

An aerial, grayscale photograph of a city street grid with various buildings and greenery. A large white rectangular box is centered over the image, containing bold black text. The text reads: "CUTTING THROUGH THE NOISE: The Critical Role Communications Plays in Successful Economic Development".

**CUTTING THROUGH THE
NOISE: The Critical Role
Communications Plays in
Successful Economic
Development**

MOMENT
STRATEGIES



ALEXIS WILEY
CEO & Founder, Moment Strategies

B BYRUM & FISK
ADVOCACY COMMUNICATIONS



MARK FISK
Partner & CEO, Byrum & Fisk

SELECT CLIENTS



**MICHIGAN
ECONOMIC**
DEVELOPMENT
CORPORATION

AECOM



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

EGLE

MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY


WOLVERINE
POWER COOPERATIVE



**MICHIGAN
INFRASTRUCTURE
OFFICE**



AREA ECONOMIC
DEVELOPMENT ALLIANCE



ECONOMIC DEVELOPMENT CHALLENGES

- The world is different now. People are more engaged and often motivated by misinformation.
- There is a deep mistrust of government and corporate entities.
- People believe economic development is done to them, and not with them.

**THE DETROIT REGIONAL
CHAMBER'S LATEST
STATEWIDE POLL
HIGHLIGHTS THE VERY
REAL OPPOSITION
WE'RE FACING:**

- Only 16% of voters say Michigan is very prepared to compete in the global economy in the next 10 years.
- Outstate, rural, republican voters say the U.S. should not compete for EV manufacturing.
- **Without buy-in from the public, Michigan's leadership position in the highly competitive automotive and mobility sector is at risk.**

VOCAL OPPOSITION



**DESPITE OPPOSITION,
THERE'S STILL A BASE OF
SUPPORT TO BUILD
UPON.**

**76% of Michigan voters support developing an
advanced technology economy in Michigan**

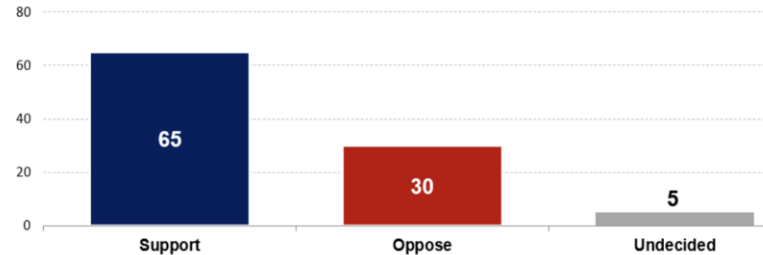
Research shows that Michiganders also support:

- Creating local jobs
- Ensuring career opportunities for young people in the community
- Helping small businesses and boosting the regional economy
- Bringing supply chains back to the U.S.

**SO, WHAT
DO WE DO?**

START WITH RESEARCH

- Learn about how the community feels about development.
- What kind of development would they be open to?
- What are non-starters?



CREATE A VISION

- Name your project.
- What are the community benefits?
- Who are the partners?



MAJOR CAMPUS

The Marshall Area Jobs, Opportunity and Recreation (MAJOR) Campus: An investment in our community's safety, infrastructure and recreation.

[VIEW MAJOR CAMPUS MA](#)

ADVANCED MANUFACTURING DISTRICT OF GENESEE COUNTY



BUILT FOR AMERICA

BlueOval Battery Park Michigan

\$3.5 Billion Investment
Newark, MI

BLUEOVAL BATTERY PARK MICHIGAN

BUILT *Ford*

COMMUNICATE YOUR MESSAGE ACROSS ALL PLATFORMS

Transparency matters: who are we trying to reach?

- Radio
- TV
- Print
- Newsletter
- Websites
- Billboards

"If we can bring jobs back to Michigan, my future will be here."

– Theodore R.B., Lansing



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"Let's bring back our supply chain and make Michigan a leader in advanced manufacturing."

– Kirk Crowner, retired auto worker



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"Let's create opportunities for our kids right here in Michigan."

– Jennifer Rupp, Marshall



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BUILD YOUR COALITION

- Community leaders
- Elected officials
- Small Business Owners
- Education
- Labor
- Homeowners

Officials: Genesee County manufacturing project receives support from local stakeholders

Genesee County's billion-dollar manufacturing project gains local support

Genesee County leaders eye 'huge' economic boost from upcoming manufacturing project

Labor, trade groups joining initiative to bring manufacturer to Mundy Twp. megasite

Labor unions eye 'once-in-a-generation opportunity' for new jobs in Genesee County

AMPLIFY VOICES IN YOUR COMMUNITY

Make the connection between your project and the quality of life in the community.



Flint youth program receives over \$100K from MiLEAP grants

Economic Development

Michigan works to land mammoth \$55B microchip project

By Kurt Nagl | David Eggert

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FLINT

\$175M EV battery project expected to bring hundreds of jobs to Michigan

Updated: Sep. 20, 2024, 4:31 p.m. | Published: Sep. 20, 2024, 4:20 p.m.

Kettering University student talks about how scholarship has helped his career goals

Oct 8, 2024 Updated Oct 9, 2024

Michigan's Can-Do Culture Is Attracting Talent and Businesses to the Region

A diverse population and robust educational system are just some of the reasons why companies are finding success in the Great Lakes State. [↗](#)

“If we can bring jobs back to Michigan, my future will be here.”

– Theodore R.B., Lansing



“A new advanced manufacturer will help keep home values high.”

–Kristy Cantleberry, Realtor® and Genesee County resident



visit MIFutureNow.com

Learn about the [Advanced Manufacturing District](http://GeneseeJobs.org) at GeneseeJobs.org

“New jobs and new investment in our community help small businesses.”

–Bernard Drew, Genesee County pastor, small business owner and dad



Learn about the [Advanced Manufacturing District](http://GeneseeJobs.org) at GeneseeJobs.org



RAPID RESPONSE

- Commit to responding rapidly to questions from media, stakeholders and the community.
- Identify a point person.

**Don't Assume You Can't
Build a Bridge
with Opposition**





**Keep Communicating!
If you plant a flag,
maintain your
messaging and
presence.**

**Don't disappear when
the development is
completed.**

“It is simple: growing states don’t walk away from new jobs.”



QUESTIONS?



Thank You!

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