



Business Attraction and Marketing

Michigan Economic Development Association 101 Economic Development Basic Course

September 9.2026



A black and white aerial photograph of a city skyline, likely Pittsburgh, featuring prominent skyscrapers like the PPG Place. The sun is setting behind a cluster of buildings on the right, creating a bright glow and long, wispy clouds across the sky. The text "What is your story?" is overlaid in a large, white, sans-serif font in the center of the image.

What is your story?

01 Background

02 Business Attraction - Research
and Strategy

03 Discussion + Q&A

04 Marketing and Research

05 Discussion + Q&A

06 Business Attraction Execution

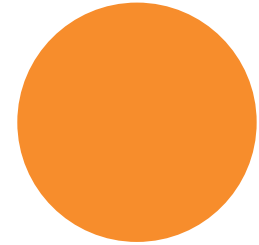
07 Discussion + Q&A

08 Conclusion and Contact

01

Background

Mission / Vision



MISSION: To aggressively market your community, focus on growing jobs for all, and be a trusted partner in supporting your economic network.



New Jobs



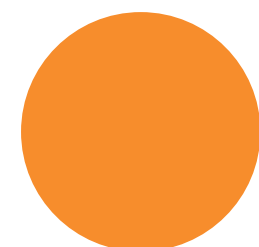
Pathway Jobs



Investment



Payroll



VISION: By 2030, our community will be nationally recognized for economic growth and as a highly collaborative and inclusive environment where businesses and individuals thrive.

What are your community goals?



MARKET

- Establish a new marketing campaign with the resources to shift perceptions of the region
- Promote your community as a world-class business location
- Generate leads through increased proactive marketing
- Leverage investors, partners, and advocates to share key messages



GROW

- Retention is the foundation
- Generate quality leads to ensure a robust project pipeline
- Drive sector based domestic and international attraction programs that grow investment and jobs for our region
- Consider a national site selector engagement program
- Work towards a best-in-class regional RFI response program
- Advance industrial site readiness
- Provide support to our economic development prospects through targeted talent solutions



SUPPORT

- Deliver compelling data and research for economic development for our partners
- Strategically operate core business functions to sustain our programmatic work
- Work to ensure you have a voice in advancing regional competitiveness
- Support your mission at the highest level through an effective investor relations strategy



02

Business Attraction Research & Strategy

Ensuring Success for Your Community

Developing A Best-In-Class Business Attraction Strategy



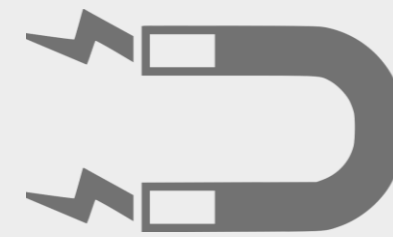
START: The Intersection of Business Intelligence & Research and Story-Telling Marketing, With Support by Leveraging Partners



Business Retention
is the
Foundation to
Development



Global & Domestic Supply Chain Demands



Growth Sectors
that Need Your
Local Assets



Community Engagement and Partners
are Critical

A strategy for your community

01

SWOT Analysis

02

Who is your customer?

03

Clear objectives with metrics

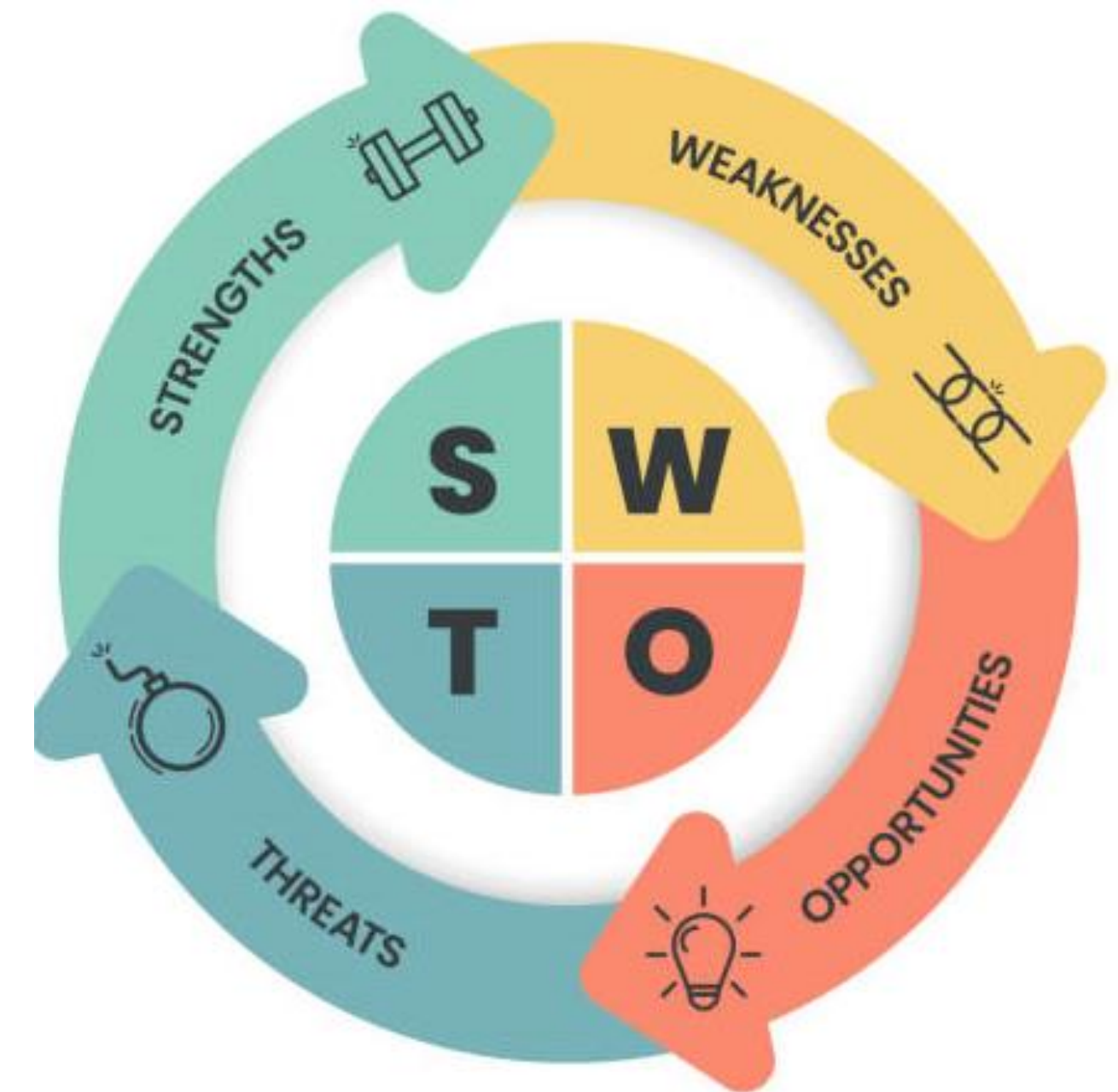


SWOT Analysis

Ask others to assist you with this – mix this up in your community and then add some outside your community (like a regional program or the MEDC).

Choose 2 – 3 themes that will help you to focus on where to spend your energy (and your dollars).

Think beyond your organization.



Who Is Your Customer and How Do You Find Them?

Who has been successful in the past 2 – 3 years, and who has not shown growth?

Retention will give you important data – what is allowing your companies to succeed?

What are existing industry needs for supply chain?

What are your top 10 assets, and who needs them?

What does your community want to be? What do they not want?

What are regional and state growth industries? Rely on partners for this data.

**Look at local resources to help with trends – banks/accounting firms are great resources for this.
Universities can also help and are usually less expensive.**

Trade associations can be helpful as well.

This may take some outside assessment, which is a good place to spend some funds.



Set Clear Objectives With Metrics

Assess similar sized communities. Look beyond Michigan.

Calling peers or even going through websites are good starts.

Determine what is achievable with your staff size and budget.

Choose metrics that are not being met in the community already.

Do not go beyond 5 years, 3 years is optimal. You never know what will happen!

Inputs vs. Outputs – know what you want to report out.

Be very honest about what you are counting.

Celebrate achieving your goals!



Economic Development Attraction Key Points



Retention is the foundation

Research so you can answer any question



Deep understanding of talent, supply chain, real estate

Collaboration wins more deals, be a good partner



Sometimes losing helps you win

Attraction is a long game

An aerial photograph of a city skyline, likely Pittsburgh, featuring prominent skyscrapers like the PPG Place. The sun is setting behind the buildings on the right, creating a bright glow and long shadows. The sky is filled with wispy clouds and contrails. The title 'Discussion and Questions' is centered in a large, white, sans-serif font.

Discussion and Questions

What do you know and what can you still learn about your community?

04

Marketing & Research

Best Practices in Strategic Economic Development Marketing

Intersection of Business Intelligence and Marketing

BUSINESS INTELLIGENCE AND RESEARCH

- Identifying Local Assets
- Highlighting Talent / Talent Pipeline Data
- Smart Attraction Targets for the Region

MARKETING AND TELLING YOUR STORY

- Traditional – Accessible & Updated Website
- Current – Social Media Platforms
- Future – Virtual Engagement & Attraction

**LEADS THE ATTRACTION
STRATEGY TO SUCCESS**

IMPACT

- **Set metrics aligned with your peers**
- **Jobs Created**
- **Pathway Jobs**
- **Payroll**
- **Average Wage**



Determine Your Budget

Foundation first - pay for assistance in target markets, messaging

Pick what is achievable – all about scale to your resources, not just money but staff

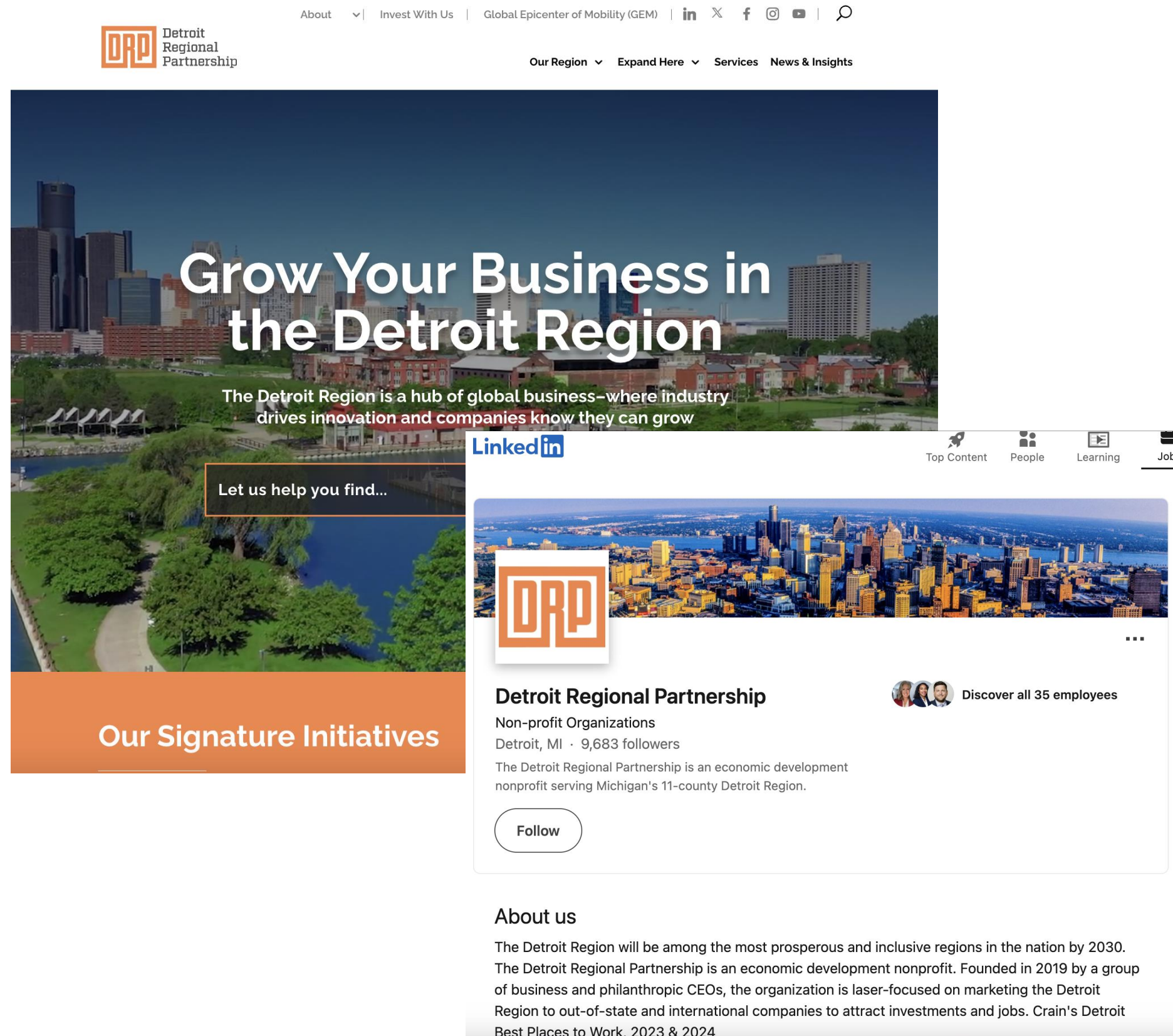
Always monitor results and re-assess effectiveness every year

Look to try new things (i.e. geocaching)

See where you can partner – regional groups, the state, utilities, industry publications, research institutions, etc.



Best Ways to Deliver



Your website

Social media

Piggyback other communications

Earned media

Marketing materials

Paid advertising

What's next?

Key Principles to Economic Development Marketing

Know your customer, provide customer focused messaging

Use verifiable data liberally

Tell your authentic story

Existing strategies of partners

Ambassadors are important to spread the word

Media is your secret (and can be a less expensive) weapon

Consistency



Services to Support Business Growth



BUSINESS DEVELOPMENT

- Guide you through your ecosystem.
- Connect you to targeted local partners and programs.
- Highlight the best location for your needs in the region.
- Site selection.
- Lead Generation.



MARKETING & RESEARCH

- Customized business intelligence on your Region.
- Site selection workforce, wage, and industry analysis.
- Economic impact modeling based on successful projects.
- Market your communities success story to global network.
- Services are continued to support the client in the Region.



TALENT & WORKFORCE

- Help you understand talent strengths of the region.
- Analyze workforce by industry and occupation.
- Assess talent needs.
- Facilitate connections to appropriate workforce programs.
- Act as your single point-of-contact for workforce needs.



Choosing your clusters

Things to consider:

Who is already operating successfully in your region?

Main employers – what does their supply chain look like?

Key assets – talent, infrastructure, sites, buildings, power, educational institutions

Growth trends in the economy



MOBILITY & AUTOMOTIVE



ADVANCED MANUFACTURING



CORPORATE & PROFESSIONAL SERVICES



RESEARCH, ENGINEERING, & DESIGN



DIGITAL TECHNOLOGY



LOGISTICS



FINANCIAL SERVICES



Broad Audiences | For Engagement and Growth

The two greatest sources for deal opportunities are **direct company engagement** and **site selection consultants**, both with inherit benefits and draw-backs.

COMPANIES: DOMESTIC & INTERNATIONAL

- Easier to identify based on cluster research
- Direct access to decision makers
- Greater opportunity to influence the decision process
- A larger volume of deal opportunities but more work to identify
- Deal size is often smaller
- The location decision process is less defined with more opportunity for things to get off track

SITE SELECTION CONSULTANTS

- Engaged by leading domestic and international companies to help them analyze and identify markets for expansion
- Projects are typically larger scale and nearer term
- Now manage as much as 30% of U.S. corporate investment analyses
- A more competitive and data driven process
- These consultants are often sector agnostic



A black and white aerial photograph of a city skyline. A tall, modern skyscraper with a glass facade is the central focus, reflecting the sky and surrounding buildings. The city extends to the horizon under a cloudy sky.

Discussion and Questions

What's a program that can lead or elevate your marketing plan forward?

A black and white photograph of a cable-stayed bridge, likely the Sunshine Skyway Bridge in St. Petersburg, Florida. The bridge features a tall, slender pylon with numerous stay cables fanning out to support the deck. The bridge spans a wide body of water, with a cityscape visible in the background under an overcast sky. The text "Break Reminder" is overlaid in the center of the image in a large, white, sans-serif font.

Break Reminder

06

Business Attraction Execution

How to attract new businesses?



Marketing

Media exposure

Industry trade associations

Industry trade shows

Domestic and international missions

Partnering with local multipliers (bankers, accountants, lawyers)

TELL YOUR STORY



Who can you partner with?



Local county initiatives

Regional efforts

Michigan Economic Development Corporation (MEDC)

Private sector partners/investors

Others in the robust network

Chambers of Commerce



Two unique programs – VIP by DRP and GEM



VERIFIED INDUSTRIAL PROPERTIES, VIP by DRP: [Website](#)

- Best-in-class and award-winning site readiness program initially started with \$500k and has scaled to \$17 million in funding to identify, assess, prepare, and market industrial sites with mapping, utilities, and development timelines.
- Expanding catalog of 47+ verified and vetted sites so businesses can invest with confidence in their expansion or build-to-suit projects.

GLOBAL EPICENTER OF MOBILITY, GEM: [Website](#)

- GEM Central, housed within the DRP, is one of the funded pillars of GEM and serves as the main convener of the 25+ member organizations of the GEM coalition bringing the GEM partners and industry stakeholders together regularly to strengthen regional partnerships and collaboration.
- Leads and produces critical mobility research and insights to help inform the work of not only the GEM coalition, but the 11-county Detroit Region and industry stakeholders.
- Serves as the storytelling arm for the region and provides equity and inclusion strategies and education for the GEM partners



Verified Industrial Properties (VIP): Program Overview



VIP RESOURCES:

- ✓ Online and interactive portal
- ✓ Desktop due diligence report
- ✓ Comprehensive map package
- ✓ Labor and demographic data
- ✓ Drone video and images
- ✓ Key data easily accessible



About VIP by DRP Tier Descriptions Search Properties Program Partners Contact Us Submit Your Site

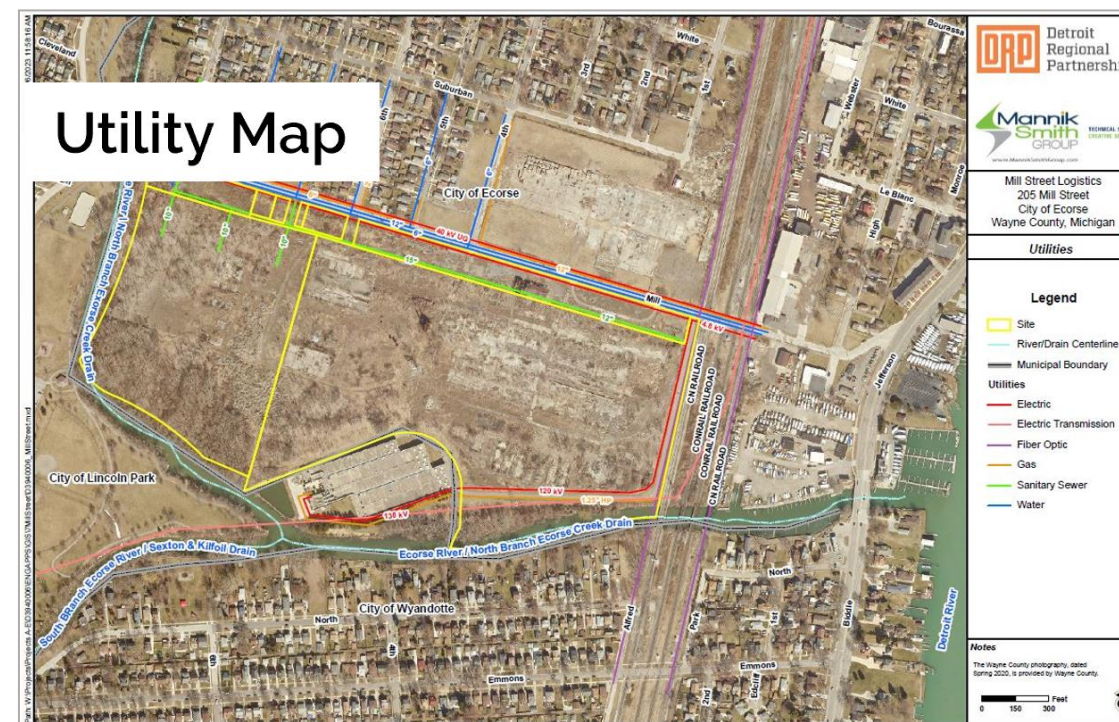


VerifiedIndustrialProperties.com

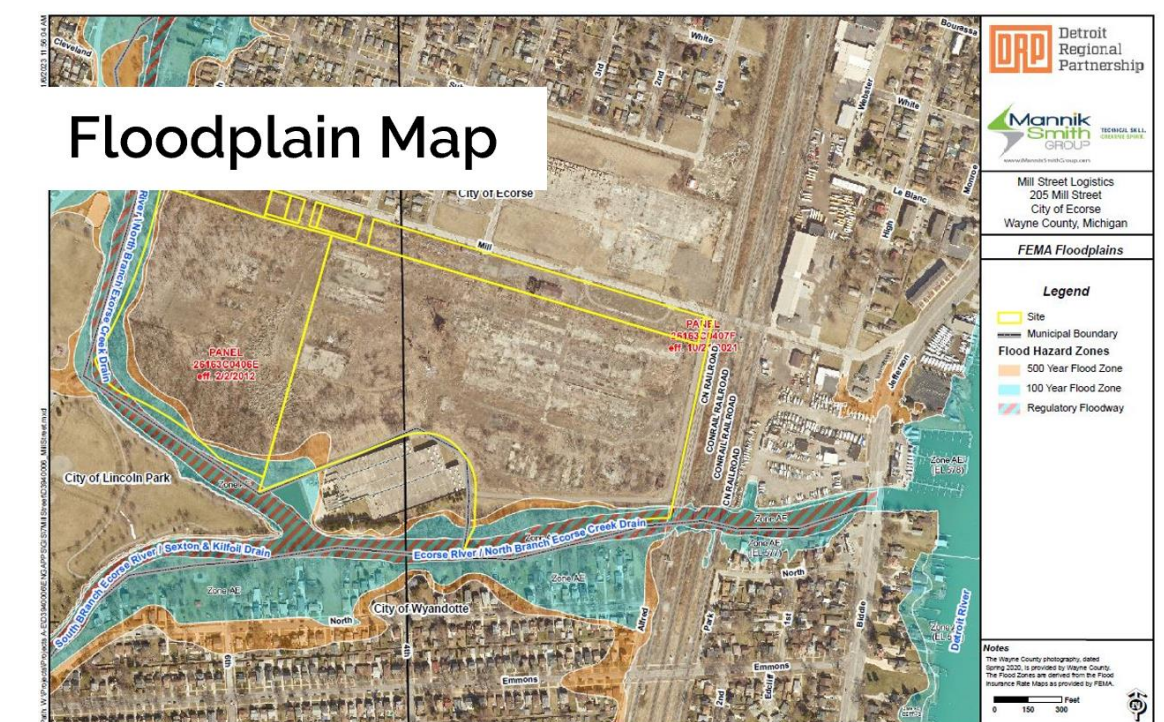
Drone Video



Utility Map



Floodplain Map



Detroit is the Global Epicenter of Mobility (GEM)



**GLOBAL EPICENTER
OF MOBILITY**

REVOLUTIONIZING THE DETROIT REGION

\$52.2 MILLION MOBILITY GRANT

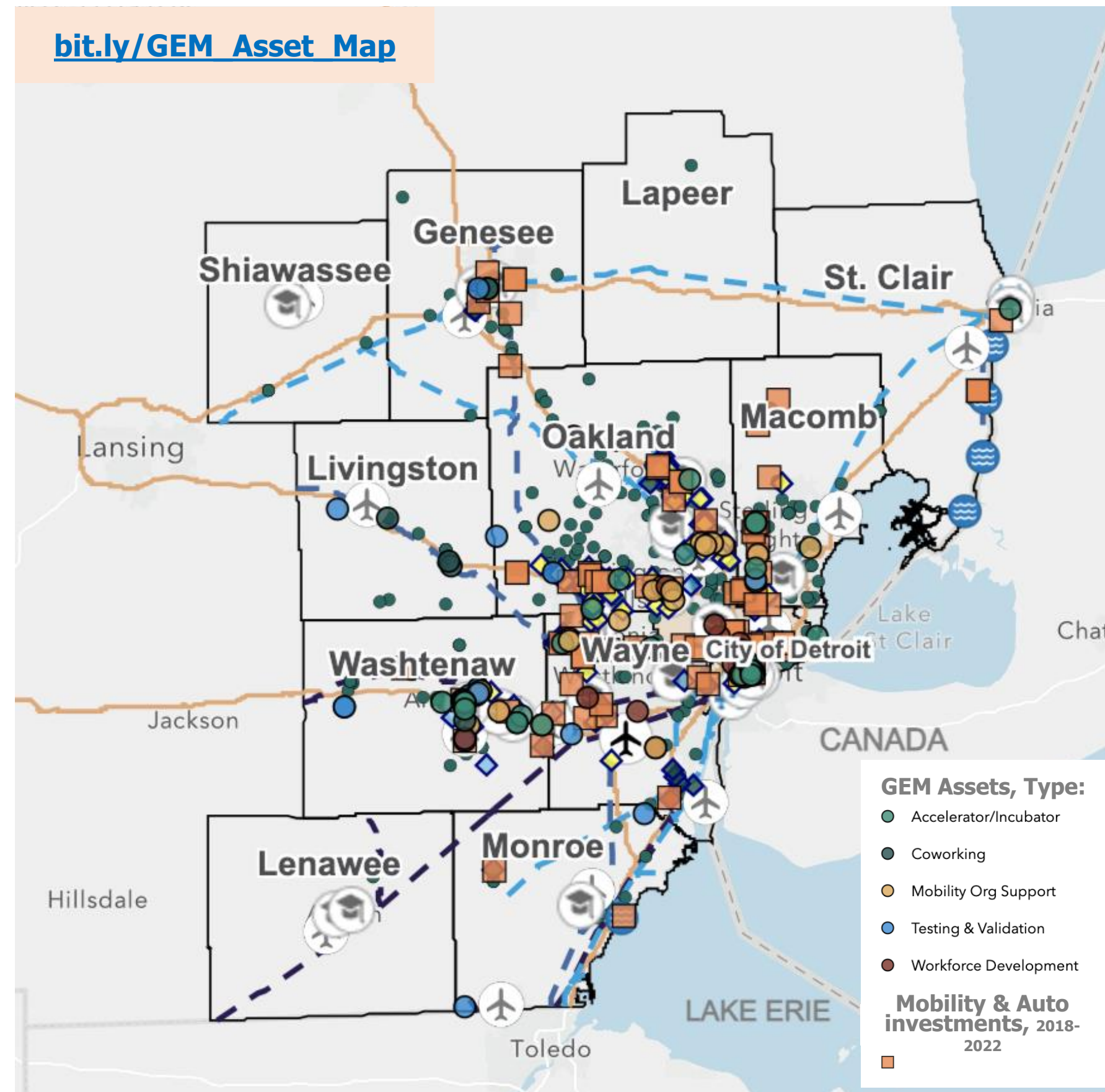
Awarded to DRP's Signature Initiative GEM

Economic Development Administration (EDA)
Build Back Better Regional Challenge in 2020

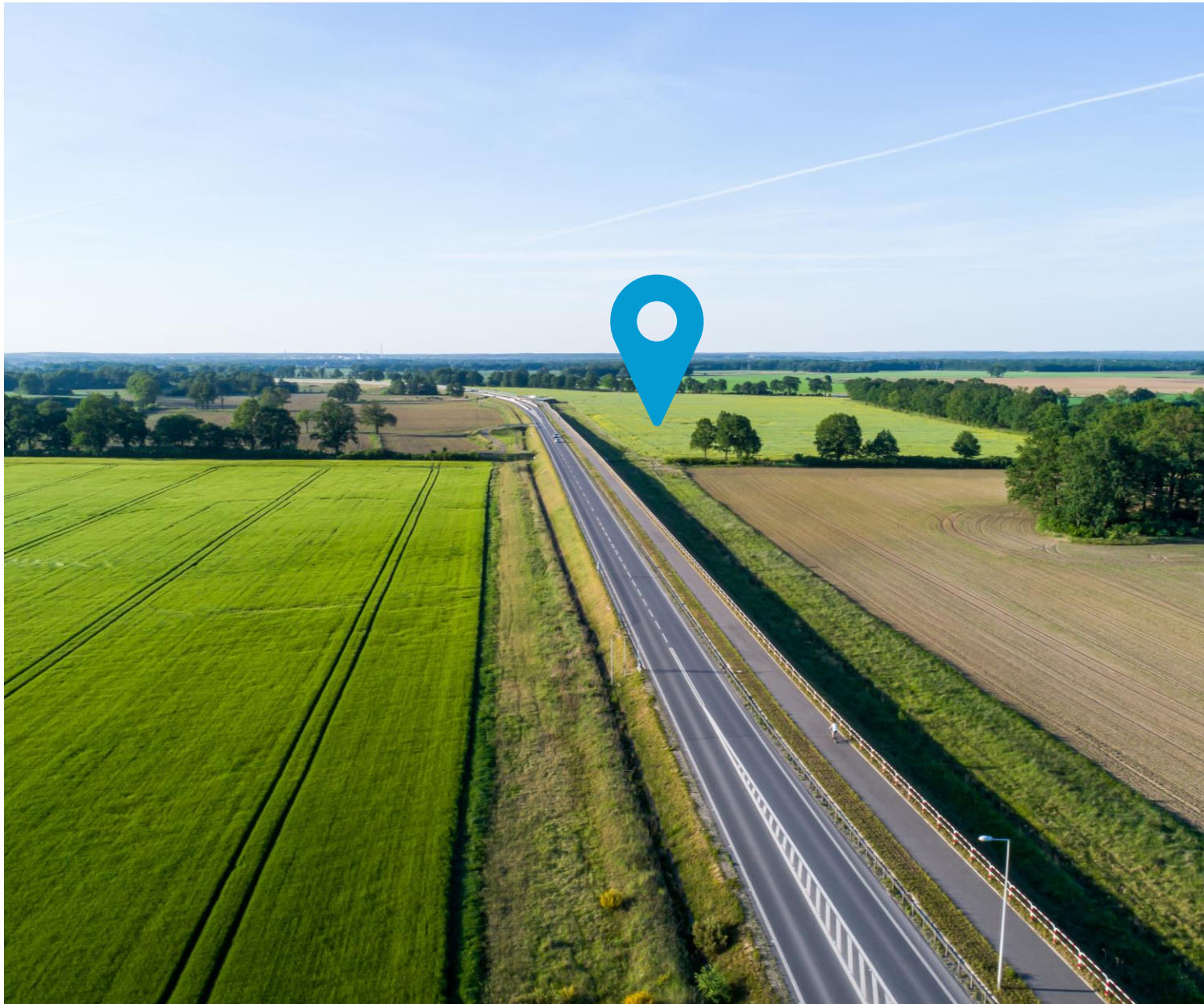
1,000+ ASSETS

In the Detroit Region's GEM Ecosystem

bit.ly/GEM_Asset_Map



Determine what is possible for your community.



What does your community want?

Do you have vacant space, land?

What is your current talent pipeline?

Utilities are becoming increasingly important

Who can you partner with to do this work?





Discussion and Questions

How does business attraction look for your community and larger ecosystem?



Thank you!



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