



GROWING TOGETHER

2026



— MIDDLE MICHIGAN —
DEVELOPMENT CORPORATION

LETTER FROM THE PRESIDENT

"Economic development is not about buildings or businesses – it's about people. When we invest in our communities, we create opportunities that empower individuals, strengthen families, and build a brighter future for all." – Unknown



KATI MORA

President & CEO

At Middle Michigan Development Corporation (MMDC), we take great pride in fostering economic growth and creating opportunities for businesses and communities across Clare, Isabella, and Osceola counties. Through strategic partnerships, innovative programs, and dedicated support, we work to attract new investments, strengthen local businesses, and drive regional prosperity.

Your partnership with MMDC doesn't just strengthen the region – it directly benefits your business. By investing in MMDC, **you gain access to valuable connections, data-driven insights, and collaborative initiatives that help your organization grow.** Our work to enhance workforce development, improve local infrastructure, and expand business resources creates a stronger environment for employers like you to recruit, retain, and thrive.

With your support, MMDC continues to make a significant impact – **building a business climate that drives measurable returns for our investors and long-term stability for our communities.**

We deeply appreciate your consideration in joining us as a partner in this mission. Whether you are a longtime supporter or exploring collaboration for the first time, your investment helps shape both the future of our communities and the success of businesses just like yours.

Thank you for your time and consideration.
Together, we can continue building a stronger Middle Michigan.



ABOUT MIDDLE MICHIGAN

MMDC aspires to fulfill our mission of growing the regional economy and advancing our vision of championing prosperity and vibrancy across our region. Our work is guided by four strategic pillars:

RESILIENCE.

We work to ensure our communities and businesses can withstand challenges by offering guidance, resources, and long-term planning support.

VITALITY.

We help shape communities that are inviting and dynamic by advancing placemaking efforts, infrastructure improvements, and key development projects.

PROSPERITY.

We build a strong regional economy by supporting business retention, expansion, and attraction, and by encouraging inclusive economic opportunities.

VIBRANCY.

We cultivate a region full of energy and possibility by strengthening partnerships, celebrating local successes, and creating environments where people and businesses flourish.

OUR VISION

As the primary economic development driver for businesses, communities and industrial partners, we champion prosperity and vibrancy for Middle Michigan.

OUR MISSION

We grow the economy with services designed to retain, expand and attract businesses in Clare, Isabella, and Osceola Counties to foster economic vitality and resilience in our region.

ABOUT OUR REGION

As defined by our regional partners and stakeholders, the Middle Michigan region encompasses communities across Clare, Isabella, and Osceola counties.

MMDC maintains formal partnerships with all three counties, working closely with municipal leaders, local businesses, and regional organizations to support shared economic priorities.

Our team collaborates directly with key officials across each county, striving for a unified strategy for business attraction and retention, talent development, site readiness, and long-term regional growth.



MMDC STRATEGIC PLAN

A thriving community and a thriving business climate go hand in hand. Strong schools, safe neighborhoods, and vibrant downtowns all grow from a resilient local economy – and investing in development strengthens the long-term stability and prosperity of the place you call home. As an investor, you also gain a voice in shaping regional priorities, ensuring that growth strategies reflect the real needs of employers and entrepreneurs. This collaborative approach not only guides smarter projects but also supports talent attraction and retention by creating the kinds of career opportunities that encourage young people to stay – and skilled workers to return. In short, investing in economic development fuels the environment your business needs to succeed.

STRATEGIC PLAN GOALS



FOSTER ECONOMIC
VITALITY AND RESILIENCY



PROMOTE PROSPERITY AND
VIBRANCY FOR MIDDLE MICHIGAN



ADVANCE EQUITABLE,
INCLUSIVE OPPORTUNITIES

WHY YOUR INVESTMENT MATTERS

Supporting economic development means helping build a future where communities, families, and industries in Middle Michigan **grow together**.

Investing in our region isn't just about short-term returns—it's about long-term prosperity for every community we serve. Strong local businesses create stronger suppliers, service providers, and partners. A more competitive regional economy means more customers, greater spending power, and an environment where businesses can thrive.

Your investment also supports MMDC's pre-development and façade-improvement funds, reducing expansion costs for local businesses and making growth more attainable.

And the impact compounds. Every private dollar invested in regional development often attracts additional public and private funding. On average, every \$1 invested can generate an estimated **\$3.86** in long-run per-capita income and investment.

By coordinating resources, reducing risk, and aligning efforts across sectors, MMDC ensures every contribution delivers maximum value for the region—and for the businesses within it.

ANNUAL INVESTMENTS

Middle Michigan’s progress is made possible through the support of our municipal and organizational partners. While contributions of any size are welcomed, MMDC encourages investors to consider an annual commitment that aligns with the scale and capacity of their organization.

■ Annual Revenue	■ Suggested Annual Investment
<\$5M \$1,500+ per year	\$5-9M \$2,500+ per year
\$10-24M \$5,000+ per year	\$25-49M \$10,000+ per year
\$50-99M \$25,000+ per year <i>Vibrancy Partner</i>	\$100M+ \$40,000+ per year <i>Prosperity Partner</i>

INVESTOR BENEFITS

SPONSORSHIP OPPORTUNITIES

Early access to sponsorship packages for our premier events, including the Annual Meeting, 40 Under 40, and Regional Breakfasts.

LEGISLATIVE CONNECTIONS

Opportunities throughout the year to engage directly with state representatives through roundtables and company tours.

BRAND RECOGNITION

Recognition in our annual report, on our website, across social media, at the Annual Meeting, and potential inclusion in industry panels.

INVESTOR INSIGHT FORUM

Exclusive access to our Investor Insight Forum, featuring updates from the State and the MMDC President on priorities for the year ahead.

PROSPERITY PARTNER EXTRA PERKS:

- Priority scheduling for business retention visits and early notification of grants and incentive programs.
- Two investor spotlight stories per year on the MMDC website and social channels.
- Featured employer on Michigan Centered talent website and access to talent attraction campaigns.
- Event sponsorship **included** for the premier events listed on the next page.

VIBRANCY PARTNER EXTRA PERKS:

- Priority scheduling for business retention visits.
- One investor spotlight story per year on the MMDC website and social channels.
- Featured employer on Michigan Centered Talent website.
- Event sponsorship **included** for the premier events listed on the next page.

EVENT SPONSORSHIPS

In addition to annual investments, MMDC offers multiple events throughout the year that partners and investors may sponsor. These sponsorships not only help us deliver high-quality programming across our service area, but also ensure that our supporters receive recognition for their contributions.

Our Prosperity and Vibrancy Partners automatically include premier event sponsorships.

PROSPERITY PARTNER

\$40,000+

Prosperity Partners receive premier recognition and maximum visibility across all MMDC Signature Events and initiatives throughout the year, underscoring your leadership in driving regional prosperity.

VIBRANCY PARTNER

\$25,000+

Vibrancy Partners receive premier, year-round recognition and unmatched visibility across all MMDC Signature Events and strategic initiatives, positioning your organization as a leading force in regional growth.

As an annual investor, you have an exclusive opportunity to pair your investment with an event sponsorship package below:

LEGACY

\$10,000

Receives elevated recognition and broad visibility across MMDC Signature Events and core programs.

VISIONARY

\$5,000

Receives prominent recognition and meaningful visibility at MMDC Signature Events and initiatives.

INNOVATOR

\$2,500

Receives notable recognition and consistent visibility within MMDC Signature Events and annual initiatives.

ADVOCATE

\$1,000

Receives reliable recognition and event-level visibility at MMDC Signature Events.



Complete the Investment Commitment Form linked [HERE](#) or scan the QR code.



EVENT SPONSORSHIPS

Your sponsorship helps power our region's most impactful events – elevating your brand, strengthening community connections, and supporting Middle Michigan's growth.

SPONSORSHIP BENEFITS	PROSPERITY \$40,000+	VIBRANCY \$25,000+	LEGACY \$10,000	VISIONARY \$5,000	INNOVATOR \$2,500	ADVOCATE \$1,000
EVENT MARKETING						
WEBSITE	DISPLAYED IN RANK ORDER					
SIGNAGE AT EVENTS	PROMINENTLY DISPLAYED AT ALL EVENTS					
SOCIAL MEDIA	POST HIGHLIGHTING SPONSORSHIP LEVEL					
EVENT PROGRAMS	LOGO ON ALL PROGRAMS IN RANK ORDER					
SIGNATURE EVENTS						
MMDC ANNUAL MEETING	VIP TICKETS FOR 8 SPEAKING OPPORTUNITY AT EVENT OF YOUR CHOICE	VIP TICKETS FOR 8	TICKETS FOR 6 WITH PREFERRED SEATING	TICKETS FOR 6 WITH PREFERRED SEATING	TICKETS FOR 4	TICKETS FOR 4
CLARE & OSCEOLA COUNTY REGIONAL BREAKFASTS						
40 UNDER 40 AWARDS						
INVESTOR INSIGHT FORUM						
LEGISLATIVE ROUND TABLE						
ENTREPRENEURSHIP SUMMIT						
RECOGNITION						
EXCLUSIVE AWARD	X	X				
SPECIAL HIGHLIGHT	X	X				
VERBAL APPRECIATION	X	X	X	X	X	X

CONNECT WITH US TO LEARN MORE ABOUT YOUR SPONSORSHIP TODAY!



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