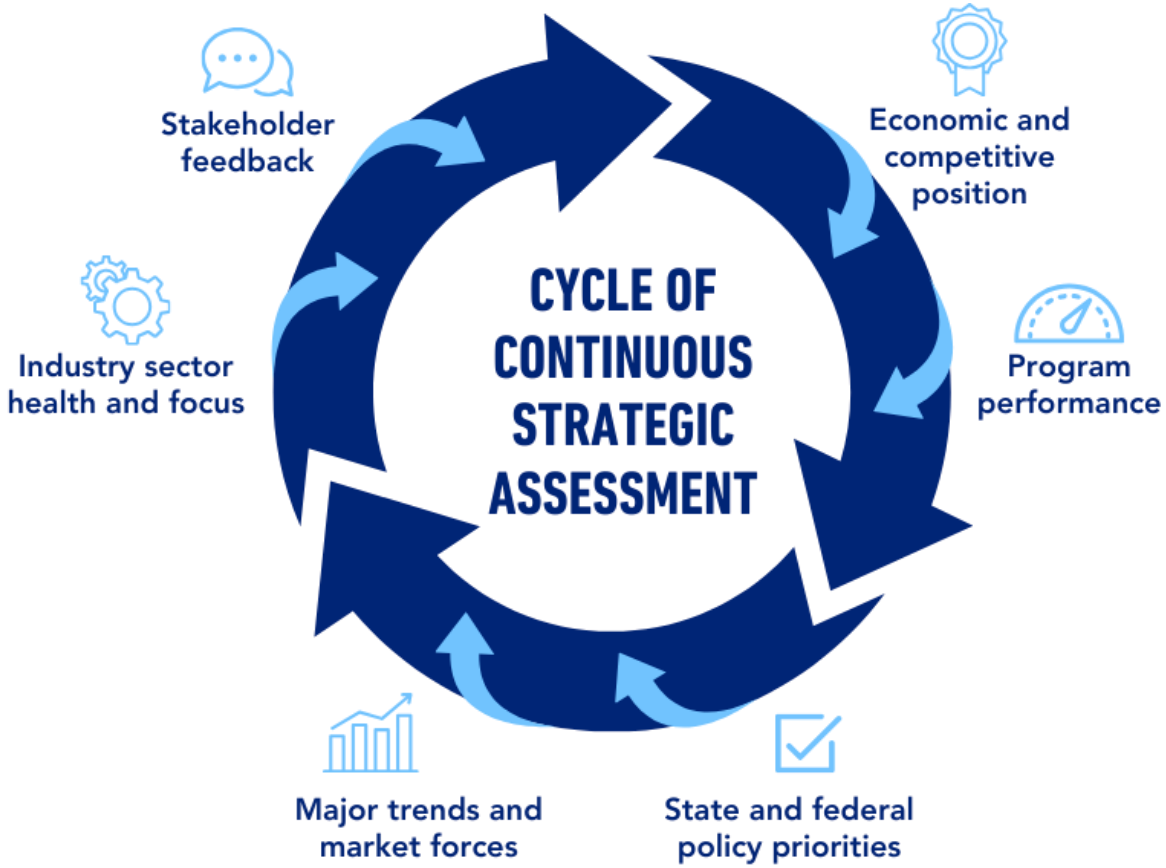
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

MEDC'S VISION FOR MICHIGAN'S FUTURE

March 13, 2025

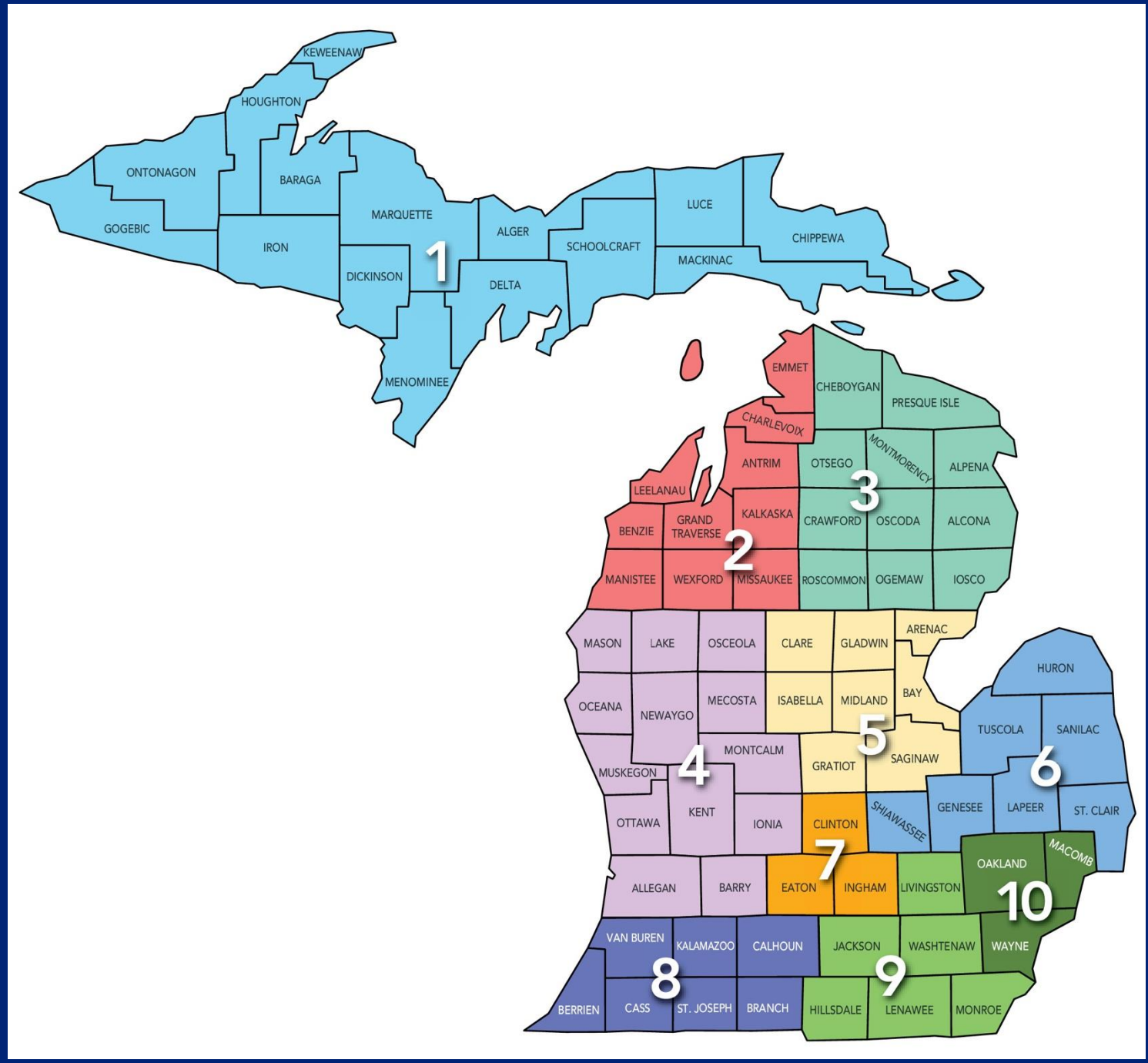

PEOPLE
INVESTING IN OUR PEOPLE
MEDC is working to keep our talented workers in the state and help more people see a future here by offering a range of resources designed to empower and grow a diverse, evolving workforce.
PEOPLE WANT TO LIVE AND WORK IN VIBRANT PLACES
BUSINESSES NEED TALENTED PEOPLE TO GROW
Equitable, inclusive economic growth (shared prosperity)
PLACES
REVITALIZING OUR PLACES
MEDC works to create and support attractive spaces where talent wants to live and work, businesses want to locate, and travelers want to visit and explore.
PROJECTS
COMPETING FOR & WINNING PROJECTS
MEDC connects businesses with resources to secure investments that help them launch and grow, while also nurturing the communities around them.
PLACES NEED BUSINESSES TO GROW



Ensuring the Best Course for Michigan's Economic Growth

MEDC'S REGIONAL SUPPORT TEAMS

- Local Partners/EDOs
- Managing Directors
- Business Development Managers
- Community Development Managers
- Small Business Development Center
- SmartZones
- Michigan Manufacturing Technology Center



BUSINESSES NEED TALENTED PEOPLE TO GROW



INVESTING IN OUR PEOPLE

MEDC is working to keep our talented workers in the state and help more people see a future here by offering a range of resources designed to empower and grow a diverse, evolving workforce.

GOALS:

- **Become a top 10 state for real median household income growth**

PEOPLE WANT TO LIVE AND WORK IN VIBRANT PLACES


Manish
MWC




LINCOLN ELECTRIC



PEOPLE

MICHIGANDER SCHOLARS PROGRAM

East Lansing

PEOPLE WANT TO LIVE AND WORK IN VIBRANT PLACES



REVITALIZING OUR PLACES

MEDC works to create and support attractive spaces where talent wants to live and work, businesses want to locate, and travelers want to visit and explore.

GOALS:

- **Achieve largest net gain of talent in the Midwest**
- **Grow Michigan Main Streets**

PLACES NEED BUSINESSES TO GROW


PlumTree
YARN SHOP
Textiles
Fabric Shop
NORTHERN CHICKS
PARKING ONLY
Plum Tree YARN SHOP
OPEN


FLINT
VEHICLE CITY


T.J.s Pub
T.J.s Pub
DO NOT ENTER



PLACES

ORE DOCK BREWING CO.

Revitalization and Placemaking Program | *Marquette*

PLACES NEED BUSINESSES TO GROW



COMPETING FOR & WINNING PROJECTS

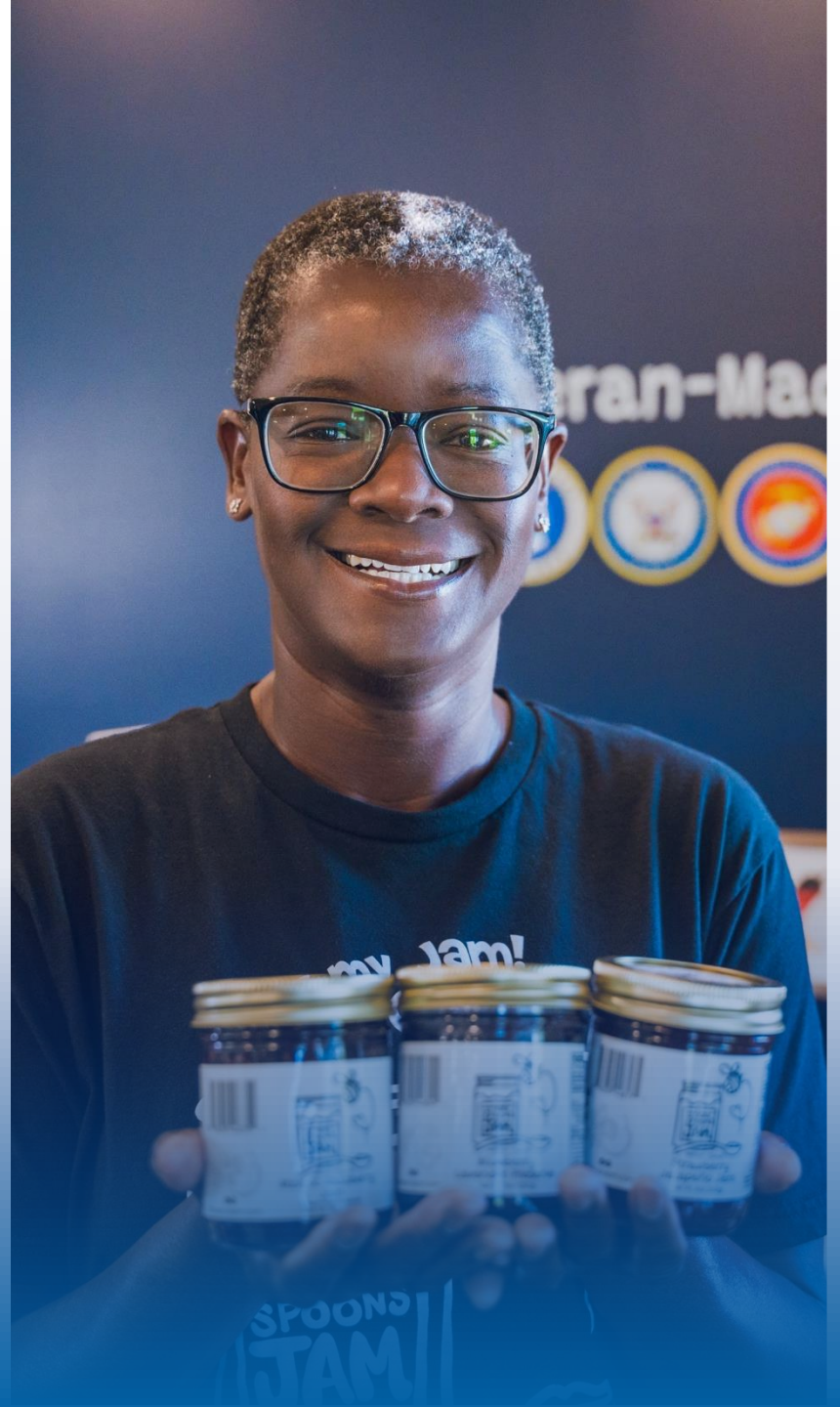
MEDC connects businesses with resources to secure investments that help them launch and grow, while also nurturing the communities around them.

GOALS:

- **Develop a resilient and equitable economy by becoming a top ten state in job growth in focus industries**
- **Lead the Midwest in new business starts**

BUSINESSES NEED TALENTED PEOPLE TO GROW


OWL EYE





Focus Industries

The MEDC is focused on supporting high-growth, knowledge-based industries that create a more resilient, equitable, and inclusive economy.

STATEWIDE IMPACT INDUSTRIES

- Advanced manufacturing: defense, aerospace, and advanced materials
- Tech: semiconductors and cyber security
- Mobility and automotive manufacturing
- Clean energy
- Engineering, design, and development
- Life sciences and medical devices
- Professional and corporate services

REGIONAL IMPACT INDUSTRIES

- Agribusiness
- Tourism and outdoor recreation industry
- Logistics
- Financial services
- Other manufacturing



PROJECTS

20FATHOMS

Small Business Support Hub | *Traverse City*



PEOPLE

YOU CAN IN MICHIGAN TALENT CAMPAIGN

+27,000 *Michigan Career Portal sign-ups to date*

+7% *perception lift of Michigan's careers*

+5% *perception lift of Michigan's quality of life*

MENU OF OPTIONS FOR FUTURE TOPICS

- Defining "Competitiveness"
- Workforce
- Placemaking
- MEDC's Data-Driven Approach
- MEDC's Toolkit
- Compliance
- Small Business Support
- Entrepreneurship & Innovation
- Supply Chain Resiliency

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

THANK YOU

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