

BUILDING A CHAMPIONSHIP ECONOMY: A QUEST FOR GREATNESS

Quentin L. Messer, Jr
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MICHIGAN IS RELENTLESSLY FOCUSED ON WINNING

NCAA - DIVISION I OVERALL



UNIVERSITY OF MICHIGAN

#4 Most Individual Championships (322)

#2 Most Titles in One Sport (166)



MICHIGAN STATE UNIVERSITY

Most Team Championships (20)

Total Individual Championships (85)

NCAA - DIVISION II OVERALL



OAKLAND UNIVERSITY

#6 Most Individual Championships (159)

#6 Most Titles in One Sport (109)



GRAND VALLEY STATE

#8 Most Team Championships (27)

#14 Most Individual Championships (79)

MAJOR LEAGUE

3



3



4



11



DIVISION I/NATIONAL

DIVISION II

DIVISION III

NCAA - TOTAL TEAM CHAMPIONSHIPS

Detroit Mercy: 1

Michigan Tech: 3

Central Michigan: 1

Northern Michigan: 3

Albion: 1

Hope: 3

University of Michigan: 36

Western Michigan: 2

Eastern Michigan: 3

Oakland University: 10

Alma: 1

Kalamazoo: 7

Michigan State: 20

Ferris State: 2

Wayne State: 1

Calvin: 11

Grand Valley State: 27

NCAA - TOTAL INDIVIDUAL CHAMPIONSHIPS

Central Michigan: 2

Michigan State: 106

Eastern Michigan: 12

Northern Michigan: 45

Adrian: 2

Hope: 34

Detroit Mercy: 2

Northern Michigan: 9

Ferris State: 6

Oakland University: 159

Albion: 7

Kalamazoo: 23

Eastern Michigan: 18

Western Michigan: 3

Grand Valley: 79

Saginaw Valley State: 12

Alma: 1

Lake Superior State: 1

University of Michigan: 322

Hillsdale: 15

Wayne State: 55

Aquinas: 1

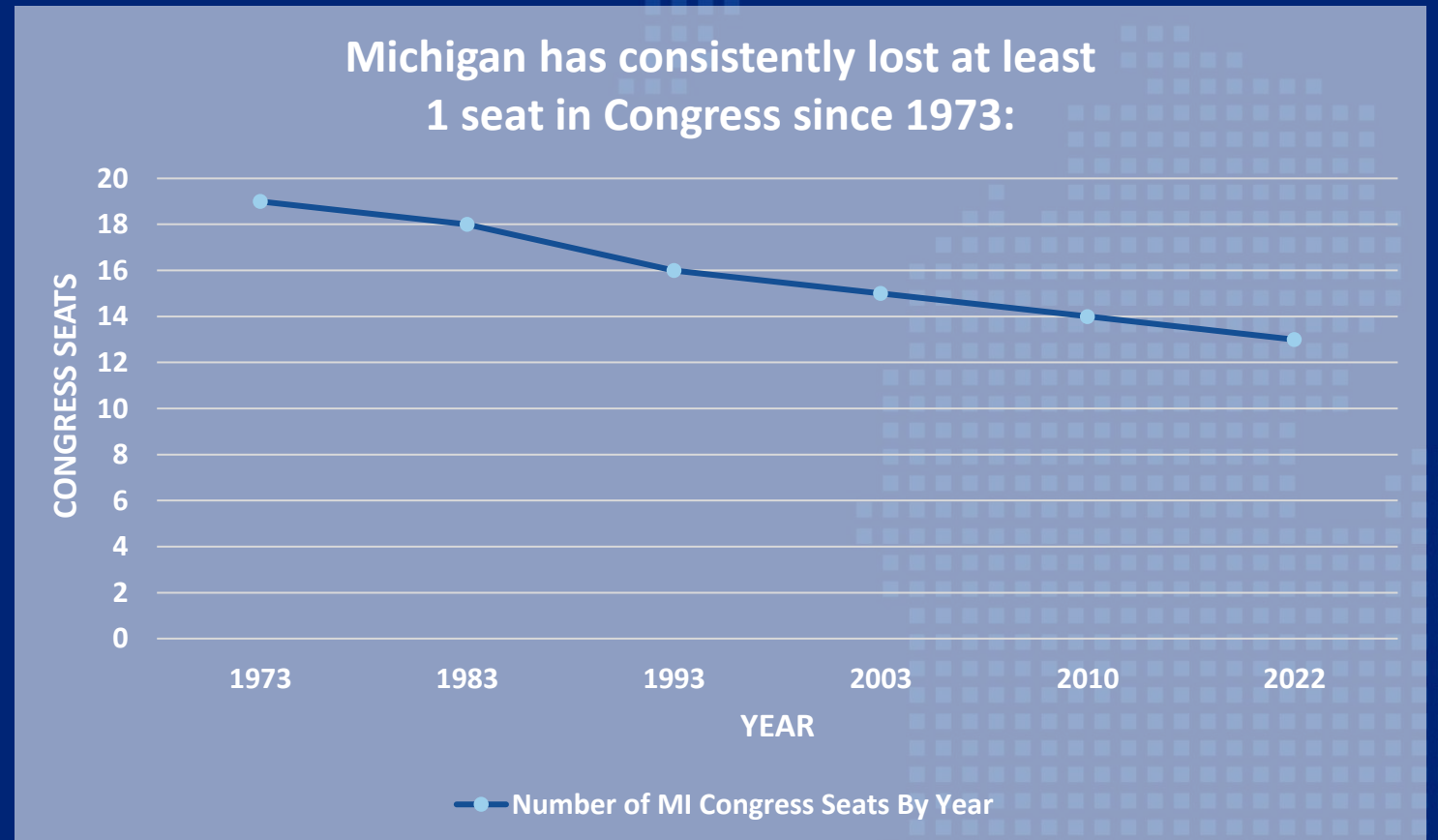
Olivet: 1

Lake Superior State: 6

Calvin: 32

CHALLENGES MUST BE ADDRESSED TO REALIZE MICHIGAN'S RIGHT TO WIN

- Population Trends
- Federal Funds
- Industry Shifts
- Climate Change
- Relevancy
- Perception



OUR COMMITMENT TO HELPING ALL MICHIGANDERS SUCCEED



MISSION

Achieve long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide



VISION

Make Michigan's economy the nation's fastest growing, most equitable and most resilient by:

Achieving 'Top 10' status for:

- Job growth in targeted sectors
- Equitable job growth
- Real median household income growth

Attaining the largest net gain of talent in the Midwest

Becoming top ranked EDO

GUIDING PRINCIPLES



Sustained, long-term growth

Accelerate long-term job growth to address impacts of automation and protect Michigan's economy against downturns.



Regional impact

Support every region – from rural areas to urban centers – to improve economic outcomes for all.



Equitable, high-wage growth

Provide equitable pathways toward high-wage growth that supports opportunities for all.



Customer focus

Bring a customer-first, partner-driven mentality to all we do.

STRATEGIC FOCUS AREAS



Attract, retain, and grow business

Attract, keep and grow businesses in industries that support maximum growth in jobs, wages and investments



Support and grow our talent

Cultivate the skills and talent needed for in-demand and high-growth occupations statewide



Develop attractive places

Collaborate with local communities and partners to create places in which people and talent want to live, work, visit and play



Accelerate high-tech innovation

Support entrepreneurial growth to enable commercialization and new high-tech business creation



Market the state

Promote Michigan's image as a world-class business location and travel destination



Support small business

Help existing small and microbusinesses grow and thrive and improve economic prosperity for all through small business ownership



A TEAM MICHIGAN APPROACH



WHAT DOES THE MEDC DO?



Supports transformational projects



Supports placemaking investments



Provides buyer/supplier matchmaking opportunities



Expands into international markets



Accelerates startup opportunities



Helps small businesses grow



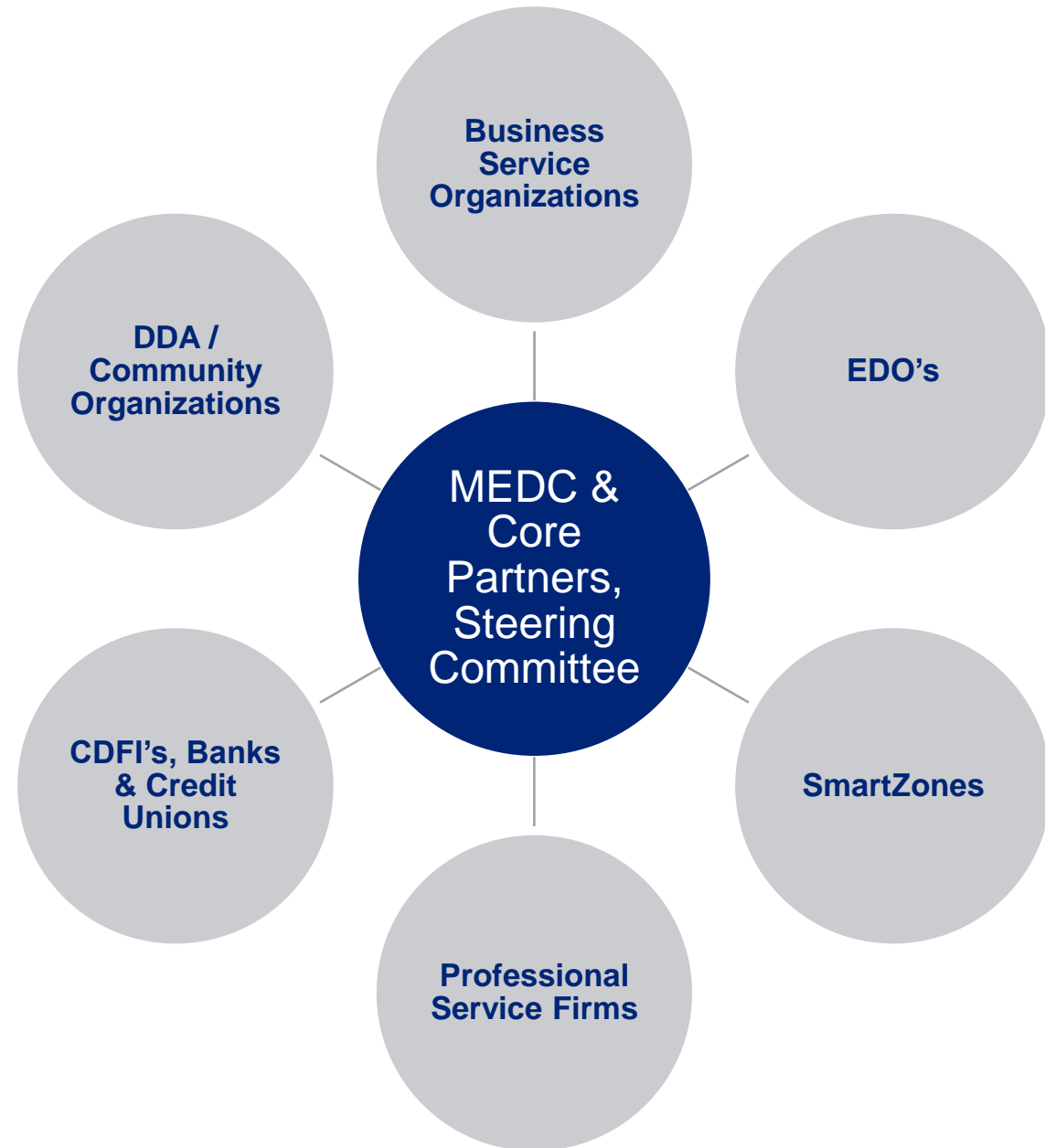
Promotes Michigan as a best-in-class destination for travel and tourism



Protects and rehabilitates Michigan's historic places

WINNING IN OUR OWN BACKYARD: SUPPORTING SMALL BUSINESS

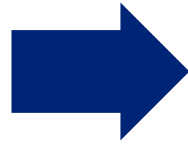
Supporting micro, early-stage, second-stage and growth-stage companies to find capital, help to implement systems and technology, establish and diversify customer base and help find the talent needed.



MEDC SMALL BUSINESS SERVICES

Early Stage & Microbusiness

- **SSBCI 2.0**
Financial readiness technical assistance & lending programs with focus on SEDI & Microbusinesses
- **Mainstreet Small Business Initiatives**
Technical assistance & grants



Growth Phase

- **Capital Access**
Financing tools through lending institutions
- **System for Integrated Growth**
Mentorship program through Edward Lowe Foundation
- **SBDC Partnership**
Coaching & training from statewide network



Second Stage

- **Pure Michigan Business Connect (PMBC)**
B2B matchmaking program connecting buyers to MI suppliers
- **International Trade**
Export development services & grants
- **Industry 4.0**
Tools to support manufacturers with adopting new technologies

SSBCI 1.0

of Programs



CAPITAL ACCESS
LOAN PARTICIPATION
COLLATERAL SUPPORT
LOAN GUARANTEE

Participating Lenders



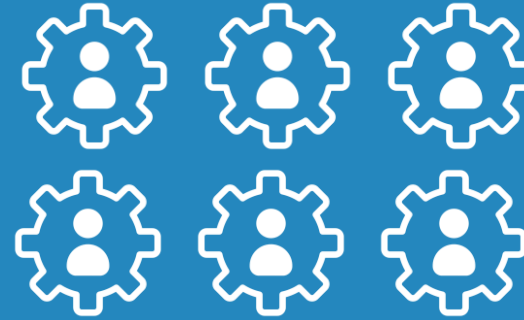
PRIMARILY
REGIONAL &
COMMUNITY
BANKS

Target Customers



PREDOMINATELY
MANUFACTURERS

SSBCI 2.0



CAPITAL ACCESS
LOAN PARTICIPATION
COLLATERAL SUPPORT
LOAN GUARANTEE
VENTURE CAPITAL
TECHNICAL ASSISTANCE

REGIONAL & COMMUNITY BANKS
MINORITY DEPOSITORY INSTITUTIONS
CREDIT UNIONS
MICROLENDERS
CDFI's



MANUFACTURERS
SERVICE PROVIDERS
MAIN STREET
EARLY-STAGE TECH
MICROBUSINESSES
SEDI

MEDC'S TALENT ACTION TEAM

- Serving as a concierge service for talent solutions
- Sourcing and training talent to give Michigan companies an advantage in the EV and mobility market
- Leveraging existing programs, like Going Pro, MI Reconnect, and more

1

Developing strategic labor and skill forecasts in partnership with companies so we know their top talent priorities

2

Promoting auto industry as great place to work, offering highly purposeful and rewarding career

3

Recruiting widely – via a network of community partners – to deepen diverse pools of talent

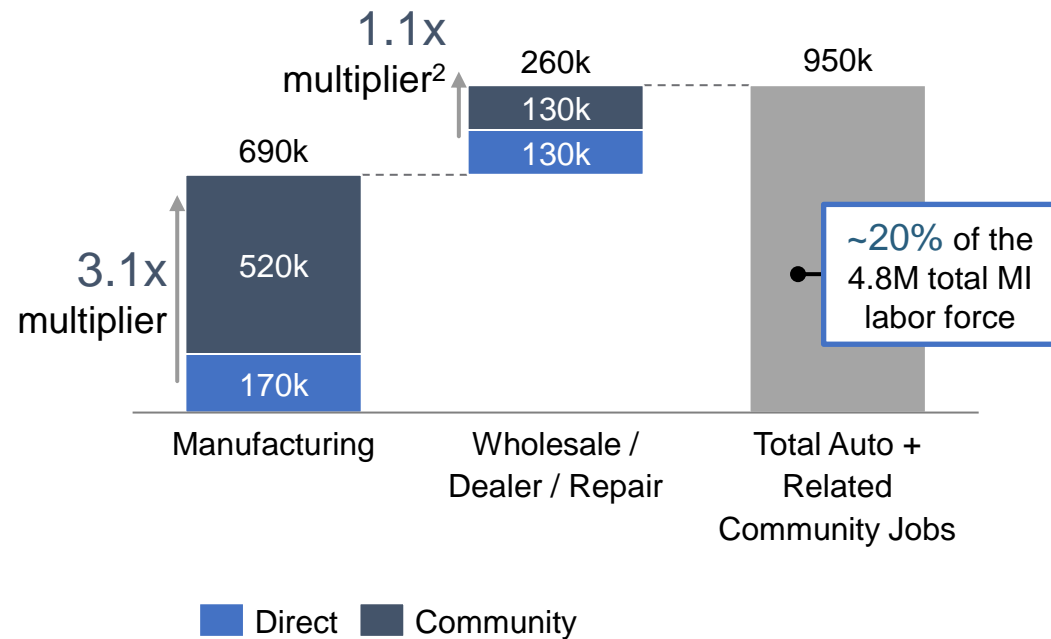
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Partnering with training providers to develop tailored, accelerated, flexible programs

HUNDREDS OF THOUSANDS OF JOBS AT STAKE WITH THE TRANSITION TO EV

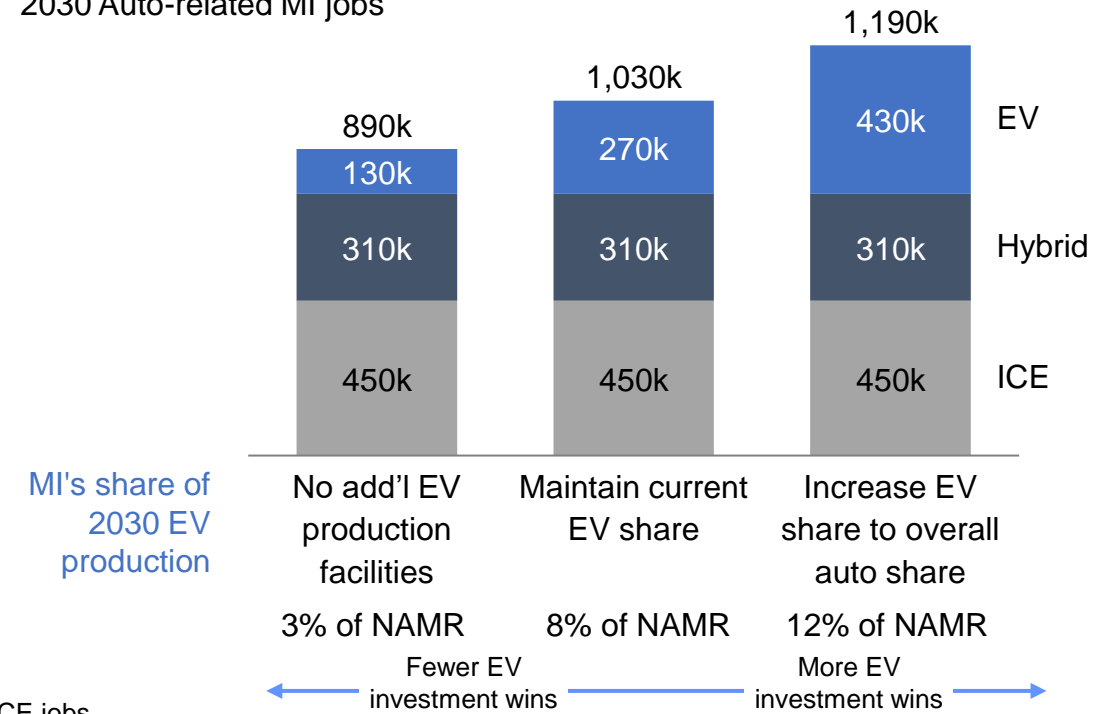
Auto industry creates ~20% of Michigan's total jobs

Auto-related MI jobs
2019 actuals



Over 300k MI EV jobs at stake in the next decade based on Michigan's share¹

Potential scenarios of EV investment success
2030 Auto-related MI jobs



All scenarios assumed same growth of hybrid and ICE jobs

1. Based on projected EV growth in overall demand/sales; MI could become a marginal EV player and lose EV market share with a growing overall market, maintain current market share or capture share at higher rate 2. Weighted average multiplier: MI multiplier for wholesalers-1.9, MI multiplier for auto retailers-0.8, MI multiplier for repairs and maintenance-0.6
Source: 2019 Annual Survey of Manufacturers; 2017 Economic Census; Bureau of Labor Statistics; IHS Markit; EV Tier-1 2021 Report; Bureau of Economic Analysis (RIMS II)

CASE STUDY: EV BATTERY INDUSTRY IMPACTS

Sales / Output Multiplier = 2.0



\$1 in automotive electrical equipment manufacturing sales = an additional \$1 in supply chain and local economy output⁷

Jobs Multiplier = 2.5



Every 1 direct automotive electronic equipment manufacturing job = an additional 2.7 supply chain or local communities jobs created⁷

Population Multiplier = 3.5



Every 100 direct jobs added to Michigan's automotive electrical equipment industry could result in a population change of 350⁷

Income Multiplier = 1.5



\$1 in automotive electrical equipment industry earnings = an additional \$0.50 in income supporting the supply chain and local communities⁷

Employment impact (based on increased income/spending) in local communities from the automotive electrical equipment industry:⁷

Retail: 23%

Finance, Insurance and Real Estate: 10%

Healthcare: 18%

Food Services: 13%

Personal Services: 14%

Entertainment, Recreation and Tourism: 5%

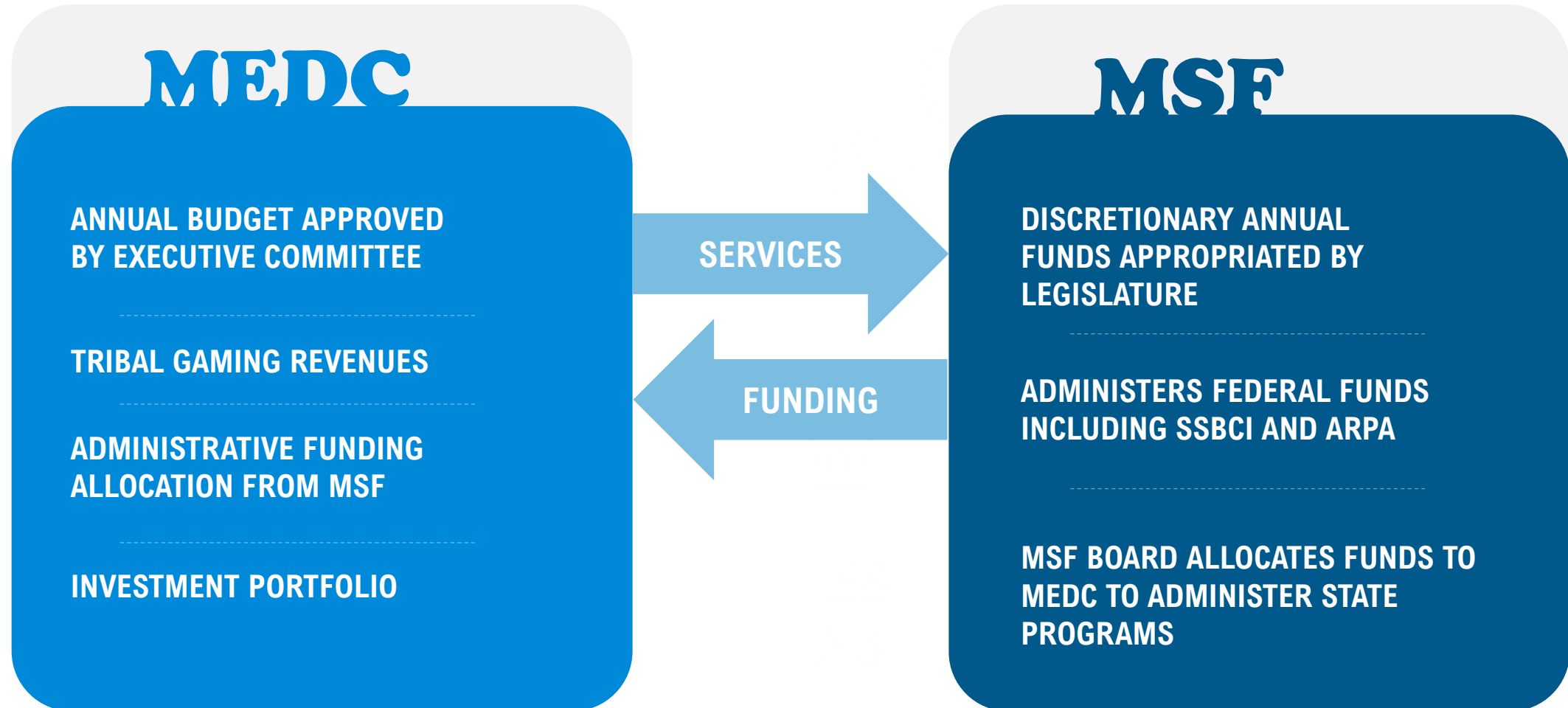
Other: 17%



Michigan supports 33% of U.S. battery production and development, and is ranked 5th in the U.S. for employment in related industries.

MEDC AND MSF CONNECTION

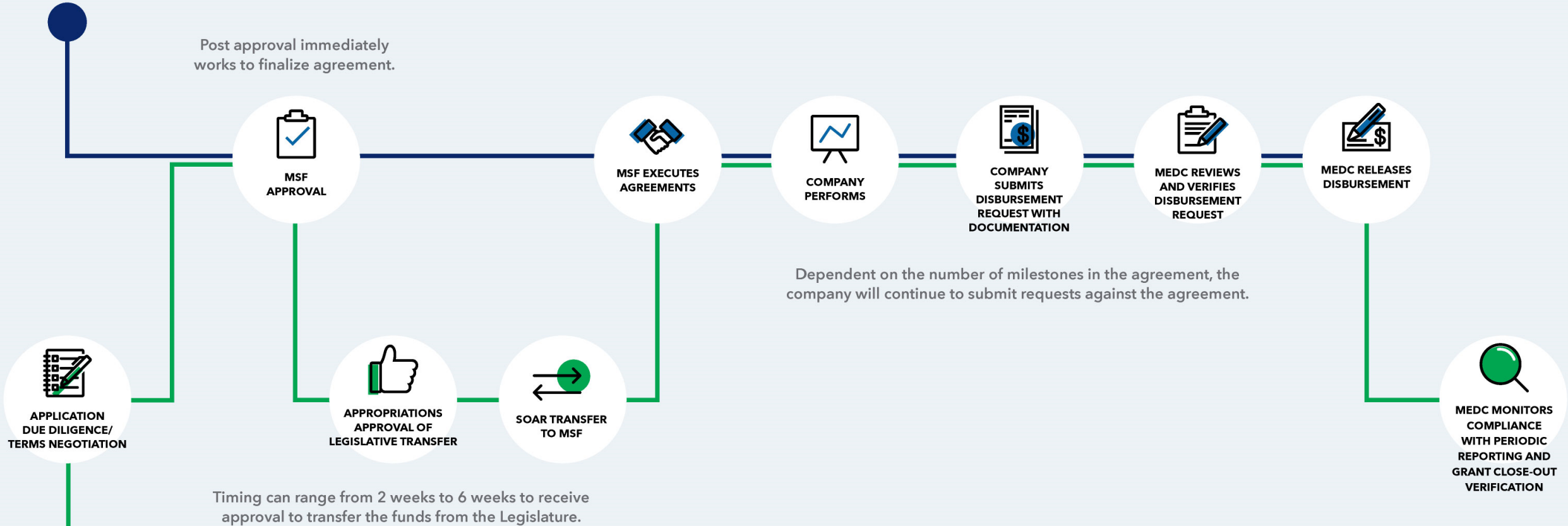
In 2006, the MEDC and the MSF entered into an administrative agreement for the MEDC to provide administrative services to the MSF and allocate 4% of the annual appropriation to pay for staff.



MSF APPROVAL PROCESS

Traditional

Post approval immediately works to finalize agreement.



SOAR-related

THANK YOU

Quentin L. Messer, Jr. | messerq@michigan.org
Chief Executive & Economic Competitiveness Officer,
Michigan Economic Development Corporation

225.235.4830 (personal mobile) | 517.881.5861 (work mobile)