

INVEST IN MIDDLE MICHIGAN DEVELOPMENT CORPORATION 2026

The Future is Bright in
Clare, Isabella and
Osceola Counties



— MIDDLE MICHIGAN —
DEVELOPMENT CORPORATION



FROM OUR 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

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.

Sincerely,

Kati Mora

President & CEO | Middle Michigan Development Corporation

INVEST IN THE FUTURE OF MIDDLE MICHIGAN

Supporting economic development initiatives means supporting our work to build a future where communities, families and industries in Middle Michigan can grow together.

Investing in local economic success is about more than immediate returns; it's about ensuring long-term prosperity for everyone across the communities we serve.

Interested in learning more?

We would love to talk to you more about how your investment in Middle Michigan Development Corporation will make an impact in Clare, Isabella, and Osceola counties.

Please feel free to call us at (989) 772-2858, email Kati at kati.mora@mmdc.org or stop by our office at 111 S. University Ave., in downtown Mt. Pleasant to schedule a meeting.

REGIONAL IMPACT



Population Growth

1,195

new residents



New Businesses

45



Enrollment Increases

111

**domestic
enrollment**

\$48.6 M

updated 11/2025

Capital Investments Made

INVESTING IN MIDDLE MICHIGAN MEANS...

Leveraging your support for a higher return on investment

Every private dollar invested in local development often leverages additional public and private funds, multiplying the impact. **In fact, for every \$1 invested, an estimated net-gain of \$3.86 increase in per capita income and long-run investment is expected.**

Economic development organizations like MMDC help reduce risk by coordinating resources and aligning efforts across sectors.

A Stronger Local Economy Benefits Your Bottom Line

When local businesses thrive, so do their suppliers, service providers and partners.

A strong economy means more customers with more spending power – fueling growth across industries. Additionally, a strong Middle Michigan means we are able to be a more competitive region, strengthening our businesses located here.

Supporting Middle Michigan this year will also mean supporting our pre-development and facade-improvement funds, reducing business costs when expanding in our service area specifically.



CLARE

WHY DOES YOUR INVESTMENT MATTER?

INVESTING IN MIDDLE MICHIGAN MEANS...

Community Growth = Business Growth

Stronger schools, safer communities and vibrant downtowns are all linked to a strong economy.

Supporting development is an investment in the long-term stability and prosperity of the place where you do business.

A Voice in Shaping Growth

By investing, you will get a voice in shaping the priorities and strategies that drive growth in your community.

Development done with business input ensures projects meet the real needs of employers and entrepreneurs.

Talent Attraction and Retention

Investing in economic development helps keep young people here and attracts skilled workers back home.

A strong local economy creates more career opportunities, making it easier for you to hire and retain the talent you need.

**WHY DOES YOUR
INVESTMENT
MATTER?**

Middle Michigan Development Corporation

2025-2027

STRATEGIC PLAN

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.

VISION

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

BUSINESS RETENTION & GROWTH



- Conduct regular business retention calls
- Advocate for state and local incentives for business expansion
- Strengthen supply chain and business export activity
- Connect businesses with grant funds and other financial opportunities
- Lead talent attraction strategy, and support workforce development and employee retention through equitable and competitive models

BUSINESS ATTRACTION



- Attract new businesses to our area
- Market area opportunities to site selectors and developers
- Assist incoming businesses with incentives and approvals
- Support efforts to foster entrepreneurial growth
- Coordinate with partners for regional attraction strategies

COMMUNITY DEVELOPMENT



- Work with developers, land owners and real estate brokers to promote redevelopment
- Advocate for municipal partners for community development projects
- Assist developers with incentives
- Support place-based businesses and programs that strengthen quality of life and community vibrancy
- Coordinate with partners for community development practices



YOUR INVESTMENT MATTERS

Middle Michigan's future is bright because of the unwavering support of our partners.

Exclusive Events and Opportunities for our Investors

Premiere Event Sponsorships

Investors receive early notification of opportunities to sponsor our Premiere Events throughout the year, including our Annual Meeting, Coming Home, 40 Under 40 and Regional Breakfast Events.

Brand Recognition

All investors are recognized in our annual report that is distributed across our region and shared with each municipal partner. Additionally, investors will be listed on our website, acknowledged on our social media channels, at our annual meeting and may be considered for industry panels and expert insights.

Investor Signature Breakfast

Join us as we kick off our year with our Investor Signature Breakfast. This event is exclusive to our investors and will feature an update from the State and from our MMDC President to highlight what our plans and goals are for the upcoming year.

Legislative Connections

Throughout the year, investors will be invited to connect directly with our state representatives through a variety of events, including a legislative round table event and scheduled company tours.

INVESTMENT LEVELS

Middle Michigan relies on support from our municipal and business partners to do the work we do. Although investments are accepted of any size, MMDC recommends investors contribute an annual amount that reflects the size of their business and organization.

Suggested Annual Investment

<\$5M in annual revenue \$1,500+ per year	\$5 - \$10M in annual revenue \$2,500+ per year
\$10- \$24M in annual revenue \$5,000+ per year	\$25 - \$49M in annual revenue \$10,000+ per year
\$50- \$99M in annual revenue \$25,000+ per year	\$100-499M+ in annual revenue \$40,000+ per year



2026

SIGNATURE SPONSORSHIP OPPORTUNITIES

2026 Event	Legacy Sponsor (\$10,000)	Visionary Sponsor (\$5,000)	Innovator Sponsor (\$2,500)	Advocate Sponsor (\$1000)
MMDC Annual Meeting				
Osceola County Regional Breakfast				
Clare County Regional Breakfast				
40 Under 40 Gala				
Investor Insight Forum				
Legislative Round Table				
Entrepreneurship Summit				

