

GROWING MICHIGAN TOGETHER

Hilary Doe, Chief Growth Officer

October 12, 2023

PUBLIC ENGAGEMENT

TO DATE

30+

COMMUNITY
EVENTS
HOSTED

7 of 15

PUBLIC
COLLEGES &
UNIVERSITIES
VISITED

2,464+

INDIVIDUALS
ENGAGED

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GROWING MICHIGAN SURVEY

563
RESPONDENTS
(in-person)

Things to celebrate:
NATURAL BEAUTY
AND CLIMATE

Things to improve:
ROADS
TRANSPORTATION
HOUSING

PUBLIC FEEDBACK

EARLY RESULTS

Michiganders love:

OUR STATE'S NATURAL
BEAUTY AND OUTDOOR
RECREATION OPTIONS

Critical to attraction & retention:

ECONOMIC INCENTIVES,
SPECIFIC EMPLOYMENT TRAINING,
DIVERSE JOB OPPORTUNITIES

Infrastructure & place requirements:

REAL PROGRESS ON ROADS,
TRANSIT & MULTIMODAL TRANSPORTATION IN CITIES,
HOUSING

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STAKEHOLDER MEETINGS

EARLY RESULTS

REGION-SPECIFIC
STRATEGIES

STORYTELLING &
MARKETING

HOUSING

WELL-TRAINED,
WELL-EDUCATED
WORKFORCE

CHILDCARE

WE'RE JUST GETTING STARTED!

Goals for end of November

70+

TOTAL EVENTS
PLANNED

8 of 8

REGIONS
REPRESENTED

1000+

IN-PERSON SURVEY
RESPONDENTS

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NATIONAL POLL

2,374+
RESPONDENTS

FROM 15 METROPOLITAN AREAS WITH
HIGH POSITIVE NET MIGRATION
(E.G. COLUMBUS, ATLANTA, DENVER)

94% ARE 15-34 YEARS OLD
(YOUNG WORKERS & FAMILIES)

Top influencing factors are
JOBS & EDUCATION 58%
NEW EXPERIENCES 47%

LOW COST OF LIVING
is an added benefit, but not
a primary influencing factor

Popular relocation incentives include
DOWN PAYMENT ASSISTANCE 40%
TAX CREDIT OR CASH INCENTIVE 33%

NOTABLE INSIGHTS

64% OF MICHIGANDERS AGED 18-29 SEE THEMSELVES IN MICHIGAN IN 10 YEARS

80% WOULD CHOOSE A JOB IN MICHIGAN OVER ONE IN CALIFORNIA, CHICAGO, OR TEXAS

15% SAID MICHIGAN OFFERS LESS OPPORTUNITY THAN OTHER STATES

KEY TAKEAWAYS

1. Growth looks different to different communities across our state.
2. Michigan is strategically positioned in important ways.
3. To succeed, we need all three legs of the stool:

ACCESS
TO GREAT
OPPORTUNITIES

GREAT PLACES
TO LIVE, WORK,
AND PLAY

WELCOMING
COMMUNITIES
TO CALL HOME

WORKGROUPS OVERVIEW

70

WORKGROUP
MEMBERS

915+

COLLECTIVE
HOURS

29

WORKGROUP
MEETINGS

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