



# HOUSE of REPRESENTATIVES

## STATE OF MICHIGAN

### Appropriations Requests for Legislatively Directed Spending Items

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1. The sponsoring representative's first name:  
Jason
2. The sponsoring representative's last name:  
Morgan
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.  
N/A
4. Name of the entity that the spending item is intended for:  
Detroit Regional Chamber Foundation
5. Physical address of the entity that the spending item is intended for:  
777 Woodward Ave., Suite 800, Detroit, MI 48226
6. If there is not a specific recipient, the intended location of the project or activity:  
N/A
7. Name of the representative and the district number where the legislatively directed spending item is located:  
Representative Joe Tate (D-9)
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution. To enhance economic prosperity through key programming focused on increasing the talent pipeline through exposure and experiential learning; attracting and retaining talent on a regional level; and promoting careers in automotive and mobility related fields.
9. Attach documents here if needed:  
Attachments added to the end of this file.
10. The amount of state funding requested for the legislatively directed spending item.  
3000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["State","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

Sandy K. Baruah, Chamber President and Chief Executive Officer Tammy J. Carnrike, Chamber Chief Operating Officer Megan Spanitz, Chamber Chief Strategy Officer Karen Belans, Chamber Chief Financial Officer Suzanne Shank, Chair of the Chamber Board of Directors (ex-officio)

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

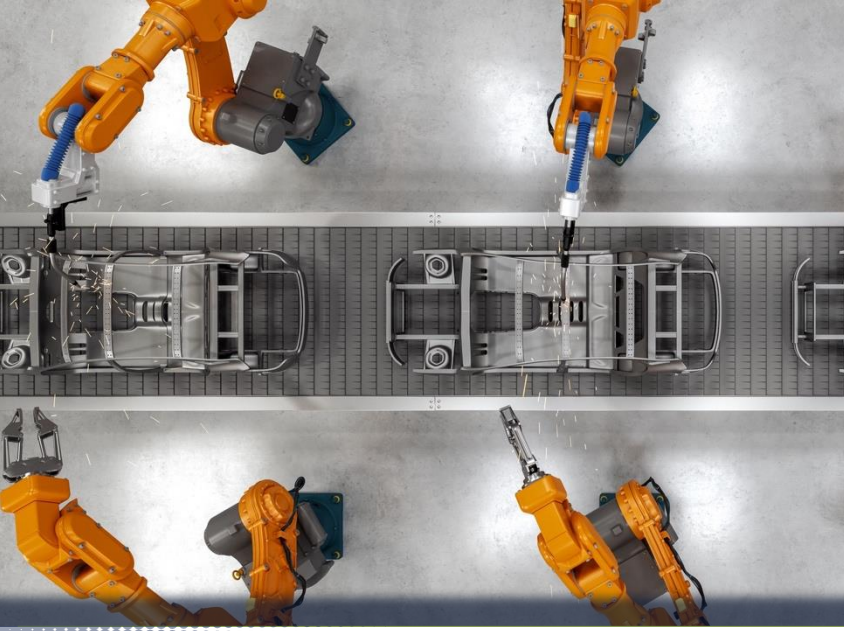
Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

3-year period beginning October 1, 2025. Duration of project would decrease proportionally by the lower amount granted.

19. "I hereby certify that all information provided in this request is true and accurate."

Yes



***State of Michigan  
Funding Request from MichAuto for FY26 and Language Modification in Current State Budget  
April 2025***

***Promote, retain, and grow Michigan's automotive and mobility industry by serving as the only statewide voice.***

1. **State of Michigan Budget Request FY26: \$3.0 M Request**
2. **Modification of existing budget language to include utilization of social media to reach Michigan youth for career path development**

***MichAuto is seeking sustaining funding to continue implementing key strategies to grow the high-tech talent pipeline***

Programming Costs

1. Expanded Research: \$250,000
2. Gen-Z Outreach and Engagement: \$1,000,000
3. Statewide Hands-on Learning: \$1,000,000
4. Program Facilitation: \$750,000

***MichAuto is seeking sustaining funding to continue implementing key strategies to grow the high-tech talent pipeline***

Objectives

1. Study the CTE coverage across Michigan and identify “CTE Deserts” and address actionable solutions
2. Continue combatting Gen-Z perceptions of mobility careers in Michigan through direct outreach and engagement
3. Uplifting statewide initiatives for outside the classroom learning





## Our Focus

### Talent



### Advocacy



### Industry Transition



# Talent

## Our Goal:

Develop and provide next level education and industry career pathways for Michigan citizens.

### Connecting Students and Professionals

- ▶ Facilitating partnerships with educational institutions and training programs to raise awareness of opportunities.

### Advocating for High-Tech Talent

- ▶ Promoting inclusive attraction and retention focusing on underrepresented communities.
- ▶ Executing programs by linking educational institutions with companies, policymakers, and like-minded organizations.





# Our Programs

## Retaining and Inspiring High-Tech Talent



Talent

### You Drive the Future



Influencing Gen Z to pursue high-tech careers in Michigan.

**18** INDUSTRY INFLUENCERS  
**7,000** FOLLOWERS

Goal: 30 creators, 10,000 followers, and expand statewide awareness

### Square One Education Network Partnership



Supporting STEM and robotics programming for under-resourced communities.

**200** TEAMS  
**23,000** STUDENTS

Goal: Triple these numbers over the next two years

### Discover Auto



Improving youth perception of automotive careers through interactive facility tours.

**2,000+** MIDDLE AND HIGH SCHOOL STUDENTS THROUGH THE PROGRAM

Goal: 1,000 students annually on experiential facility tours



## Michigan's High-Tech Talent Initiative

**Why This is Important:** For companies in Michigan to grow and new companies to be attracted here, we must build our capacity for developing, training, and retaining high-tech talent for the automotive industry and all industries in Michigan. Today's manufacturing environment, from the factory floor to the cloud, requires high-tech talent across all sectors.

**Michigan Must:** Invest in programs that further strengthen and develop our future talent pipeline. Without these investments, Michigan cannot meet the high-tech talent demands of the future.

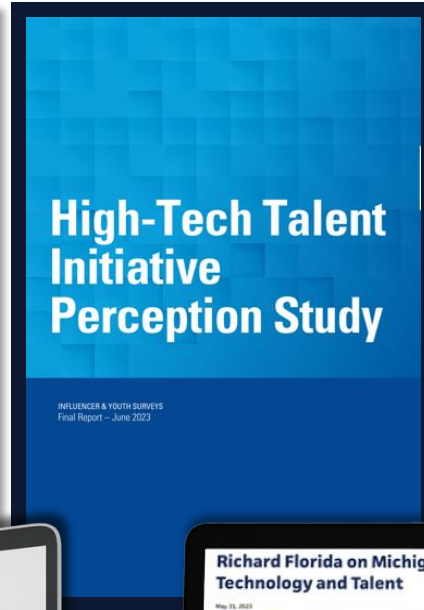
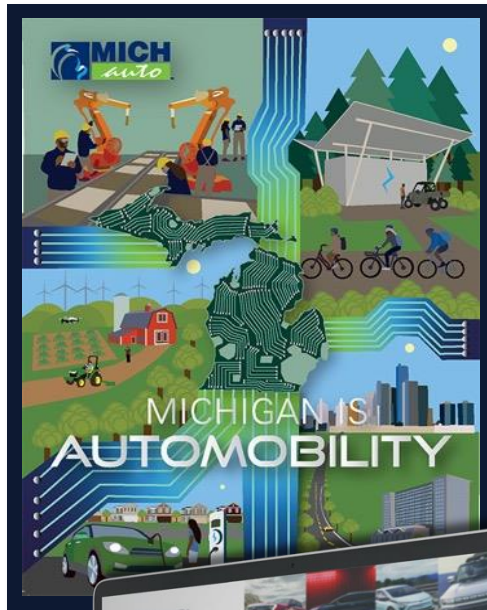
**Proposal:** Continue the critical work begun by the MichAuto High-Tech Talent Initiative to enhance and build the supply of high-tech talent in the state. Workstreams have been established with critical projects needing continued funding to solidify the state's economic future.



# Research and Data Assets



As one of the state's key research and data resources, MichAuto's expanding portfolio guides efforts and drives global competitiveness.



# Unique Industry Voice:

**OEMs + Suppliers + Startups + Professional Firms + Education + Economic Development**



AAM  
Accenture  
ADAC Automotive  
Adient US LLC  
Advocate Commercial Real Estate  
Advisors of Michigan  
Aimtec  
American Center for Mobility  
Ancor Automotive  
Ann Arbor SPARK  
Asahi Kasei America  
Automotive Hall of Fame  
Bank of America  
BCG  
Böllhoff Inc.  
Bollinger Motors  
BorgWarner Inc.  
Brose North America Inc.  
Center for Automotive Research  
CGI Technologies and Solutions Inc.  
Clark Hill PLC  
Comerica  
Consumers Energy  
Cooper Standard  
Cummins  
Dakota Integrated Systems  
DENSO International America Inc.  
Deshler Group  
Detroit Auto Dealers Association

Detroit Manufacturing Systems LLC  
Detroit Regional Partnership  
Dickinson Wright PLLC  
dSPACE Inc.  
EMU GameAbove College of  
Engineering and Technology  
Engauge Workforce Solutions  
Fakhoury Law Group PC  
Foley & Lardner LLP  
Ford Motor Company  
Forvia Faurecia  
Forvia HELLA  
Franco  
General Motors  
Ghafari Associates LLC  
GS3  
Highgate LLC  
Intrepid Control Systems  
Kerr Russell  
Kettering University  
Kontrolka  
KPMG LLP  
Lacks Enterprises Inc.  
Lawrence Technological University  
LG Energy Solution  
LM Manufacturing  
Lucerne International  
Lucid Motors  
Macomb Community College  
Macomb County

Magna International  
MAHLE Industries Inc.  
Martinrea International Inc.  
Michigan Economic Development  
Corporation  
Michigan Manufacturing Technology  
Center  
Michigan State University  
Michigan Technological University  
Multimatic  
Munro & Associates  
Nexteer Automotive  
NYX LLC  
Oakland County  
Oakland County Economic Development  
Oakland University  
OneMagnify  
OpTech LLC  
Penske Corporation  
PHINIA  
Phoenix Contact E-Mobility  
Piston Group  
Platinum Equity  
PNC  
Quality Metalcraft and  
Experi-Metal Inc.  
Shape Corp.  
Stellantis  
Teijin Automotive Technologies

Teledyne LeCroy  
Toyota Motor North America  
TrueAuto  
Truscott Rossman  
Twin Metals Minnesota  
UHY LLP  
Visit Detroit  
WardsAuto  
Warner Norcross + Judd LLP  
Washtenaw Community College  
Wayne County Airport Authority  
Wayne State University  
X Global Response