



MIDDLE MICHIGAN
DEVELOPMENT CORPORATION

STRATEGIC PLAN

2016-2018

MISSION

We grow the economy with services designed to retain, expand and attract businesses in Clare and Isabella Counties.

VISION

We are the primary economic development driver for businesses, communities and industrial partners in Middle Michigan.

BUSINESS RETENTION & GROWTH

- Conduct regular retention calls on area businesses with municipalities and other partners.
- Represent companies seeking state incentives to the MEDC and other departments.
- Connect businesses with suppliers and customers through Pure Michigan Business Connect.
- Facilitate workforce training and export growth for businesses in Middle Michigan.

BUSINESS ATTRACTION

- Target businesses for attraction and respond quickly to new leads and site selector inquiries.
- Assist incoming businesses with state incentives and municipal approval processes.
- Update site selectors and area businesses through MMDC website and social media.
- Coordinate with economic development partners for a regional attraction strategy.

COMMUNITY DEVELOPMENT

- Publish available properties on the MMDC and Great Lakes Bay Region websites.
- Work with developers, land owners and real estate brokers to promote redevelopment.
- Assist developers with real estate tax credits and other incentives.
- Assist municipalities with brownfield redevelopment and other development stages.

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