

The background image shows a scenic view of a rocky coastline at sunset. The sun is low on the horizon, casting a warm glow over the water and sky. In the foreground, there is a rocky outcrop with a natural rock archway. A metal railing with a mesh infill runs along the edge of the rocky area. Several people are visible in the distance, some standing and some on a bicycle, enjoying the view.

Michigan Economic Development Corporation

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC)

The Michigan Economic Development Corporation, in collaboration with more than 100 economic development partners, markets Michigan as the place to do business, assists businesses in their growth strategies, and fosters the growth of vibrant communities across the state.

MEDC IS COMMITTED TO ENABLING LONG-TERM ECONOMIC OPPORTUNITY FOR ALL MICHIGANDERS



MISSION

Achieve long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide



VISION

Make Michigan's economy the nation's fastest growing, most equitable and most resilient by:

- Achieving 'Top 10' status for:
- Job growth in targeted sectors
 - Equitable job growth
 - Real median household income growth

Attaining the largest net gain of talent in the Midwest.

GUIDING PRINCIPLES



Sustainable, long term growth
Catalyze long-term job growth. Ensure resilience of Michigan's economy against downturns and automation potential.



Regional impact
Empower and support every region – from rural areas to urban cores – in improving economic outcomes.



Equitable, high-wage growth
Drive equitable pathways toward high-wage growth by enabling industries, communities and businesses that provide opportunities for all.



Customer focus
Ensure a customer (businesses, communities, entrepreneurs) and partner orientation in all we do.

STRATEGIC FOCUS AREAS



Attract, retain and support businesses
Aggressively work to attract and retain companies in target industries that support growth in jobs, wages and investment



Foster high-wage skills growth
Collaborate on efforts to produce, attract and retain the skills needed for in-demand and high growth occupations in focus industries



Develop attractive places
Attract talent through innovative placemaking and streamlining development processes at the community level to transform underutilized properties into vibrant areas



Catalyze entrepreneurship
Strengthen the ecosystem that enables more entrepreneurship, commercialization and new business creation



Market the state
Promote Michigan's image as a world-class business location and travel destination

STRATEGIC INDUSTRY DEVELOPMENT

MEDC will actively work with its partners to **attract, grow and retain** strategic industries that will have the greatest potential economic benefit on all **communities** throughout Michigan.

FOCUS INDUSTRIES

MEDC resources including tailored economic development tools, proactive marketing and sustainment programs focus on those sectors where Michigan has a distinct competitive advantage.



Mobility and automotive manufacturing, building upon our uncontested automotive leadership to stay at the forefront of the mobility revolution.



Medical device technology, leveraging our existing medical device anchor companies and research assets to enable growth of the medical device industry.



Advanced manufacturing, positioning Michigan as a leader in Industry 4.0, and leveraging our talent to capture a larger share of growth in the defense and advanced materials industries.



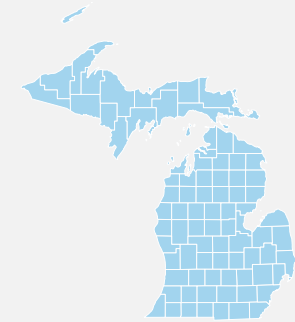
Tech, capitalizing on our existing mobility, software, manufacturing, engineering and design capabilities to grow Michigan's tech footprint.



Engineering, Design and Development, harnessing our talent base to become the research & development and industrial design capital of the world.



Professional and corporate services, using the purchasing power of Michigan companies to attract corporate and professional service providers to the state.



REGIONAL IMPACT INDUSTRIES

MEDC will support state and local efforts to attract, grow and retain regionally important industries that play a vital role in energizing communities throughout the state.

**Agribusiness | Tourism | Logistics
Financial Services | Other Manufacturing**

BUSINESS DEVELOPMENT MISSION

grow
business

retain
business

attract
business

How do we do this?

By delivering customized packages and value-added services that leverage the economic assets of Michigan.



BUSINESS RETENTION & EXPANSION

- Business retention and expansion (BRE) is the core activity of economic development
 - It is less expensive to retain a customer than it is to find a new one
- Maintaining a close relationship with existing companies allows the community to
 - Create long range development strategies
 - Stabilize the local economy
 - Institute an early warning system for businesses closings, relocations and layoffs
 - Remove barriers for growth
 - Identify companies ripe for expansion
 - Generate leads for attraction efforts
- Targeting Companies
 - Focus on businesses that have the largest impact on local economy
 - Largest employers
 - Fast growth companies
 - Companies at risk

RETENTION VISITS 101

Pre-Visit Review/Research (minimum of 30 minutes)

- Research the company using company website, Hoovers, D&B, and any other information available
 - Employment – overall & on-site
 - Company products or services
 - Corporate structure
 - HQ location, divisions, structure
 - Where are the decision makers
 - Recent changes
- **IMPORTANT:** Read last several months of news clippings
 - Major announcements, good or bad
 - Product successes
- Research the contact that you are meeting with
 - Company website
 - Google for bios and background
 - LinkedIn, Facebook, etc.

RETENTION VISIT 101

Pre-Meeting – Arrival

- Try to arrive 15 minutes prior to your meeting
- The parking lot will tell you a lot about the company's activities
 - An empty parking lot is a bad sign, and you should probably prepare for a bad news visit
 - A packed parking lot is a potential sign that the company is out growing its site and may need to expand or relocate
- Strike up a conversation with the front office person. Some receptionists may tell you more about the company than your actual contact

Retention Visit – Q&A / Notes

- After introductions, a good icebreaker is to talk about a major announcement or success the company had listed in their “recent news” section of their website
- It is important to not “profile” the company by asking each and every question as if in an interview. The ideal scenario is to engage in a conversation and work in as many questions and data requests as possible

RETENTION VISIT 101 - SAMPLE QUESTIONS

- Tell me more about your company?
 - # of new employees, any new products, any new plant locations?
 - If repeat visit, then what is new since our last visit?
- How has your company performed in the last year?
- How is your workforce performing and do you have any talent/training needs? Hiring plans?
- Where do you see your business headed in the next few years?
 - Growing?
 - Exporting?
 - New product lines?
- Any issues with state government?
- What are key services or suppliers you are looking for? Are there any sourced out of state that Michigan companies could provide?
- What are future plans for this location?
 - Retain/expand/lease expires when?
- What plans do you have for a new plant in another location?
- Are there any issues that would prevent you from continuing to grow at this location? In the state of Michigan?

RETENTION VISIT 101 - CRM SAMPLE DATA FIELDS

- Number of Employees
 - Types of positions – engineers, CNC tech, managerial, etc.
 - Average Wage
- HQ Location
 - Try to learn who/where is making the major decisions for this business (location)
- Building Size
 - Lease or Own
 - If Lease, try to learn when the lease is up! Note that date in your CRM tool and make a point to visit again around 12 months before the lease date
- Company Performance (can be very sensitive, so proceed cautiously)
 - Sales/Revenue
 - Major Customers
 - Major Suppliers

MEDC & REGIONAL PARTNERS

Michigan offers businesses useful incentives, programs, and services to help you prosper and grow. Equally important is the staff and network of partners and service providers dedicated to your success.

BUSINESS
DEVELOPMENT
PROGRAM

COMMUNITY
REVITALIZATION
PROGRAM

BUSINESS-
TO-BUSINESS
PROCUREMENT

LOCAL SUPPORT AND
COLLABORATION
AMONG REGIONS

RETENTION VISITS & PROJECTS



Litehouse Inc.

- 77 jobs
- \$9.93M private investment
- Project uncovered during retention visit

Visit Activity

- 4,778 visits the previous two fiscal years
- 2,510 visits during FY20
- 1,425 visits YTD for FY21

FY21 Goals

- Customer Satisfaction
- Projects and Private Investment
- Visits & Data Integrity

REGIONS

1 *Upper Peninsula region*
 Vicki Schwab 906.235.9208
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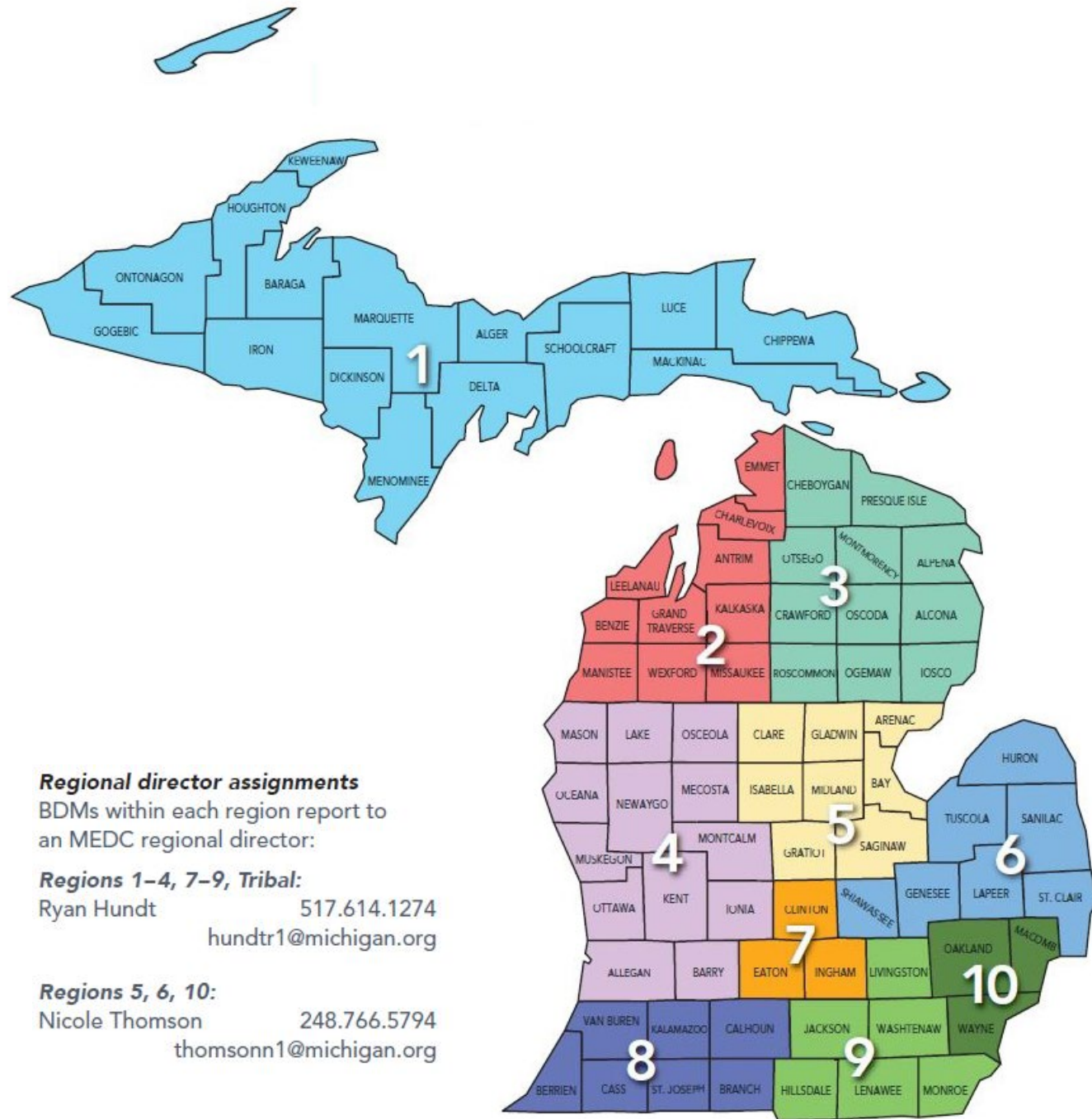
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 Elizabeth Weir 517.930.6361
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Michigan Tribes
 Tom Durkee 517.763.4437
 durkeet@michigan.org



Regional director assignments

BDMs within each region report to an MEDC regional director:

Regions 1-4, 7-9, Tribal:

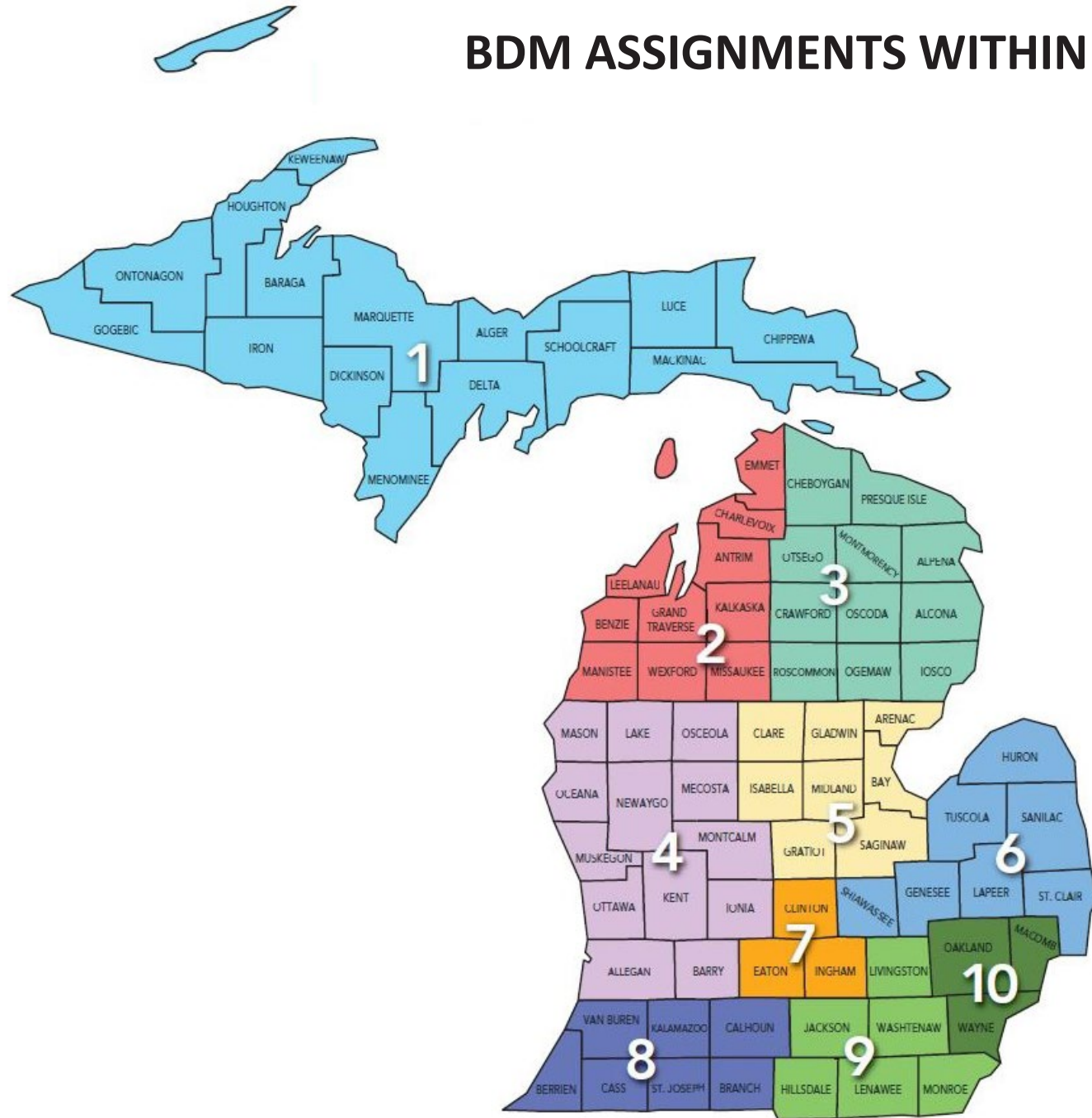
Ryan Hundt 517.614.1274
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Regions 5, 6, 10:

Nicole Thomson 248.766.5794
 thomsonn1@michigan.org



BDM ASSIGNMENTS WITHIN REGIONS



REGION 4

Bill Kratz: Allegan, Lake, Mason, Mecosta, Muskegon, Newaygo, Oceana, Osceola, and Ottawa counties

Sam Sedlecky: Barry, Ionia, Kent and Montcalm counties

REGION 6

Tyler DeBrabander: Shiawassee County

Joe McCulloch: Genesee, Huron, Lapeer, Sanilac, St. Clair and Tuscola counties

REGION 10

OAKLAND COUNTY

Amanda Baker: Auburn Hills, Berkley, Bingham Farms, Birmingham, Bloomfield Hills, Clarkston, Commerce Twp., Davisburg, Groveland Twp., Highland Twp., Holly, Holly Twp., Lathrup Village, Lake Orion, Orchard Lake, Orion Twp., Oxford, Pontiac, Rochester, Rochester Hills, Rose Twp., Springfield Twp., Walled Lake, Waterford Twp., West Bloomfield, White Lake

Amanda Eisbrenner: Farmington, Farmington Hills, Lyon Twp., Milford, Milford Twp., New Hudson, Novi, South Lyon, Southfield, Wixom

Elizabeth Weir: Ferndale, Hazel Park, Madison Heights, Oak Park, Royal Oak, Troy

WAYNE COUNTY

Andrea Benson: Allen Park, Belleville, Brownstown, Dearborn, Dearborn Heights, Ecorse, Flat Rock, Garden City, Gibraltar, Grosse Ile, Huron Twp., Inkster, Lincoln Park, Livonia, Melvindale, New Boston, Redford, Riverview, River Rouge, Rockwood, Romulus, Southgate, Sumpter Twp., Taylor, Trenton, Van Buren Twp., Wayne, Westland, Woodhaven, Wyandotte

Genna Hines: Detroit, Hamtramck, Highland Park

Elizabeth Weir: Canton, Northville, Northville Twp., Plymouth, Plymouth Twp.