



MAKE IT IN MICHIGAN: RESOURCES FOR BUSINESSES & COMMUNITIES

**Michigan Counties Legislative Conference
April 30, 2024**

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

MEDC is the lead advocate for **business development, job awareness and community development** with the focus on growing Michigan's economy and promoting Michigan's reputation as a world-class business location and travel destination.

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



- Achieving 'Top 10' status for:
 - Job growth in targeted sectors
 - Equitable job growth
 - Real median household income growth
- Attaching the largest net gain of talent in the Midwest

GUIDING PRINCIPLES



Sustained, long-term growth

Accelerate long-term job growth to address impacts of automation and protect Michigan's economy against downturns.



Regional impact

Support every region – from rural areas to urban centers – to improve economic outcomes for all.



Equitable, high-wage growth

Provide equitable pathways toward high-wage growth that supports opportunities for all.



Customer focus

Bring a customer-first, partner-driven mentality to all we do.

REALIGNMENT TO THE UPDATED STRATEGIC PLAN - GOALS



**ENHANCE
REGIONAL IMPACT**



**CUSTOMER
CENTRIC
ENVIRONMENT**



**STRONGER SYNERGIES
BETWEEN BUSINESS
AND COMMUNITY
DEVELOPMENT**



**FOCUS ON
IMPROVING
PROCESSES**



**CENTRALIZING SMALL
BUSINESS AND SITE-
BASED ACTIVITIES**

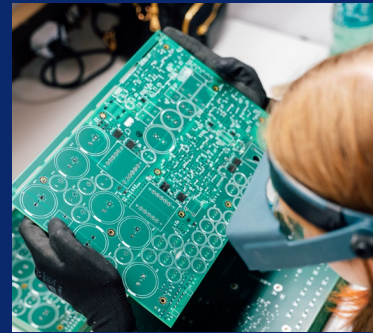
WINNING IN OUR OWN BACKYARD



Transformational



Customer-focused



Ingenuity & Innovation





MAKE IT IN MICHIGAN



Investing in **PEOPLE**

Grow the Middle Class through empowerment and reducing barriers to increased incomes



Revitalizing **PLACES**

Invest in Michigan's communities with high quality infrastructure supporting quality of life for all



Winning **PROJECTS**

Support business through job growth in diverse sectors

MAKE IT IN MICHIGAN: STRATEGIC FOCUS AREAS

PEOPLE



Support and
grow
our talent



Support
small
business



Develop
attractive
places



Market
the
state



Attract,
retain, and
grow
business



Accelerate
high-tech
innovation

REFINED AND NEW FOCUS AREAS

Support and grow our talent

Cultivate the skills and talent needed for in-demand and high-growth occupations statewide

Support small business

Help existing small and microbusinesses grow and thrive and improve economic prosperity for all through small business ownership



GROWING MICHIGAN TOGETHER COUNCIL

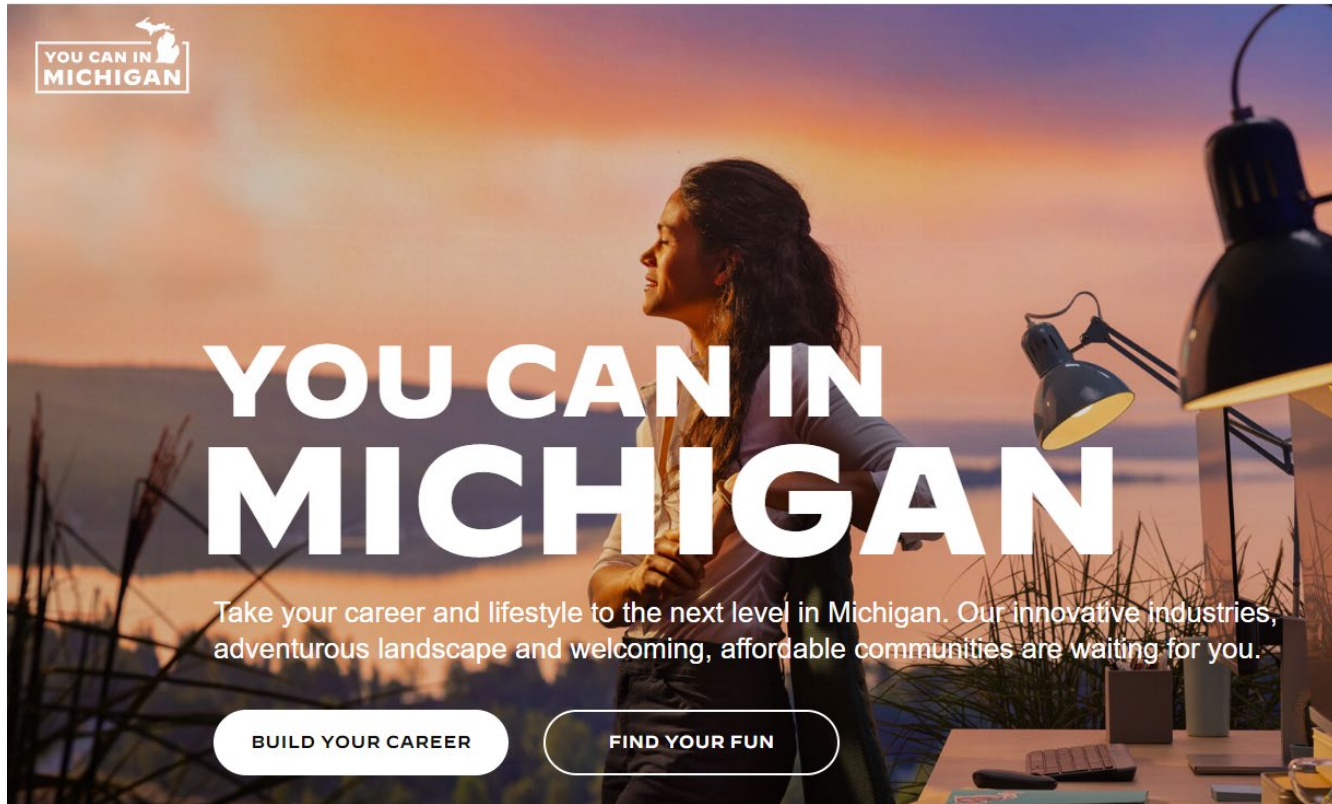
We MUST increase our population to be a competitive, sustainable Michigan.

Key Council Recommendations:

- Establish Michigan as the Innovation Hub of the Midwest & America's Scale-Up State
- Build a lifelong learning system of future-ready skills & competencies
- Create thriving, resilient communities that are magnets for young talent



“YOU CAN IN MICHIGAN” CAMPAIGN



- \$59 million talent attraction and retention strategy to secure Michigan’s future as a global hub for innovation
- Reaching high-skilled, in-demand talent in-state, in neighboring states and across the U.S.
- Leverages MEDC’s position as chief marketer for Michigan
- Check it out at:
TheMichiganLife.org



SMALL BUSINESS: STRATEGIC FOCUS AREAS



**Starting a Business &
Building Business
Skills**



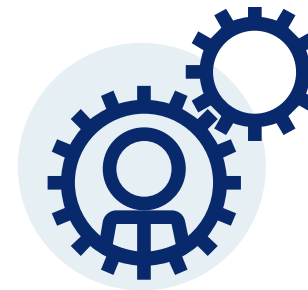
Access to Capital



**Training, Networking
& Mentorship**



**Connecting to Sales
Opportunities**



**Leveraging Systems & Technology
for Sustainability and Growth**

Leverage and support Michigan's entrepreneurial ecosystem to help businesses launch, stabilize and grow.



STATEWIDE SMALL BUSINESS SUPPORT

Small Business Development Center (SBDC)

Statewide network of **consultants** supporting idea-stage to established companies launch, manage or fuel business growth.

- One-on-one Coaching
- Online and In-Person Training
- Business Plan Development
- Market Research
- Access to Capital
- Ecosystem Referrals

Small Business Support Hubs

Statewide network of **Hubs** supporting idea-stage to established companies launch, manage or fuel business growth.

- Mentor Matchmaking
- Networking Events
- Workshops and Group Learning
- Pitch Competitions
- Access to Capital
- Ecosystem Referrals



ACCESS TO CAPITAL: SSBCI

The MEDC leverages the US Department of Treasury **State Small Business Credit Initiative (SSBCI)** to increase access to lending and investment capital to small businesses across the state through public-private partnership.

- \$236M in Debt-based and Equity-based Capital
- MEDC partners with private sector lenders to make loans they otherwise could not, based on credit policy or available capital
- MEDC is incentivized to serve SEDI-owned and Very Small businesses
- Requirement of at least 1:1 private sector contribution for each loan/investment
- MEDC must leverage \$10 in private sector investment for every \$1 of SSBCI funding provided
- Intended to address access to capital (not cost of capital)



SSBCI TECHNICAL ASSISTANCE

A program of the **State Small Business Credit Initiative (SSBCI)**, the MEDC partners with nine organizations statewide to:

- Increase readiness to apply for capital
- Provide access to capital and support throughout the loan
- Increase financial and business management skills





TRAINING, NETWORKING & MENTORSHIP

Main Street Business Support

Match on Main: provides funding for projects located in eligible communities that drive small business growth and contribute to vibrant commercial corridors. *Available to 200+ RRC and Main Street communities across the state.*



Second-Stage Growth Solutions

Provides second-stage companies and their leaders with a suite of services including: technical assistance, retreats and roundtables to increase profits and fuel future growth. *Resources provided in partnership with the Edward Lowe Foundation.*





CONNECTIONS TO SALES OPPORTUNITIES

International Trade Services

- Trade Counseling
- Export Education
- International B2B Connections
- Trade Missions & Shows
- Financial Assistance for Export Development Activities

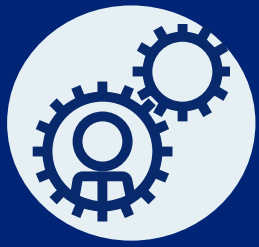


Pure Michigan Business Connect

Connects Michigan suppliers of goods and services with local, domestic and global buyers based on demand and procurement needs through matchmaking initiatives. Helps localize or diversify a company's supply base with custom research requests.

APEX Accelerators (formerly PTAC)

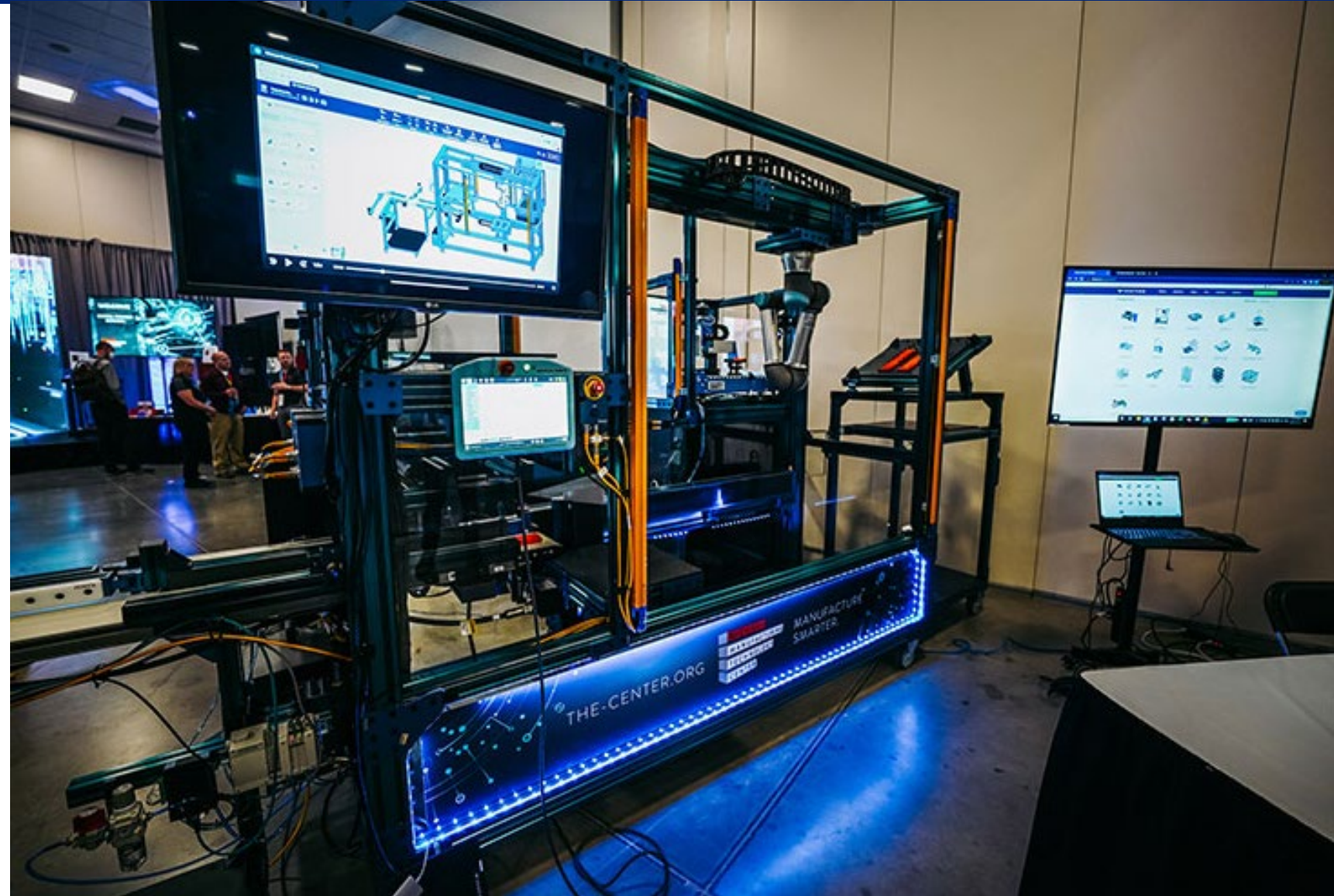
Support companies with securing, performing and retaining federal, state and local government contracts. Through seminars, events, training and consultations, works to help Michigan businesses succeed in the government marketplace.



LEVERAGING SYSTEMS & TECHNOLOGY

Industry 4.0 Preparedness

The Industry 4.0 Signature Initiative is a statewide effort to support and encourage the adoption of Industry 4.0 technologies by Michigan's small manufacturers. Through a network of partners, manufacturers can access events, education, technology assessments, implementation funding and more.



DEVELOPING ATTRACTIVE PLACES

Supporting the
growth of vibrant, diverse,
and resilient communities
across Michigan.



COMMUNITY DEVELOPMENT PRIORITIES

**LOCAL &
REGIONAL
IMPACT**

PLACE

**ECONOMIC &
FINANCIAL**

Bad Annie's

Revitalization & Placemaking (RAP) Program

Brownfield Tax Increment Financing (TIF)

Transformational Brownfield Program

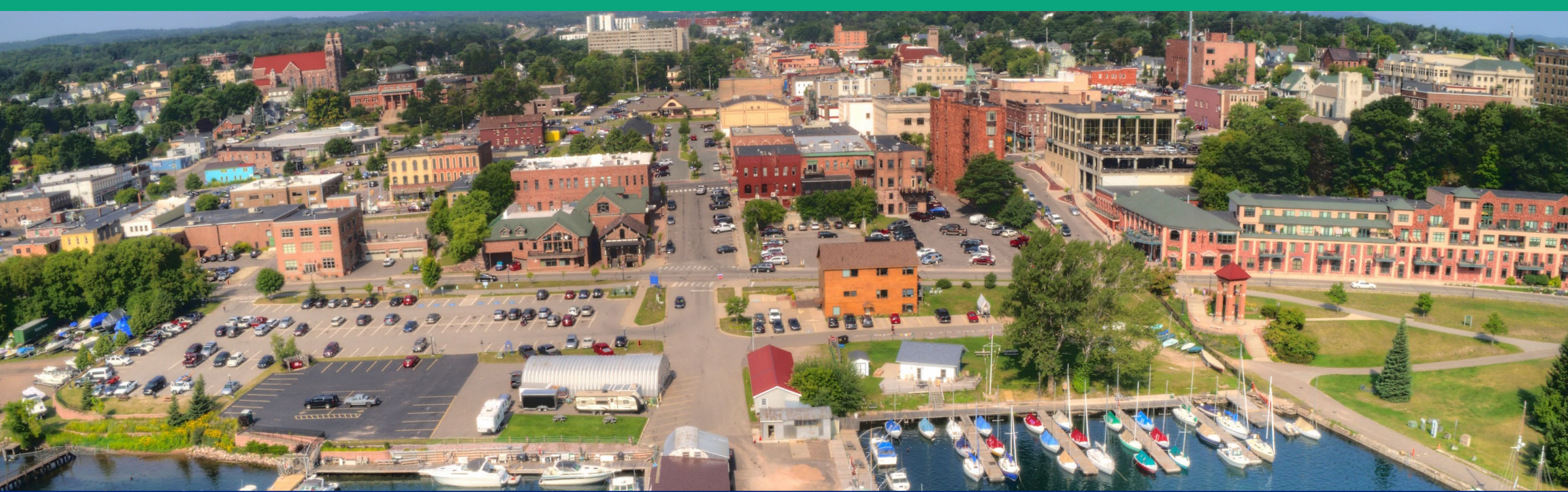
MI Community Revitalization Program (CRP)

Build MI Community (BMC)

Public Spaces Community Places (PSCP)



REVITALIZATION & PLACEMAKING (RAP) PROGRAM



\$50 Million

SECURED IN
ANNUAL ONGOING
FUNDING

Provides access to gap financing for place-based infrastructure development, real estate rehabilitation and development, and public space improvements.

RAP 3.0
will launch in 2024.

Signup for MEDC newsletters
to stay informed!

BROWNFIELD PROGRAMS & POSSIBILITIES



DEFINITION

Blighted, Functionally obsolete, facility (contaminated), historic & housing properties

PROGRAMS

- ✓ Brownfield Tax Increment Financing (TIF)
- ✓ Transformational Brownfield Program (TBP)

COMPLIMENTARY PROGRAM

- ✓ Community Revitalization Program (CRP)

COMMUNITY REVITALIZATION PROGRAM



Purpose is to attract talent through impactful placemaking and fostering redevelopment in areas of historical disinvestment, reducing blight, and supporting the rehabilitation of historic resources.

PROGRAM CRITERIA

Grant/loan program providing need-based gap financing of 20%-50% of a project's hard costs determined by an underwriting evaluation.

INCENTIVE SIZE

- Grants no more than \$1.5 million
- Combination of grants and loans cannot exceed \$10 million

BUILD MI COMMUNITY GRANT

The initiative **serves real estate entrepreneurs** and provides **access to real estate development gap financing** for incremental redevelopment projects.



AWARD STRUCTURE & FUNDING



Grant ranges between \$50,000 - \$250,000.

Maximum award equal to the lesser of 50% of the eligible project costs or \$250,000



Approximately 30% of funding will be set aside for communities with populations of 15,000 or less.



Disbursements follow development milestones with 100% of the award being awarded at construction completion and issuance of a "Certificate of Occupancy" as well as completion of other performance-based criteria.



Applicants may also be eligible for additional funding, up to 10% of project award, for real estate development training and/or technical assistance.



PUBLIC SPACES, COMMUNITY PLACES

**Capitol Park Off-Leash Dog Park
Detroit**

Designed by MEDC in collaboration with the Michigan Municipal League, PSCP is a crowdgranting initiative that can provide matching grant funds for crowdfunded public space projects through Patronicity, an online, crowdfunding platform.



Michigan Main Street
Redevelopment Ready
Communities®
RRC Redevelopment
Services
Resiliency
Developer Toolkit





SUCCESS

BLOCK600 DEVELOPEMENT

The BLOCK600 development, winner of a gold award in the IEDC Public-Private Partnerships category, transformed a previously vacant, contaminated, and desolate block into a vibrant, thriving block in downtown Lansing's Stadium District. Supported by a \$1.5 million MCRP performance-based grant, the project includes a hotel, grocery store, and housing.

STRATEGIC INDUSTRY DEVELOPMENT

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



FOCUS INDUSTRIES

MEDC resources play a vital role in energizing communities and creating economic opportunity throughout the state. Our toolbox includes customized economic development tools and proactive marketing programs in sectors where Michigan has a distinct competitive advantage to drive sustained, long-term growth as well as tools and sustainment programs in sectors that drive regional impact.

Statewide Impact



Regional Impact



Mobility and automotive manufacturing



Life sciences and medical devices



Advanced manufacturing



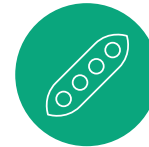
Tech



Engineering, Design and Development



Professional and corporate services



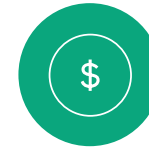
Agribusiness



Tourism and Outdoor Recreation Industry



Logistics



Financial Services



Other Manufacturing



SUPPORTING LARGE-SCALE PROJECTS SUPPORTS MICHIGAN'S SMALL BUSINESSES

Attracting transformational projects to the state helps drive success for small businesses by supporting **capital**, **management**, **customer** and **talent** needs both now and in the future.



PROACTIVE SITE READINESS

\$87.5 M in SSRP GRANTS AWARDED



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

18 Projects Across Michigan Awarded with SSRP Grants

1. Hancock Business & Technology Park
2. Oscoda-Wurtsmith Airport Authority Small/Medium Hangar Infrastructure
3. Muskegon Heights Industrial Parks- West & East*
4. 3 Mile and Wilder Road*
5. Flint Commerce Center*
6. Corunna - Parmenter Rd
7. Lansing RACER Trust Plant 6 Site*
8. Delhi College Road Site*
9. Southwest Michigan Commerce Park*
10. Hartford Industrial Site*
11. AICP - Lot 14*
12. LAC Site
13. 440 Acres in Van Buren Township (Ecorse and Belleville Roads)*
14. Covenant Business Park
15. Latson Innovation Interchange Technology & Industrial Park
16. Benton Harbor Data and Tech Park; a partnership between Cornerstone Alliance (EDO) and Franklin Partners (Developer)*
17. Pleasant Valley Development*
18. DET Crosswind Runway*



● *Indicates Brownfield Site

MI SITES INITIAL REQUIREMENTS

- Property is at least 25 acres
- Property availability and price are documented. Acceptable forms of documentation include an Option, Purchase Agreement, Real Estate Listing, or Letter from Property Owner.
- Current zoning is identified
- Property is designated for future industrial use by jurisdiction in which the property is located
- Property is located within 5 miles of a highway that is designated by MDOT as an All-Season Route.
- Existing utility infrastructure is identified
- Status of due diligence (whether it has been completed) is known.
- **Significantly higher utility capacities is advantageous for competing on projects.**

MI SITES PILOT TIMELINE 2024

2024 – Pilot Round

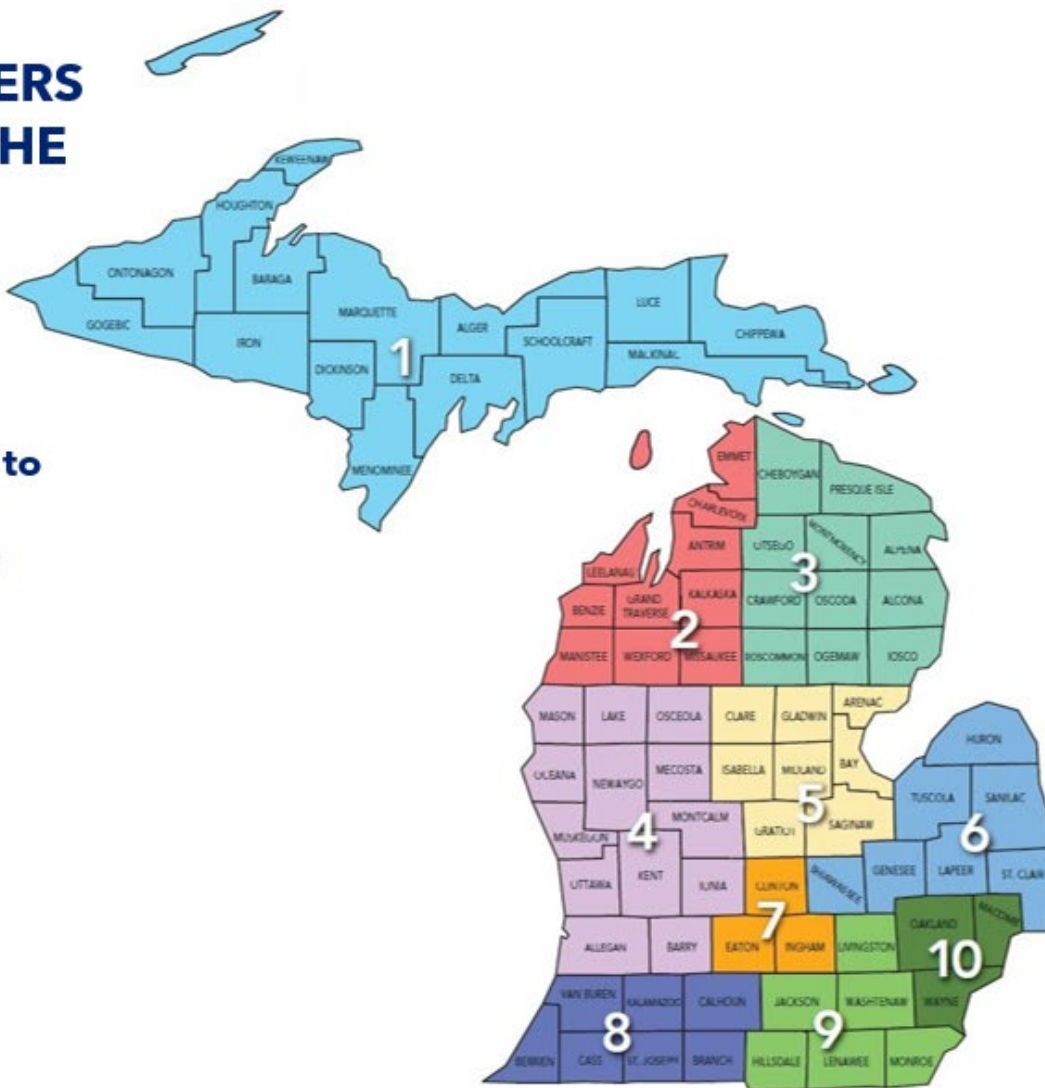
Action	Date
STEP 1	
Kick-Off Webinar	March 22, 2024
Entrance Application Period Opens	March 22, 2024
Deadline to Submit Questions	April 9, 2024
FAQ Document Posted	April 12, 2024
Deadline to Submit Entrance Application	April 19, 2024
Review of Applications	April and May 2024
Applicants Receive Notification of Status	May 13, 2024
STEP 2	
RFI Bootcamp (in-person at MEDC office)	May 20, 2024
Deadline to Submit Evaluation Application	June 14, 2024
Review of Applications	June and July 2024
Site Visits	July 15-26, 2024
Additional Analysis of Sites and Infrastructure	August 2024
Applicants Receive Notification of Classification	August 30, 2024
STEP 3	
Enhance Site Readiness + Update Property Information	Ongoing
STEP 4	
Apply for Reclassification	Rolling basis

TEAM MICHIGAN

**WE SUPPORT ALL MICHIGANDERS
AND COMMUNITIES ACROSS THE
STATE, IN EVERY COUNTY
AND REGION**

**MEDC's team drove 861,331 miles to
support businesses, communities and
Michiganders throughout the state in one
year, including:**

- ✓ High-Tech Entrepreneurs and Startups
- ✓ Small Businesses
- ✓ Small- to Mid-Sized Manufacturers
- ✓ Global Companies
- ✓ Developers
- ✓ Mainstreet Businesses
- ✓ Communities
- ✓ Travel and Tourism
- ✓ Workforce



YOUR REGIONAL SUPPORT TEAM

LEADERSHIP

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REGIONAL

Vicki Schwab, Managing Director, Region 1
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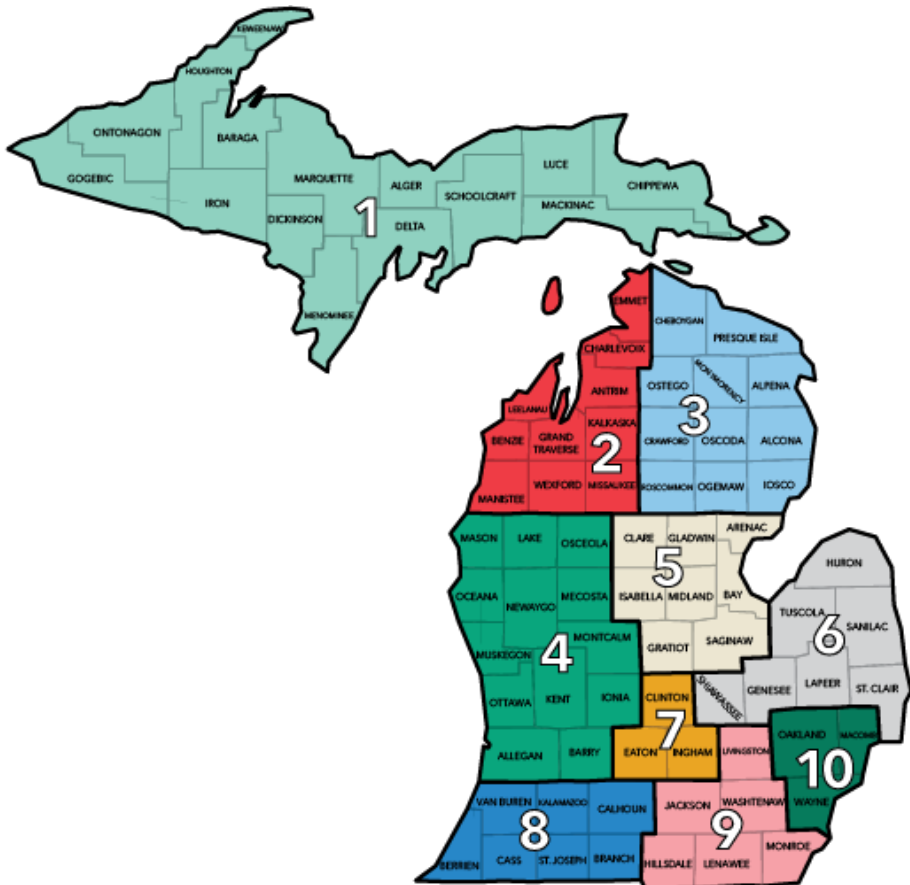
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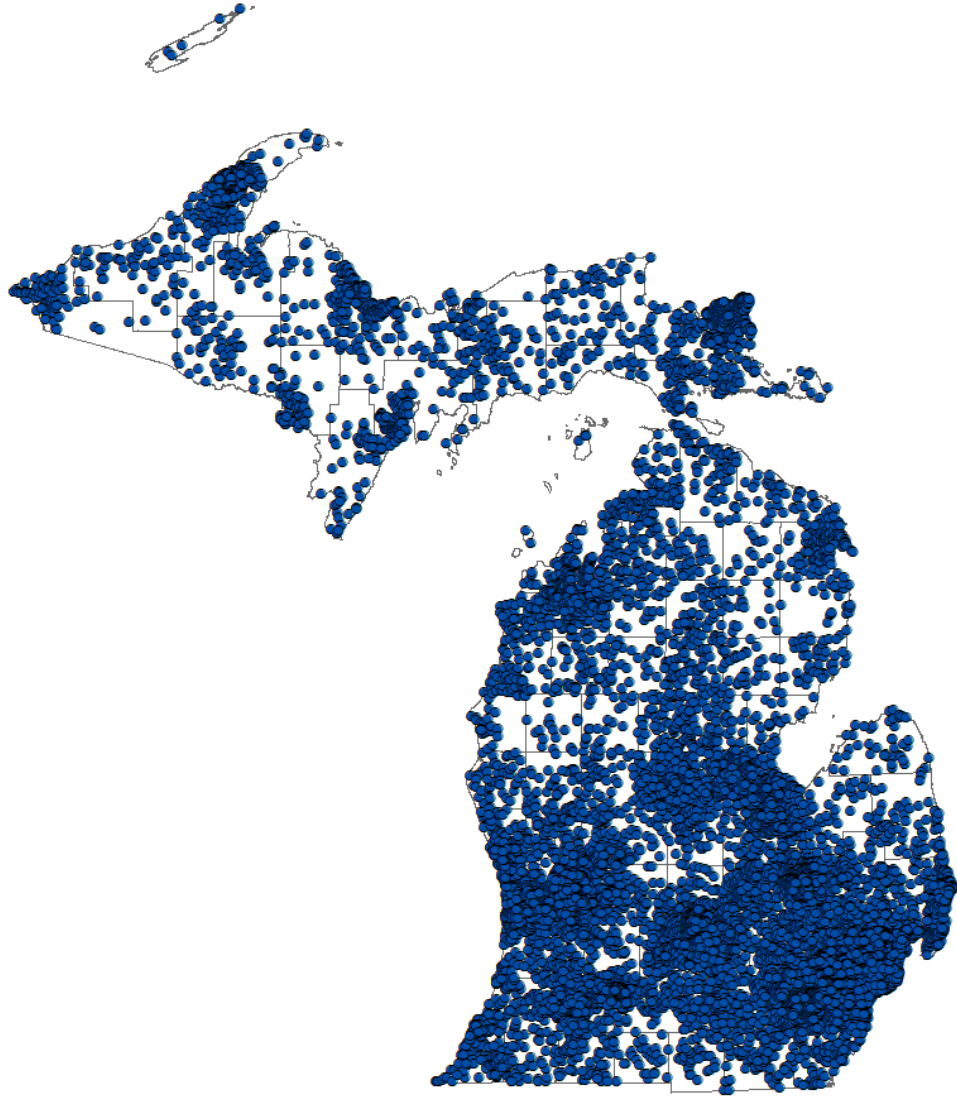
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Nicole Black, Managing Director, Region 10
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MEDC PARTNER ASSISTANCE



Since January 2019,
MEDC-supported
partners have
assisted businesses
across Michigan
more than 35,000
times.



THANK YOU

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