

# PROGRAMS AND RESOURCES FOR MICHIGAN BUSINESSES AND COMMUNITIES



TECUMSEH BREAD & PASTRY

# M I C H I G A N

PURE OPPORTUNITY®



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



## HOW CAN WE HELP?

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# M I C H I G A N

## PURE OPPORTUNITY®

### **How can the Michigan Economic Development Corporation (MEDC) Help You?**

Michiganders are the driving force behind our state's prosperity. That's why we have a toolkit to support you, the bold entrepreneurs and strong community leaders, who create opportunity for all.

No matter what stage your business is at, the industry you're in or your community needs, the MEDC's role in the "Make It in Michigan" plan is to deliver programs and local and regional partners with resources to help.



# NOT SURE WHERE TO START? WE CAN HELP.

Michigan is split into 10 Prosperity Regions, and each has a robust team of business and community development managers who live and work in your area. These guides are here to help you understand all the advantages and resources available to support your businesses and local community.



Visit [www.michiganbusiness.org/services/how-medc-can-help](http://www.michiganbusiness.org/services/how-medc-can-help) for customized assistance connecting you to the proper resources.



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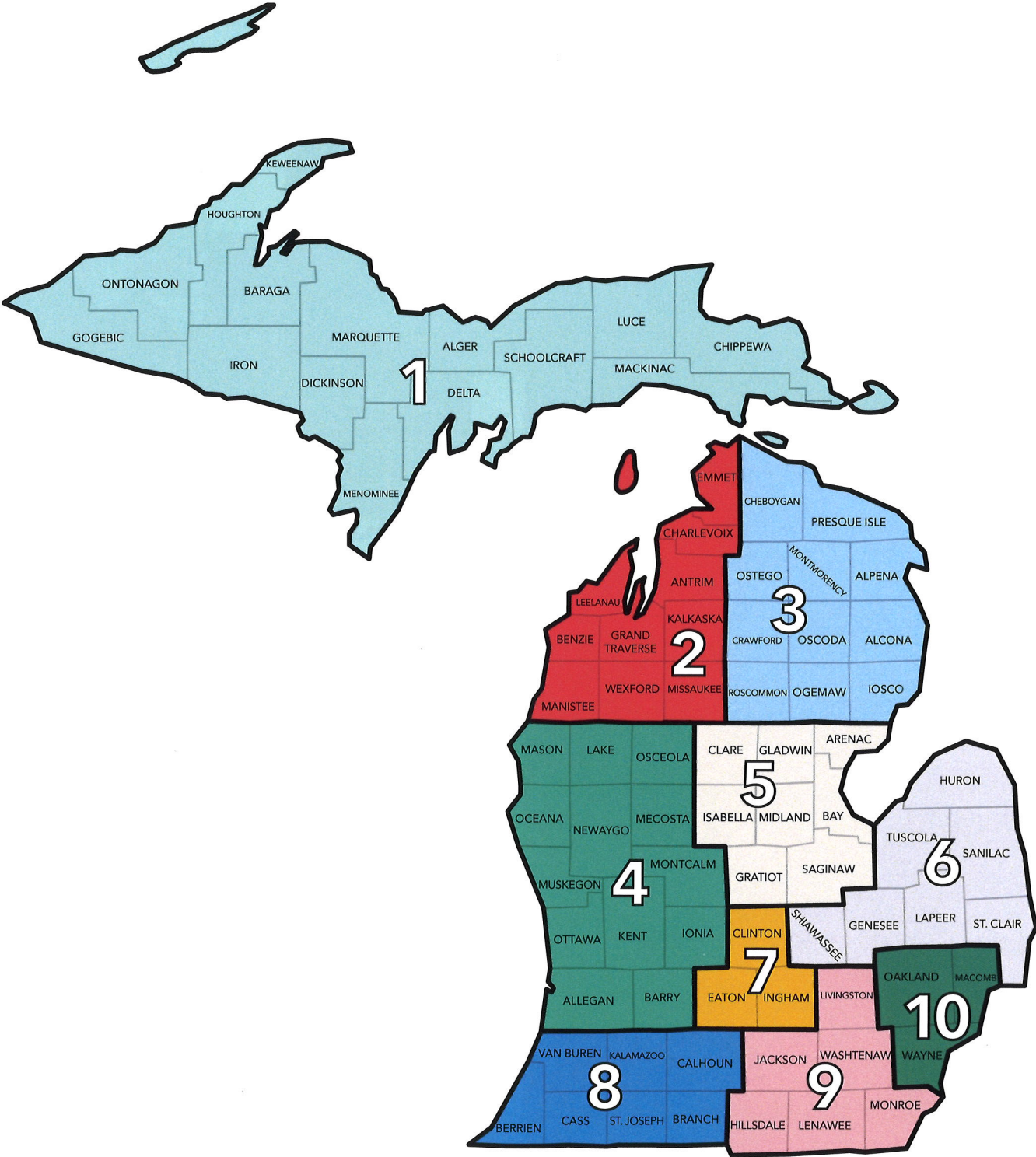
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See the next page for a map of Michigan's Prosperity Regions

# MICHIGAN'S PROSPERITY REGIONS





## START OR GROW MY BUSINESS

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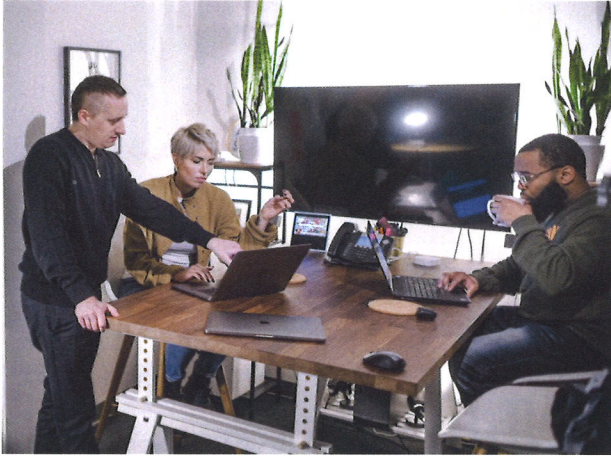
### **Local Access to Resources**

Getting a new concept to market isn't easy, and sometimes inventors, entrepreneurs, startups and creatives don't know where to start. Michigan's SmartZones and business incubators are geographical locations that house the resources you need to transform your idea into a business, like mentoring, business planning, market analysis and product development.

Small businesses can also look to Small Business Support Hubs to make local connections and engage with professionals for industry- and stage-specific resources and help navigating local, state and federal resources. This programming aligns with unique regional and local priorities, including food-based business incubation, artistic entrepreneurship support and hard-tech physical product development.

## One-on-One Help

Whether you're an entrepreneur with an idea or have an established business, the Michigan Small Business Development Center (SBDC) can help. Plan, launch, manage and grow your business with consulting and training, business plan development, market research and more at low- to no-cost thanks to funding and coordination between the MEDC and the U.S. Small Business Administration (SBA).



## Establishing Business Practices

Running a small business takes a lot more than providing a product or service: you're managing human resources and compliance, benefits and insurance, information technology, energy solutions, accounting and finance, legal services, advocacy, small business certification—the list goes on and on. The Small Business Association of Michigan (SBAM) is a membership-based association with services designed for you.

## Developing New Technology

Building sustainable success in the technology market means having durable, reliable and right-priced products. The state's technology hardware incubator program, Design for Michigan Manufacturing, offers help with product development, manufacturing readiness and technology demonstrations.



SUCCESS STORIES

## The Harmony of Vintage Instruments and New Tech

Elderly Instruments was founded in an East Lansing basement in 1972 to fuse community and the timeless charm of vintage and used musical instruments. Lillian Werbin, current CEO and daughter of co-founder Stan Werbin, embarked on a mission with the SBDC.

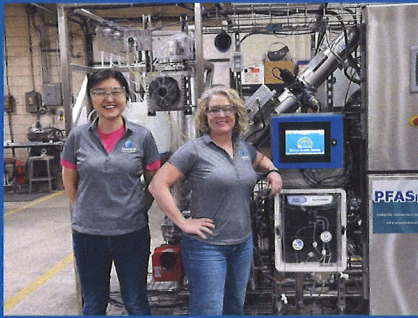
The goal was to revitalize the business and translate the tangible warmth of their renowned showroom into a more meaningful digital experience. Elderly Instruments has since been named "America's Top Small Business" by the U.S. Chamber of Commerce.

“

*“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.”*

—Lillian Werbin, CEO, Elderly Instruments

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#### SUCCESS STORIES

## Cleantech Finds an Enspired Path

Enspired Solutions is a cleantech startup with a chemical technology that destroys “forever chemicals” in water. With connections made through the Michigan SmartZone network, the startup was able to benefit from advisors and resources for early-stage, tech-based businesses.

Comprehensive support included advice on reaching federal clients and regional investors, as well as funding prep, lab space and recruitment. All this to continue forging a company that is committed to sustainability, protecting the environment and supporting diverse people in STEM careers.

“

*“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.”*

—Sarah Meyer, Chief Operating Officer,  
Enspired Solutions

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## FIND FUNDING

### Small Business Loans

Securing a traditional loan can be hard for small businesses that are new or need more collateral. You can view lists of traditional and community-based lenders in your area participating in programs to help make up the difference in collateral or cash flow. Communities can also work with lenders to secure support from the MEDC.

Entrepreneurs from underserved populations are essential to developing communities, but it can be a challenge to get loans through traditional financing. There are competitive microloans available through the Michigan Economic Opportunity Fund that focuses on the survival and growth of small and microbusinesses.



## Bringing in New Manufacturing Technology

Upgrading manufacturing equipment is a big step for companies. You can get help using the next generation of hardware and software for manufacturing, such as robotics and automation, cloud computing and cybersecurity. The Industry 4.0 Implementation Grant provides 50% reimbursement up to \$25,000 for expenses related to adopting qualifying technologies.

## Research Project Support

Grant funding is available to Michigan higher education institutions, nonprofit research centers and hospital systems to speed up the transfer of your new technologies into the market through one of the five Michigan Translational Research and Commercialization (MTRAC) innovation hubs across the state.

## Mobility Funding

The future of mobility in Michigan relies on your technology, and grants can help you continue to lead the industry. The Michigan Mobility Funding Platform helps mobility and electrification companies looking to deploy technology solutions in the state.

## Early-Stage Technology Funding and Guidance

Early-stage technology funding is critical for startup companies and entrepreneurs. The SBDC and geographical SmartZones, among others, offer you funding opportunities at low- to no-cost thanks to coordination between the MEDC and the SBA.

## In-State Job and Investment Creation

When your business wants to target highly competitive projects that create jobs and provide investments in communities across Michigan, there are grants, loans and other economic assistance available through the Michigan Business Development Program (MBDP).

## Reaching Global Markets

Exports can help you reach higher-than-average sales, add additional employees and offer better wages. But how do you reach global markets and buyers? The Michigan State Trade Expansion Program (MI-STEP) reimbursement grant provides up to \$15,000 annually to businesses for exporting activities such as sales trips, trade shows, shipping product samples, compliance testing and marketing to international audiences.

### SUCCESS STORIES

## Farm-to-Fork Support

Terra Osman noticed that small, local food producers were hitting roadblocks when selling their products if they weren't investing in a web presence, social media or paid advertising campaigns. So, she launched Farmish, a marketplace app for local food and farms, where users can buy and sell products from a farmer's listing.

Farmish connected with the MEDC to get answers regarding the platform's legal requirements. Thanks to this support, Farmish was able to scale confidently and take important steps to ensure clear and concise terms of use for its users.

“



*“The MEDC was one of the first connections I made as an early-stage entrepreneur and it's played an important role in connecting me with resources that have helped the app to grow.”*

—Terra Osman, Founder, Farmish

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# RECEIVE TRAINING

## Improving Business Operations

There are numerous workshops across the state to help entrepreneurs learn about running and growing a business, from writing a business plan or securing financing to developing a marketing plan and using social media effectively. The SBDC has trainings to help you bring a well-rounded approach to keep a business going.

## Continued Growth through Insights and Expertise

Your company has grown beyond its startup roots, and there's help available for the next stages of business maturity by getting technical assistance and attending roundtables and retreats to increase profits and fuel growth through the Second-Stage Growth Solutions (SSGS) program.

## Help Throughout the Life of a Loan

Small businesses can also receive pre-loan or post-close technical assistance (TA) from one of nine providers across the state. Entrepreneurs and small businesses can learn how to get ready and successfully apply for capital. TA also offers support throughout the loan, including legal, accounting and financial advisory services.



### SUCCESS STORIES

## Backcountry Dreams Turn Michigan-Made

Chicken Trampler has emerged as a pioneering force in the outdoor gear manufacturing industry. Its mission is to combine lightweight design with unparalleled durability. Founded by two mechanical engineers out of Michigan Tech, a lack of business background led to some early challenges.

Co-founders Austin Gongos and Nathan Ackerman looked to the MEDC for help securing grants and equipment loans, connecting with industry veterans and streamlining production operations.

“

*“The more you work with the MEDC, the more people you get to know, and the more you learn.”*

–Nathan Ackerman, Co-founder, Chicken Trampler

## Industry 4.0 Preparedness

Michigan's small manufacturers can find support for adopting industry 4.0 technology through events, education, technology assessments and more, thanks to a statewide network of partners that make up the Industry 4.0 Signature Initiative.

## Expanding into International Markets

When you face barriers to expanding into international markets, a network of partners is ready to help you identify new markets, access logistics consulting, utilize export legal services, leverage digital business tools, alleviate the challenges of foreign currencies and more.

## Drafting Grant Proposals and Getting Market Insight

Tech-based entrepreneurs and early-stage companies can get training and one-on-one help developing grant proposals for federal funds designed to take scientific- and engineering-based innovations to market. From on-site training programs to personalized consulting, you can improve your number of successful grant applications and get help applying awards to projects.

Product developers and small businesses can get market analysis, prototype refinement and a full breakdown of testing and marketing with professionals working closely with students at the Invent@NMU idea incubator.

## Government Contracting

Get help securing, performing and retaining federal, state and local government contracts for services, products or goods offered and manufactured by companies. Through seminars, events, training and consultations, ApexAccelerators work to help Michigan businesses succeed in the government marketplace.



SUCCESS STORIES

## When Business Success Takes Off

Jon and Sue Tellier started JetCo Solutions to help small businesses win new business from government agencies. Since its inception, JetCo has served hundreds of clients all over the U.S., winning them almost \$4 billion in contract awards.

JetCo has received counsel and support from the MEDC and SBDC, guidance on foundational certifications from Michigan's Apex Accelerators and funds for defense expo trips abroad and research subscriptions through the MI-STEP program.

“

*“There are plenty of cost-share opportunities available for entrepreneurs to take advantage of through the MEDC. I highly recommend all of them.”*

— Jon Tellier, President,  
JetCo Solutions

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SUCCESS STORIES

## Toasting Supply Chain Solutions

Long Road Distillers wanted to optimize the efficiency and ingredient quality of its supply chain. The company participated in the Michigan Distilling Grain Summit and was able to gain access to Michigan-grown grain through a new relationship made at the event.

The new partnership led to local, bulk sourcing of the distillery's primary grain, which improved cost, product quality and delivery. The cost savings, in turn, have positioned the company for production expansion.

“

*“This Michigan Craft Beverage Council- and MEDC-supported event was a significant launching point to further expand opportunities for distillers and agricultural producers to connect, collaborate and learn where new markets and opportunities exist for our industries to work together.”*

—Jon O'Connor, Co-founder,  
Long Road Distillers

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# MAKE CONNECTIONS

## Access to Demand in Strategic Sectors

The Supply Chain Resiliency team connects Michigan suppliers with purchasing and investment opportunities in key sectors, including advanced manufacturing, defense, aerospace, mobility/electrification, clean energy, agribusiness, and infrastructure. We collaborate with corporate buyers, investors, and state agencies to identify demand and promote it to qualified Michigan companies, facilitating direct connections.

## INSIGHTS AND EXPERTISE

### Business Growth and Diversification Opportunities

The Supply Chain Resiliency team empowers Michigan companies to compete and grow in traditional and emerging markets. We offer access to a wide range of resources, in partnership with other state agencies and programs, to help companies adapt to industry trends, integrate new technologies, diversify into new markets, and develop innovative products and services.

# EXPAND OR RELOCATE MY BUSINESS

## Evaluating Available Sites

Site selectors and investors helping businesses expand can use the Zoom Prospector online portal to access robust, high-quality data to learn about community demographics, talent pools and existing businesses.

## Incentive and Abatement Tools for Expansion

Incentive programs and tools are available when you're investing and expanding business operations and

workforce. Michigan has established several state and local economic development resources that support companies working in Michigan communities.

## International Opportunities

Your small- to medium-sized business can use trade missions and international trade shows to create in-market networking opportunities to meet industry peers, including qualified buyers, partners and distributors with matchmaking services.



### SUCCESS STORIES

## Below the Surface of Global Success

Getman Corporation is a global supplier of mobile equipment for underground mining with over 60 years of experience. The company hoped to continue its international growth, so it worked with the MEDC to make it happen.

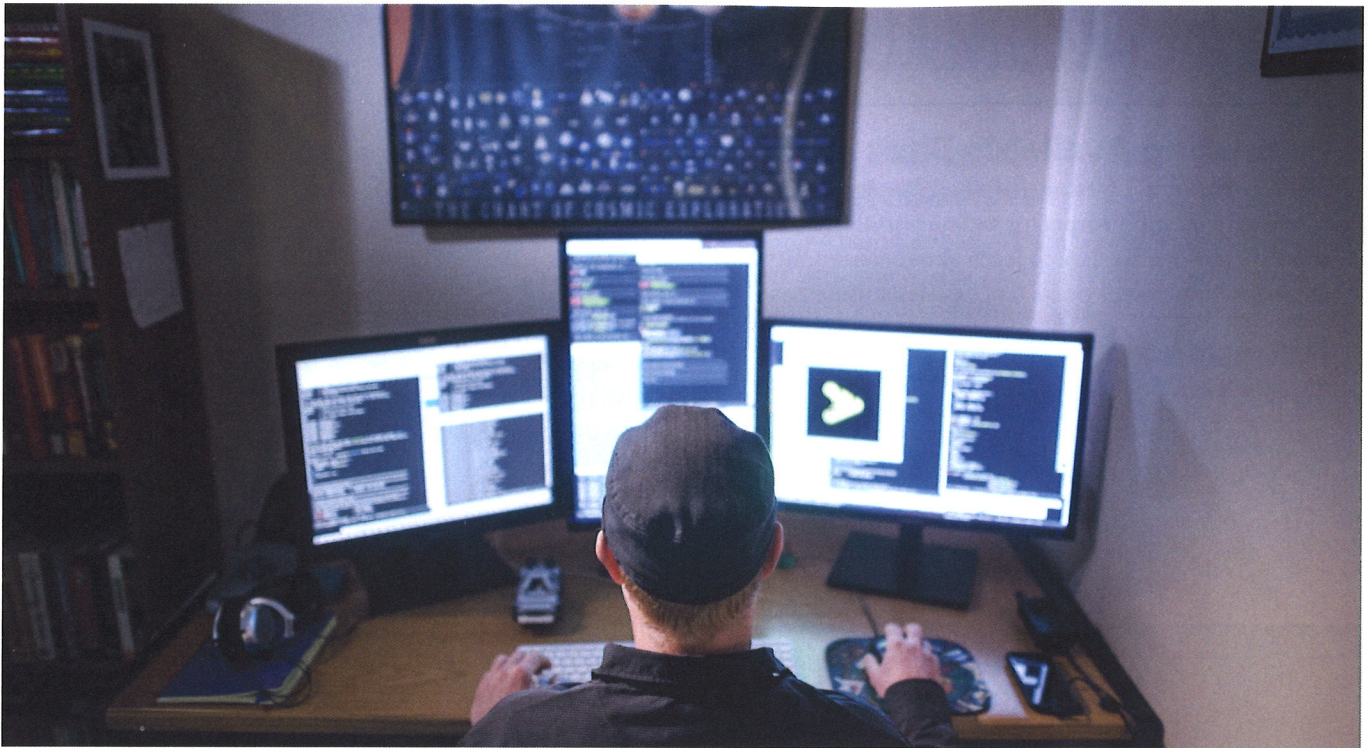
Through the MI-STEP program, Getman was able to make trips to Finland, Australia, South Africa, Zambia, Mexico and Indonesia. The company was also able to fund the translation of its materials to target markets and make sure potential customers understood their products, resulting in significant increases in facilitated export sales.

“

*“The MI-STEP grants have enabled sending our personnel to those remote locations such as Indonesia and Mongolia to make sure our customers there have the best support available.”*

—Chris Warner, Product Manager,  
Getman Corporation

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# LOCATE WORKFORCE SUPPORT

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## Finding Talent

The Talent Action Team delivers skilled and experienced talent for businesses in Michigan's mobility, electrification and semiconductor industries. You can work with public-private partnerships to build your team's in-demand skills and attract and retain talent.

Michigan Works! is another statewide network that can help you find and retain skilled workers and customize training for your evolving needs through more than 100 service centers.

## Funding Training

Venture capital firms that support Michigan's early-stage companies can use grants and educational opportunities to attract talent through the Venture Fellows Program.

You can get assistance with short-term, need-based employee training for credentials that are important in your industry. The Going PRO Talent Fund makes awards to employers for training, developing and retaining current and newly hired employees.

Michigan also offers initiatives when you're looking to grow talent or provide education or retraining opportunities to existing employees. Michigan Reconnect is a scholarship program that pays the costs of tuition or training for eligible adults who want to pursue an associate degree or skills certificate. Futures for Frontliners program is the first-of-its-kind in the country and offers essential workers an opportunity to complete high school or community college tuition-free.

## Bringing on Interns

Businesses can tap into the exceptional talent that Michigan colleges are producing. STEAM Ahead provides one-to-one matching pay for full-time interns up to \$4,000 and part-time interns up to \$2,000. The program fosters meaningful, hands-on career experience for students interested in STEAM-related positions while helping to build your talent pipeline.

SUCCESS STORIES

## Talented Solutions for Automatic Success

Mission Design & Automation finds solutions for manufacturers looking to better incorporate modern machinery into their production. With an ever-increasing demand for automation, Mission has experienced significant growth - opportunity it has been able to seize by consistently finding the talent it needs.

Mission received grant money to hire people who can solve problems and find solutions for their clients. Caring for its customers is at the core of Mission's business, and access to talent makes that possible.

“

*“It's a great partnership we have with MEDC. They really helped us get the right people on staff and provided resources to enhance their skills.”*

—Scot Lindemann, CEO, Mission Design & Automation

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# REVITALIZE MY COMMUNITY

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## Historic Preservation

A community's value starts at its roots and there are resources to help you evaluate, protect and promote historic buildings and archaeological sites. Property owners, developers and local and state agencies can get help identifying opportunities to celebrate and rehabilitate the historic places that define their communities through the State Historic Preservation Office.

## Revitalizing Properties

Your community can get access to development gap funding for properties that are historic, contaminated, blighted or functionally obsolete. Grants, loans or other economic assistance for eligible projects are available through the Michigan Community Revitalization Program.

Any city, village, township or county may also create a Brownfield Redevelopment Authority. This designation paves the way for communities to offer development help, such as reimbursement for some costs of new investments and financing for projects that have a positive impact on the community and state.

## Downtown Growth

Small business growth and vibrant commercial corridors are essential to successful communities. Match on Main is a reimbursement grant program, that serves as a tool to support new or expanding place-based businesses, like Redevelopment Ready Communities® (RRC) and Michigan Main Street Communities. Get to know more at our online Main Street solution center.

## Finding Redevelopment Ready Sites

You can create a transparent, predictable and efficient experience for developers in your community with Redevelopment Ready Sites. Located in RRCs, this program offers sites that have been hand-picked by communities for revitalization. Read more in our online RRC resource library.

## Grow as a Real Estate Developer

Building owners and real estate entrepreneurs just getting started can get help making connections with organizations and learn more about development programs through the developer toolkit. This toolkit will point you in the direction of technical assistance, mentorship and pre-development, development and post-development assistance.

Real estate development is an important part of re-activating underutilized or vacant space. If you're new to real estate or a property owner, the Build MI Community Grant Initiative can help you become familiar with the funding available and get ready to take on more complex projects in the future.





SUCCESS STORIES

## A Certifiable Winner in Community Development

A small, rural community in Michigan's Thumb, the village of Cass City was looking for a change in its economic and developmental trajectory. The new aligned vision for Cass City started with a comprehensive RRC assessment of current development practices.

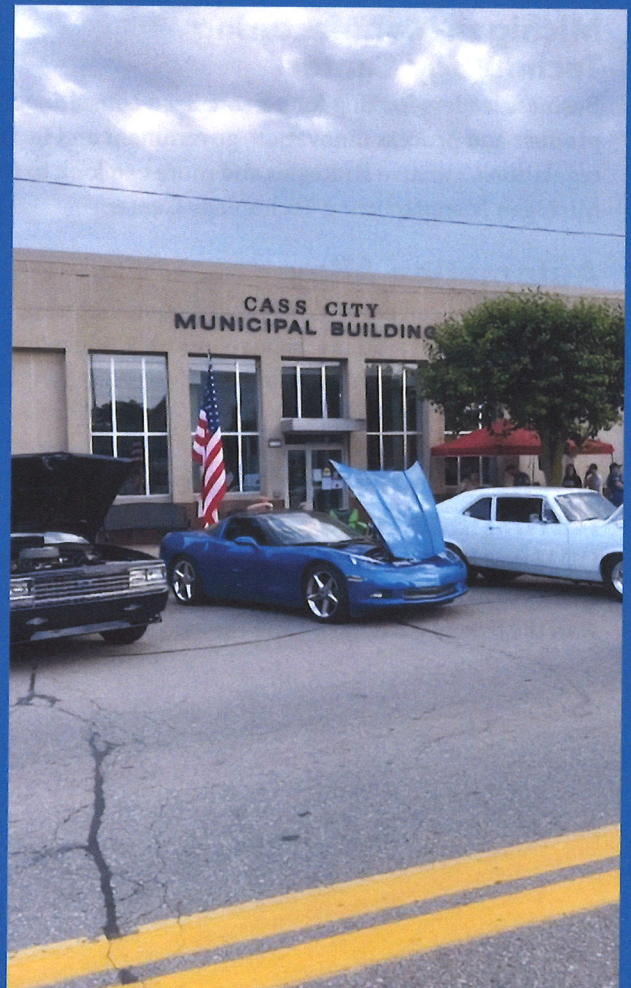
Soon, the path to certification was paved with infrastructure improvements, streamlined downtown building standards and flexibility in housing types. New best practices and transparency across the board helped welcome new businesses, create a vibrant downtown and encourage one of the area's major employers to expand in Cass City.

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*“Working with MEDC and going through the RRC certification process allowed Cass City to implement best practices for development in our daily operations.”*

—Debbie Powell, Village Manager, Village of Cass City

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# ADDITIONAL RESOURCES

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There are a wealth of other MEDC programs and strategic partners that you can look to for a variety of tools and resources within the state. Some include:

## **Local Economic Development Organizations (EDOs)**

Local EDOs exist to support the growth of companies and the creation of jobs in their region of Michigan. EDOs offer a variety of resources including business incubators, mentoring, connections, funding, talent recruitment and more.

## **Michigan State University (MSU) Extension Product Center**

Entrepreneurs and businesses passionate about the food, ag and bioenergy can get customized help to develop new products and services through the MSU Product Center. Business planning, market analysis, and scientific and technical support are all available, and part of a network of university, business and government partners.

## **Michigan Manufacturing Technology Center**

Business leaders looking for personalized consulting for product and process innovation, government and industry regulations, creative strategies and more can look to the Michigan Manufacturing Technology Center.

## **Automation Alley**

Your business can embrace advanced manufacturing technologies and systems through industry, education and government partnerships with the Industry 4.0 nonprofit hub Automation Alley.

## **Michigan Office of Defense and Aerospace Innovation (ODAI)**

ODAI develops and offers defense and aerospace specific resources to assist Michigan companies in doing business with the federal government and the associated supply chain.

## **Testing Centers and Tracks**

Michigan offers a number of world-class, real-world connected and autonomous vehicle research and testing facilities and on-road-vehicle technology deployments. Join government, industry and academia researchers at the American Center for Mobility; Keweenaw Research Center at Michigan Technological University; GM Mobility Research Center at Kettering University; Mcity at the University of Michigan; and Michigan Unmanned Aerial Systems Consortium.

## **Pure Michigan**

Tourism and quality of life are vital to Michigan's economy. MEDC's travel and tourism department, Travel Michigan, offers a variety of opportunities to share communities, small businesses and events with the millions of travelers within and beyond the state.

## **Leverage Tribal Support**

The MEDC offers services to the 12 federally recognized Native American tribes in Michigan. These efforts are to help the tribes achieve sustainable economies through business diversification and development beyond gaming.

These tribal initiatives, including funding opportunities, planning and technical assistance, are designed to increase awareness, leverage resources and generate contracting opportunities for greater tribal participation in growth sectors of Michigan's economy.

Not sure where to start? MEDC is here to help.

Contact us for customized assistance connecting  
with the resources you need.

[www.michiganbusiness.org/how-medc-can-help](http://www.michiganbusiness.org/how-medc-can-help)

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