

REGION 2

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.



Adventure Golf and Sports

With **MEDC international trade assistance and MI-STEP grants**, Adventure Golf and Sports expanded its global reach from Traverse City to boost exports and increase revenue in the family cruise ship entertainment industry.

"There is a point in every company's growth where the dream is larger than the budget to achieve that dream," said Scott Lundmark, AGS president. "MEDC played an important role in helping AGS achieve its dream. It is difficult to quantify all the reasons for success, but the early MEDC funding was a key ingredient in helping take our growth plans to the next level."



Karen Abrahamson of the Bohning Company

The Bohning Company utilized **MEDC international trade programs** to expand global distribution, increasing export activity and sustaining local manufacturing employment in Lake City. Through this support, Bohning has significantly extended its global presence: international sales have expanded from being less than 1% of gross sales to the current level of about 25%.

"Bohning has been selling internationally for many years. It started out slow but has grown to be a large part of our business. In the early 2000s we began a strong effort to grow international sales. These visits went over very well with our customers. I have had the opportunity to visit customers in Australia and New Zealand. It is a great way to build relationships and get to know the needs of various countries," said Karen Abrahamson, Vice President of Administrative Services and South Pacific Sales.



Bill Myers of Promethient

Promethient leveraged **MI-STEP trade support** to access international markets, which helped the advanced manufacturing firm scale operations, strengthening Traverse City's innovation economy and creating skilled jobs.

"I think that is important for us to look at in terms of investment in our community and sustaining this innovation that we want to have in the Grand Traverse region, and also the entire state of Michigan," Bill Myers, CEO of Promethient said.



Aaron Fekete of Owl Eye Coffee Roasters

Cadillac-based coffee roaster, Owl Eye, benefited from **Match on Main support**, continuing the city's downtown revitalization, attracting visitors, and fostering a vibrant small business environment.

"A representative from downtown mentioned MEDC to us," owner Aaron Fekete said. "Prior to that we had been slowly adding to our space. The Match on Main grant allowed us to speed that process up, and I would venture to guess that it shaved a year of time and expenses from the opening to our café portion."

