

FY27 MEDC Budget

Regional Advocacy Toolkit | Social Media Copy

ALL UP COPY

Primary Option:

Investment in Michigan doesn't just happen. It's made possible by local leaders, the MEDC and people like you.

The work is working. Let's keep the momentum going.

ALT Option:

Right here in [\[insert name of region\]](#), the MEDC helps turn big dreams into big growth.

The work is working. Let's keep the work going.

REGION-SPECIFIC COPY

Region 1: Upper Peninsula

High-tech companies are reaching new heights right here in the U.P.

Thanks to the MEDC, companies are scaling up and staying grounded in our communities. Let's keep this great work going.

Story/image to highlight: [Chicken Trampler](#) OR [Orbion Space Technology](#)

Alt Copy:

The MEDC turns startups into engines for high-tech jobs right here in the U.P.

Let's keep this work going.

Story/image to highlight: [Philip LaTendresse of Pettibone](#)

Region 2: Northwest Michigan

Northwest Michigan is perking up thanks to support from the MEDC.

The work is working. Let's keep the momentum brewing.

Story/image to highlight: [Aaron Fekete of Owl Eye Coffee Roasters](#)

Region 3: Northeast Michigan

Revitalization takes a family.

Right here on the Sunrise Side, local favorites are brewing new life in our historic downtowns thanks to support from the MEDC. Let's keep it going.

Story/image to highlight: [*The Cutter Family of Cheboygan Coffee Roasters*](#)

Region 4: West Michigan

Growth in West Michigan doesn't just happen.

In our backyard and across the state, the MEDC turns bold ideas into neighborhood staples. The work is working. Let's keep the success rolling.

Alt Copy:

Your friendly neighborhood businesses.

Supported by the MEDC.

Story/image to highlight: [*Dina Velocci of 876 Baldwin*](#) OR [*Diane Schindlbeck of Schindy's at Diamond Lake*](#)

Region 5: Saginaw/Bay Region

We're knitting together a stronger economy for the Great Lakes Bay Region with the help of the MEDC.

The work is working. Let's keep it going.

Story/image to highlight: [*Jill Zielinski of North Bay Fiber*](#)

Region 6: Thumb

A successful harvest needs the right environment and care. So do our small businesses.

The MEDC helps our local businesses thrive and provide jobs for years to come.

The work is working. Let's keep it growing.

Story/image to highlight: [*Amy Stocking of Turner's Blueberry Farm*](#)

Alt Copy:

When we support our local businesses, our whole region reaps the benefits.

This investment doesn't just happen. It's made possible by the MEDC. [\[insert link to story\]](#)

Story/image to highlight: [EZ Awareness by Design](#)

Region 7: Mid-Michigan

Mid-Michigan businesses have struck a chord on the global stage with the help of the MEDC.

The work is working. Let's keep it going.

Story/image to highlight: [Elderly Instruments](#)

Alt Copy:

The MEDC turns bold ideas into global engines.

The work is working. Let's keep it going.

Story/image to highlight: [Mark Hendel of IMPCO](#)

Region 8: Southwest Michigan

Economic success tastes pretty sweet.

The MEDC helps our neighbors cook up new opportunities and reach every corner of the globe.

The work is working. Let's keep it going.

Story/image to highlight: [Aiye Akhigbe of Sticky Spoons Jam](#)

Region 9: Southeast Michigan

Right here in Southeast Michigan, the MEDC helps turn big dreams into big growth.

The work is working. Let's keep the work going.

Story/image to highlight: [Pete Coratti of Coratti's Pizzeria, Bar and Bocce](#) OR [Arlo Brandl of Tecumseh Bread and Pastry](#) OR [Sean Hilbert of Cobra AERO and Cobra MOTO](#)

Region 10: Detroit

Finding new treatments for diseases right here in Detroit, thanks in part to the MEDC. Let's keep the great work going. [\[insert link to story\]](#)

Story/image to highlight: [CircNova](#)

Alt Copy:

Vibrant neighborhoods don't just appear out of thin air. The MEDC helps entrepreneurs breathe new life into our communities.

Let's keep supporting new ideas.

Story/image to highlight: [Cristina Zamora of Xochi's Gift Shop](#)