



REGIONAL ECONOMIC ECOSYSTEM REPORT

SPRING 2024

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Finalists from the Great Lakes AquaHacking Challenge this March taking part in an entrepreneurs' retreat on Arbutus Lake. The finalists will compete for \$35,000 in seed funding at the Finals this May in Traverse City.

INTRODUCTION

TO OUR INVESTORS AND PARTNERS



Warren Call

Thank you for reading Traverse Connect's Spring 2024 semi-annual Economic Ecosystem Report. Published each spring and fall, the Economic Ecosystem Report is intended to supplement Traverse Connect's Quarterly Growth Barometer Updates and its Annual Report. This report highlights our work to grow the Grand Traverse regional economy via our business attraction, industry cluster, and growth efforts, as well as our talent attraction and retention efforts.

This report provides an update on the continuation of the comprehensive economic development strategies as outlined in the Traverse Connect Strategic Plan, including leading regional economic development strategy, providing business expansion services, managing talent attraction, implementing business attraction programs, as well as supporting entrepreneurship and innovation, community development, and infrastructure development.

Our work would not be possible without the partnerships and support from the public sector, our investors, and our strategic partners. We thank you for your ongoing support in making the Grand Traverse region a great place to live. Over the past six months, we have achieved several crucial economic development milestones. Thanks to you, our partners, we can continue these efforts to create a vibrant and healthy economic ecosystem.

Thank you,

A handwritten signature in blue ink that reads "Warren M. Call". The signature is written in a cursive, flowing style.

President & CEO
Traverse Connect

REGIONAL DASHBOARD

Traverse Connect tracks five metrics in Talent Attraction & Development and Economic Development to measure the region's progress against our organization's vision and goals for 2030. The vision: By 2030, the Grand Traverse region will be a diversified economic destination of choice powered by growth-oriented enterprises providing competitive total compensation to match our world-class quality of life. Data is an imperfect, yet necessary, tool to measure those gains. Three of the five key metrics on the Traverse Connect [Regional Dashboard](#) trended positive going into 2024. Two key metrics show an impact of regional employer changes, which are likely connected.

ECONOMIC DEVELOPMENT

ANNUAL GDP PER
EMPLOYEE
2030 GOAL: \$84,000

\$73,767



STATE AVERAGE WAGE
PERCENTAGE
2030 GOAL: 90%

86%



TALENT ATTRACTION & DEVELOPMENT

BACHELOR'S DEGREE
OR POST-SECONDARY
CERTIFICATE
2030 GOAL: 60%

51%



GROWTH OF PRIME
WORKING AGE
POPULATION (35-49)
2030 GOAL: 5%

7%



SCIENTIFIC,
PROFESSIONAL,
TECHNICAL, & IT JOBS
2030 GOAL: 3,200

2,718



2024 KEY MILESTONES

REGIONAL COMPETITIVENESS

- The Northern Michigan Policy Conference was an important step in furthering our efforts to be “at the table” regarding economic and community development solutions at the state and federal levels. We had a record turnout and an impressive lineup of speakers and attendees, including Governor Gretchen Whitmer, Speaker of the House Joe Tate, State legislators, and State agency leaders. As this event continues to grow, it provides significant visibility for our region’s policy agenda, economic growth, and infrastructure funding needs.
- Traverse Connect hosted a business and industry roundtable discussion for the French Consul General of Chicago on January 30. The Consul was interested to meet our regional business leaders and companies with links to France and to learn more about economic cooperation opportunities between France and our manufacturing, technology, agriculture, and tourism industries. The Consul was in town to present the Legion of Honor to Dick Grout, longtime community leader, founder of the International Affairs Forum, and one of the first soldiers to land on Omaha Beach 80 years ago.
- MSHDA recently announced the new [MI Neighborhood program](#) to fund rehabilitation, new construction, and public amenity projects for housing. Our regional housing collaborative was instrumental in the development of this program, providing \$17M of funding to Northwest Michigan.

BUSINESS ATTRACTION & INDUSTRY CLUSTER DEVELOPMENT

- Along with a team of community partners, we led the third annual [Northern Michigan Startup Week](#), which celebrates entrepreneurship, innovation, and the growing startup community in northern Michigan. This year’s event focused on Rural Health Innovation and took place April 22 – 25.
- In partnership with Networks Northwest and other regional economic development organizations, Traverse Connect helped to produce the recent [Outdoor Recreation Economic Impact Study for Northwest Michigan](#). The study looks at the importance of outdoor recreation as an economic driver in the region. It provides baseline data and quantifies the impact of the outdoor economy. The study also includes recommendations for expanding on the strengths and opportunities in the industry.
- Traverse Connect was invited to speak at the annual conference of the Michigan Boating Industry Association in East Lansing from November 29 to 30. It was a great opportunity to highlight our marine technology, Freshwater Center, and watercraft decarbonization initiatives, connect with industry leaders, and promote further marine and boating industry business attraction.
- Traverse Connect and regional partners hosted Justine Johnson, the Chief Mobility Officer for the State of Michigan, for a series of meetings and tours around the region. The events were designed to give Justine and her team from the Office of Future Mobility and Electrification a more robust understanding of our manufacturing, marine technology, aviation, and mobility industry leadership.
- Traverse Connect officially kicked off our expanded partnership with the Grand Traverse Area Manufacturing Council in January. The revamped council is led by key manufacturing business leaders who will provide input on strategic direction, resources, and expansion planning for manufacturing companies and engage in programs and events, including the recent [Northern Michigan Manufacturing Summit](#).

2024 KEY MILESTONES

TALENT INITIATIVES

- Traverse Connect continues to collaborate with the Michigan Economic Development Corporation Talent Action team in the development of Michigan's state-wide talent attraction program, [You Can In Michigan](#). The state's initiative highlights the Traverse City region and borrows heavily from Traverse Connect's [Michigan's Creative Coast](#) program branding and marketing. Now, seven months into the campaign, we are working with the Talent Action team to transition leads generated through You Can in Michigan's Michigan Career Portal to our local resume pack and database of talent.
- We are working with partners, including Interlochen Center for the Arts and the Northwest Michigan Arts and Culture Network, to develop a cohesive strategy to better coordinate and market our regional arts and cultural resources. We are leveraging Michigan's Creative Coast brand and resources to improve visibility, highlight the economic impact, and promote the value of investing in arts and culture at the state and federal levels. Thanks to Trey Devey, Interlochen's President, for his leadership in this effort.
- We are set to welcome Central Michigan University as the newest tenant in the Traverse Connect Building with the expansion of its Innovation, Online Learning, and Rural Health initiatives. In addition to the Traverse Connect location, CMU's Innovation and Online program will continue to be part of NMC's University Center. [See this coverage from 9&10](#) and look for a ribbon cutting later this year.

PUBLIC SECTOR PARTNERSHIPS

- Traverse Connect has signed a new economic development services contract with the Grand Traverse County Economic Development Corporation to expand services and engagement with all 16 municipalities within Grand Traverse County. This development will help educate and support our public sector in making the region more growth—and development-friendly for area businesses.
- Traverse Connect presented before the Benzie County Economic Development Corporation to outline the services, resources, and partnership opportunities we can provide to public and private sector organizations in Benzie County. Topics included the growth of target industries, community development in housing, childcare, etc., and partnerships with Grow Benzie and the Benzie Chamber.

ENTREPRENEURIAL ECOSYSTEM HEALTH

Entrepreneurial Ecosystem Growth Model

At Traverse Connect, our approach to economic development is forward-thinking and non-traditional. Instead of focusing all our resources on “chasing smokestacks,” we value a healthy mix of attracting new business to the region while supporting the growth of our existing companies and encouraging the creation of new industries from the ground up.

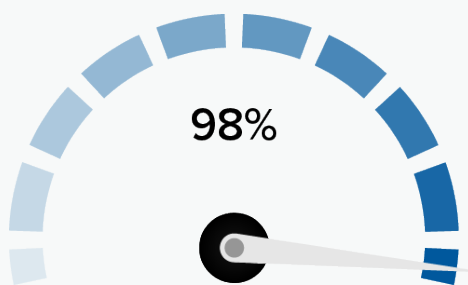
Building a vibrant entrepreneurial ecosystem means fostering a culture of openness and information exchange between companies and across industries within our region, from corporate headquarters and startup entrepreneurs, down to Main Street coffee shop founders. Our goal is to ignite a community of entrepreneurs and local partners who feed off each other’s talent, creativity, and support at each stage of growth. By focusing on local business conditions, we hope to create clusters of new firms and industries that ultimately produce a fertile landscape long term.

By encouraging the growth of our existing assets – healthy partner relationships, the scaling up of our existing companies – and attracting new business, we will see our already vibrant entrepreneurial ecosystem continue to flourish and grow.

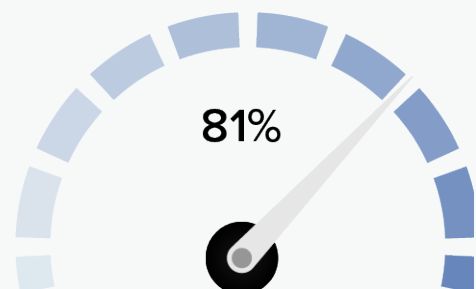
Traverse Connect conducts a quarterly Business Growth Barometer Survey of investor and member businesses, aimed at providing a snapshot of the regional business sentiment, outlook, and current challenges. Quarterly surveys inform Traverse Connect’s strategic priorities and help it respond to the needs of the business community.

The survey asks two simple questions:

1) Is our region a good place to grow your business?

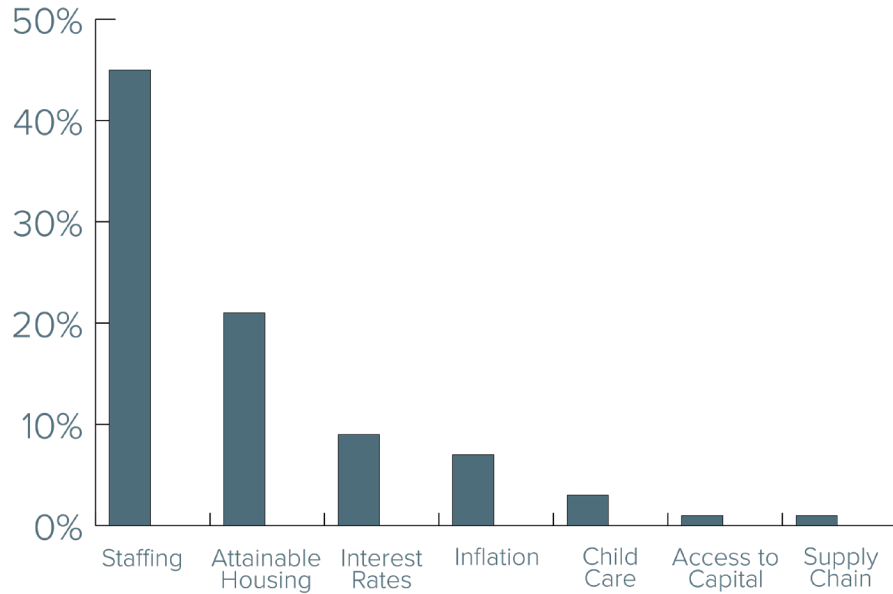


2) Is our region improving as a place to grow your business?

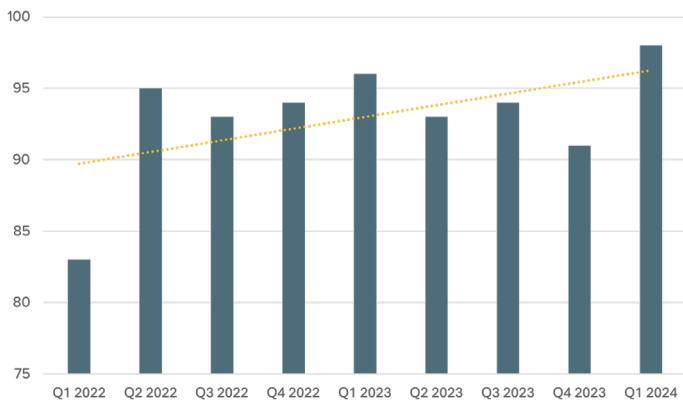


The results of the most recent survey (Q1 2024) continue to show a trend over time, which reflects an uptick in sentiment. Respondents resoundingly agree that the Grand Traverse Region is a good place to grow their business, with 98% in agreement that the region is improving as a place to grow their business, an increase from the fourth quarter of 2023, which may be attributable to improvements to inflation and interest rates, and a warm winter season.

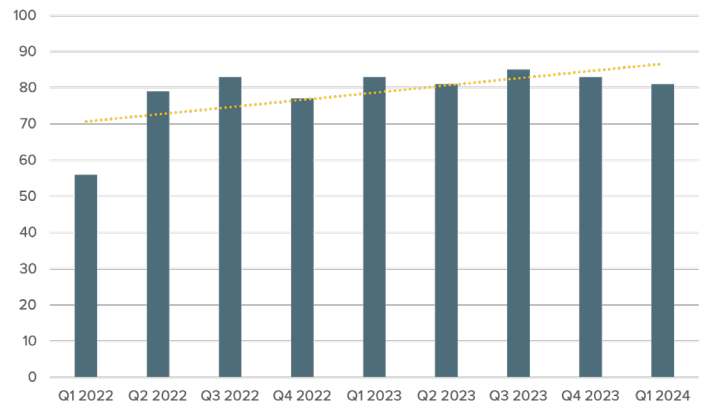
WHAT IS THE SINGLE-BIGGEST BARRIER TO GROWING YOUR BUSINESS?



GROWTH BAROMETER REGIONAL BUSINESS OUTLOOK



1) Is our region a good place to grow your business?



2) Is our region improving as a place to grow your business?

A man and a woman are playing curling in a large indoor arena. The man is in the foreground, leaning forward and using a broom to sweep the ice. The woman is in the background, also leaning forward and using a broom. The arena has a high ceiling and large windows. The image is overlaid with a dark blue semi-transparent box containing the title and a paragraph of text.

REGIONAL ECONOMIC DEVELOPMENT STRATEGY

*Traverse Connect has identified **target businesses and industry clusters** that we believe have great potential to prosper and thrive in Northern Michigan. Our 'place-based' economic development strategy and 'tech-based economic development' approach consider the industries that we already have on our doorstep and look to our region's unique natural resources and assets. We have undertaken efforts to outline and market to the rest of the world the unique value proposition and market opportunities of our region, as well as existing businesses, infrastructure, and cultural assets that make up our competitive entrepreneurial ecosystem.*

TARGET MARKET ENGAGEMENT AND INDUSTRY CLUSTER FOCUS AREAS

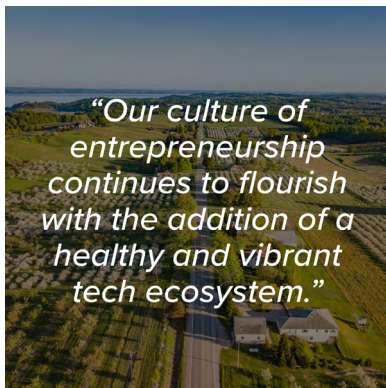


Outdoor Recreation:

The accessibility of outdoor recreation in northwest Michigan provides an exciting longer-term opportunity to attract and develop outdoor recreation firms. Companies in this sector see value in office locations in close proximity to the TART Trails, ORV trails, equestrian facilities, and water resources for testing and promotion.

BlueTech & Freshwater Innovation:

Our region has the potential to be an internationally recognized center of excellence for freshwater technology and marine research ('bluetech'). Firms engaged in marine mapping, hydrographic surveying, autonomous subsurface exploration, and similar fields are a natural fit for the region.



Manufacturing:

The manufacturing industry represents an important driver of overall economic growth for our region, with significant local employment (16%), high average wages, and considerable multiplier effects for the local economy.

Financial Services:

Traverse City serves as the de facto financial center of northern Michigan and is currently home to many financial service firms and one of the premier insurance companies in the world. There is an opportunity to reinforce this position by attracting banking, accounting, wealth management, and insurance, as well as real estate services. Retaining and attracting more financial firms will encourage further business travel and our regional businesses will see a positive impact from additional firms and supportive capital.



Life Sciences & Digital Health:

Traverse Connect and 20Fathoms have partnered on a series of discussions with leading life science entities to promote the development of the Grand Traverse region as a location for rural health innovation. Our rural setting and Munson Healthcare's position as a leading health system provide an opportunity to lead the development of rural health technology and digital health delivery to improve access and efficiency.



Industry Cluster Highlight

FOSTERING THE BLUETECH INDUSTRY



AQUAHACKING CHALLENGE BRINGS TEN NEW STARTUPS TO TRAVERSE CITY

Traverse Connect continues to work closely with its collaborative partners, including 20Fathoms, Discovery Center & Pier, Michigan Technological University, and Northwestern Michigan College, to put Northern Michigan on the map as a center for water-related and marine innovation – a ‘Bluetech Innovation Zone.’

This year, we were thrilled to see a Canadian non-profit, [AquaAction](#), partner with Northwestern Michigan College to host their first-ever US-based AquaHacking event **right here in Traverse City**. The [Great Lakes AquaHacking Challenge](#) 23-24 is an eight-month-long tech startup competition for solving critical water issues. The program provides structured support for post-secondary students and young professionals from environmental science, programming, engineering,



marketing, and other disciplines to put their tech-savvy skills to work to help safeguard the health of our waters. Competitors, mainly from the Atlantic Canada region, team up and — with the support of mentors, workshops, and other resources — develop a tech-based solution for one of four water issues affecting the Great Lakes region. The goal is to create **innovative solutions that have a viable market and a positive impact on water.**

Several key regional thought leaders serve on the Great Lakes AquaHacking Challenge Advisory Committees and as Mentors. Our own Camille Hoisington at Traverse Connect served as a judge for the Semi-Finals in February, where the teams competing were narrowed down to ten finalists. In March, the ten finalist teams came to Traverse City for a two-day entrepreneurs’ retreat. Four of the top ten teams competing are from Michigan, with one a home-grown Traverse City company, Wave Lumina.

Now, after several rounds of competition, the Top Ten teams will compete for prize packages totalling \$35,000 (USD) in seed funding. The Great Lakes AquaHacking Challenge Finals, a Dragon’s Den-style final pitch and demo day, will take place at The Hagerty Center in Traverse City on Friday, May 10. [RSVP here to join the virtual event live.](#)

The Great Lakes AquaHacking Final will be livestreamed across the world from the Hagerty Center at NMC on May 10.

Great Lakes AquaHacking Final
May 10, 2 PM EDT

JOIN US LIVE
TUESDAY 5/10/2022 2:00 PM EDT

Participating startups: Baleena, motmot, Proto-Site, eStarGreen, AQUAWATCH SOLUTIONS, CBST, QUANTUM WATER, and others.

Sponsors: AQUA ACTION, Northwestern Michigan College, St. Joseph Research Foundation, Tech for Nature, and XERXES.

Industry Cluster Highlight

RURAL HEALTH INNOVATION



HEALTH TECHNOLOGY ADVANCEMENTS IN NORTHERN MICHIGAN

- Traverse Connect recognizes that our region's rural setting provides a unique opportunity for the development of rural health technology and digital health delivery to improve access and efficiency to healthcare. Together with Munson Healthcare's position as a leading health system and the expansion of Central Michigan University's Rural Health Equity Institute in Traverse City, there is ample opportunity to promote our region as a location for rural health innovation and to attract and work with innovative life science and healthtech companies.
- This year, Traverse Connect took the lead to host Northern Michigan Startup Week, from April 22-25, at venues across Traverse City. Eight different events took place during Startup Week, all focused on this year's theme: rural health innovation. Northern Michigan Startup Week celebrates entrepreneurship, innovation, and the growing startup community in the Grand Traverse region. Central Michigan University, Michigan State University Research Foundation Conquer Accelerator, MiSTEM Network Northwestern Lower Michigan Region, Northern Michigan Angels, Northwest Education Services, Northwestern Michigan College, and 20Fathoms all joined Traverse Connect to collaborate in presenting Startup Week events. The events included:
 - ◆ Monday, April 22: [Startup Crawl | Northwestern Michigan STEM-Posium](#)
 - ◆ Tuesday, April 23: [Northern Michigan's Rural Health Landscape: Innovation & Higher Education Engagement in Building Thriving Communities](#) | [TCNewTech University Showdown](#)
 - ◆ Wednesday, April 24: [From Concept to Capital: Fueling HealthTech Startups and Innovative Enterprises](#) | [The 20Fathoms Launch Awards & Celebration](#)
 - ◆ Thursday, April 25: [The Office of Possibilities Innovation Network](#) | [Shifting Mindsets: Extending Health Spans Through Innovation](#)

Traverse Connect was excited to be the presenting organization for the 2024 Northern Michigan Startup Week. We've seen fantastic momentum since the first Startup Week in 2022, and we saw an energy-filled week of health innovation-focused events. Northern Michigan Startup Week was proudly presented by Unicorn Sponsors Hagerty and Munson Healthcare, with additional support from Accelerator Sponsors Priority Health and Michigan Economic Development Corporation, as well as Bootstrap Sponsor Venture North.

2024 NORTHERN MICHIGAN STARTUP WEEK



Regional Strategic Priority

BUSINESS ATTRACTION

HELPING COMPANIES MOVE AND SCALE IN THE GRAND TRAVERSE REGION

When it comes to bringing new enterprises to the Grand Traverse region, Traverse Connect facilitates the process, providing tailored concierge services to the company to help them get a clear picture of the region's economic vibrancy and to assist them with the resources they need to make the move. Whether it be an international company seeking a US outpost, a scaling startup from the West Coast, or an entrepreneur looking to grow their company in a place where quality of life is key, we meet them where they are. Some of the services we offer include identifying test beds for new technologies and innovations, facilitating key partnerships and

introductions, navigating state infrastructure, engaging the Michigan Economic Development Corporation, and assisting with site selection for company offices and headquarters.



MOVING & SCALING

In 2024 to date, we have met and continued conversations with several companies currently based outside of the Grand Traverse Region that have expressed interest in relocating, setting up a satellite office, or partnering with local businesses and organizations on business development, contract manufacturing, and growth partnerships. Some of these include:



BLUETECH & WATER-RELATED INDUSTRY

Voltaic Marine | Arc Boats | AquaAction | gener8tor (Great Lakes Resilience Accelerator)



ENTREPRENEURIAL ECOSYSTEM

NewLab | Seamless



MOBILITY

Bhadala | Charge Deals | ElectricFish



LIFE SCIENCES & DIGITAL HEALTH

Atterx | RDS Strategies | early-stage AI/medtech startup



MANUFACTURING & GREENTECH

Alquist 3D

HELP US GROW THE REGION: BUSINESS FOR BUSINESS

Do you know of a company seeking a new headquarters? Know of an enterprising business owner who'd love to move their new venture to Traverse City? Put them in touch with Traverse Connect and send them to our [Move Your Business page](#) on the Traverse Connect website.

Regional Strategic Priority

BUSINESS GROWTH & RETENTION

SUPPORTING BUSINESS OWNERS & ENTREPRENEURS AND HELPING BUSINESSES GROW

TARGET MARKET SPOTLIGHT: TECH-BASED & ENTREPRENEURIAL ECONOMY

20Fathoms expands startup and small business support services in Northwest Michigan

Based in Traverse City, 20Fathoms is a nonprofit organization providing critical services for the region's entrepreneurs. The organization specializes in accelerating the growth of innovative and scalable startups and provides essential startup services and education, a community workspace, and connections to crucial resources that facilitate business growth.



20Fathoms' community workspace

In late 2023, 20Fathoms received grant funding from the U.S. Economic Development Administration and the Michigan Economic Development Corporation (MEDC) to support the expansion of services in Northwest Michigan.

SMALL BUSINESS SUPPORT FOR ALL OF NORTHWEST MICHIGAN

Entrepreneurs throughout Northwest Michigan including Petoskey, Charlevoix, Cadillac, and Manistee will now have access to the 20Fathoms network of resources thanks to the organization's designation as a Small Business Support Hub by the MEDC. The following partnerships help to provide resources to small businesses in all industries, stages, and regional locations: Traverse Connect, Venture North, Small Business Development Center Northwest Region, and the Northern Lakes Economic Alliance.



Business Essentials course grads

TCNEWTECH PITCH COMPETITIONS RETURN UNDER 20FATHOMS' LEADERSHIP

An institution in the Traverse City startup community, TCNewTech is now a program owned and operated by 20Fathoms. These fun and energizing TCNewTech pitch competitions provide early-stage startups with the opportunity to compete for prizes.

The first TCNewTech under 20Fathoms' leadership



University Showdown Winners

was the University Showdown pitch competition held in April during Northern Michigan Startup Week. New this year, the prizes are bigger, pitches are reviewed by a panel of expert judges in addition to the audience vote, and pitch participants wrap-around startup support services from 20Fathoms.

Regional Strategic Priority: Business Growth & Retention

WOMEN IN TECH MEET-UPS FOSTER SUPPORTIVE CONNECTIONS

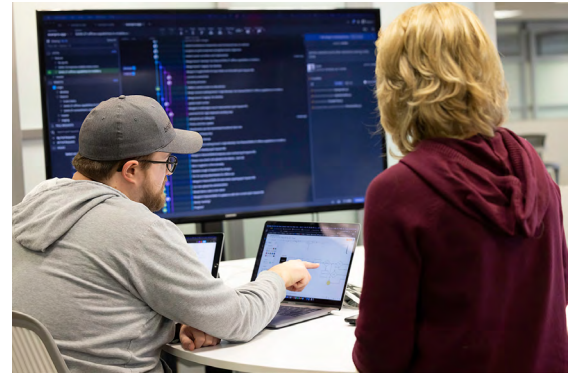
Each month, women who work in or are interested in the tech industry or tech-related roles get together for happy hour in meet-ups organized by 20Fathoms. Women continue to be under-represented in technology careers and this group offers local connections, professional networking, and an overall supportive community. New people are always welcome to attend and women have traveled from all over northern and mid-Michigan to join the Women in Tech meet-ups which are typically held at Earthen Ales in Traverse City.



Women in Tech Meetup

NEW OPPORTUNITIES OPEN DOORS FOR ASPIRING TECH PROFESSIONALS

Over the past six months, 20Fathoms has offered a host of opportunities to help those interested in entering



and advancing in the tech profession. This includes a new course and certification opportunity created in partnership with Northwestern Michigan College, internship matching services, access to free Cisco courses and certification, and a virtual job fair.

Critical for the success of scaling startups, 20Fathoms is committed to advancing tech education and talent development in Northwest Michigan.

UP NEXT: DEEPER CONNECTIONS TO CRITICAL RESOURCES

Often the biggest challenges that entrepreneurs face is access to the funding and talent needed to launch and grow their businesses. In the coming months, 20Fathoms will introduce new resources that help startup founders and small business owners secure capital and find qualified talent, as well as new business education opportunities and professional resource support.

Regional Strategic Priority

TALENT ATTRACTION & GROWTH

DEVELOPING A ROBUST TALENT PIPELINE

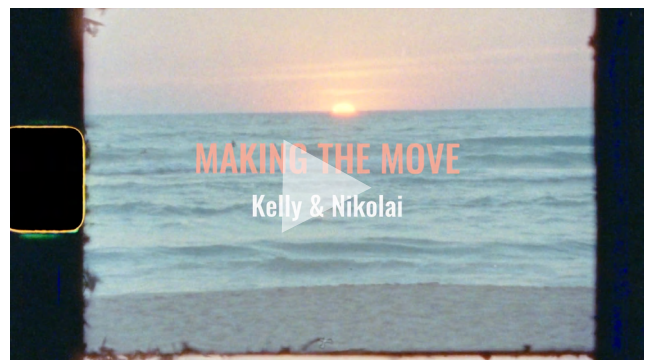
Traverse Connect offers many avenues for [professional development](#), including Leadership Grand Traverse, several mentoring and executive coaching programs, and the Traverse City Young Professionals. These programs are an important part of our talent retention and talent growth strategy, ensuring that our professional workforce is engaged to build their career in the region. Additionally, one of Traverse Connect's key initiatives is developing a robust talent pipeline to ensure the region has a steady supply of talented workers across industries. This involves nurturing homegrown talent and attracting newcomers to the region, especially those with advanced skills. A thriving economy depends on the right people in the right jobs.

As Traverse Connect's talent attraction program for the Grand Traverse region, [Michigan's Creative Coast](#) continues to gain momentum, with over 119,000 visits to its job board. It has become a valuable resource for both job seekers and employers. In a recent survey of employers using the Michigan's Creative Coast job board, seven responded that they made successful hires in the first quarter of 2024, including one employer who made two hires.

TALENT ATTRACTION: MICHIGAN'S CREATIVE COAST HIGHLIGHTS

NEW VIDEOS FEATURE MICHIGAN'S CREATIVE COST SUCCESS STORIES

Michigan's Creative Coast worked with Lómr studio to release a new series of videos featuring several success stories from newcomers to the area thanks to funding from the Michigan Economic Development Corporation. These newcomers utilized the resources and programs Michigan's Creative Coast offered to assist their moves "up north." Kelly Weldon was featured as a Northern Explorer in 2021 when she made initial connections and eventually made her way here from southern Michigan. Coming from New York for his new position with the City Opera House, Chad Lindsey reached out to the Northern Navigators to help him navigate northern Michigan's career and housing landscape.



Click here to watch all of the Michigan's Creative Coast "Making the Move" videos

Regional Strategic Priority: Talent Attraction & Growth

CHERRY CAPITAL AIRPORT SUPPORTS REGIONAL TALENT ATTRACTION

Thanks to funding from the Michigan Enhancement Grant, Michigan's Creative Coast was able to partner with TVC Cherry Capital Airport to install a 38-foot banner advertisement in the atrium of the terminal, welcoming travelers to Traverse City and beckoning them to consider, "What if this was home?" The banner was strategically designed and positioned to capture the attention of business travelers, tourists, and remote workers passing through the airport for business or pleasure. Michigan's Creative Coast will begin capturing leads via an SMS text messaging campaign to convert these visitors to prospective new residents.



FRESH COAST QUARTERLY CLUB AT COMPASS JUNIOR HIGH



Michigan's Creative Coast visited Compass Montessori Junior High in downtown Traverse City for the Fresh Coast Quarterly Club on February 15. The audience learned about the unique Montessori educational opportunities offered for children and junior high students while enjoying beverages provided by Tonic & Lime, a proud [Freelance & Independent Talent Directory](#) member. The Fresh Coast Quarterly Clubs serve as an in-person opportunity to gather in a welcoming space, meet new people, and showcase the lifestyle assets that contribute to our quality of life in the Grand Traverse region, such as Children's House Montessori schools.

TALENT ATTRACTION: STATEWIDE COLLABORATION

"YOU CAN IN MICHIGAN" GENERATES TALENT LEADS

Traverse Connect has been working in collaboration with the Michigan Economic Development Corporation on a statewide initiative to make Michigan a more appealing and nationally recognized destination for talent. The "You Can in Michigan" campaign includes a new website, themichiganlife.org, and leverages a national marketing campaign to attract talent to the regions of Michigan. [The Traverse City Region page](#) showcases the economic ecosystem partners in our region, such as Traverse Connect, Michigan's Creative Coast, 20Fathoms, and Northwest Michigan Works.

Since launching in October 2023, the campaign has generated over 200 million ad impressions, 5 million YouTube views, and 4,000 career portal sign-ups. The Michigan's Creative Coast team was invited to Lansing in February to hear updates on the campaign's traction and to brainstorm further collaboration with regional talent attraction groups. As part of this collaboration,

leads captured through the "You Can in Michigan" career portal who indicated interest in the Traverse City region will now start transitioning to the Michigan's Creative Coast resume pack, newsletter, and talent pipeline. The initial intake of leads includes over 100 in-state and 48 out-of-state active jobseekers, students, and recent college graduates. Employers and HR managers can [sign up to receive these resumes here](#).

