





Inspire Michigan *...a Michigan-based 501(c)3 Non-Profit*

Economic Development Proposal

Prepared & Submitted By

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“When the world’s greatest minds in science and engineering were searching for the secrets of aviation, they never thought to look at a Bicycle Shop in Dayton, Ohio. A decade later no one thought that the automobile would ever be mass produced. They failed to convince a farmer from Dearborn, Michigan. Innovation happens where you least expect it.”



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OVERVIEW

This proposal outlines a collection of initiatives. When implemented in concert, we believe these initiatives will create the most complete solution possible to Michigan's unfortunate economic plight. This plan supports the successful programs currently underway, and simultaneously lays the groundwork for new ventures that will yield diversified and sustainable economic prosperity.

Michigan cannot afford to invest in work programs that do not address the myriad of issues we face. We need job creation projects that continue to create jobs long after they are completed. With the upcoming stimulus funding in the wings, we have the opportunity to create attractions and employment opportunities that make Michigan a prime destination for tourists and job hunters alike. Inspire Michigan offers this plan in hopes that this opportunity is not wasted on antiquated programs that lack the vision necessary for 21st century leadership.

The proposal that follows represents two years of Inspire Michigan's research, creative development, and strategic affairs on behalf of Michigan citizens. Beware... there are "outside the box" elements in this proposal that represent a paradigm shift in several areas of traditional economic development. The good news is that the MEDC has already led the way in driving innovative initiatives across this ever-changing landscape. The recent economic meltdowns of corporate America should have taught us one inalienable truth – **the future of Michigan looks nothing like the past.**

It is time to CREATE the Michigan that we all have envisioned – and all deserve. It is time to stop talking and start executing. There was a time when legislators and business leaders looked at plans that made sense and took decisive action to implement them. No yearlong feasibility studies, no filibustering for political agendas, no special interests profiteering...

That is real leadership.

It should be noted that Inspire Michigan is not just proposing this plan. We have already put it in motion. We are going on the offensive to pursue new jobs, new technologies, and new industries that can reinvent our state and empower everyone who lives here. We are grabbing business leaders, citizens, and politicians by the hand and introducing them to a new economy in Michigan.

We have but one simple goal... creating the Michigan that we can all be proud of.

THE PROBLEM

Deepening recession, hemorrhaging job loss, and deteriorating school systems have made the outlook in Michigan dismal, to say the least. With the diminishing role of U.S. manufacturing over the last decade, Michigan cannot afford to lose any more ground. Whether or not we want to admit it, we are in the midst of a statewide crisis more serious than any we've ever



faced. We need to develop a sense of urgency and begin attacking the problems that lie at the core of this dilemma.

Here is our “TO DO” list and the backbone of the *Inspire Michigan Plan*:

1. **Get people back to work...** Job creation and retraining into growing sectors.
2. **Attract new business...** High-tech industries and cutting edge employers.
3. **Increase tourism...** Show off the beauty and excitement of Michigan.
4. **Stop the “brain drain”...** Keep our best students in Michigan.
5. **Educate for the new economy...** Encouraging innovative fields of study.
6. **Bring the pride back...** Get people excited about Michigan again.

Our plan will show that all of these tasks can be successfully completed in a combined effort. However, we cannot accomplish these lofty goals without promoting collaboration and embracing innovation. Spending \$850 million dollars on roads and bridges, in an accelerated series of MDOT projects, is simply not the answer. What good will renovated roads serve, if there is no one traveling on them?

There is another way... a better way...

THE SOLUTION

Any economic development proposal should pay close attention to promoting and maximizing the assets inherent in the region. Before launching into the next frontier, we need to define the strengths that Inspire Michigan will integrate into the solution:

- **Innovation** – Michigan is the world capital of industrial innovation.
- **Talent** – We boast one of most diverse and creative workforces in the country.
- **Engineering** – Our manufacturing roots (and expertise) can still bear fruit.
- **Pure Michigan** – This is the best tourism marketing campaign in the country.
- **Scenic Beauty** – Dynamic geography and natural resources are all around us.
- **Film Incentive Program** – The most innovative legislative move in decades.
- **Work Ethic** – Michiganders are defined by their “never say die” attitudes and the courage to overcome adversity. Failure is not an option, and any revitalization plan should embrace this positive attitude.

There are five initiatives outlined in this plan. Each initiative uses our inherent strengths to create logical and dynamic solutions designed to have a lasting impact on our economic prosperity. If allowed to evolve simultaneously, these initiatives will quickly begin to feed off of each other and provide exponential growth long term.

- 1) **INNOVATION INFRASTRUCTURE:** By using creative new venues, attractions, and programs, we can transform Michigan’s landscape and set the stage for the new economy.

- 2) **EVENT MARKETING:** Promote our greatest assets with dynamic events that draw event tourism, media attention, and state revenue.
- 3) **OUTREACH:** We need to reach out to transplants, alums, and tourists. Social network marketing has made it much easier to create collaboration portals on the web. Michigan needs to take a “wiki approach” to this cause. New media and guerilla marketing tactics allow us to spend less and target more.
- 4) **INSPIRATION:** We do not want to become the kind of movement that focuses too much energy on the prospects, while failing to serve the beleaguered base. Serving both equally is the key, and Inspire Michigan takes this balance into account.
- 5) **COLLABORATION:** We need political leaders from both sides of the aisle to work together in a bipartisan effort. We need business leaders with competitive interests to focus on this common enemy. We need people from every part of the state... east and west, upper and lower, all the ethnic and socio-economic groups, all the culturally diverse organizations, to work together as part of one coordinated effort with a shared vision and mutual objectives.

As you read about these initiatives, think about the scope and impact for each one. Think about how they fit together. Think about how they support job creation, economic diversity, retaining graduates, encouraging collaboration, and restoring pride statewide.

INNOVATION INFRASTRUCTURE

The ability to innovate and provide creative leadership has always been the root of entrepreneurship. Southeast Michigan has filed more patents than any other region in the world. Port Huron was the boyhood home of the world’s greatest inventor, Thomas Edison. And what would the industrial world look like without Henry Ford?

Few people outside the state realize that IDEO, the #1 innovation firm in the world, is majority owned by Steelcase, headquartered in Grand Rapids. And the actual inventor behind Google’s ground-breaking search engine was University of Michigan alumnus Larry Page from Okemos, Michigan. Michigan entrepreneurs Mike & Marian Ilitch and Tom Monaghan practically invented (or at least commercialized) the most popular food in the country. Bill Pulte did the same for homebuilding. Innovative forces from the cutting edge military technology in the Van Dyke Corridor to the life sciences hotbed of Ann Arbor are all well represented in Michigan.

So how do we get this message out to emerging companies looking for a new home? We need to begin building Michigan’s entrepreneurial future **right now**. In this section, we describe the cornerstone infrastructure projects that will begin to rebrand Michigan in the eyes young talent, visionary companies, and even tourists.

The Inventors and Entrepreneurs Hall of Fame & Museum®... This venue and its affiliated programs should become ground zero for innovation in the United States. We will use our rich historical relevance and our powerhouse engineering reputation to redefine the worldview of Michigan’s economy. The power of this initiative will be in its multi-faceted approach to the

subject of innovation. We're not just looking to immortalize Bill Gates beside Thomas Edison, although that will certainly play a role in the foundation's endowment strategy. We want this to be an all-inclusive learning environment... a place where kids and adults alike can explore their own potential to invent and think outside the box... a place where you get to peek inside the minds of the world's most innovative thinkers. Let creativity run wild, and the talent will follow.

Here are some potential elements:

- Hall of Fame featuring traditional bronze busts and bas-relief art that immortalizes the inductees.
- Interactive museum that features dynamic exhibitions of the inventors' great achievements and multimedia presentations by the living legends of innovation.
- State of the art digital theater for induction ceremonies and multimedia group presentations (media events and press conferences).
- An "Innovation Incubator" for students, start-up companies, and inventors. This would be a true creative lab space. From concept to commercialization, the incubator environment would support emerging inventors and entrepreneurs.
- High-tech classrooms for seminars and educational series... These programs would center on the creative process of innovation and the lessons of entrepreneurship.
- Induction ceremonies and entertaining events.



In connection with the induction of new members, the foundation will also sponsor an annual awards show for the entrepreneurs and inventors who made an impact during that calendar year – like an *Academy Awards* for progressive thinkers. This recognition could become the intellectual's version of celebrity status. The honorees will receive *Menlo Awards*® for their efforts in different subject areas and disciplines.

We will also conduct a national Big Idea Contest that will culminate in the winner receiving a grant to cultivate their concept in Michigan. They must agree to bring their idea (and any corporate entity) to one of Michigan's innovation incubation sites, where it will be supported

and nurtured to commercialization. We hope that the spirit of innovation is fostered across the state through traveling seminars and innovation retreats. Blending events with venues also produces our next example.

The International Museum of SPEED®... will thrill tourists with the power and grace of everything *FAST*. Everyone loves to experience *SPEED* up close and personal. From the live cheetah exhibition to the space shuttle simulator, this unprecedented museum and exposition hall will be fun for the entire family.



No place on earth has contributed more to the technology behind speed than Michigan. Michigan loves *SPEED*, and now it's time to introduce that passion to the world.

Here's a snapshot of the potential museum features:

- Simulator rides that allow you to experience high speed thrills
- The world's fastest indoor/outdoor roller coaster
- Go-cart tracks and a performance driving course (see next section)
- Historical displays and interactive features on record-breaking speed
- Film and video exhibitions of the greatest "go-fast" moments
- Laser light shows with comet, meteor, and shooting stars in the planetarium
- NASA wing to explore rocket technology
- Ballistics simulations that slow down the speeding bullet
- World class sprinters, showing *SPEED* in the world of sports

- A live cheetah, showing *SPEED* in the animal kingdom
- Of course, the fastest planes, trains, and automobiles will all be on display too

This project would work well in coordination with several other current developments. This is the kind of exhilarating destination that fits perfectly into other classic Michigan events like the Dream Cruise, NASCAR at MIS, Autorama, Air Races, and the Detroit International Auto Salon. Imagine the kick off of *SPEED* channel's Speed Week, live from IMOS. The most important factor to consider is the longevity of *SPEED*. Where many other museums simply go out of style, *SPEED* will never become "uncool." People like things that go fast... period. From race horses to space ships, this will not change with the times.

The International Center for Driving Excellence (ICDE)® ... Along with the museum, we want to stress the fact that speed is serious business. Children and young adults need to be reminded of the consequences that follow reckless driving. Traffic accidents are the number one cause of death for teens in the United States. Many of these fatalities could have been avoided by enhancing driver skill and properly addressing irresponsible driver behavior in advance. This school will deliver both in a revolutionary way.

A new style of driver's training has been developed by one of the world's foremost driving experts. Kevin Markham is the Global Driver Training director at the premiere test track in the United States. His *Driving Dynamics* course has shown dramatic impact on driver safety in Michigan. In addition to his pioneering driver's training program, Markham also runs adult and executive programs for individuals who wish to drive under high speed racing conditions in performance vehicles. He is one of 26 "Level Four" drivers currently certified in this field globally.

The course/track is the key to success in this progressive field. A world-renowned company in Europe has developed a superior track training system for the actual road testing of teenage drivers. Michigan could build the first course/track of this kind in the country. The company has agreed to consult in both the construction design and the road testing program. This revolutionary course uses water jets, pop-up obstacles, and radio communications in a low speed environment to permanently alter the driver's perspective and inculcate invaluable road lessons that most young drivers do not properly experience in current training systems. The combination of the course/track, the road testing system, and Markham's educational curriculum will create the most comprehensive and all-inclusive system in America. In addition, we will incorporate the MADD & SADD program initiatives into this venture to stress the importance of avoiding drugs and alcohol. All of these elements, orchestrated into one game-changing program, will create a life-saving paradigm shift in driver's training. The newly formed program will bear that name: *Paradigm Shift – Driver's Training*.

We will further differentiate this program by building a residence facility on the campus. This will allow young people from around the world to visit Michigan for a one week driver's training program that could save their lives. Michigan students that cannot afford this level of training can apply for scholarships to attend at drastically reduced rates. We also expect insurance companies and non-profits to underwrite students each summer. The facility will use severely wrecked vehicles to show the tragic consequences of reckless driving.

All of the students will be treated to Michigan-centric field trips that show the beauty and excitement that our great state has to offer. These students will also be introduced to Michigan-made products and companies. All of our on-site vehicles will be Michigan made. The combination of the museum and the school will draw an international audience of tourists, professionals, and young people. Exactly what Michigan needs to encourage!

The Global Expo Center®... is an entertaining exposition of our planet's cultural diversity. Think of this as an EPCOT center environment under one roof. Each country has its own station in the concourse area. They each get to provide the visitor with a micro-cultural experience. Exports and heritage exhibits can be featured to promote everything from tourism to business development. Large performance spaces allow for music, dance, and theater productions. Shopping, food, entertainment, traditional dress, and educational components would all be on display.

In the main exhibition space and auxiliary display areas, large international conferences and expo events can be hosted. We realize that there are a number of large empty spaces and structures available in Michigan right now, but the design of the Silverdome is perfect for this project. The watercolor rendering below should give you a strong sense of the unique marketability in this concept.



The global dome image would draw strong international media attention.

We also believe that this should be a duty-free shopping zone... another way to show our hospitality to foreign guests and aggressively promote tourism statewide.

This is another “no-brainer” project for federal funding. It’s exactly the kind of international outreach and job creation package that the stimulus money was meant for.

Carl Levin, John Conyers, and John Dingell have been Democrats in Congress for a combined 128 years. It’s time to join hands and put that longevity together for a singular cause. Our President (another Democrat) has massive international popularity right now. With that kind of firepower, shouldn’t we be able to make a strong case for a United Nations endorsement of this facility? Think about this for a minute... Without the Big Three’s involvement in the war effort, almost every member-nation of the UN Security Council would have significantly different political history right now.

World Music Epicenter® ... This dynamic new venue will breathe life into the beleaguered city of Detroit. No other city can boast the diverse musical roots of Detroit. Motown, pop, gospel, R&B, hip hop, techno, punk, alternative, and of course Detroit Rock City are all represented in the pantheon of our musical tradition. Imagine an event center that incorporates the historical presence of a museum with all the modern technology of the music recording industry:



Exciting features for visitors and music industry professionals:

- Music video & entertainment centers
- Interactive music education exhibits
- Music gaming for young people (Guitar Hero, Rock Band, Dance Dance Revolution)
- Indoor and outdoor live performance venues
- Music history displays from every music genre and historical era

- A global music center allowing you to listen to the music of cultures around the world
- Recording studios & production suites
- Executive offices

All these amazing and entertaining features will be located under one roof. With artists and influences coming together from all over the planet, this venue will become an innovative force in the world of music...

If we're going to spend stimulus money on infrastructure projects, why not design them so they create "new economy" jobs, save young lives, lower insurance rates, drive tourism and innovation into the state, promote Michigan-based products, retain our promising graduates, educate young people, and inspire the masses... all at the same time? The ideas in this venture offer a more compelling path to our future.

EVENT MARKETING

It's one thing to develop innovative attractions within the state, but to truly draw crowds they have to be complemented by exciting events. The focus in this portion of the plan is to show off all of Michigan's best qualities. Well-developed events create festive atmospheres where people are most receptive to positive marketing messages. The attractions and venues that we discussed in the Innovation Infrastructure section above will inherently promote numerous opportunities for dynamic events. However, the true test of an event's magnitude is its ability to cultivate regional, national, and even international recognition. The media coverage follows the recognition. All this hinges on the satisfaction of the attendees. The promise of big fun can be the draw, but the "wow factor" experience is what delivers consistent economic impact over the long haul.

How can a series of events make such an impact? What sort of events could pull this off? We've done some research and have several great ideas.

The Michigan Record Breakers Series® ... The Guinness Book of World Records gives you instant exposure. Couple that with fun-loving mass participation, and your exposure turns into international media buzz.

Inspire Michigan has applied for and been approved to attempt three World Records in the area of Mass Participation. When we designed these record breaking events, we did so with several factors in mind.

- 1) They need to be easy and inexpensive to organize.
- 2) They need to highlight an identifiable Michigan strength.
- 3) They need to be sustainable as annual events.

The great state of Michigan has the inherent assets to easily break (or in some cases set) the following three records:

- 1) **The World's Biggest Boat Flotilla and/or Regatta...** Our station as the freshwater boating capital of the world makes this record a no-brainer. Organize the marinas, rally the yacht clubs, and send a mailer to all registered boaters...
- 2) **The World's Largest Golf Outing...** Our beautiful state is blessed with elite resorts and legendary golf. Coordinating with the golf course owners, PGA pros, and club managers is not difficult. We have enlisted past president of the Club Manager's Association and PGA pro David Lawrence to handle this task.
- 3) **The World's Biggest Beach Party...** Michigan's silver lining is actually made of sand! With 3,288 miles of shoreline, there is no state that can boast the sheer amount of beachfront that we have right in our backyard. This event will need to be handled using registration tickets, similar to the annual Guinness Toast.

Wouldn't it be nice to see Michigan make the national news for something other than corruption, setting records in unemployment, and embarrassing political scandals?



Many great regional events concentrate on niche audiences. The following list details a few other events and attractions that we believe will put Michigan's best HAND forward.

EnduroSnow® – The Winter Wonderland... This event will show off the scenic beauty of Michigan's Winter Wonderland like no other event. This endurance event will explore the dangers of the Great White North in the most thrilling ways possible.

- Racers will begin cross country skiing in the legendary Cheboygan trail network.
- This will take them to a bone-chilling run across the Mackinac Bridge.
- In St. Ignace, they will pick up their snowmobiles and begin a brutal 300 mile trip across the Upper Peninsula and up into the Keweenaw Peninsula. The snowmobilers will cross the Houghton-Hancock Bridge into Copper Country.
- Finally, the participants will don their snowshoes and make the grueling 28 mile trek deep into the Keweenaw, finishing the race in Eagle River, MI. Let the snow-volleyball and ice golf parties begin!



EnduroSnow



EnduroSnow will become the Midwest's version of the Iditarod... An instant classic for adventure sports maniacs across the globe.



The Hell to Heaven Bike Tour®... Motorcycle enthusiasts love a good bike tour and rally. Many believe that there is no trip more scenic than heading up north and over the Mackinac Bridge when the fall colors are changing in Michigan.

The marketing angle is a great one: We have Hell, MI, a well-known motorcycle stop in Livingston county, and we have Paradise, MI in the eastern Upper Peninsula. The route would take bikers out M-36 east to M-23 north. From there you can take the longer trek up the Lake Huron coast on 23, or you could speed up the route by taking I-75 north all the way to the bridge. Both routes lead to Mackinac City and the bridge crossing, where we could probably break another World Record!

The best part about these niche events is that their marketing spend can be minimal. You build relationships with influential members, and watch the ripple effect roll.

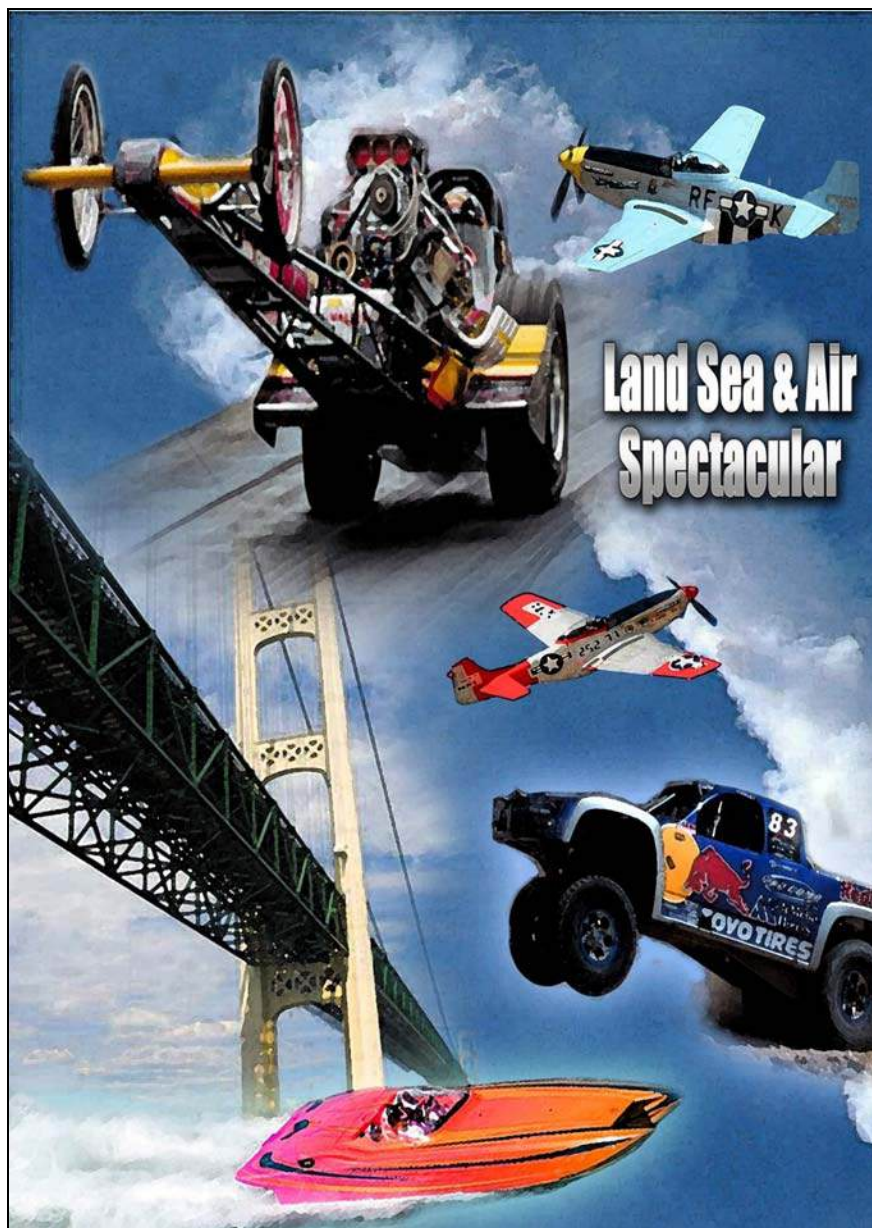
The Land Sea & Air Spectacular®... This will be a tour of Michigan for motor sports enthusiasts. With events in Metro Detroit, the Thumb, Mid-Michigan, West Michigan, and the Straits of Mackinac, we intend for this to grow and become a two-week Olympics of Motor Sports events.

Only Michigan can host events featuring racetracks, road courses, drag racing, sand dunes, suspension bridges, airports, open water, dirt bike courses, yacht clubs, rivers, and large scale event centers. Imagine the event coordination possibilities:

- NASCAR at Michigan International Speedway in Brooklyn, MI
- Top Fuel Drag Racing at the Mid-Michigan Motorplex in Stanton, MI
- Open Wheel Racing on Belle Isle in Detroit, MI
- Dune Buggy and ORV racing at Silver Lake State Park in Mears, MI
- AMA Motorcross Championships at Red Bud in Buchanan, MI
- Unlimited Hydroplane racing on the Detroit River
- Go-Fast Boats on Lake Michigan from St. Joseph, MI to Grand Haven, MI
- Jet-Ski and WaveRunner freestyle events on Houghton Lake
- Red Bull Air Races under the Mackinac Bridge in St. Ignace, MI
- Hot Air Balloon races across the Western Upper Peninsula

If it's got an engine, we want to see it race. We expect sponsored teams to have entrants in every event. Imagine Penske and Roush Racing vs. Branson's Team Virgin.

With a marquee collection of events like this, you can have the opportunity to simultaneously leverage your existing assets. Tourists of this ilk will certainly want to see the Henry Ford Museum and the Automotive Hall of Fame while they're in town.



These fans would also love the Woodward Dream Cruise or Autorama. The MotorCities Organization's Autopalooza August fits perfectly in this theme.

The international nature of competitive racing will also drive foreign tourists to Michigan. As they travel the state for each event, they will begin to see the beauty of Michigan. Lakes, rivers, waterfalls, sand dunes, beaches... a totally unexpected experience.

Maybe they'll want to discover Detroit's famous musical roots while they're here. We introduce them to the Motown Sound, or the birthplace of punk, or to the home of electronic music – any number of Michigan assets might strike their fancy. Asian and European travelers will have their eyes opened to a Michigan they've never seen before.

What's more, many of these "world travelers" are high net-worth individuals... many are entrepreneurs, corporate executives, or decision makers inside major growth industries. International events of great magnitude will bring in the "Robb Report" tourists. This is where we tell them the story of the MEDC's Upper Hand campaign. The possibilities for program collaboration are endless.

American Music Expo®... As we mentioned, Detroit's rich musical history is second to none. We should be hosting an American Music Expo in the same manner that Austin, TX hosts the popular South by Southwest Music Festival and Conference (SXSW). The Detroit version of a music festival should focus on diversity. The World Music Epicenter would obviously play the potential role of ground zero for this event's administrative hub.

We are home to Iggy Pop, the man that most critics call the "Father of Punk." Jack White is the king of garage rock. Bob Seger, Alice Cooper, Mitch Ryder, and Ted Nugent are icons of classic rock. Yet, we also have Vickie & CeCe Winans and Fred Hammond, legends of gospel music. We gave birth to Motown and techno music (electronica). We have hip hop's favorite son in Marshall Mathers (Eminem), the Queen of Soul in Aretha Franklin, and southern rock's torch bearer in Kid Rock. All of these Michigan artists could be recruited for the cause.

We also have an abundance of assets to host musical events of all sizes:

- **More venues & more variety...** From Ford Field to the Lager House, you've got every conceivable size and style of music venue.
- **Talent...** On top of the artists that are already stars, Detroit has a tremendous number of bands, artists, managers, and concert promoters eager to make it big – or already on the cusp of a breakout.
- **Entertainment & lodging...** Detroit has casinos, professional sports, restaurants of every kind, and a variety of accommodations.
- **History...** The roots of American music history are omnipresent in places like Hitsville, the Magic Stick, and Cobo Hall.

There is a reason that booking agents bring the tours of A-List entertainers to Michigan in the middle of the week... it's because they know we are the most die-hard fans in the world. We will show up, rain or shine, Monday through Thursday. We sell out more shows than any other location in the country.

We have a host of other events in mind, but the focus needs to be on consistent growth. Job creation can be sustained in the event and tourism sector if we develop core event teams that provide seasoned expertise and continuously research new ways to bring money and opportunities into the state. Think about the model provided by the stellar Detroit Parade Company... now multiply that by *dozens* of events all over the state, conducted year round, and employing hundreds of people.

The scope is immense.

OUTREACH

We have already discussed the power of niche marketing using events and venues that promote our existing asset base. Now, let's look at specifically designed, laser-focused, and network-leveraged guerilla marketing campaigns. These campaigns are part of an aggressive outreach program.

A few questions first...

- Have you ever looked through the U of M Law School alumni directory?
- How about a list of Michigan State alumni success stories?
- How many graduates of Michigan colleges do you think are working in the entertainment industry in New York or Los Angeles?
- How many people born or raised in Michigan have gone elsewhere and achieved success in science and technology – in software, the bio-medical field, in energy, or as engineers?

You probably understand where we're going with this... We have key allies outside of Michigan that we are not leveraging. There are literally thousands of decorated graduates from Michigan universities who went on to lofty careers at the forefront of modern business and technology, and yet we don't work to involve them in state-based initiatives they would eagerly support. By creating an Internet-based outreach program, we can bring a few prodigal sons (and daughters) back into the fold.

Michigan Ambassador's Program®... This initiative will begin reconnecting Michigan mavens to a base network hub. That hub will be a resource for all things Michigan. Whether it's warm weather transplants or job hunting graduates, we will keep Michigan on their minds. We will consistently remind them of all the things they love about *Pure Michigan*.

The actual Ambassadors will be the key. These people should be carefully chosen connectors ("Tipping Point" professionals) in the pivotal communities across the country where former Michiganders have settled. The more successful the Ambassador the better, but above all, these people need to have a deep love for Michigan and a proclivity for social and business networking. They should be able to unite and encourage the virtual community, and also hold real meetings and events on a seasonal basis.

Recruiting new business to Michigan can be as easy as finding the decision makers who love our state... and whose opinions matter. Let's recruit them, inform them, and reward them for being Ambassadors to our business community.

The Michigan Hunting & Fishing Guide®... This can be a surgical approach to carving off a valuable piece of the tourism pie.



MICHIGAN HUNTING & FISHING GUIDE



Many years ago, the Michigan Hunting & Fishing Guide was a veritable bible to serious sportsmen – a respected publication with an entrenched and sizable readership.

What happened to this guide? I see an online version... I see it's been broken up into a Hunting & Trapping guide and a Fishing guide. But is "trapping" even a popular activity?

Let's clear this up and get back to an honest-to-goodness, paper and ink, *Michigan Hunting & Fishing Guide* (or at least an abbreviated magazine version). But more importantly, let's use one of the many public records systems to identify all the people who have hunting or fishing licenses in the numerous states that record this information. Then we can put copies of our glossy photographic masterpiece in the mail. With any luck, these accomplished sportsmen will open something marked "Hunting & Fishing Guide." That is the very definition of "surgical niche marketing." Use the publication to drive traffic to the website, and pay for the production costs by selling targeted advertising space.

This is easy – and the model is proven. Last year, the state of Kansas reaped a massive revenue increase from an effort that focused specifically on out of state hunters and fisherman... If this worked in Kansas, surely it will be an even greater success in a hunting and fishing mecca like Michigan.

Viral Outreach... The ultimate guerilla tactic relies on people passing messages onto their networks or posting messages on public forums. These viral communications are well-crafted

marketing messages cloaked in entertainment value. Since most friend networks are comprised of like-minded people with similar worldviews, this becomes another niche tool with the capability for mass delivery.

Many marketers believe the “public post” side of the viral world has much broader base appeal. By sheer numbers, this is true. However, the ability to subject-search on most public video sharing sites has enabled viewers to restrict content to their specific preferences... which brings us back to niche audience delivery. Like any media vehicle, virals can cross demographics and achieve mass appeal. However, making your viral campaigns content-specific with a surgical approach will significantly increase the “call to action” effectiveness.

Example: If you want to attract recent college graduates and young professionals who enjoy event-based tourism (parties), you don’t post a Pure Michigan spot. You post a viral video of young people having a blast at the World’s Biggest Beach Party (see how these things dovetail)... and you don’t just post it on YouTube. You film a clip where a paid professional stunt man goes flying off of a jet-ski and bails horribly (causing all the fun-loving onlookers to laugh hysterically), then you post that clip on Funny Or Die or College Humor. This is viral, it’s guerilla, and it’s new media.

Virals need to be subtle, non-promotional, and entertaining. The exception to that rule is making a viral that is so obviously self-promotional that it’s a parody of itself. These can be very effective and funny too.

This type of advertising can be effective in targeting niche markets everywhere:

- Detroit’s “Movement” Electronic Music fest marketed to German electronic music fans... Love Parade (their premier festival) attracts 1.5 million people.
- Fowl hunting in Michigan marketed to gun owners in northern Japan. Many Japanese in the North can only hunt crows (there’s a \$5 bounty on them). Guns and hunting are expensive and complicated in Japan... not so in Michigan.
- The Henry Ford Museum marketed to the rising class of wealthy industrialists in China. Detroit will soon have the most non-stop flights from China.
- Golfers in Arizona marketed to by Michigan Golf. These poor guys can’t even go outside in August! Golf, casinos, the Lakes, and Pure Michigan will look like an excellent alternative to heat stroke and skin cancer.

Viral ad distribution is the fastest growing marketing trend in America. It can come in the form of emails, web video, audio clips, even postcard fliers at events. However, like the design of the *Ambassador Program*, you need to be sure the sender is a member of the niche community. If you can find a charismatic and respected member, you’ve hit the jackpot.

For instance, Michael Moore sends me emails about film events in Traverse City. Through the clandestine advances in email marketing, he makes it look as if these messages were sent only to yours truly. I know that Michael sends these emails to many of those who have attended and supported the TC Film Festival. Yet, I will always open and pass along these emails... because they come from Michael Moore. The political parties have also adopted this



strategy. When Jennifer Granholm, Gary Peters, L. Brooks Patterson, or Carl Levin send me emails, I am much more likely to post their messages, or send them along to friends. We should focus on the prime movers in niche target areas that are allies of Michigan and ask them to help with this technique.

How many Internet gurus or software CEOs would trash an email about the MEDC incentives if it came to their mailbox from a venerated tech entrepreneur like Google co-founder Larry Page? That's the point. Get creative and start building bridges. Tim Allen, Jeff Daniels, Mitch Albom, Mike Binder, and Elmore Leonard have become major entertainment players. Wouldn't they lend their names to encourage film producers to look at Michigan first?

Other niche viral ideas:

- Roger Penske targets green tech and alternative fuel gurus about the award-winning HYRAIL – Hydrogen Super Highway concept in Southeast Michigan.
- Anthony Diodato introduces robotics engineers across the country to his newly forming robotics incubator.
- Kid Rock drops his national fan club a line about the World's Biggest Beach Party (where he will be playing live) in the great state of Michigan.

Whether you're attacking a broad demographic or a niche market, you can use viral marketing to engage everyone from business leaders to college kids. The MEDC should consider strategic outreach and viral methods as its priority vehicles in the Upper Hand initiative.

An intersecting business model here is Inspire Michigan's website MichiganViral.com, which will be a wiki collaboration site for amateur and professional videographers from across the state. At MichiganViral.com, users can upload submissions, and the MEDC and Travel Michigan can choose from a limitless selection of worthy viral ideas. This contest-driven platform will give the state the right to use the videos in their campaigns.

The mix of quality and humor that comes from this type of grassroots engagement always surprises people. Just ask James Cameron how he was able to stay on schedule with the Titanic wiki approach...

The uRefer.com® Advantage... uRefer.com is a Michigan-based company that has developed a web-based software application connecting companies to sales leads across the country and beyond. With uRefer, anyone surfing the Internet can become a sales channel for your company. Why can't Travel Michigan and the MEDC use some of the \$30 million in its marketing budget to provide a travel agent incentive program? Every out-of-state agent who books a three-plus night stay in Michigan gets a \$50 bonus... for six nights, it's \$100. This would drive immediate attention to Michigan.org, and uRefer.com can act as the third party portal to guarantee the administration and ensure proper auditing of all transactions. Big win for Michigan tourism, zero headaches for our already taxed governmental agencies, and we're supporting a Michigan-based technology business in the process.



And one of the Michigan vacations that these agents should be booking is the **MichiCruise®**, another Inspire Michigan innovation in the works. MichiCruise is a Great Lakes cruise concept that can take passengers to scenic lakefront towns, islands, and attractions throughout Michigan's majestic waters. Imagine if the cruise stopped in Leland's Fishtown for morning shopping, and then the passengers take a midday wine tasting tour throughout the Leelanau wine country... Or into Grand Traverse Bay for a day at the Cherry Festival, then up to Charlevoix and Harbor Springs for fine dining and summer fun, and then over to Mackinac Island for a nostalgic trip back in time? Just imagine...

Cruises like this could depart from Chicago, Milwaukee, Green Bay, Cleveland, Toledo, Windsor, Sarnia, and of course Michigan cities everywhere.

INSPIRE YOUR BASE

Your most loyal customers double as your best marketers. It's been said many times, many ways... because it's true. The most ardent Michigan supporters are feeling a little beaten up right now. We have an inspiration problem here in Michigan. Many of the initiatives already outlined have addressed this problem, but we can do more.

We have some people who constantly criticize and dwell on the negative news. We have other people who hang their heads and walk around all day in a funk. And all this doom and gloom comes to rest on our young people. They start out bright-eyed and ready to lasso the moon, but a gauntlet of naysayers pushes them away before they even graduate.

We need to inspire people and show them that the Michigan they remember will return brighter and better than ever. Here's how we do it:

The Made In Michigan Campaign... is well underway. We have been banging this drum for almost a year now, but we need a bigger drum. If every regular shopper in Michigan moved \$10 of their weekly budget into Michigan-made products and services, that's a \$37 million boost to the Michigan economy every week.

We are building an online interactive map that will feature logos of all the great Michigan companies whose products and services we need to be supporting. MadeInMichiganMap.com will be online with a fully-integrated search engine that features these companies by the end of spring 2009.

Other groups fighting the "good fight" also need our support:

- MadeInMichiganMovement.com
- BuyMichiganNow.com
- BuyMichiganProducts.com
- SimplyMichigan.com
- AbsoluteMichigan.com
- MyNorth.com

Let's give these Michigan entrepreneurs the resources they need to keep up the great work.

The Made In Michigan Map®... will be reproduced on t-shirts, posters, coffee mugs, placemats, and decals. We want to remind people that a simple change in their weekly purchasing habits can make a huge difference in our state's economy. The website will be a collaborative environment where any Michigan company can participate and promote their products or services. A link will be set up from InspireMichigan.com and several other sites.



The Made In Michigan Shops®... are another long term Inspire Michigan goal. Every major tourist and event attraction should feature a shop with Michigan-made products and items that feature Michigan themes.

We want to eventually incorporate local maps that are just one click away from the mainpage map. Each one of the map logos will link to corporate websites and special offers from the sponsor companies. We will also be launching a statewide contest in 2010 to find the “Michigan Hero” that makes the most Michigan purchases in the calendar year. Let’s have some fun with it!

The Michigan Road Show®... will bring Michigan pride to people all over the state. We will put the positive messages right in front of the very people who need to hear them.



This event on wheels can set up shop in any shopping mall, fairgrounds, sports complex, or parking lot. The Road Show will feature the following events:

- Interactive Michigan-themed games
- Multimedia presentations about inspirational Michiganders
- Samples of Michigan foods and products will be handed out for free
- Contests will be held to win Michigan vacations and prizes
- Vehicle test drives of cutting-edge new models from the Big Three
- Concept cars on display
- New technologies and scientific breakthroughs from Michigan companies
- Michigan athletes and celebrities for autograph signings
- Michigan collectibles in silent auctions
- Michigan memorabilia for sale

The Michigan Road Show should be a first response to turn the tide of negativity.

COLLABORATION

This is always the most difficult bridge to cross. We believe that the *Inspire Michigan Plan* is fair and balanced. Our proposed events and venues can be spread all across the state... and that is just the beginning for getting everyone involved. We have an entire second phase of events and developments that cover every major region in Michigan.

In the next feature, we go as far as you can into the world of collaborative campaigns.

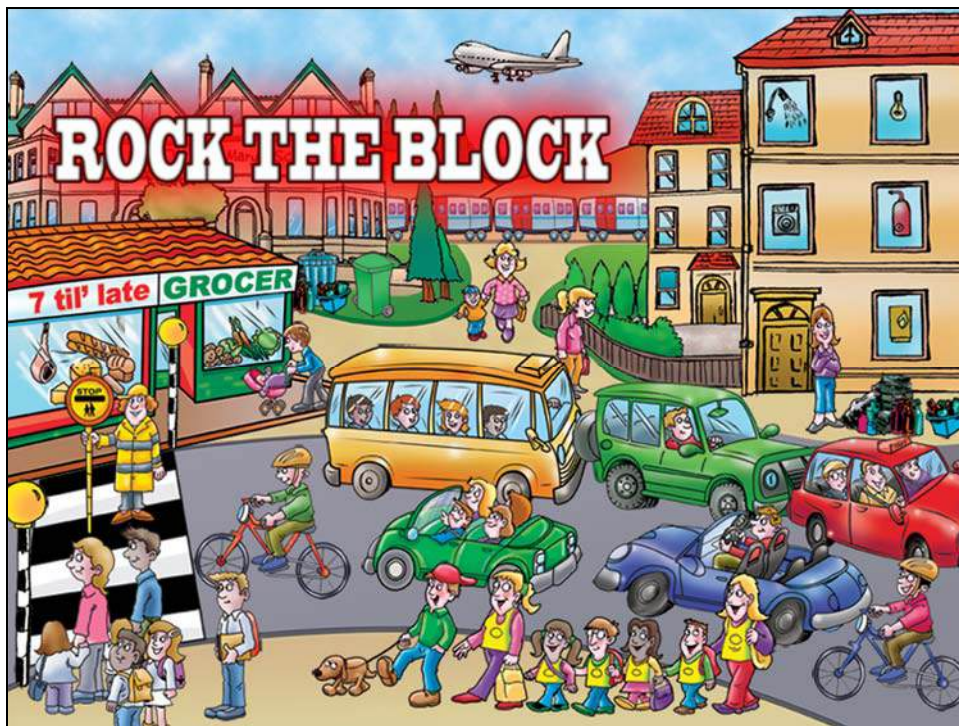
Mighty Michigan Productions®... is our non-profit film production wing. The MEDC is the new home of the Michigan Film Office. In 2008, the Legislature enacted a film incentive program that provides rebates of up to 42% on film production investments in Michigan. This is the most aggressive program of its kind, and it has injected well over \$100 million into the economy already.

The problems have been in job creation and infrastructure. Retraining the unemployed was a big part of the expected impact, but this has proven to be difficult. The “Hollywood Catch-22” is nothing new... you need experience to book these jobs, but you can’t get experience if no one will hire you. With a mature workforce, it’s not like everyone can intern for a year and let mommy or daddy pay the bills (not uncommon in Los Angeles or New York). Likewise, you don’t build serious infrastructure like studio lots or sound stages until you have enough trained crew members to properly staff those facilities. How do we solve these problems?

We use Inspire Michigan as it was intended. We are the only 501(c)3 non-profit charitable organization in Michigan that has innovation, entertainment industry job creation, and economic development built into our existing mission. We can produce a feature length motion picture, using 100% Michigan crew and production staff, by raising the investment capital through tax deductible charitable donations. We will use this film production as an educational tool for all those individuals that have entered training programs but are struggling to land their first feature job. They will get hands-on experience in a real filmmaking environment.

Simultaneously, we will produce a “behind the scenes” training DVD, complete with expert commentary from the writers, director, producers, and educators. All of the Michigan crew members that are not selected to work on the project will receive a complimentary copy of this DVD.

Movies are fun-filled, headline-grabbing events, but they are here one day... and gone the next. The real crown jewel of economic development for an area is a popular television show... and Inspire Michigan is developing exactly this type of TV program. Combining local talents with award-winning Michigan writers, directors, and producers, we are finalizing fundraising for a new reality-based television show called **Rock The Block** – a program focused on recreating entire neighborhoods. In the same innovative spirit that all Inspire Michigan efforts are derived from, this show will simultaneously help families in impoverished areas, drive revenue into the state, provide a good basis for positive PR, and display the true character of our citizens.



If Hollywood will not give our crews a chance, we will use the power of *collaboration* and take care of them ourselves.

Most importantly, our crews will be getting their education on an exciting production that promotes our communities' best elements. With Rock The Block, Inspire Michigan intends to show audiences what Extreme Home Makeover looks like on steroids!

Michigan Location Scout®... will be built by online wiki communities throughout the state. This will be Michigan's "one stop scouting" for film producers, scouts, and photographers.

This is a simple database system of digital photographs that can be uploaded, tagged, and catalogued by any site member. The photos are searchable by category and geography, as well as important production details (like owner contact info) or travel notes. Our staff has used applications like Reel Scout in the past. These online tools are simply never updated properly. They are left with incomplete information or very limited selection results. Using a community "wiki" space will allow the Film Office to simply provide oversight and verification, rather than monitoring and maintaining a "soup to nuts" application. This saves time, manpower, frustration, and money... plus it provides a more robust selection for the producer or location scout.





If the MFO wishes to use MLS, they can link to it. We will be an open source for location scouting and location management.

Michigan Missions®... are another way for the MEDC to use collaboration in their marketing agenda. The previously described *Ambassador Program* can take on another layer by integrating trade missions into the mix. Many Michigan residents have businesses, offices, homes, timeshares, relatives, children, etc. in other states. Michigan can capitalize on those out of state relationships by creating Mission Ambassadors that organize high-level presentations in key markets across the country.

How much easier would it be for Jeff Daniels to meet with Michigan-born mega producers Bob Shaye and Jerry Bruckheimer and organize an MEDC/MFO presentation to Hollywood power brokers?

Would Jack Roush and Connie Kalitta have any trouble getting fellow race lovers together to support the International Museum of *SPEED*?

Broader attacks could be led using alumni groups from elite universities. There is a very simple reason that Silicon Valley, the Research Triangle, and Route-128 have all maintained a dominant standing in the venture capital and technology arenas... they are surrounded by elite universities. We can reverse this paradigm and lead missions, using their own alumni (who are now Michigan residents), to talk to new graduates about the opportunities that the MEDC can provide.

The next generation of innovators and entrepreneurs is in college classrooms right now.

IDEEAS Inc®... is being established to serve as a creative consulting and business development outreach company. Many Michigan inventors and entrepreneurs are struggling to be heard. We can help them get “deal ready” and either develop or commercialize their intellectual property.

When the *Michigan Ambassadors Program* gets off the ground and the *Michigan Missions* begins driving corporate interest, someone will need to support and guide companies considering a move to Michigan. The process of relocating, qualifying for incentives, and building strategic alliances is extremely daunting for smaller companies. The MEDC and other major private players will serve the large companies well, but the small companies – made up of entrepreneurs and innovative technology leaders – can get lost in the shuffle.

That is where IDEEAS Inc. enters the picture... The name is an acronym for:

➤ **I**nnovators, **D**esigners, **E**ntrepreneurs, **E**ngineers, **A**rtists, and **S**cientists

Using Michigan’s new L3C business entity model, we will bring together an all-star team of professionals from every discipline listed above. IDEEAS Inc. will develop an innovation incubator that serves these new economy companies. We will not only help recruit these innovators, we will help them navigate through every aspect of relocation. We will usher them into the most hospitable environment ever conceived for emerging companies. This collective



will invite existing Michigan companies and entrepreneurs to join the cause and use the services as well. Part incubator system and part consulting firm, IDEEAS Inc. will allow companies to grow without mortgaging their future.

The following areas of expertise have already been identified and recruited for:

- Innovation consulting
- Design & product development
- Intellectual property consulting
- Capital raising & grant writing
- Engineering consulting
- General business & operations consulting
- Strategic marketing & business development
- Financial planning & HR strategies

All of the IDEEAS Inc. services will be drastically reduced in price as part of the corporate mission. Many of the consulting partners have already been assembled. We have numerous patent holding inventors, senior creative directors, engineering marvels, C-level executives, award-winning artists, and PhDs of every variety. This concept resonates with the best and brightest. Our talented collective has already developed a number of programs that will save the state money and drive tremendous revenue.

Here are a few of the projects already being recruited:

- A mobile robotics company planning to bring 60-70 jobs
- A breakthrough green technology in turbo chargers with over 125 jobs
- An e-commerce conglomerate with 25-30 high tech jobs
- An eco-friendly container product that could bring 70 jobs
- An environmental consulting company that predicts over 1,000 jobs in three years
- A public transportation system that will revolutionize power delivery, irrigation, and fossil fuel dependency on a global scale.

TYING IT ALL TOGETHER

The ***Inspire Michigan Plan*** pulls together all the dynamic elements that can elevate Michigan to its rightful place atop the world of innovation and restore a high quality of life for all residents. Our combination of innovative attractions, dynamic events, and “outside the box” marketing techniques will create a ripple effect in the marketplace.

We realize that this plan needs to be rolled out in carefully crafted phases. As the large scale initiatives come online, the ripple will become a wave of positive Michigan momentum. As all these components evolve, they will begin to feed off of each other. The end result is a fully integrated, multilayered marketing and economic development strategy with long-term sustainability.

Inspire Michigan’s plan is not about one highway or one convention center. We have found ways to multiply the public benefit by supporting multi-faceted initiatives. This approach is



about collaboration and creativity. We need to work *smarter*, not harder. Knowledge-based business is the future of America. If we fail to burn the boats behind us and dedicate ourselves to this mission, our children and their children will pay the price. These are just a few of the solutions our plan provides:

- A permanent end to “brain drain”
- Massive revenue drivers to end deficit spending
- Increased tourism and out of state revenue
- Rebranded public image
- Business development pathways
- Significant job creation
- Cutting edge boost to Michigan education
- The return of Michigan pride

If these cures are important to you, we urge you to join us now. Endorse our economic development proposal, and promote our campaign for responsible spending at www.inspiremichigan.com. It may seem like a distant memory, but there was a time when we did not allow our common sense decision making to be governed by an army of policy consultants and political strategists. It is time for leadership that has a sense of urgency.

Responsible leaders would not throw all of these tremendous opportunities into the same old projects that we will be repairing again in ten years anyway. We took all current action plans into account when crafting this proposal. This plan allows us to integrate important new ideas with the strategic mission that is already in place. The job ahead is going to take the entire village... this is simply our contribution.

The title page opened with a quote that examined innovation. We will close the proposal with a quote that speaks to the importance of collaboration. Inspire Michigan believes that our ability to innovate and collaborate effectively will determine the fate of Michigan.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead

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