

GROWING MICHIGAN TOGETHER

Hilary Doe, Chief Growth Officer
November 2, 2023

PUBLIC ENGAGEMENT

TO DATE

60+

COMMUNITY
EVENTS
HOSTED

8 of 15

PUBLIC
COLLEGES &
UNIVERSITIES
VISITED

~3K

INDIVIDUALS
ENGAGED

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PUBLIC ENGAGEMENT

CITIES VISITED

escanaba
marquette
lansing
midland
kalamazoo
sterling heights
dearborn
neguane
traverse city
albion
grand rapids
trenton
east lansing
ann arbor
riverview
rochester
allendale
troy
houghton
saginaw
benton harbor
detroit



BroncoBash – Western MI

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PUBLIC ENGAGEMENT

ORGANIZATIONS ENGAGED

- New Community Transformation Fund
- The Right Place
- Labor/Education Roundtable
- Carpenters Roundtable
- Travel Detroit
- Grand Rapids Chamber
- Office of Global Michigan
- Grand Valley State University
- Grand Rapids Economic Club
- Detroit Homecoming
- Upjohn Institute
- Albion College
- Institute for Social Policy and Understanding
- MSU Institute for Public Policy and Social Research
- Traverse Connect
- Western Michigan University
- HR Collaborative
- Michigan Tech Week
- Wayne State University
- Saginaw Valley State University
- UP State Fair
- University of Michigan
- Office of Global Michigan Virtual Immigrant Roundtable
- Michigan Association of State Universities
- Small Business Association of Michigan
- Connect Macomb
- DPTV Townhall
- Michigan Economic Development Corporation
- Grand Rapids Public Museum
- Office of Rural Development
- Community Foundation of Marquette County
- Skillman Foundation
- Strategic Leadership Council
- Riverview High School
- Trenton High School
- Port of Monroe
- Southeast Michigan Council of Governments
- Midland Chamber of Commerce
- Oakland University
- National Association of Social Workers
- MSU Research Foundation
- TechSmith
- MSU Mass Timber
- MSU Hatch
- Community Economic Development Association of Michigan
- Northern Michigan University
- Michigan Tech University
- Marquette Economic Club
- Kinexus
- Connect Macomb

GROWING MICHIGAN SURVEY

814
RESPONSES

15-65+
AGE RANGE

50%
18-34

THINGS TO CELEBRATE

- 36% NATURAL BEAUTY + CLIMATE
lakes, four seasons
- 24% LOCAL ATTRACTIONS + OUTDOOR REC
museums, parks, trails
- 14% COMMUNITY
pride, diversity



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RESPONDANT PRIORITIES

30 % - INFRASTRUCTURE

Roads, transportation, utilities, broadband

HOUSING- Access & affordability

EQUITABLE OPPORTUNITY

— Education / career pathways

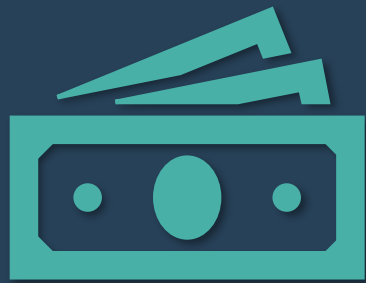


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ATTRACTION + ATTAINMENT



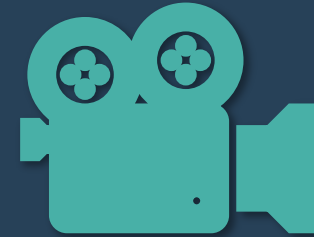
Industry
diversification



Competitive
wages



Natural
resources



Marketing + regional
storytelling

EDUCATION

60 % - AFFORDABILITY

BIGGEST POST-SECONDARY BARRIER

EQUITY ACADEMICS + FACILITIES

APPLICABILITY CAREER + POST-SECONDARY

EMPHASIS ON PLACE

- Infrastructure improvements
- Mobility advancements
- Protecting our natural resource assets

ACCESS to OPPORTUNITY

The common thread throughout most survey responses.



**“Housing, transportation,
access to quality education
and job opportunities.”**
- Female, 18-34

NATIONAL POLL

GENERATION LAB

2,700

RESPONDENTS

15

METRO AREAS

94%

15-34 YEARS OLD

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What do you enjoy most about living in your current location?

National poll

42% Diverse + inclusive community

37% Attractions, local cuisine, events

30% Affordability

Do you plan to continue living in your current location for the foreseeable future?

	Yes	No	Not sure
18-24	33%	41%	26%
25-34	44%	35%	21%
35+	49%	20%	31%

What are the main reasons for your planned relocation?

58% New job or education opportunity

47% Desire for new experiences

29% Want to raise a family elsewhere

<https://growingmichigan.org/survey/>

