

REGION 7

MEDC IN YOUR REGION

Across Michigan's diverse regions, businesses of all sizes are thriving thanks to direct support from the Michigan Economic Development Corporation (MEDC). Small business owners, entrepreneurs, and innovators are leveraging MEDC programs and assistance, including Michigan's State Trade Expansion Program (MI-STEP), Collateral Support, the Small Business Support Hub (SBSH) network, and more, alongside other MEDC-supported partners such as the Michigan Small Business Development Center (SBDC) to grow, create jobs, and strengthen their local economies. These investments are driving meaningful outcomes: helping rural and urban communities alike support their homegrown businesses, pursue international trade, enhance public spaces, and fuel long-term economic resilience across Michigan.



Walter French

The Walter French redevelopment in Lansing utilized **Revitalization and Placemaking (RAP) program** support to transform a historic building into a mixed-use space, reinvigorating an unused property while increasing housing and commercial opportunities.

“Without RAP support, the project may have stalled or been forced to compromise on the very elements that made it transformational. This investment not only saved a landmark but ensured it would serve as a place of opportunity for decades to come,” said Emma Henry, Executive Director of Lansing’s Capital Area Housing Partnership.



Elderly Instruments

With **Michigan Small Business Development Center (SBDC)** support – made possible through **funding from MEDC** – Elderly Instruments expanded its operations, maintaining its reputation as a global destination for musicians while supporting local jobs.

“Reaching out to the Michigan Small Business Development Center was a move fueled by our dream to bring Elderly Instruments into the modern age with the same heart and soul that has defined us since 1972.” said Lillian Werbin, CEO, “The guidance we received from SBDC wasn’t just advice—it was a roadmap that enabled us to pinpoint and fortify key aspects of our business. They helped us weave our rich history with the latest tech, fine-tune how we operate, and sharpen our financial prowess. Their expertise was a guiding light through the maze of possibilities, making sure Elderly Instruments remained a cherished beacon for musicians everywhere while stepping confidently into tomorrow.”



Lindsey and Silas Coffelt of Graze Craze

Lindsey and Silas Coffelt leveraged **Small Business Association of Michigan (SBAM) Foundation's Small Business Support Hub** resources to launch Graze Craze as part of East Lansing's growing food scene and entrepreneurial ecosystem.

Lindsey Coffelt said, "The SBAM Small Business Support Hub has been an invaluable resource. From guidance and education to connections and encouragement, their support reinforced that we were not building in isolation."



Mark Hendel of IMPCO

IMPCO utilized **MI-STEP grants** to expand their international trade, in turn growing exports and sustaining manufacturing jobs from their homebase in Lansing.

"Our headquarters are based in Lansing, but from here we've touched many areas of the world. I can get a call from Brazil, Europe multiple times a day just trying to find new opportunities and working with the network of agents that we've got established. With IMPCO, although based in Lansing, we're able to wrap ourselves around the world with a great network of agents," said Mark Hendel, Global Sales Director for IMPCO Microfinishing.



Enspired Solutions

Supported by the **Michigan SmartZone network**, Enspired Solutions was able to gain exposure to federal clients, advancing their PFAS-destroying technology and contributing to Lansing's innovation economy and startup ecosystem.

"It's no surprise there is a robust ecosystem of entrepreneurs in Michigan," said Sarah Meyer, Enspired Solutions' Chief Operating Officer. "Surely, it has not been easy to start our cleantech business from scratch, but with support from MEDC on everything from recruiting to business planning and critical funding, help is there for the asking."

