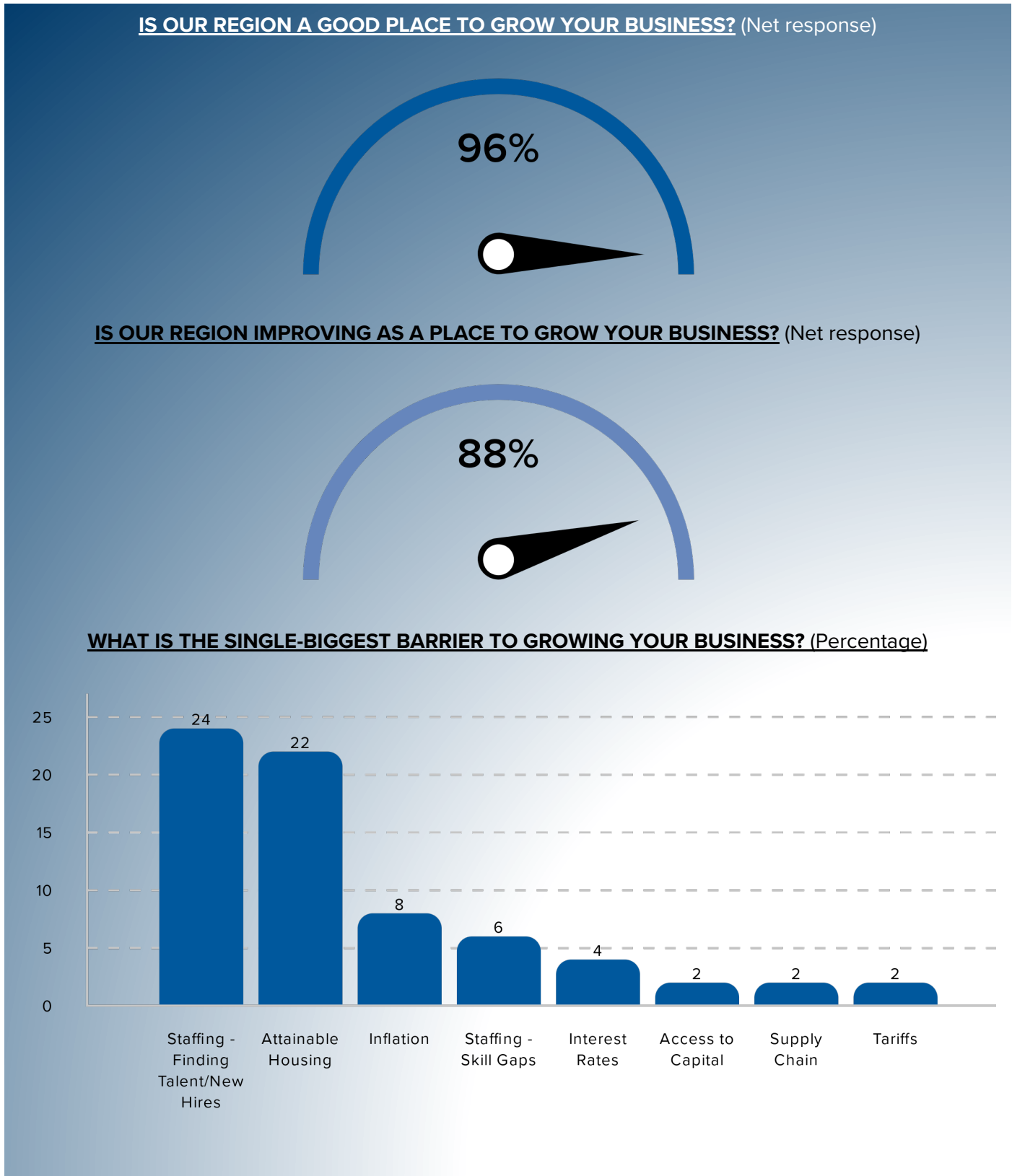


FIRST QUARTER 2025

Business Growth Barometer Survey Results & Quarterly Update



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



BUSINESS EXPANSION

- ***Century, LLC* – City of Traverse City**
Century, LLC, the Traverse City-based group of three manufacturing companies, Century Specialties, Century Sun, and Clark Manufacturing, has secured a seven-year, \$46 million contract with Bell Flight to produce main rotor shafts for their civil helicopters.
- ***Promethient* – Garfield Township**
Promethient, the locally-based startup company, recently finalized the installation of their Thermavance quick-touch heating and cooling climate control technology in 400 premium comfort seats at the Detroit Tigers' Comerica Park.

DEVELOPMENT INITIATIVES

- Traverse Connect and the Grand Traverse Area Manufacturing Council partnered with the National Defense Industry Association – Michigan Chapter to host the first Northern Michigan Defense Conference. The event brought together our regional manufacturers with the U.S. Army Contracting Command, Michigan Army National Guard, and other U.S. military leaders to strengthen defense industry supply chains.
- We have introduced several new statistical reports that convey the value of our Michigan's Creative Coast Talent programs with metrics such as job views, successful moves, successful hires, new businesses started, and the top national out-of-state origins of the program applicants.
- The formation of the new legal entity for the Freshwater Research and Innovation Center is official! The new board of directors hosted the first meeting on February 5, 2025, to elect the board, approve articles of incorporation and bylaws, and continue work to complete the facility, fundraising, and the [all-important task of ensuring the building is full of dedicated researchers and innovative companies](#).

POLITICAL ADVOCACY ISSUES

- The Northern Michigan Chamber Alliance presented before the Michigan State House Economic Competitiveness Committee a significant opportunity to influence the direction and implementation of state economic development policy and ensure the needs of rural and northern Michigan are included.
- Traverse Connect successfully advocated for creating the [\\$60M Michigan Innovation Fund and an R&D tax credit](#). The legislation has specific carve-out language designating investment fund allocations for 20Fathoms in Traverse City and our Northern Michigan Chamber Alliance partner, InvestUP.
- We hosted a successful Northern Michigan Policy Conference with record attendance. State and Federal policy makers joined business leaders from across Michigan to learn more about our advocacy priorities, and [Governor Whitmer used our event stage to announce a new employer-assisted housing fund](#).

BY THE NUMBERS

Business engagement was robust in the first quarter, with Traverse Connect providing **185** business referrals and welcoming **31** new member companies. We conducted over **300** business outreach and retention visits and hosted **20** events with over **1,855** total attendees.

SAVE THE DATE

FOR UPCOMING EVENTS FROM



MONDAY, APRIL 21

**TCAPS INNOVATION & MANUFACTURING CENTER
TOUR & K-12 STEM PROGRAM PRESENTATION**
LOCATION | CENTRAL HIGH SCHOOL
TOUR & PRESENTATION

WEDNESDAY, APRIL 30

NORTHERN MICHIGAN MANUFACTURING SUMMIT
LOCATION | HAGERTY CENTER
GATHERING OF INDUSTRY LEADERS

WEDNESDAY, MAY 21

**DISTINGUISHED SERVICE AWARD LUNCHEON &
TRAVERSE CONNECT BUSINESS & COMMUNITY
ACHIEVEMENT AWARDS**
LOCATION | GRAND TRAVERSE RESORT
LUNCHEON & AWARDS

WEDNESDAY, JUNE 4

ECONOMIC STRATEGY SESSION II
LOCATION | TRAVERSE CITY COUNTRY CLUB
PRESENTATION & PANEL

WEDNESDAY, JUNE 11

COFFEE CONNECTION
LOCATION | WEST SHORE BANK
NETWORKING & GUEST SPEAKERS

Help your business shine by sponsoring events with Traverse Connect