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2013 SITE SELECTION STRATEGY FOR PURE MICHIGAN



Presented by:

southwest michigan  **first**
EMPLOYMENT+INNOVATION+LEADERSHIP+CAPITAL

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2013 SITE SELECTION STRATEGY FOR PURE MICHIGAN

On Top of the Map

PUTTING MICHIGAN BACK WHERE IT BELONGS

Last year was the beginning of a new dawn in Michigan's site decision influencer engagement. At a recent attraction event for the state of Michigan, Tracy Hyatt Bosman, Managing Director of BLS Strategies, Inc., a global site consultant firm with offices in New York, NY; Princeton, NJ and Chicago, IL said:

"I have heard more from the state of Michigan in the past year than I have in my entire career as a site selector. The noise is good. Keep it up!"

The positive momentum must be maintained in 2013 to ensure the forward progress continues.

The challenge for future engagement is ensuring that Michigan's message is truly impactful. Michigan must continue to deliver an engagement approach that will take Michigan from a "no way" to a "maybe" on the expansion consideration lists.

In January 2012, location marketing advisor, Development Counsellors International, in partnership with the Michigan Economic Development Corporation (MEDC), administered a benchmark survey to 245 site consultants around the nation geared towards measuring the perception of Michigan as a location for economic investment. Responses gauging baseline opinions of the state on an array of baseline indicators were received from 51 consultants, arranged into indicators and shared with a research team from the MEDC. The January site decision influencer perception survey showed Michigan has been considered in less than half of all projects (41%) by companies looking to expand in the upper Midwest in the last three years.

We are hopeful that the post survey scheduled for January 2013 will show the four engagement approaches imple-

However, it will likely take several years to repair the damage of nearly a decade without an engagement strategy. To date, the Southwest Michigan First team delivered or will deliver the following results:

Pure Michigan Jobs Academy FRONT-LINE TRAINING



Held in Lansing, Kalamazoo, Detroit and Ann Arbor, each session was led by four of the nation's leading site consult-

Throughout Spring 2012, Southwest Michigan First conducted four training classes throughout the state to help prepare regional economic developers to respond when site decision influencers knock on their door. These classes trained 83 individuals in 61 organizations. Most of the attendees shared Novi Economic Development Director Ari Topouzian's sentiment, "The site consultant training is one of the best sessions I have experienced and should be required for anyone practicing economic development. I hope this becomes an ongoing training session." Combined, all four classes received an average ranking of 3.77 on a 4.0 scale from the participants.



Sessions Completed



Positive Feedback



People | Places Impacted



The second in the series of four meetings of the Location Advisory Board was held on May 29, 2012 at the Governor's Summer Residence (above) on Mackinac Island, during the Mackinac Policy Conference.

Michigan Location Advisory Board

LEARNING FROM THE BEST

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Two in-state board meetings provided invaluable advice to both the MEDC senior leadership team and the Governor in both Kalamazoo and Mackinac Island. We learned from these meetings that there is more work to do in terms of engagement, debunking unionization and business cost myths. Two meetings remain on August 20 and October 9.



2 Sessions Completed |
2 Sessions Scheduled



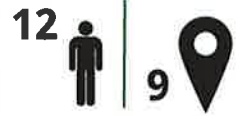
Team Pure Michigan at the Texas O'Reilly Auto Parts 300 race.



Trips Completed



Site Consultant Impacts



People | Places Impact-

Marketing Missions

DRIVING IMPACTFUL RELATIONSHIPS

Our teams of economic developers have successfully taken both Dallas and New York by storm. The Dallas mission, in partnership with the MEDC sponsorship of the Texas O'Reilly Auto Parts 300 race, was filled with unexpected thrills with the Pure Michigan car winning the race. New York was even more spectacular with attendance at Derek Jeter's charity event and one-on-one time with Green Bay Packers great Greg Jennings. In New York and Dallas, we met with 43 site selectors from 25 different organizations. Trips planned for the remainder of 2012 include Chicago and Atlanta.

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Team Pure Michigan celebrates at Derek Jeter's annual charity event, the Turn 2 Foundation Gala, promoting healthy lifestyles among youth. Green Bay Packers' wide receiver and Southwest Michigan First director, Greg Jennings was on hand to represent the state with site decision influencers.

Pure Michigan Test Drive

REVVING UP OUR ENGINES



A combined MEDC and Southwest Michigan First team is racing full-speed ahead in preparation for a site consultant event branded around the Pure Michigan 400 held August 18-21 at the Michigan International Speedway. With the race just a month away, planning is in full swing. We have 14 national location consultants and 17 CEO hosts all prepped and ready to take a Pure Michigan Test Drive. The Southwest Michigan First team will ensure uncompromised execution of this event and a true "wow" experience for all the

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Our CEO hosts represent these great Michigan companies:



Focus Forward: 2013

PREPARED FOR EXECUTION

Now is the time to start the planning to top Michigan's success in 2012. Southwest Michigan First's seasoned team with more than 50 years of economic development experience is prepared for execution including:

Ron Kitchens: Throughout his career in economic development in Michigan, Texas and Missouri, he always keeps innovation in mind. He will set the vision for the campaign, offer his long-term site selector relationships and make sure the approach is cutting edge.



Jennifer Owens: Her economic development experience includes various leadership roles at the MEDC and offers a unique perspective in promoting both state and regional economies. She will implement all phases of the campaign, making sure the team is on-track and on-target



Heather Smith Baker: Her extensive expertise in strategic planning and communication will help focus on message and continue to design our approach techniques. Her keen eye will ensure all elements of the project are handled with care.



Katie Perry: As our relationship and events-guru, she has managed a three-ring circus of executive events for the past three years. In 2012, she has participated in and executed world-class national site selector events in New York City and Michigan. Katie will ensure that all events are first-class and flawlessly executed.



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We are proposing the three tactics and three additional options over the next year to continue the Michigan momentum that incorporates tried, tested and innovative elements:

- **Marketing Missions:** A team of trained local and state professionals will hit four markets with the highest site decision influencer concentrations to take Michigan's message direct to the home bases of the consultants. Three of this year's missions will include the Governor.
- **Pure Michigan Test Drive:** In-state custom experience around the Pure Michigan 400 race will directly expose the consultants to unique regional economies and senior business executives.
- **Location Advisory Board:** On a quarterly basis, a group of four location advisors will provide feedback on current strategies and how to continue to move the relationships forward.
- **Presentation 201: Practice Your Pitch** ☒ Follow-up training sessions for last year's training graduates will provide attendees with the presentation skills and tools they need to make a successful pitch.
- **Michigan Economic Development Leadership Summit** ☒ A gathering of the state's top economic development CEOs and a select group of their board members for a candid full-day conversation on trends in economic development and how to collaborate for the nation's success.

You will find more specifics on each on these approaches in the pages to follow.

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Marketing Missions ON-THE-ROAD COFFEE TALKS

The January site decision influencer perception survey showed Michigan has been considered in less than half of all Midwest projects. The state clearly has a way to go before it can be on par with our neighbors. Yet, when looking at Michigan's geographic regions from a statistical perspective verses Indiana or Ohio, the demographic data looks very similar. The difference is perception.

The most effective way to change perceptions amongst the site selectors is to engage them face-to-face. They are bombarded with electronic communication, marketing pieces and advertisement that have become so numerous as to become meaningless.



“The art of sitting down over a cup of coffee and getting to know each other is still the best approach,” said Brent Pollina of Pollina Corporate Real Estate.

In 2013, we suggest continuing our on-the-road coffee talks in four geographic markets. On three of those road trips, we would like to take the “senior barista,” Governor Snyder, along. Moreover, we will also secure at least two CEOs for each market to attend our premier event.

Each road trip will target 15 one-on-one meetings with site consultants in their offices and conclude with some type of Michigan-centric signature event. More specifically, each road show will be divided amongst three traveling teams, each led by a member of the Southwest Michigan First staff and attended by two community partners.

Participants will pay their own travel expenses and costs and pay \$2,000 per trip. Southwest Michigan First will handle all the logistics, scheduling and local partner coordination related to these trips. Southwest Michigan First will also be responsible for booking the Governor's entire schedule and handling all his travel logistics.

CALENDAR

Dates and Regions for 2013:

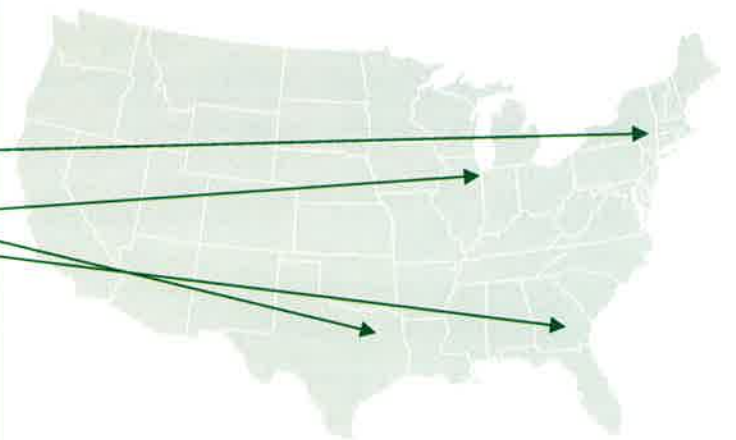
February *: Dallas

June*: New York

September: Atlanta

November*: Chicago

*Governor attended events.



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Pure Michigan Test Drive
KEEPING UP THE MOMENTUM

The key to the Pure Michigan Test Drive is the true VIP experience. The only way to effectively conduct a event is to provide an experience that money cannot buy. The MEDC should consider this prior to co-branding any other site selector experience. The Pure Michigan brand should be exclusive and sought after in the site selection world. The MEDC can financially support other locally drive site consultant events, but in order to continue the forward momentum, those events should not be branded Pure Michigan.



As part of the Pure Michigan Test Drive 2013, Southwest Michigan First will coordinate all aspects of the location advisors travel, logistics and entertaining. We also will work with local economic development organizations to secure CEO hosts and handle all coordination of CEOs on the sponsor day. The MEDC will handle all event sponsorship costs, provide at least two staff people at each event, access to their CEO and SDI contact information and provide support with local economic development organizations.

CALENDAR

Date:

August 2013

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Michigan Location Advisory Board THE WORD ON THE STREET

When implementing a new vision, getting honest feedback from a test audience can be critical to implementing change. The Michigan Location Advisory Board, a four-person group of both experienced and upcoming site consultants will, quarterly, provide open, honest feedback on an array of topics. The data collected can help shape website design and development, approach tactics, design events and provide an overall sounding board on what works and what does not.

The group delivered Governor Snyder honest feedback on Mackinac Island in June 2012 and will continue to be available next year for similar engagement opportunities. The panel will meet once in Michigan and the remaining times either at a conference they are already attending or via conference calls. Agendas are designed based on current market trends, data and other unique topics. Next year's panel will include:



Tracey Hyatt Bosman (BLS Strategies, Inc.): Based in Chicago, Tracey develops and executes incentives and location selection strategies for BLS' corporate and institutional clients. She has twenty years of professional experience across a wide range of sectors, including data centers, manufacturing, headquarters, back office and contact center operations, and logistics.



Dennis Cuneo (DC Strategic Advisors): A Michigan native and former senior official at Toyota, he is based currently in Washington DC. Cuneo deals primarily with emerging market projects and is on contract with Kholsa Ventures to handle all their consulting work. He has done over \$2 billion in investment projects in the Southern states over the past two years due to their lucrative incentive packages.



Kathy Mussio (Atlas Insight): Based in New Jersey, Mussio has over 22 years of combined experience as a management, incentive and site selection consultant. Her consulting career has focused on securing incentives for various projects as well as helping site selection clients to select optimal locations for expansion projects.

CALENDAR

Dates and Locations:

January 30, 2013 Catalyst 2013 | Kalamazoo, MI

March 2013 Industrial Asset Management Council
Professional Forum | Charleston, SC

Southwest Michigan First will help to identify members, coordinate and convene the gathering and conference calls and serve as call moderator. The MEDC will work with Southwest Michigan First on agendas and provide their selections as to panelist members. Additionally, to coincide with the January 30, 2013 meeting date at Catalyst 2013, MEDC sponsorship of that event is included.



Christopher Schastok (Jones Lang LaSalle): Focuses on corporate solutions by assisting clients with the execution of national and global real estate initiatives through location advisory, real estate, labor due diligence, and incentive negotiations. A native of Chicago, IL, Mr. Schastok is a dual citizen, holding a German passport. His international experience includes project work involving Germany, Canada and the United Kingdom.

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Presentation 201
PRACTICE YOUR PITCH

The 83 graduates of the Pure Michigan Jobs academy are hungry for more knowledge. It has become apparent as we work in our region that the art of marketing and presenting is a tool that needs to be mastered.

This training session will be held only once and only offered to those who have completed the Pure Michigan Jobs training classes. We will bring in a national presentation speaker to address the group on effective pitch and presentation tactics. This speaker will focus on private sector sales strategies and techniques.

Following the presentation, all of the attendees will be asked to give a five-minute elevator pitch on the value proposition of locating in their region. They will be notified prior to the class to prepare themselves to present. Following their presentation, they will receive custom real time responses from the course attendees. Following the elevator pitches, they will all get on one-on-one with professional marketing teams who will assist them with developing both a PowerPoint and presentation template they can use for future projects.

Each attendee will pay \$300 which includes detailed verbal feedback on their elevator pitch, a personalized PowerPoint and proposal template. This event will be limited to 25 economic developers from 25 organizations. In order to maximize statewide impact, we will limit attendance to one representative per organization.



CALENDAR

Date:

January 31, 2013

Agenda

- 8:00 am—9:00 am Introduction to the Art of the Pitch (National Speaker)
- 9:00 am—12:00 pm Individual Elevator Pitches
- 12:00 pm—1:00 pm Lunch
- 1:00 pm—4:00 pm One-on-one Meeting with Marketing Professionals on PowerPoint and Proposals

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Michigan Economic Development Leadership Summit

The time is now for our state economic development leaders and their boards to collaborate. This one-day event exclusive event, hosted by the Governor, will include the leaders of the state's top economic development organizations along with select members of their board. The dialogue will be focused on collaboration and continuous improvement.

No more than 50 state leaders will be allowed to attend this exclusive event. The agenda will be outcome based and focused on collaboration action items and best practices. Southwest Michigan First will handle all conference logistics, communication with participants, registration and travel arrangements. The date tentatively targeted in June will be set based on the Governor's schedule. His attendance is required.



CALENDAR

Date:

June 2013—To Be Announced

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Calendar of Events PLAN AHEAD

Month 2013	Advisory Board	Marketing Trips	Familiarization Tour	Training
January	Meeting #1 Catalyst 2013			Presentation Training
February		Trip #1 Dallas		
March	Meeting #2 IAMC Charleston			
April				
May				
June		Trip #2 New York	Michigan Economic Development Summit	
July				
August			Pure Michigan 400	
September		Trip #3 Atlanta		
October	Meeting #3 CoreNet Las Vegas			
November		Trip #4 Chicago		
December				

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Overall Goals COMMITMENTS

The MEDC will be responsible for monitoring the deal flow from the engaged consultants. Given Southwest Michigan First does not work on a statewide basis it would be impossible for our team to track this metric. We will commit to the following:

- Personal outreach to at least **60 SDIs** in **4 regional markets**.
- Hold an **in-state familiarization tour** with a minimum of **10 site decision influencer** attendees.
- Manage and develop the **4-person Location Advisory Board**.

Optional commitments:

- Train at least **25 regional economic development professionals** on effective presentation and marketing approaches.
- Bring **50 state economic development leaders** together to collaborate on action items and best practices at the Michigan Economic Development Summit.



For more information, please contact:

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