

Business Growth Barometer Survey Results & Quarterly Update

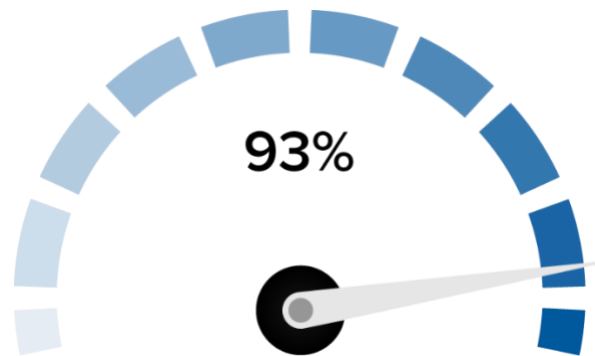
THIRD QUARTER 2022



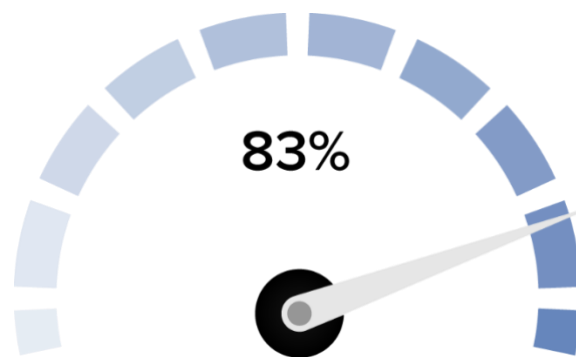
Q3 2022 Investor Growth Barometer Survey Results

The Traverse Connect Quarterly Growth Barometer provides a concise update on strategic initiatives, our economic development work on behalf of public sector partners, and metrics detailing the regional business sentiment, outlook, and current challenges.

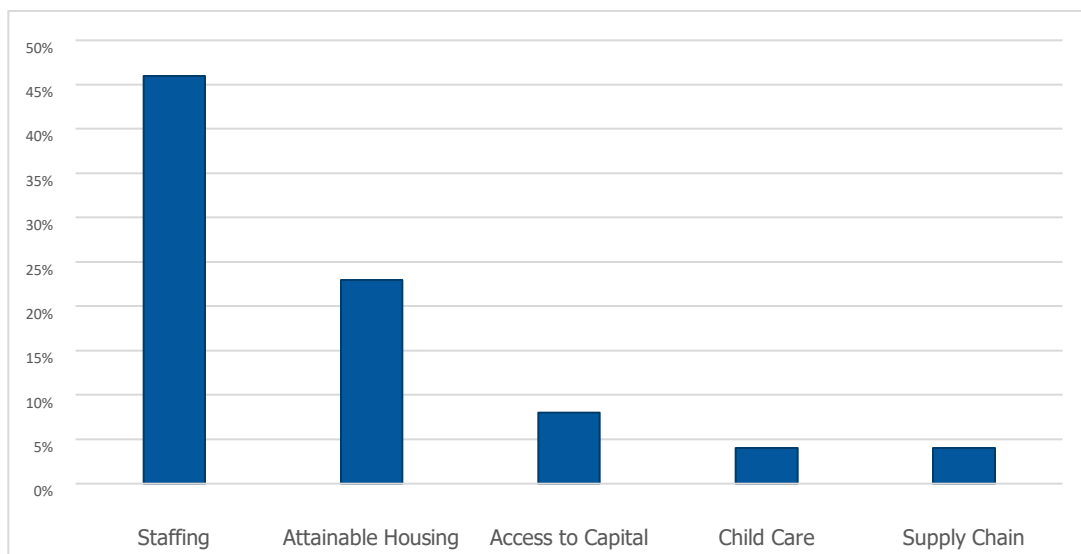
IS OUR REGION A GOOD PLACE TO GROW YOUR BUSINESS? (Net response)



IS OUR REGION IMPROVING AS A PLACE TO GROW YOUR BUSINESS? (Net response)



WHAT IS THE SINGLE-BIGGEST BARRIER TO GROWING YOUR BUSINESS?



IMPROVING THE POLICY LANDSCAPE

- Traverse Connect and the Northern Michigan Chamber Alliance have published comprehensive election information to educate our region's business community on upcoming elections and the issues most important to small businesses and our rural communities. Information includes [comprehensive candidate questionnaires for Michigan Senate and House races across northern Michigan](#), questionnaires from [Grand Traverse County Commissioner candidates](#), a primary election guide, and a detailed breakdown of the new state house and senate districts.

TELLING THE STORY OF OUR REGIONAL ECONOMY

- We have published our new [Economic Development landing page](#) on Traverse Connect's website, which emphasizes our Entrepreneurial Ecosystem Growth Model, reports the Scale Up Growth Barometer, and highlights key 'industry cluster' developments, including a webpage covering the growth of [Northern Michigan's Blue Economy](#) and how the Grand Traverse region is well positioned to be the global epicenter for freshwater innovation.

ADDRESSING THE NEEDS OF GROWING FIRMS

- Our 'Manufacturing Resources Awareness Campaign' centered around developing and publishing a [Manufacturing Resource webpage](#) that provides Grand Traverse area manufacturers with the resources they need to grow and expand their businesses and improve the local manufacturing sector's sustainability and growth.

CREATING INTERACTIONS FOR BUSINESSES

- The third quarter saw continued momentum with Traverse Connect's business engagement. We made 54 direct business referrals and welcomed 22 new member companies. We conducted over 140 business outreach and retention visits. We hosted 15 events with nearly 900 total attendees, providing an opportunity for business and community leaders across our region to engage with partners, discuss issues, and grow their businesses.

BUILDING THE TALENT PIPELINE

- Traverse Connect is partnering with the Traverse Area Human Resources Association (TAHRA) to advance our shared goals, support small businesses, attract and retain talent, and increase economic investment in the region. Pending formal collaboration between our two organizations will not only strengthen our respective goals but will also raise the profile of the Grand Traverse region as a leader in providing a supportive environment for new and existing talent.

FOSTERING A CULTURE OF OPENNESS AND CREATIVITY

- We are poised to roll out the new Michigan's Creative Coast Freelance & Independent Talent Directory showcasing the creative freelancers and independent entrepreneurs' "making it" in the Grand Traverse region. The directory will offer these entrepreneurs a microsite to showcase their resumes, portfolios, and services to businesses and employers looking for local talent while also creating business-to-business development among freelancers.