

BUILDING A CHAMPIONSHIP ECONOMY: A QUEST FOR GREATNESS

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**TRANSFORMATIONAL
PROJECTS MATTER –
BUT ECONOMIC
DEVELOPMENT IS
MUCH MORE THAN
THAT**



Supporting placemaking investments



Providing buyer/supplier matchmaking opportunities



Expanding into international markets



Accelerating startup opportunities



Helping small businesses grow



Promoting Michigan as a best-in-class destination for travel and tourism



Protecting and rehabilitating Michigan's historic places

MICHIGAN IS RELENTLESSLY FOCUSED ON WINNING

NCAA - DIVISION I OVERALL



UNIVERSITY OF MICHIGAN

#4 Most Individual Championships (322)
#2 Most Titles in One Sport (166)



MICHIGAN STATE UNIVERSITY

Most Team Championships (20)
Total Individual Championships (85)

NCAA - DIVISION II OVERALL



OAKLAND UNIVERSITY

#6 Most Individual Championships (159)
#6 Most Titles in One Sport (109)



GRAND VALLEY STATE

#8 Most Team Championships (27)
#14 Most Individual Championships (79)

MAJOR LEAGUE

3



3



4



11



DIVISION I/NATIONAL

DIVISION II

DIVISION III

NCAA - TOTAL TEAM CHAMPIONSHIPS

Detroit Mercy: **1**

Michigan Tech: **3**

Central Michigan: **1**

Northern Michigan: **3**

Albion: **1**

Hope: **3**

University of Michigan: **36**

Western Michigan: **2**

Eastern Michigan: **3**

Oakland University: **10**

Alma: **1**

Kalamazoo: **7**

Michigan State: **20**

Ferris State: **2**

Wayne State: **1**

Calvin: **11**

Grand Valley State: **27**

NCAA - TOTAL INDIVIDUAL CHAMPIONSHIPS

Central Michigan: **2**

Michigan State: **106**

Eastern Michigan: **12**

Northern Michigan: **45**

Adrian: **2**

Hope: **34**

Detroit Mercy: **2**

Northern Michigan: **9**

Ferris State: **6**

Oakland University: **159**

Albion: **7**

Kalamazoo: **23**

Eastern Michigan: **18**

Western Michigan: **3**

Grand Valley: **79**

Saginaw Valley State: **12**

Alma: **1**

Lake Superior State: **1**

University of Michigan: **322**

Hillsdale: **15**

Wayne State: **55**

Aquinas: **1**

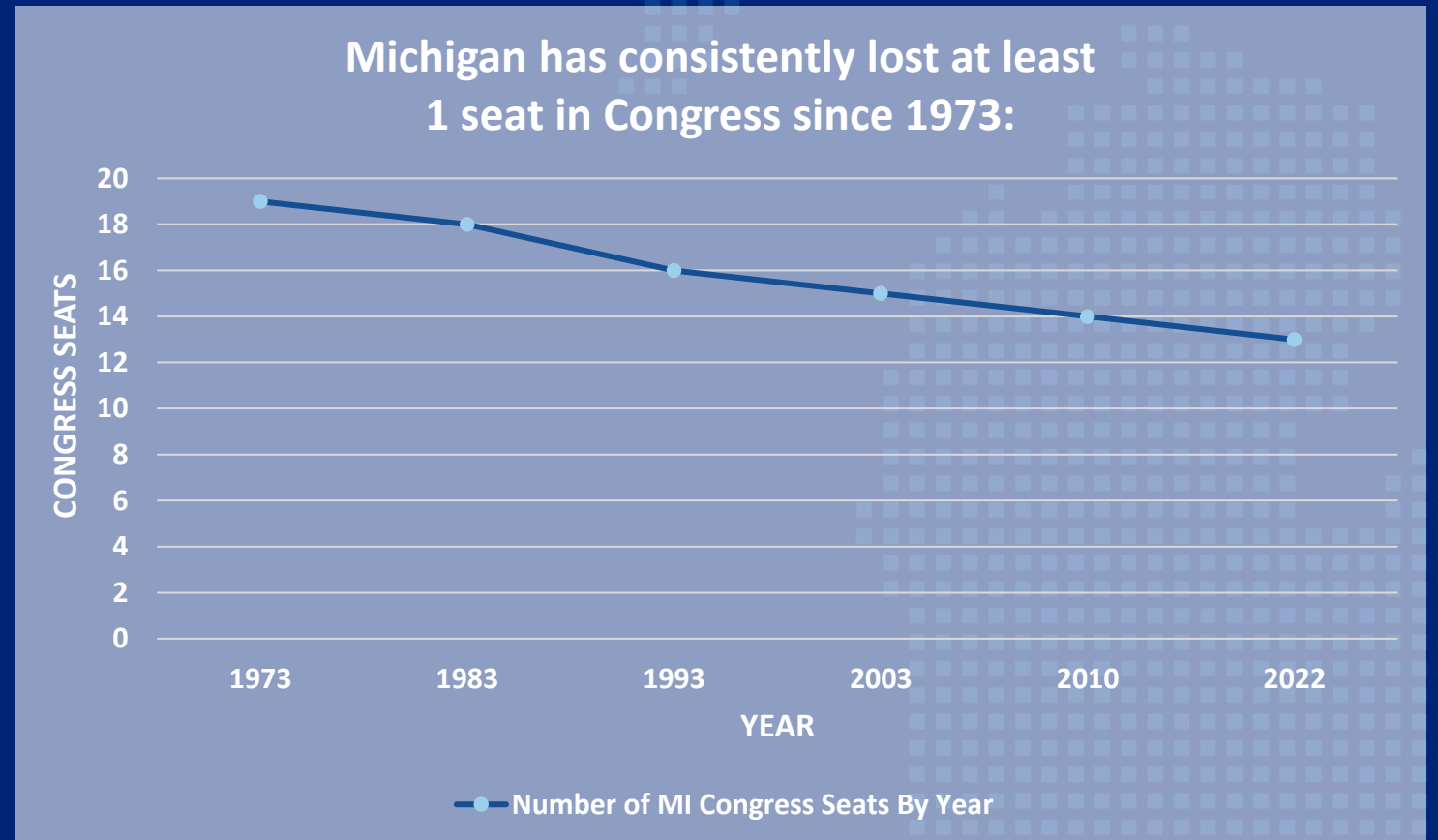
Olivet: **1**

Lake Superior State: **6**

Calvin: **32**

CHALLENGES MUST BE ADDRESSED TO REALIZE MICHIGAN'S RIGHT TO WIN

- Population Trends
- Federal Funds
- Industry Shifts
- Climate Change
- Relevancy
- Perception



MICHIGAN'S PATH FORWARD:

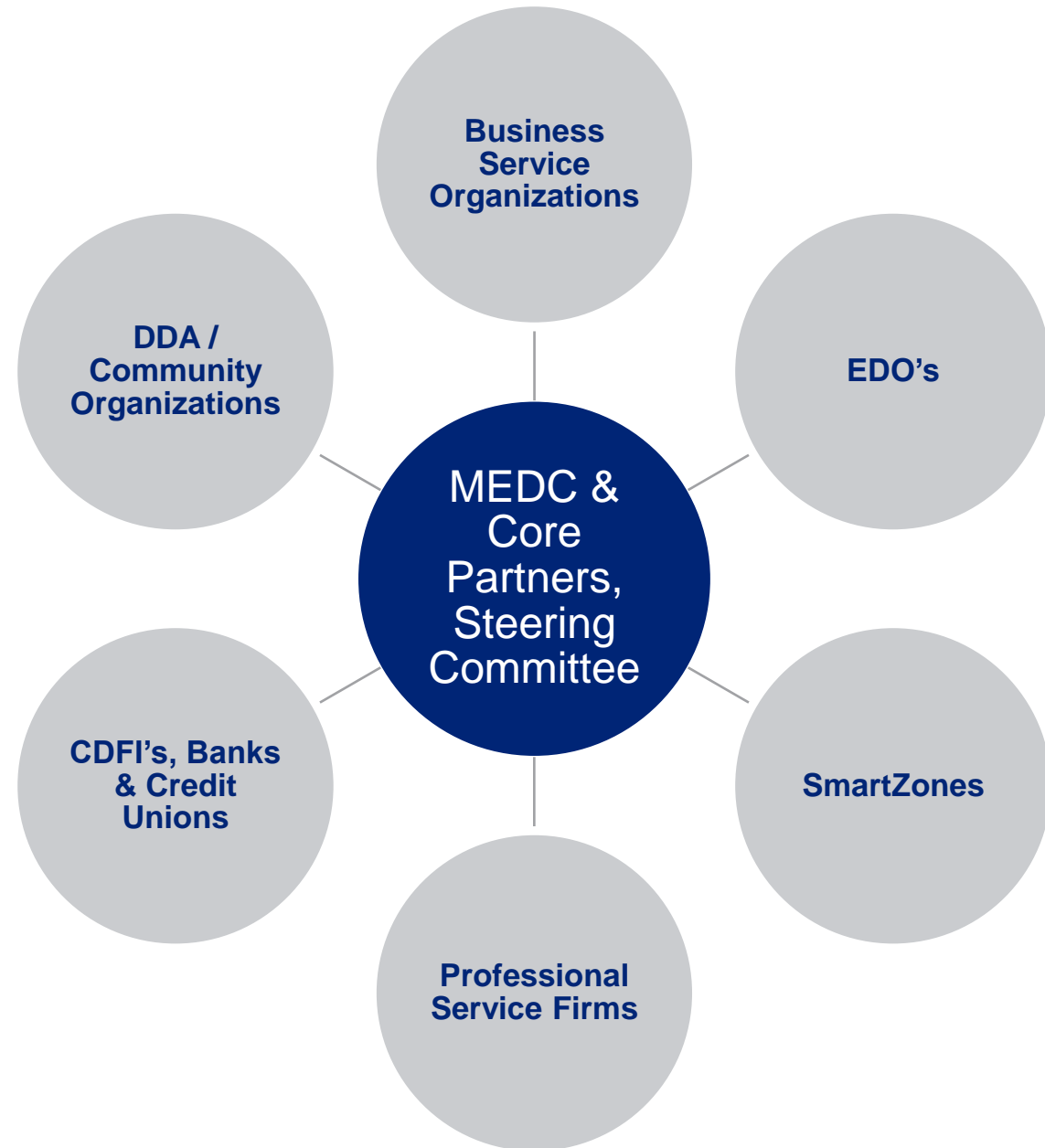
- **CONSISTENCY**
- **WINNING IN OUR OWN BACKYARD**
- **PHYSICAL AND KNOWLEDGE INFRASTRUCTURE**
- **MARKET THE STATE**

CONSISTENCY: TEAM MICHIGAN APPROACH



WINNING IN OUR OWN BACKYARD: SUPPORTING SMALL BUSINESS

Supporting micro, early-stage, second-stage and growth-stage companies to find capital, help to implement systems and technology, establish and diversify customer base and help find the talent needed.



WINNING IN OUR OWN BACKYARD: OFFICE OF RURAL DEVELOPMENT

FOCUSING ON THE STRATEGIC NEEDS OF RURAL MICHIGAN

- **Economic and Workforce Development**
- **Infrastructure**
- **High-speed Internet**
- **Public Health**
- **Environmental Sustainability**

WINNING IN OUR OWN BACKYARD: REGIONAL PROSPERITY



Transformational



Customer-focused



Ingenuity and Innovation



WINNING IN OUR OWN BACKYARD: OFFICE OF HIGH- SPEED INTERNET

RELIABLE HIGH-SPEED INTERNET IS IMPRESATIVE ON BOTH PENINSULAS.

- **Connecting Michigan Taskforce**
- **Broadband Expansion Act**
- **Connecting Michigan Communities Grant Program**

PHYSICAL AND KNOWLEDGE INFRASTRUCTURE: BARRIERS WE MUST ADDRESS TO WIN ON TALENT



Trouble finding talent



Shortage of high-skill workers in
advanced manufacturing and
healthcare



Workforce shortages



Labor force participation lagging



Challenges retaining, recruiting
and upskilling talent



Population growth declining

PHYSICAL AND KNOWLEDGE INFRASTRUCTURE: MEDC'S TALENT ACTION TEAM

- Serving as a concierge service for talent solutions
- Sourcing and training talent to give Michigan companies an advantage in the EV and mobility market
- Leveraging existing programs, like Going Pro, MI Reconnect, and more

1

Developing strategic labor and skill forecasts in partnership with companies so we know their top talent priorities

2

Promoting auto industry as great place to work, offering highly purposeful and rewarding career

3

Recruiting widely – via a network of community partners – to deepen diverse pools of talent

4

Partnering with training providers to develop tailored, accelerated, flexible programs

PHYSICAL AND KNOWLEDGE INFRASTRUCTURE: STRATEGIC SITE READINESS

Site Selection is the process of analyzing all factors impacting the likelihood of project success on a site. Two initial drivers in the site section process include the site and talent availability.

Additional factors include energy, community, incentives and qualitative considerations such as the cohesiveness of the team and eagerness to secure projects, DEI initiatives, environmental sustainability goals, personal interaction.



PHYSICAL AND KNOWLEDGE INFRASTRUCTURE:

STATEWIDE HOUSING PLAN

5

STATEWIDE HOUSING
TARGETS

8

PRIORITY AREAS

37

GOALS

134

STRATEGIES



- **75,000+** new or rehabilitated housing units to include:
 - **39,000+** affordable rental units
 - **21,500+** market-rate units (homeowner and rental)
 - **13,500+** homeownership opportunities for low and moderate-income households
 - **1,000+** units of workforce housing
- **100,000+** households' housing is stabilized
- Significantly **reduce the equity gaps** in homelessness and homeownership
- Strive to **make homelessness rare**, brief and one time
- **15,000+** households increase home energy efficiency and make weatherization improvements

PHYSICAL AND KNOWLEDGE INFRASTRUCTURE:

PLACE – AND HOUSING – MATTER IN MICHIGAN’S ECONOMIC FUTURE



5 WNEM

New plan designed to help residents find affordable housing

"It is very difficult to find, especially affordable rental units," Gagnon said. Gagnon helped design Michigan's Statewide Housing Plan. The...

5 days ago



7 The Mining Journal

State getting involved in solving housing crisis is very good thing

... Marquette has partnered with the Michigan State Housing Development Authority to create Michigan's first-ever Statewide Housing Plan,...

2 days ago

11 Detroit News

Coalition looks to fix Michigan's affordable housing problem

Lansing – Rents and housing prices are increasing in Michigan while ... The coalition's plan includes \$1 billion to fix existing homes,...

1 week ago



4 ClickOnDetroit

Michigan looks to fix the state's affordable housing problem

Michigan is short about 203,000 affordable rental homes for that 71%, ... The Statewide Housing Plan has a goal to build or rehabilitate...

1 week ago



PHYSICAL AND KNOWLEDGE INFRASTRUCTURE:

SUPPORTING OPPORTUNITIES FOR EMERGING DEVELOPERS

To support these efforts, MEDC works to provide resources for real estate professionals and emerging developers to:

- Eliminate barriers to accessing and utilizing MEDC programs and services
- Ensure equal access to the MEDC community development programs and services.
- Provide the tools and network for coordinated communication regarding opportunities.
- Identify and establish regional networking opportunities to assist developers in creating a development team, forming networks, and improving access to capital and other resources.
- Establish initiative to introduce individuals to development and assist with putting them in position to take the next steps in development.

SUPPORTING ECONOMIC OPPORTUNITIES IN TRAVERSE CITY

MEDC takes a holistic approach to making sure economic development is relevant in the lives of +10 million Michiganders, and is proud to support innovative, high-impact projects in Traverse City.



COMMON GROUNDS COOPERATIVE

Constructing a new four-story mixed-use cooperative building that's supported by over 500 local constituents as general co-op owners.



20FATHOMS

State support approved in September to encourage additional growth for 20Fathoms, as the only startup incubator space in the Northern Michigan region.

**MARKET THE STATE:
PROMOTE MICHIGAN'S
IMAGE AS A WORLD-
CLASS BUSINESS
LOCATION AND TRAVEL
DESTINATION**

PURE *M*ICHIGAN®



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

THE JOURNEY TO GREATNESS: MEETING TODAY'S REALITY AND PREPARING FOR TOMORROWS

- **Developing a “Moat” around Michigan Businesses**
- **Continuously Operating as Best-in-Class**
- **Aggressively Telling our Story**
- **Enhancing our Regional Relevancy**
- **Moving Mountains for our Customers**
- **Building the MEDC Team**

THANK YOU

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PHYSICAL AND KNOWLEDGE INFRASTRUCTURE

- Aggressively Telling our Story
- Building the MEDC Team

#1

**ENGINEERING
CONCENTRATION IN
U.S.**

TOP 10

- **SKILLED TRADES WORKFORCE**
- **SITE READINESS PROGRAMS**
- **AMERICA'S BEST EMPLOYERS
FOR NEW GRADS 2022**

THE WORLD IS DIFFERENT NOW THAN IT WAS PRE-COVID



Workers

Persistent COVID impacts require response

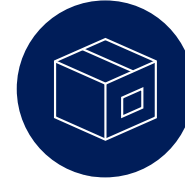
Labor force participation (59%) remains lower than peers and pre-COVID levels (62-63%), and employment remained 5% (238K) below the pre-pandemic level as of September 2021, exacerbating the challenges of an already shrinking population



Small business

Small businesses need recovery support

Small businesses hit hard by the pandemic recession need support as they recover and endure ongoing market changes



Supply chain

Emphasis on resiliency provides opportunity

New emphasis—and significant investment—in more resilient supply chains provides and opportunity for Michigan, particularly in semiconductors



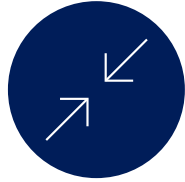
Rural shifts

Moves to rural areas demonstrate potential

While Michigan's most distressed rural regions saw a 14% population decline before the pandemic, they saw a 2% increase during the pandemic—and other regions also slowed declines



NOW IS THE TIME FOR URGENT ACTION – WHAT HAPPENS BETWEEN NOW AND THE END OF 2023 MAY DETERMINE THE NEXT 20 YEARS OF ECONOMIC OPPORTUNITY FOR MICHIGAN



Competition

Michigan's position needs strengthening

Ford EV announcement underscores the more competitive environment, with states increasing investment, incentives, and active outreach

KY created a package of \$400M infrastructure fund, \$250M in forgivable loans, and \$36M in training grants; TN offered \$50M+ grant and tax abatements



Transformative projects

Pipeline could have game-changing impact

There are 11 projects in MEDC's pipeline today representing more than \$74 billion in capital expenditure investment and more than 27,000 direct jobs

But there is urgency to make significant additions to team Michigan's economic development toolkit in order to compete with states' strong positions



Investment

Federal spending offers opportunity

Historic levels of investment from the American Rescue Plan (\$10 bn), Infrastructure Investment and Jobs Act (\$9.5 bn), and US Innovation and Competition Act offer significant opportunity but require ability to deploy to maximum impact



CONSISTENCY

Committed to bringing
a customer-first,
partner-driven
mentality in all we do.



#1

**FASTEST FDI
JOBS GROWTH**



4TH

**MOST AFFORDABLE
STATE IN THE U.S.**



**TOP 10
STATE** FOR BUSINESS
CLIMATE

WINNING IN OUR OWN BACKYARD

AREADEVELOPMENT
SITE AND FACILITY PLANNING

#1

**2021 MANUFACTURING
GOLD SHOVEL AWARD**

credible

#2

**MOST RECOVERED
ECONOMY FROM COVID-19**

SITE
SELECTION
MAGAZINE

#3

FOR SUSTAINABLE DEVELOPMENT

