

# MAKE



# IT



# IN



# MICHIGAN



**MICHIGAN  
ECONOMIC  
DEVELOPMENT  
CORPORATION**



STATE OF MICHIGAN  
OFFICE OF THE GOVERNOR  
LANSING

GRETCHEN WHITMER  
GOVERNOR

GARLIN GILCHRIST II  
LT. GOVERNOR

To the Honorable Members of the Michigan Senate and House of Representatives,

Over the past six years, we've gotten a lot done together to move Michigan forward. I am proud of our strong, bipartisan record. From more than 1,400 bipartisan bills to six balanced budgets, we have delivered meaningful results for working families, small businesses, and communities. Our strong fiscal management has led to higher-than-expected state revenues and made Michigan a better place for people to live, work and invest.

The work that the Michigan Economic Development Corporation (MEDC) does every day is critical to build on our progress. Anchored in the comprehensive "Make It in Michigan" economic development strategy, the MEDC is focused on investing in people, upgrading places, and winning projects. Thanks to your support, we have passed brownfield legislation making it easier to convert abandoned buildings into new, cutting-edge factories powered by the latest technologies; modernized Renaissance Zones and lowered costs for companies who invest in areas of our state that have been ignored; and won hundreds of millions of dollars to help manufacturers retool their factories and ensure today's workers are part of tomorrow's economy. Most recently, we established a bipartisan Innovation Fund and R&D Tax Credit to launch hundreds of Michigan startups, create thousands of good-paying local jobs, and grow our collaboration with Michigan's world-class universities.

Over the past six years, we've moved Michigan forward. Now, the people expect us to find common ground to lower costs, create good-paying manufacturing jobs, boost research and innovation, and cut red tape. We are all on Team Michigan, and together, we have the power to make our state's future brighter than ever before.

Let's get it done!

Sincerely,



A handwritten signature in cursive script that reads "Gretchen Whitmer".

Gretchen Whitmer  
Governor

**Dear Member of the Michigan Legislature,**

Thank you for continuing to answer the call to public service. As partners with the Michigan Economic Development Corporation (MEDC), we look forward to the opportunity to work with you, your staff and your colleagues to execute the “Make It in Michigan” economic development strategy that simultaneously attracts and develops people, cultivates and revitalizes places, and competes for and wins projects from companies of all sizes.

Together, we’ve created programming, delivered technical assistance and inspired economic hope to support creating jobs and entrepreneurial opportunities for your constituents. While significant work remains, during this new legislative session, we are energized by the road ahead and look forward to building on the impact that the MEDC has made with your support in each of your districts.

In the past few years, we’ve made great strides in growing employment and entrepreneurial opportunities by working together in a bipartisan way. Key achievements, including updating our state’s transformational brownfields program, establishing the Revitalization and Placemaking Program (RAP), re-establishing the state R&D tax credit, and creating and funding an evergreen Innovation Fund, are a testament to our shared commitment to making more in Michigan and moving our state forward.

Through legislative action, Team Michigan has:

- Provided funding support to existing and new to Michigan businesses via the Michigan Business Development Program;
- Catalyzed place-based mixed-development in communities across both peninsulas via the Community Revitalization Grant Program;
- Inspired thousands to visit and experience “Pure Michigan” via MEDC’s Travel Michigan office; and
- Gunded Small Business Development Centers, that have assisted thousands of risk-taking entrepreneurs to realize their dreams of solving problems, transforming communities and creating wealth for their families and their employees.

As the “Make It In Michigan” economic development strategy focused on people, places and projects suggests, economic development is equally about business attraction and expansion as it is about community development, talent development and entrepreneurial development. As the Super Bowl prowling Lions and the resurgent Pistons, Red Wings and Tigers can attest, winning requires singular focus and alignment on the mission and celebration on the team and not any single individual. Economic development is a team sport that is increasingly globally competitive and evolving. As our professional teams adjust their playbooks to counter their oppositions’ schemes to win, so must Michigan’s toolkit

to win private investment evolve. Flexibility, fairness, and a commitment to diversifying our state’s industry sectors without forgetting our longstanding strengths are critical. We continue to support sensible and necessary initiatives such as the HIRE Michigan package, which is an update of Good Jobs for Michigan, and an updated SOAR Fund that wisely considers changes in the global marketplace since its enactment in December 2021 in a similarly divided government.

We have proven that Michiganders can have rigorous debate across party and geographic lines yet unite on a mission to create lifelong learners, and accelerate job and entrepreneurial creation while revitalizing communities. As your partners in this process, the MEDC will continue to provide the highest-quality, objective, and data-driven economic development counsel to the Michigan Legislature.

Together, we will make a long-lasting and positive impact on the lives of Michiganders for generations to come, and we take this responsibility seriously.

Thank you again for answering the call to public service. We look forward to working closely with you and your staff in the coming weeks and months.

With great expectations for our state’s future and wishes for your continued success and health,



A handwritten signature in black ink, appearing to read "Quentin L. Messer, Jr." with a stylized flourish at the end.

**Quentin L. Messer, Jr. CEcD**  
Chief Executive & Economic Competitiveness Officer, Michigan Economic Development Corporation; President & Chair, Michigan Strategic Fund

*Please note I am personally available to you at any time at [messerq@michigan.org](mailto:messerq@michigan.org), or by phone at 517.881.5861 (work) and 225.235.4830 (personal mobile).*



A handwritten signature in black ink, appearing to read "Awenate Cobbina" with a stylized flourish at the end.

**Awenate Cobbina**  
Chair, Michigan Economic Development Corporation Executive Committee



# MAKE IT IN MICHIGAN:

A SHARED VISION OF PROSPERITY IN MICHIGAN



Announced by Governor Whitmer and legislative leaders in May 2023, “Make It in Michigan” is the state’s comprehensive economic development strategy focused on **investing in people, revitalizing places** and competing for and **winning projects**. This is part of Team Michigan’s approach to growing prosperity—and the population—across all corners of the state.



## 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



## 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



## COMPETING FOR AND WINNING PROJECTS

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

### GOALS:

- Become a top 10 state for small business growth, revenue growth, and venture capital funding
- 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



# PROMISES MADE, PROMISES KEPT!

## DELIVERING RESULTS FOR PEOPLE

**Ian Gibson**, of Milford, is a Kettering University electrical engineering student and **Michigander Scholar**. The first-of-its-kind in the country, the Michigander Scholars program provides undergraduate and graduate students with unprecedented access to industry knowledge, career opportunities, and scholarships. Ian has completed two co-ops with GM through the program, and plans to stay in Michigan to work for an auto manufacturer after graduation.



Ian Gibson

“The Michigander Scholars program has helped Michigan students realize the importance of staying in our great state! There is a great amount of academic and economic opportunity in Michigan, which is leading change in the automotive and technology industries,” said Ian.

## DEVELOPING VIBRANT PLACES



Ore Dock mixed-use development

**Marquette**, an MEDC-certified **Redevelopment Ready Community**, is an Upper Peninsula destination and thriving downtown filled with attractions for community members and tourists alike. Through ongoing and recent revitalization projects like brownfield redevelopment at the **Marquette General Hospital** and the expansion of **Ore Dock Brewery** to include residential units and commercial space, downtown Marquette’s placemaking success continues to showcase all that the U.P. has to offer.

**Grand Rapids** has seen numerous place-based projects in previous years, including matching grants from MEDC from the highly successful **Public Spaces Community Places** initiative. Grand Rapids’ **Highland Park** underwent a massive revitalization effort with funds from the program, creating year-round recreation opportunities and further accessibility for the beloved community destination.

## SECURING PROJECTS AND DRIVING OPPORTUNITY

**Getman Corporation**, based in **Bangor**, is a global supplier of mobile equipment leveraging over 60 years of experience in the global mining industry. To continue its international growth and presence in West Michigan, Getman worked with the MEDC to receive MI-STEP funding, expand their global connections, and leverage federal resources.

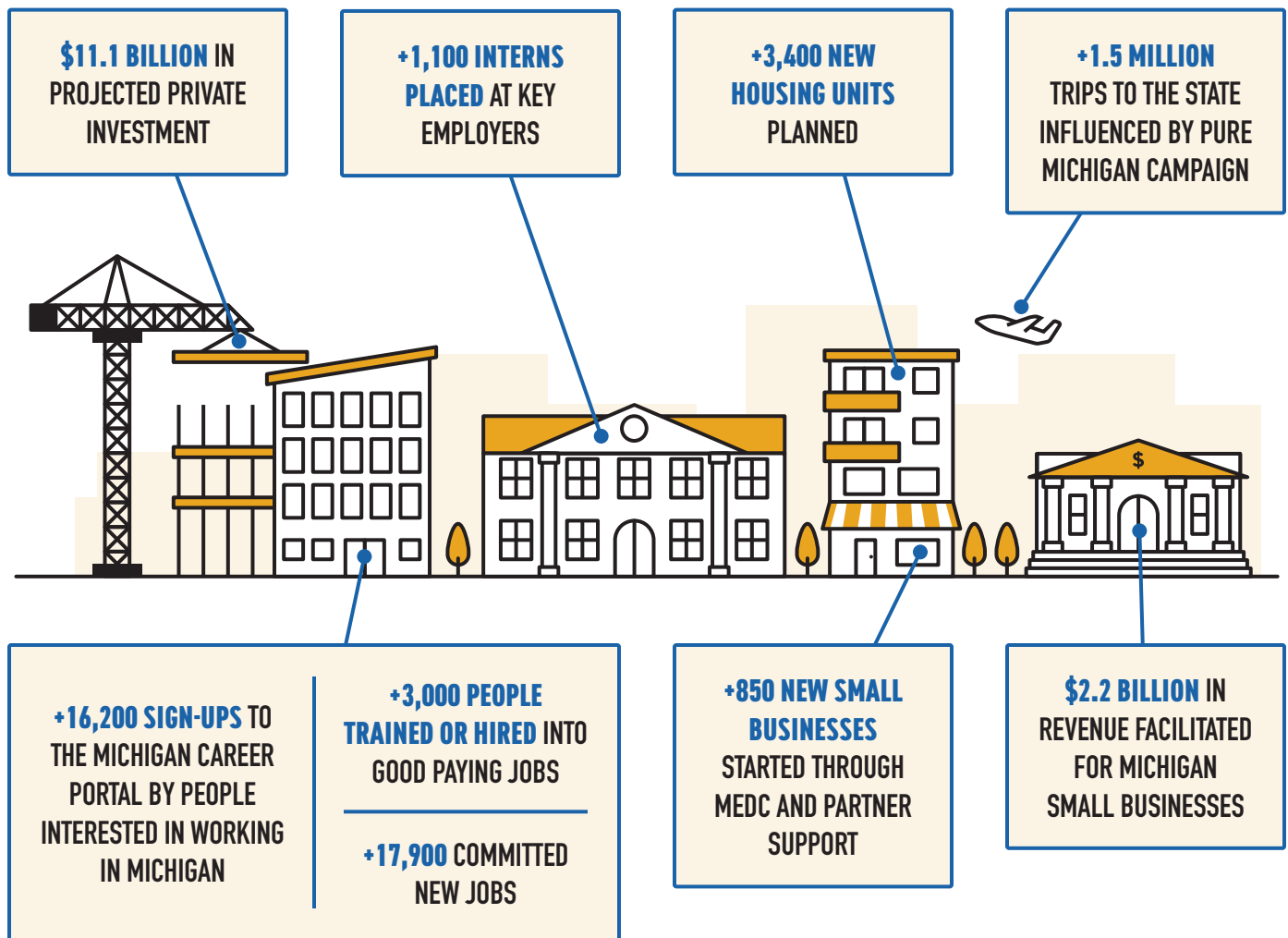
**3E Nano Inc.** is a Canadian-based, leading clean-tech company providing nano-thin energy and solar control coatings for a variety of industries, establishing its U.S. headquarters and manufacturing facility in **Canton Township** with the support of a Michigan Business Development Program performance-based grant.



Getman Corporation



# 'MAKE IT IN MICHIGAN' STRATEGY IN ACTION: IMPACTS FROM THE FIRST FULL FISCAL YEAR UNDER THE STRATEGY:



## TRANSPARENCY:

The MEDC takes its stewardship of taxpayer dollars seriously, with an open and transparent process.

The Michigan Strategic Fund Board remains committed to transparency with:

- Appointees by the governor with representation from bicameral leadership
- Bipartisan legislative leader designees
- Meetings open to the public with invited public participation
- Funding appropriated by the Michigan Legislature
- Annual legislative reports published on MichiganBusiness.org
- Ongoing legal and compliance review

# MICHIGAN VERSUS EVERYBODY



Michigan is playing to win on behalf of our 10-million-plus friends and neighbors, and the world is taking notice: Team Michigan continues to rack up national awards and recognition.



Michigan named **No. 1** for **Automotive Industry Strength** in *Business Facilities'* annual rankings report, with other top spots in semiconductors, EV investment and more



Michigan in **Top 10** for the first time in *Area Development's* annual **Top States for Doing Business** rankings (up from No. 13 in 2023)



Michigan cracks **Top 10** in *Site Selector Magazine's* top state for **Business Climate rankings** (third year in a row Michigan rose in the list; No. 20 in 2022 and No. 12 in 2023)



Michigan named a **Top 10 State for Business** in CNBC's "America's Top States for Business" in 2024 (up from No. 9 in 2023)



Michigan is **No. 1** state for **energy-sector job growth**



Michigan is **No. 1** state for **securing federal IRA funding**, receiving nearly \$1.5 billion for semiconductor and electric manufacturing projects



# GROWING OUR POPULATION

Michigan is committed to growing our population by taking a holistic approach that includes launching new pilots and programs, conducting research, implementing policy initiatives and continuing to tell our story across the state and nation as the best place to live, work, raise a family and start a business. Population growth requires long-term commitment, and while we're still hard at work, Michigan is being intentional about creating great places and great opportunities while proudly telling our own story on our path to becoming a top 10 state for growth.

## MICHIGAN GROWTH OUTCOMES TO DATE:

- 5th largest acceleration in growth of our younger adult population between the ages of 25-44
- Improved five spots in two years in U-Haul's growth index, a 10% improvement further narrowing the gap between those leaving and arriving in Michigan
- Continued growth over two U.S. Census Bureau data releases
- Gains in both post-secondary educational attainment and new critical housing inventory



# ECONOMIC INDICATORS OF SUCCESS

## EMPLOYMENT

Michigan's payroll employment has fully recovered to pre-pandemic levels. The most recent data available from the Bureau of Labor Statistics (BLS) show employment levels in Michigan that exceed March 2020 levels.

## INCOME

Michigan's median household income has improved 26% since 2018, to \$69,183 in 2023.

## LABOR FORCE PARTICIPATION

Michigan's improved labor force participation rate is the star of the showing in Michigan's post-pandemic recovery, rising faster than any other U.S. state between 2022 and 2023, until ultimately reaching a 10-year high at 62.4% in July 2024. Michigan's labor force participation rate has remained high at 62.2% in Dec 2024.

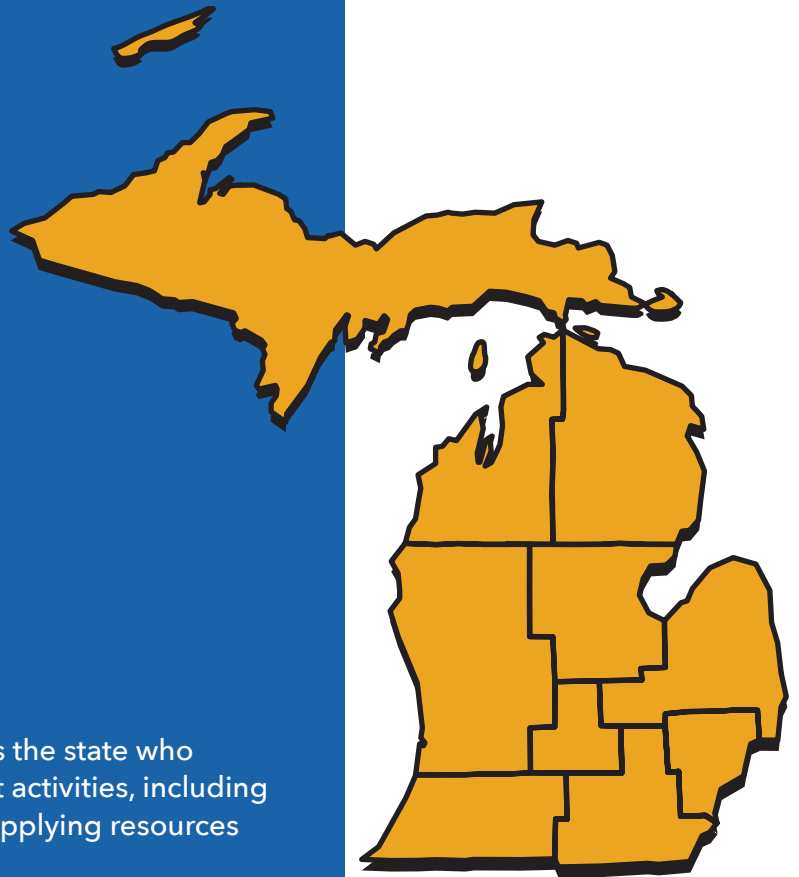
## WAGES

According to BLS, average annual wages in Michigan grew 22% from 2018 to 2023. The average annual income for payrolled employees in Michigan is now \$65,901 (2023).

## GDP

Michigan's gross regional product (GRP) increased 7% from 2018 to 2023. As of 2023, Michigan's \$658 billion GRP made it the 14th largest state economy in the U.S.

# MEDC IN YOUR REGION



The MEDC is proud to support partners across the state who engage in a variety of economic development activities, including financing, matchmaking, site selection, and supplying resources for companies and entrepreneurs.

The Collaborative Development Council (CDC) works with the MEDC to streamline services from statewide agencies, improve customer service, and coordinate information sharing and resources to encourage new regional initiatives. The MEDC is proud to support the CDC through outreach grants each year to drive a greater regional impact in communities across every corner of the state.

## REGIONAL PARTNERS



# ABOUT THE MEDC

## WE'RE HERE TO HELP!

The MEDC provides a full suite of services and support to make sure everyone can make it in Michigan, including:

- Guiding and investing in placemaking
- Helping small businesses grow
- Providing buyer and supplier matchmaking
- Expanding business into international markets
- Accelerating startup opportunities
- Preparing sites for future development
- Finding good paying jobs with Michigan businesses
- Promoting Michigan as a best-in-class destination for business, talent and travel
- Protecting and rehabilitating Michigan's historic places



Named a **Top 5 best-in-class state economic development agency** by Development Counsellors International (DCI)



Named one of **Fast Company's most innovative companies**



Recognized nationally as an **Inc. Power Partner** for business success

## TO LEARN MORE, LET'S CONNECT

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