water Quality Studies
- Environmental Science Water Quality Monitoring Program

**Michigan Technological University**
- Center for Water and Society
- Michigan Tech Research Institute
- Center for Ecosystem Science
- NSF International
- Drinking Water Systems Center
- Water Quality Protection Center
- Water Treatment and Distribution Systems Program
- Bottled Water and Packaged Beverage Certification Program
- Global Testing and Certification for Drinking Water Treatment Units
- Plastics Piping System Components Program
- Wastewater Personnel Accreditation

**Northern Michigan University**
- Water Ecosystem Restoration
- Geomorphology of the U.P.

**Northwestern Michigan College**
- Marine Technology

**Saginaw Valley State University**
- Saginaw Bay Environmental Institute

**University of Michigan**
- Environmental and Water Resources Engineering
- Michigan Sea Grant
- Naval Architecture and Marine Engineering
- Water Center

**Wayne State University**
- HEART Freshwater Center
- Urban Watershed Environmental Research Group
- Environmental Chemistry Research Laboratory
- Aquatic Ecotoxicology Laboratory

**Western Michigan University**
- Institute for Water Sciences
More than 250 companies employing nearly 2,000 people have made Macomb their home for their water related business. Here are just a few . . .

Anderson, Eckstein and Westrick

Founded on the principle of providing engineering excellence for the construction of dependable infrastructure, Anderson, Eckstein and Westrick, Inc. (AEW) has delivered quality service and sound professional advice from offices in Shelby Township, Roseville and Livonia for more than 45 years. Primary services include civil engineering, surveying, and architecture, with specialties in structural, traffic, and water quality engineering, as well as geographic information systems, and construction administration services.

Serving hundreds of clients throughout southeast Michigan, in such industries as municipal government, commercial properties, residential developments, educational facilities, and industrial parks, the firm is dedicated to engineering strong communities where people work, live, travel, and play. This commitment, accomplished through innovation and value, is evident in the completion of award winning road, water main, and sewer improvements, as well as extraordinary abilities in grant acquisition.

In the last three years, the firm has assisted its municipal clients in the attainment of more than $50 million of available funding assistance. With these additional funds, communities have been able to improve infrastructure in need of repair, enhancing safety for residents and business owners.

“AEW has been committed to serving the community with excellent engineering services since our inception in 1968. As a result, we continually research innovative, cost effective, and dependable options that will improve infrastructure durability and dependability. Our successful designs result in a higher quality of life for the community and peace of mind for our clients.”

Roy C. Rose, PE, EXW, President
Anderson, Eckstein and Westrick, Inc.
Offshore Spars

Originally Great Lakes Yacht Systems in 1976, Offshore Spars was incorporated in 1982 in Mt. Clemens, Michigan. Offshore Spars takes great pride in building world class spars for yachts of all size, manufacturer and style. The company regularly supplies new and refit sailing yacht spar packages to companies and custom yards around the world.

The sales and manufacturing facility for Offshore Spars is housed in a 38,000 square foot building located in Chesterfield, Michigan. The company ranges from 20-30 employees and draws the majority of its workforce from Macomb County. While masts are the center of the Offshore Spars’ product line, the company is also placing substantial focus on smaller parts for yachts in addition to other industries, such as military and other industrial sectors.

The company’s true strength is its ability to efficiently design and build high end custom composite parts. The flat organizational structure of Offshore Spars design and manufacturing facility has been optimized to quickly meet the demanding lead-times of the modern manufacturing world.

A West Coast sales and engineering office was opened in March 1996 in Manhattan Beach, California. This location works closely with the Chesterfield office to offer the highest quality products and service for which Offshore Spars has become known.

“Our team takes great pride in producing the highest quality products, project management and service for our global customers no matter their location or time constraints.”

Steven L. King, President and Owner
Offshore Spars
Colony Marine

Established in 1958, the Beauregard family has built Colony Marine by offering superior products and services. As the largest boat dealer in Southeast Michigan, Colony strives to make everything from buying a boat to enjoying it a breeze.

The company offers industry-leading products by Sea Ray, Meridian, Boston Whaler, Crest Pontoon, Princercraft and Chris Craft in a wide range of models and sizes from 11’ to 61’. The friendly and experienced sales team at Colony is made up of professionals who are passionate about boating.

Their five locations in the Macomb County area showcase a complete line of professional boating services including sales, financing, warranty, service and maintenance, summer dockage, winter storage, education, after market retail and a complete customer support system.

The facilities include three complete sales centers with over $10 million in inventory, three state-of-the-art service locations, three full service deep water marinas with over 950 summer boat slips and over 250,000 square feet of indoor heated winter storage.

Colony Marine has created the benchmark for service on Lake St. Clair with the most highly skilled, factory-certified technicians, the latest technology and state-of-the-art facilities.

“We don’t just sell boats, we sell the boating lifestyle. Everyone at Colony Marine is dedicated to our customers and their pursuit of world-class boating.”

_Pete Beauregard Jr., President_  
_Colony Marine_
Fish Headz Sport Fishing

Joel Piatek is the owner of the St. Clair Shores fishing charter Fish Headz. Fish Headz is a professional outfitter, providing top-notch outdoor experiences on Lake St. Clair and the surrounding waters. Fish Headz helps their clients catch some of the most sought-after targets on the lake: Walleye, Perch, Bass, Muskie and Sturgeon.

Joel is a Lund Boats Pro staff fisherman with over 30 years of experience in the Macomb County area. His charters employ the latest methods, electronics and equipment to ensure his clients fish productively. Joel's experience also helps to identify the hot stops in the lake based on season and water temperatures.

Fish Headz charters are seeing some of the best fishing in years on Lake St. Clair. Recently, there has been an explosion in the quality of smallmouth bass, with catches regularly yielding 5-6lb fish. The charters have also seen a dramatic upswing in muskie catches, accounting for some of the heaviest and largest numbers in years.

In the spring, Joel and his clients experience some of the best walleye fishing in the country, as 4-10 million walleyes migrate through the lake on their way from spawning areas in Lake Erie and Ohio’s Maumee River.

“I am averaging more than four charters a week and am busier than I have ever been. Our clients come from near and far but I continue to be amazed at the number of out-of-state folks who specifically want to fish Lake St. Clair. I guess its reputation as a top fishing destination is growing.”

Joel Piatek, Owner
Fish Headz
MacRay Harbor Resort

Located in Harrison Township, the 80 acre MacRay Harbor Resort offers a true resort-like atmosphere, complete with all the amenities and services you would expect from a world-class facility.

MacRay is home to the highly-rated Harbor Grille Bistro. The Bistro offers award-winning cuisine, along with an exciting blend of fresh American flavor. With the MacRay Dine and Dock program, you can always find a convenient well to dock your boat.

MacRay Harbor is one of the premier conference and banquet facilities in Michigan. Whether you are planning a wedding, shower, birthday, prom, business meeting or any other function, we have your solution. MacRay offers superb, one-of-a-kind banquet and catering facilities, staffed by experienced and knowledgeable professionals who understand how to blend fine cuisine with an unforgettable experience. Only MacRay offers all of these amenities, with one of the most stunning waterfront views on the Great Lakes.

The national award winning and environmentally certified marina offers over 800 boat slips and immediate deep-water access to Lake St. Clair from Anchor Bay. The resort, operates year round, combines Michigan’s finest dining, banquet facilities, boating and recreational facilities at one premier destination.

The marina also has beautiful boathouse condominiums on the property. MacRay Harbor is a unique blend of award-winning cuisine, impeccable service and spectacular views, all combined in a distinctive yacht club atmosphere.

“For the boating enthusiast, MacRay Harbor offers unsurpassed boating facilities with resort amenities, stunning views and a family-friendly environment. There is no finer facility on Lake St. Clair.”

Steve Remias, President
MacRay Harbor Marina
Macomb County, Michigan

With more than 860,000 residents, Macomb County is one of Michigan’s most densely populated areas. Located in greater Detroit, there are nearly 17,000 businesses here offering employment for nearly 275,000 individuals.

With an industrial base built on more than 100 years of creating the evolution of the automotive industry, our manufacturers have expanded to serve many industries. Here, you will find an unparalleled supply chain, exceptional workforce and modern infrastructure.

Add safe communities, excellent schools, outstanding health care and four glorious seasons to enjoy and it becomes easy to see that Macomb County offers an amazing quality of life that only Pure Michigan can provide.

Macomb County Business Development Services

The Macomb County Department of Planning and Economic Development serves as the county’s premiere agency for advancing business growth. Our seasoned staff of business development specialists stands ready to meet the evolving needs of the industry. With an exclusive blend of knowledge, resources and skill, our primary goal is to foster economic growth within our expansive regional network. We aim to tailor an assistance program to meet your company’s unique needs.

Concierge service for companies of all sizes:

- Site selection
- Access to development incentives
- Workforce recruitment and training services
- Guidance for moving through local and state permitting
- Introductions to a vast supplier network of “cradle to grave” suppliers that only the Motor City can deliver
- Market research including deep demographics, workforce capacity and infrastructure support
- Access to financing options including venture capital, low-interest redevelopment loans and other government programs

Get in touch, we can help
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