

October, 14, 2021

Michigan Economic Development Corporation
300 N. Washington Square
Lansing, Michigan 48913

ATTN: Ms. Beth Colosimo, Senior Project Manager
Business Operations and Customer Support

RE: MITC Final Site Readiness Grant Report

Dear Ms. Colosimo,

On behalf of the Michigan International Technology Center Redevelopment Authority (MITCRA) I would like to thank the MEDC and you personally for facilitating our receipt and use of the MEDC Site Readiness grant for marketing support of our project. This marketing initiative has proven to be a highly effective in making our industrial / tech site availability known to prospective users and real estate professionals.

The following is a summary of the **tasks and deliverables completed** by the MITC under this grant.

1. Initial Brand positioning (w/ public engagement)
2. Logo and Brand platform design
3. Content Development
4. New Website design, development and implementation. MITC-USA.org
5. SEO
6. Print collateral content and design
7. Brochure and site insert designs
8. Brochure cover and insert printing
9. Email campaign "template"
10. Site signage (two types)
11. PR
12. Dry mounted maps for presentation.

Collectively these deliverables have facilitated a real estate market "presence" for the MITC project well above the nominal amount which previously existed. In turn, developer inquiry resulting in Purchase agreements and or actual land closing have occurred. Specifically of the



Redevelopment Authority
9955 N. Haggerty Road
Plymouth, MI 48170
734.354.3201

MITC-USA.ORG

Authority Board
Kurt Heise, Chairman
Mark Abbo, Vice Chairman
Gary Heitman
Joseph Vig
Glenn Cerny

roughly 510 net buildable acres available **Hillside Investments**, a Michigan firm has acquired and has nearly completed a new business / industrial park development called Ridge 5, about 60 buildable acres, with lots served by new road and utilities to serve as platforms for new business construction. That development alone will support more than 600,000 SF of new construction with building are for employment opportunity of at least a 1000 new jobs. The Southfield based developer **REDICO** is under contract for an additional 117 acres in a planning and engineering approval phase. A company out of Raleigh, NC called **Brookwood Capital Partners** is planning and evaluating a 103 acre multi-building light industrial project. **Schafer Development** in Farmington Hills is also evaluating a mixed use project in the MITC redevelopment zone. Each of these industrial related developers, among other current prospects, are the MTC target market in terms of their ability to create smaller lots or parcels ready for new investment working in concert with MITC and direct project users and prospects.

Clearly the above referenced marketing deliverables are highly valuable tools for use by economic development and sales teams supporting the MITCRA. These teams include Planning, elected and appointed officials from Northville Township, Plymouth Township, Wayne County and other stakeholders working diligently to help MITC succeed as a regional initiative. In total MITC has land area to support at least \$650,000,000 in new investment in facilities that can create 9000 new jobs.

MITCRA Board directed that the MEDC Site Readiness grant funds be used creatively but efficiently to achieve maximum leverage of the funds available. During the grant cycle which ended August 29,2021, MITCRA spent \$99,170 total of the \$100,000 grant award. All vendors have been paid.

The MITCRA is entirely confident that the Site Readiness grant has had and will continue to have meaningful long term positive impact on the overall initiative. Thank you again for the generous support of the MEDC and should you have any question concerning our use of the grant funds, please contact me.

Sincerely Yours,

Gary D. Roberts AIA
MITC Planning Consultant