Paul Schutt, Co-founder

Economic and Community Development
• The Collective (1994-2004)
• Easy2 Technologies (1999 – today)
• Issue Media Group (2005 – today)
  • Why do companies move to certain cities?
  • Why do people move to certain cities?

Brian Boyle, Co-founder
• Media and online publications (10 years)
  • Viacom
  • Metro Times, Detroit
Detroit
Launch: June of 2005
Readers: 266,436

Pittsburgh, PA
Launch: March of 2006
Expanded: November 2006
Readers: 127,948

Grand Rapids and West Michigan
Launch: April of 2006
Expanded: October 2006
Readers: 104,238

SE Michigan New Economy
Launch: January 2007
Readers: 202,027

Lansing Area
Launch: September 2007
Readers: 19,667

Cincinnati, OH
Launch: January 2008
Readers: TBD

2008 – Six Additional Publications
Ann Arbor and Kalamazoo/Battle Creek

Online magazines about what is next for Michigan
- Traditional media loss oriented
- Decline of the old economy vs. growth of new economy
- Alternative narratives
Rapid Growth

Wednesday 18 April 2007

A vintage Vespa speeds down Ionia Avenue, Central City. ( ) Bahrain Kelly

model D

Monday 18 July 2005

Sailing on the Detroit River at Belle Isle. ( ) Dave Kieger
Editorial Direction for the Alternative Narrative

- Talent
- Innovation
- Diversity
- Environment (Sense of Place)
  - Cultural - Lifestyle
  - Natural
  - Planned - Designed
A Night Out with ... Aliccia Berg Boilig

By Meghan McEwan

September 26, 2005

“I’m more librarian than rockstar,” says Aliccia Berg Boilig in earnest, as she takes a hearty sip from her Amber Wheat. Perched on stools at the Sirloin Oh Brewhouse in Midtown on a recent Thursday evening, Boilig is trying to make sense of her totally hedonistic and implausible dual life.

A scientist who bills away 10-plus-hour days at the Huntsman Cancer Institute, Boilig (who looks nothing like a librarian) is also the co-leader of the Quarter Fools, with a rotating cast of girl-musicians, including past members who have gone on to play in bands like The Von Bondies and Crime O.K. “I don’t think I’m an over-achiever,” she says, “I just think we all have this spare time.”

When I ask what exactly she does at her day job, she laughs and answers: “Wear a lab coat and carry a Ginkgo.” But that’s her way of sidestepping the responsibility and complications of work. Through the patience of an elementary school teacher with a challenged student, she explains the research she does.

Atomic Object is People

By reactor

November 13, 2007

When employees arrive for work at Atomic Object, they get a friendly greeting from inside the office’s resident canine. They stop by the snack bar to grab a cup of coffee, and then they’re settled in at their computers, which are scattered on shelves arranged across the hardwood floor in a wide open space. Through the walls, they design computer software as the sights and sounds of an urban neighborhood filter through the windows. Jeans are the uniform of choice, and a beer or business suit to be seen in the public.

Atomic Object is not your typical professional software development firm. And that’s exactly why, six years after its creation, the company is growing in more than double the dollars its owners expected when they started the business in 2001. At the time, Carl Erickson and Bill Dennis hypothesized that their Grand Rapids-based company would earn one million dollars in annual revenue. This year, they do $7 million in business with clients from across the country.

Erickson attributes the success to the company’s web development and methodology, both of which originate from...
Menlo Innovations

BY: TOM HIRDRICKSON, 3/24/2007

“There is always a way to do things better. Find it.”
—Thomas Edison, 1903

Inspired by Edison’s invention factory in Menlo Park, New Jersey, the founders of Menlo Innovations, a software design and development firm in Ann Arbor, have a visionary attitude about work space, creating an office where ideas are shared and rewards are shared.

ever sensitive to the “stupid user” syndrome, founders Rich Sheridan, Thomas Malouch, James Godol, and Robert Simms realized that most software designers fail to take their end users into consideration. Viewing to better understand how their clients do their jobs, they constantly endeavor to create a more intuitive product.

Learn more about these “high-tech anthropologists” by clicking on the YouTube video below or go to: http://www.youtube.com/watch?v=A3TfYegI0b4

Guest Blogger: Mahendra Ramsinghani

BY: MAHENDER RAMSINGHANI, 3/6/2007

Mahendra Ramsinghani is our guest blogger this week. Ramsinghani is part of Plymouth Venture Partners in Ann Arbor. Check back here weekdays for more.

Send your comments to guestblog@menromodemaile.com

01.08.07
Post No. 4

Welcome to Michigan, now start a company...

I recently read a bumper sticker which commanded, “Welcome to America... now speak English.” Whoever came up with idea was probably tired of bad accents. I am glad the Immigration and Naturalization Service does not have such signs at the entry points of the country; but if we extend the idea to attracting entrepreneurs to Michigan, what would the tag line be?

I have noticed a very interesting trend where entrepreneurs who have built successful companies on the coasts are returning back to Michigan to reap the economic successes.

Take for example, Doug Neal who spent several years on the West coast, built a successful venture backed company, survived various ups and downs and eventually had a nice exit. Now, Doug has moved to Brighton and is using his expertise to help build start-ups in Michigan. His family also brought him back to Michigan.

Bob Polesky and Tom Bolium built a successful company in California which raised over £10m of venture capital. The company was sold within four years and Bob and Tom brought back their expertise (and wealth, thank you very much) to Michigan, where they became a part of Sutra Innovations. Sutra is based in suburban Hills & is focused on sales of cutting edge supplier management software. With marquee customers like Office Depot, TRW and Detroit Medical Centers, Bob & Tom are well on their way to replicate the success this time in Michigan.
The Little Things
By: Francis Granow

August 16, 2005

Little green chairs. Believe it or not, sometimes that's all it takes to make a more livable city, and as unassuming as a few hundred bistro chairs are in the context of a city as large and as difficult for pedestrians as Detroit, the result can be transformative.

What are a few of the little things that can make a city better for the average Jane or John?

You don't have to go any further than Campus Martius -- Detroit's finally realized town square -- or the formerly rechristened Washington Boulevard to talk about the arts.

Busking Up Downtown
By: Jon Zona, 12/13/2007

Walk around downtown Detroit's stadium district after a game and chances are more than a handful of street performers like John Landen (see profile page) are using a small patch of sidewalk as their stage. Their jobs range from trained performers like Landen to amateur unsigned acts to the likes of Ron Jenkins to promote his book.

Whichever their ability, these street performers serve as sort of a counter-culture in the pastime world that, unlike other cities with large concentrations of street performers, already have a sizable amount of foot traffic. Busking adds to the character of a place and enhances the urban experience for the people who frequent that area. Other would-be entertainers, like buskers, would need a license and be required to pay a fee. Detroit is the only city in the nation where the city council has decided to allow them to perform in their downtown parks during summer weekends.

"They act as an attraction to any commercial venues that come with the stadium district," said Nancy Greenslade, a business professor at the University of Detroit Mercy. "They make a wonderful addition to the street scene and could do wonders for the Downtown public if they kept it up long enough."

Sidewalk stars
CeCe Spill doesn't make much noise during his performance, but when you pay attention, the rimu is a popular instrument in Detroit.
Big Numbers

- Boomers – 82 Million (1946 – 1964)
- Less than 25% of households in the U.S. live with children

- Understanding this scene
  - Q&A’s, Features, Videos and Interviews
- Living without kids
  - Lifestyle
  - Housing
Life after college but before kids

- Mostly single and living without kids
- Michigan is a great place for Under 23 and Over 40
- 1,000 nights – Life after 9PM

High Density Lifestyle

- Highly social and a desire for a high density lifestyle
  - 3rd places (not at home & not at work)
    - Cafes
    - Nightlife – Bars, Clubs, etc.
    - Foodies, Dining, Wine, etc.
    - Shopping and Fashion
    - Yoga, biking, outdoors, etc.
The coffee house has a long history as a signpost of vibrant civic life. In the west, it can be traced back to the 1950s. But the grinding and brewing of coffee beans and gathering together to drink the resulting liquid already was a well-established custom in Turkey prior to that time. Supposedly, the Turks received their first beans from Ethiopia via Syrian traders. Hard to say, the drink caught on. But like many traditions, the exact origins of coffee drinking are difficult to pinpoint and theories abound.

One story has it that a goat herder in Ethiopia was amazed at how his goats carried in a state of high energy after consuming some beans off a bush, so he tried them and liked them. Other research indicates that bull mystics were the first people to use coffee as a stimulant. You then alright thing

A sign of vibrant, civilized life

And it’s all coming together in neighborhood coffee houses, which have become hubs of activity where people of all ages, cultural background, and political stripe gather to work, relax, and converse in a common space.

Rx: Dance at Oslo

January 29, 2009

What makes a great dance club really work? Is it the people, the vibe, the sound, or a combination of all three? Kind of course, it is. But then there are the intangibles, the things we can’t put into words.

These are intangibles are what made Oslo, the premier sports dancing the right away put in the national spotlight on music. A large room with a high ceiling and a stage at the far end, the sound system was top-notch. The DJ played a mix of classic and modern hits, including hits from the 1980s and 1990s.

The party atmosphere was electric, with people dancing and enjoying themselves. The club had a lively and welcoming vibe, with people of all ages and backgrounds coming together to have a good time. Overall, Oslo was a great dance club that provided an unforgettable experience.
Michigan's Foodie Station

held the keckup -- the Foodie nation has been! With the Foodie Nation, we share devotion to the pleasures of the palate and healthier eating of ever Increasing fowl things, no one is immune to better spread. That includes Jon Ferris's own additions to his delicacies, which include excellent food, fine wines, and ice cream recipes. "I'll be the one that brings an array of delights from Middle Eastern Rugali Hallof to the better version of China.

We need to rush to a restaurant or wait for the delivery; however, the food and fun are concentrated around the menu. Each dish is paired with specialty wine and craft beer. The Foodie Nation is a good place to start.

A read for the best

The national spotlight has long been on an early adopter to the local foodie scene -- Underground Indulgence, established in 1999. Complete with its own tap-room, wine bar, and restaurant, the Underground Indulgence has long since grown to be the elephant in the room. Today, however, the Foodie Nation is no longer the only game in town.

Enter rotor-B. Tuch of Bon Air, who at last year's Prowler Awards, the chef-ridden restaurant was the best for small, high-quality producers to 18 oz. Hefeweizen (why?!)... and that's all she wrote. The pastry chef's tuxedo cake, featuring white chocolate mousse, and salted caramel made the rounds at a recent event.
Worldly Wine Venues Add Class and Cachet to Mid-Michigan Social Networks

BY: JUDY PETNAHL, 10/31/2007

All around Lansing, social and business groups are unwinding after work with wine and wine-centered events. And why not? The Greater Lansing Vitners Club, with some 800 dues-paying members (400 couples), is the largest wine-tasting club in the state and it may be the oldest club in the country. And Ingham County now has its own winery, named by Travelocity.com one of the nation’s best local secrets.

Just ask Brian McGrain, a leader of the Grand River Connection networking group for young professionals. He says an alcoholic beverage, often wine, is a central feature of the group’s social gatherings.

“While not trying to encourage alcoholism, but we have seen studies that show that having a couple of drinks really does facilitate the networking process,” McGrain says.

Quality of life proxies

- Lifestyle Basics
Transit is important

- Buses and public transportation
- Mass Transit
- Bicycles
- Strong feelings about cars

Despite skyrocketing gas prices and mounting traffic congestion, people are not standing idle in Grand Rapids. Instead, people like Anne Vathussen are giving up their cars for walking, biking, bus riding, and other ways of getting around the city. Last September, Vathussen and her husband owned two automobiles. Today, the couple is down to one and counting.

Vathussen is part of a growing movement of young professional students, and others who are looking for - and finding - less expensive and more convenient transportation options in Grand Rapids. Since selling her car, she has driven less than 1,000 miles in the past year. The Rapid, the metro-area’s public transit service, has been a big part of the switch.
RG TV: Get on the Bus
By: Andy Dragt

December 6, 2007

The argument that nobody rides the bus has come to the fore in part because mere substantial criticisms against investments in mass transit have lost their credibility. Now vlogger Andy Dragt reveals the folly of that misconception too. All aboard!

Detroit Bikes?
By: Christian Koppel

June 1, 2005

Metro bus riders are increasingly expressing dissatisfaction with bus transportation in the Metro City.

It would not be much of a city without an apparent predominance of bus transportation and activity. Public transit is an essential ingredient to any urban environment. Detroit has a bad reputation when it comes to bus transportation. Every commuter turns to MTA (formerly DDOT) as their mode of transportation to get around the city. Sometimes when someone is looking for a new job, they end up in a situation where they cannot get around by bus. But that doesn’t mean anything.

Christian Koppel, “Bike the Town!” Christian named his bekommen organization in his bike. He’s keeping up with an Olympic Steel. Jump on his bike and ride for fun.

“Every night in winter I pack my bike in the garage. I usually expect that I have to wear the bike on my bicycle.” Christian says.

So, of course, every Christian is supposed to have his bike and biking gear, they’re not. “Did you take the night?”

Bikes have been “a better mountain bike” in the city for years. But don’t listen to me for this name. He says.

Eventually he started sharing his passion with other friends and family under the name of CityBikes.com. The group is a fantastic way to ride bike as well. It’s an easy and effective way to get around the city for sure. The best.”

This morning, every Saturday morning at their “home” in the bike shop, CityBikes.com will be riding and other innovative in the city.

The CityBikes.com will be riding and other innovative in the city.
Highly Mobile

- Urban Tribes
  - Living together away from home
  - Moving together from place to place
  - My brother in Phoenix has over 20 friends from CMU
  - My brother in Maui has 6 friends from Western
The Savvy Student Entrepreneur

By Angela Harris

January 31, 2008

Most people go to college, get a degree, and then start their professional life. But not Joe Pohlen. The entrepreneur and junior at Grand Valley State University is doing it all at once. As a result, the aspiring young professional spends his days attending classes, completing school work, and doing business with banks, merchants, and customers.

Pohlen, you may have guessed by now, is not the typical student. A native of Brighton, MI, the 23-year-old is double majoring in public and non-profit administration. At the same time, he has already established a growing real estate business and he is preparing to launch his newest venture, an innovative online shirt company, later this spring.

"I am always working on something until late in the evening," Pohlen said. "I really enjoy the hustle."

A Real Estate Mogul in the Making

Creator Class

- The question is...
  - Do I stay and help build it because it will take 20 years or...
  - Do I go to a place it is already happening because I want to live my dreams?
Beating the Boom
By: Andy Guy

November 8, 2007

Jason Wheeler, a native of Rockford, co-owns Grand Central Market, one of the few grocery stores in the city. He talks about bringing more life to the city, improving the city’s ability to lure the creative class, and putting more money in the till.

Your downtown grocery store, Grand Central Market, has been open a couple years now. How’s business?
Mom and Dad, I'm Moving to Detroit
By: Jama Halaas

September 20, 2009

Last year, when I told my parents, both 55-year-old teachers from Shelby Township, that I was moving downtown, I have to admit I was a little scared. Oh, all right, there's no sense in sugar-coating it—I was petrified.

Don't get me wrong; my parents are great people and another of the most opinionated individuals I know. But, given the common misconceptions that Detroit is riddled with crime and drugs, that it's riddled with crime and drugs, that the city is unsafe and dim, I wasn't sure that the news would please my parents.

Unwilling to give up my plans without a good fight on behalf of the city that had already come to abhor, I marched over to my mother and father's house with one thing in mind: I was moving downtown, and if my parents didn't like it, I was going to do whatever it would take to convince them otherwise.

As it turned out, I didn't have to do much convincing at all, either. And now here I am, typing:

Party Invitation

Old Town Tavern
August 6th
12-6 pm

“Aside from the murders, DC has one of the lowest crime rates in the country.”
- Marion Barry -
Preferring to rent
· Current narrative is to buy as soon as you can
  · 20 somethings don’t want to buy even if they can afford to
  · They want mobility and flexibility over stability
Where do we expect young professionals to live?

- Non-descript white wall apartments out by the highway?
- In dilapidated student housing? (Urban Outfitters Chic)
- Ann Arbor
  - $145,000 cheapest condo, built in 70’s + condo fee + taxes at a 30 year mortgage
    - $1,400 per month = $50,000 per year
  - $250,000 median condo
    - $2,300 per month = $80,000 per year
- Environmentally sensitive and historic preservation
Obsolete Housing

- 70% of Michigan’s housing is detached single family homes
- Our housing was intended for traditional families
- Do we have a product for the 21st Century Household?
  - Less than 25% of U.S. households live with children
  - 78 Million Millennials
  - 82 Million Boomers
Neighborhoods and Cities

**Grand Rapids Neighborhoods**
- **Downtown**
  - Center City
  - Heartside
  - Near West Side
- **North Side**
  - Beltline
  - Monroe
  - Uptown
- **Southtown**
  - Baxter
  - Madison Square
  - South Christian
  - Grand River-Eastern

**West Michigan Cities**
- **East**
  - East Grand Rapids
  - Lowell
  - Ada
- **Lakeshore**
  - Muskegon
  - Grand Haven
  - Holland
  - Saugatuck-Douglas
  - Whitehall-Montague
- **North**
  - Rockford

**Corktown**
Corktown is located at the mouth of the downtown commercial district, bounded by Wiliamson Avenue and Porter Street, and the Lodge and Hills Street. It is known for its vibrant architecture, historic buildings, and successful redevelopment projects. The neighborhood has a lively atmosphere with a mix of old-world charm and modern amenities. The surrounding neighborhood is home to many restaurants, bars, and shops.

For more information about Corktown, visit the [Corktown Guide](#).
Development News

- 40,000 sf grocery, 20,000 sf retail going into retail plaza at Livernois and Warren
- Nearly 100 homes built and occupied at Jefferson Village
- New, walkable urban shopping plaza nears completion in Hamtramck
- Local favorite for shoes, Spie Sisters, steps into Midtown
- 211 W. Fort signs 4 new tenants, renews 2 leases
- D-Biz: Tek Computers gets the East Side online

Sponsored By: 

Corktown Real Estate Development News

<table>
<thead>
<tr>
<th>Date</th>
<th>News Event</th>
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<tbody>
<tr>
<td>January 15</td>
<td>Budweiser to keep brew tradition alive at Corktown corner</td>
</tr>
<tr>
<td>December 11</td>
<td>D-Biz: Downtown Model specializes in fair auto repair</td>
</tr>
<tr>
<td>December 11</td>
<td>New roof installed at St. Peter’s Episcopal</td>
</tr>
<tr>
<td>November 27</td>
<td>Motor City Casino Hotel opens to guests on Nov. 28</td>
</tr>
<tr>
<td>November 20</td>
<td>New Corktown art space promises experimental works, international perspective</td>
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<tr>
<td>November 20</td>
<td>Roundup: Candy Co. softs all leased; new owner at Lager House</td>
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<tr>
<td>October 2</td>
<td>Exterior construction finishing up at Workers Row House</td>
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<tr>
<td>October 2</td>
<td>Social Compact study released makes powerful statement about Detroit’s downtown core</td>
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<tr>
<td>September 25</td>
<td>Networking group launched to encourage new Detroit businesses</td>
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<tr>
<td>September 25</td>
<td>Community development corporations honored for neighborhood achievements</td>
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<tr>
<td>August 26</td>
<td>Church of Jesus Christ of Latter-day Saints builds two churches</td>
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<tr>
<td>August 14</td>
<td>Detroit LISC awarded $100K for neighborhood development</td>
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<tr>
<td>July 27</td>
<td>Progress Report: Motor City Casino expansion, convention center and hotel</td>
</tr>
<tr>
<td>July 24</td>
<td>DDOT seeking public input on 2 rapid transit lines</td>
</tr>
</tbody>
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INNOVATION & JOB NEWS

- Ann Arbor’s Linux Box doubles staff in last year
- E-commerce innovator Fry adds a dozen local positions in 2007
- Oakland U business incubator helps grow Ajissoft from 2-man show to 15
- Gentz Industries in Warren receives grant to train 25 new hires
- A2 SPARK working to bring 400 aerospace jobs to the area
- Southfield mortgage co. finds niche and sees growth despite tight housing market
- dSpace moves N. American HQ to Wixom to accommodate growing staff
- 50 employees added this year to Edwards Bros., printers in Ann Arbor
- Specialty electronics distributor moving to Livenia digs, adding 4-5 positions

Long Tail Approach to Media
Alternative narrative - Economy

- **Schizophrenic Michigan**
  - Employers can’t find enough talent
  - 12 HR Directors in West Michigan
  - Over 700 new economy jobs + 3-4 additional each day
  - Misconception that Michigan doesn’t have jobs
  - JNL
- **Job Density within occupations**
trend and influence continuum

<table>
<thead>
<tr>
<th>Lunatic Fringe</th>
<th>Alphas</th>
<th>Bees</th>
<th>Mainstream</th>
<th>Lagards</th>
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<tr>
<td>2%</td>
<td>8%</td>
<td>20%</td>
<td>50%</td>
<td>20%</td>
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- Gaultier & Thrift
- Paul Smith
- Banana Republic
- Kenneth Cole
- Gap
- Kohl's & Sears
IMG Point of View

• We are an online magazine not a daily newspaper or marketing firm
  • “Fast Company” for regions and cities
  • What is next…

• Focus on non-traditional media themes
  • Attracting talent through place (TIDE)
  • Cities and neighborhoods are a core new economy asset

• We are a platform of content and tools for a community
  • Provide access to the story while preserving third party validation
  • Editorial credibility with the 8%

• Over 4,000 stories about Michigan published in 2007

Syndicate and reuse of content

• Online
  • Google, Yahoo! and 20 other new and content aggregators
  • RSS Feeds
  • YouTube

• Offline
  • We are a “story farm” for other local media
    • Newspaper, Radio and TV
  • Local resource for national media
    • USA Today, Rolling Stone, W, Dwell
  • Syndicate – reuse Rapid Growth Content
    • Stakeholders and Partners
Advertising Claims
Moderately influential

Media Supports or Denies Ad Claims
Very influential

User Opinion - “Word of Mouth”
Very influential

---

Message Boards - Discussion Groups
Digg - del.icio.us (Social Bookmarking)
Twitter (Micro Blogging)

IMG Content User Generated Content (Buzz)

Blogs
Facebook - Myspace (Social Networking)
Flickr (Photographs)
YouTube (Video)
Purpose and Approach

- Generate demand with an "Alternative Narrative"
- Generate large volumes of growth news with the long tail
- Tell the story of the talent beyond the STP
- Highly relevant to the 8%
- Establishing a "Virtuous Cycle"
- Create demand for neighborhoods, cities and regions in Michigan

Questions

Paul Schutt, Co-founder
paul@issuemediagroup.com
Readership (based on Google Analytics)
- 600,000+ unique readers (Michigan Publications)
- Read in 6,800 Cities throughout the world
- Read in 169 Countries throughout the world
- Over 4,000 stories published in 2007

Talent
- Over 140 journalists, filmmakers and photographers

Launch: June of 2005
- Covering the City of Detroit including 19 neighborhoods

Readership
- 311,620 readers per month (multiples includes)
- 239,258 unique readers during the past six months
  - 49% of our traffic is from Search Engines
  - 26% is direct from our email list
  - 25% 3rd Party Web sites (1,631 Sites)
    - Stakeholder web sites
    - RSS Feeds
    - Social Media (Blogs, MySpace, YouTube, etc)
Reader Origination – Top 25 Cities

- Southfield
- Detroit
- Taylor
- Troy
- Ann Arbor (12,741)
- Chicago (11,553)
- New York (8,001)
- Lansing
- Livonia
- Royal Oak
- Redford
- Dearborn
- Birmingham
- Farmington
- Highland Park
- Washington, DC (3,086)
- Oak Park
- Los Angeles (2,684)
- Auburn Hills
- Warren
- Chelsea
- Atlanta
- Windsor
- Dallas
- Grosse Pointe

Total = 6,813 Cities Globally

Reader Origination – Top 20 States

- Michigan (73%)
- Illinois
- California
- New York
- Ohio
- Texas
- Florida
- Pennsylvania
- Virginia
- New Jersey
- North Carolina
- Georgia
- DC
- Massachusetts
- Wisconsin
- Washington
- Indiana
- Arizona
- Maryland
- Colorado

Total = 52 States and Territories
Reader Origination – Top 20 Countries

- United States (94%)
- Canada
- United Kingdom
- Germany
- Australia
- India
- France
- Netherlands
- Italy
- Mexico
- Poland
- Japan
- Spain
- Philippines
- Belgium
- Ireland
- China
- Brazil
- Croatia
- Turkey

Total = 169 Countries

Reader Profile – Rapid Growth

- **Male/Female**
  - 62% male – 38% female

- **Age**
  - 45% – Boomers
  - 43% – Gen X
  - 11% - Millennials

- **Education**
  - 74% - College Educated
  - 36% - Post-Graduate Study

- **Income**
  - Median HHI is $84,447
Reader Profile

- **Home Ownership**
  - 82% own their home
  - 18% rent
  - X% plan to move in the next 24 months

- **Voter Participation – Civil Engagement**
  - 91% have voted in at least one of the last two general elections

- **Professional Profile**
  - X% - Professional/Managerial
  - X% - Top Mgt/C-Title Responsibility
  - X% - own businesses
  - X% - plan to start business in next 24 months

how the publication is funded

**Supported by stakeholders**

- Developers and Real Estate
- Financial, banking and lending
- Large employers
- Economic development community, local government, CVB
- Entertainment and Lodging
- Universities and Colleges
- Health Care
- Utilities
- Telecom, Cell and Cable providers
- Insurance
- Foundations
- Architects
- Building, construction and development consultants
- Law Firms and Title Companies

IMG Currently has over 130 Sponsors
How we are different

- Traditional Local Media
  - Local readership
  - Less Local Reporting
  - Create content exclusively for their own use
  - “Community Watch Dog” - often skews negative
  - Death of the old economy vs focus on the new economy
  - Print model online

- Rapid Growth
  - 70% Local readers
  - 30% Outside – Global
  - Local content only
  - Growth content only
  - Content created for re-use by community stakeholders
  - Very measurable (3rd Party)
  - Easily syndicated and shared
  - Online only
  - Highly Visual

Google or Gannett?

More About Millennials

- Sacrifice
  - Even those that believe the question is...
    - Do I stay and help build it because it will take 20 years or...
    - Do I go to a place it is already happening because I want to live my dreams?
Cities are ageless

- The suburbs are for a clear stage of life
  - Detached housing
  - Large yards
- Cities are ageless

Your city as your brand

- Cities are a brand
  - If you live in...
    - Brooklyn what does that say about you?
    - San Francisco
    - Seattle
  - Similar to college affinity
    - Sports
    - Law School, B School, J School (Growth Clusters)
- Pop Culture helps suggest where to live
  - MTV Real World, SATC, Friends, etc.
- Who aspires to move to your city?
  - Housing filter
Millennial Dislikes – Disrupting Narratives

- Golf (Just ask the NYT)
- Hunting & Fishing (Just ask DNR)
- Nascar

Living with children-This is the product we have

- Stay home after 9PM (Kids in bed by 8:30PM)
- Home improvements and yard work
- Going Up North to the cottage
- Keeping up with the house (cleaning, cooking, etc.)
- Driving kid’s to their activities (sports, lessons, etc.)
Culture of opportunity - aspiration

- To meet the love of your life or for the night?
- To meet the people who will shape your life?
- To live my dreams?
- To make a lot of money – be rich?
- To feel glamorous & exciting
- To meet people from all over the world who want to change and influence the world

Will people move here without a job?

- Do people choose to live here?
  - Grew up here
  - Followed someone here
  - Got a job here
  - Went to school here and stayed
- 2/3rds of under 35 will choose place then find a job
Home Girl
By John Doe

February 10, 2008

Sarah McFadden, a student at Eastern Michigan University, reflects on her experience in a new dormitory and the challenges she faces as a first-year student. She discusses the importance of making friends and the difficulties she has encountered.

She grew up in New York City and graduated from City High School of Science. Her parents enrolled her in a public university, which she says was a major change from the private schools she attended.

This was the only place she knew. It’s a new environment, and she’s learning to navigate her new surroundings.

For students like her, the transition from high school to college can be challenging. She says she’s learning to balance her time between her studies and social life.

Despite the challenges, she’s grateful for the opportunities she’s had.

The Game Changer
By Andy Gey

December 6, 2007

After college, Kyla Frazier, one of Grand Rapids’ bright young corporate and community leaders, left the cornfields of Iowa for the shores of Lake Michigan. She tells about why she made the move, what would attract other talented women like her to do the same, and the deeper meaning of her daughter’s recycling habit.

You hail from Waterloo, Iowa. What brought you to Grand Rapids, MI?

A job. I didn’t want to work at John Deere.

That contradicts studies of the new economy that tell us young professionals today choose where they want to live first, then worry about finding a job. Do the researchers have it wrong?
Place Matters
BY AMY S. WHITFORD, 5/8/2007

Gare Therpenkar and Garangil and Yangil have lived in downtown Ann Arbor’s 
Amere building for eight years, until Therpenkar, a former Ford Motor Company engineer-
turned-Zingerman’s-led retail manager, often walks around the corner to Zingerman’s 
Delicatessen’s Market for late night lunch.

“What am I cooking for dinner tonight?” she’ll ask owner Mike Minamori, enjoying a 
fantasy she can’t imagine herself trying at, say, the nearest Burger King.

“That’s the magic of community,” she said. “You form these networks, you form these 
connections.”

Therpenkar, 36, and Yangil, 46, both earned engineering degrees at the University of 
Michigan and both landed good jobs with Ford Motor Company. After they graduated, simple 
jobs and careers became more of a challenge and while the two of them did get an 
offer, the couple chose to move to Ann Arbor because of the city’s emphasis on 
small town feeling and big-town opportunities.

Where you live says a lot about how you’ll live. 
That’s why more and more young people are settling in or near downtowns like Ann Arbor — 
choosing their lifestyle first, then finding a job that will support it.

And Arbor isn’t the only community in southeastern Michigan that attracts the 
creative and the place-oriented. St. Joseph, Farmington, Royal Oak, West Bloomfield and Ann Arbor 
district all have features that attract the “place” crowd.

—

The Grow Girl
BY ELIZABETH WATKIN, 5/18/2007

Last spring, Jennifer Rosenfeldt of Trumbull said, “The Awake and Grow the plant-based 
herbalist founded the Trumbull-based business to help people eat a more natural diet.

This month, in an effort to get the word about the product and its plant-based benefits out, 
Rosenfeldt hosted a cooking class for a group of local women. The class was held at 
the Trumbull Room at the town hall in Trumbull.

In addition to the classes, Rosenfeldt offers classes for all ages and skill levels, as well as private 
consultations and medicinal studies.

Rosenfeldt also has plans to open a retail store in the Trumbull area in the near future.

—

by [Author Name]

Rosenfeldt provided an impressive display of her talent and creativity in the creation of 
her unique recipes. The success of Trumbull Room to serve as the venue for her event is 
undoubtedly due to the passion and dedication that Rosenfeldt has for her work.

According to Mike Minamori, who has served as CEO of the local business, 
the Trumbull Room is a great location for events like this. 

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House of Pure
By: Jennifer Andrews

September 20, 2006

The Pure Detroit Design Lab was an idea born of a uniquely-Detroit necessity. And now, buying (and wearing) local has never felt, well, so pure.

Exasperated with local designers not having a venue to sell their own goods, Kevin Bonzar and Shawn Santos — the entrepreneurs behind Pure Detroit, the new Rowland Cafe and Vera Jane — decided to create a design headquarters for Detroit fashion talent and a means for the community to experience Detroit fashion firsthand. So in November 2004, the Pure Detroit Design Lab retail boutique opened on the corner to showcase local design talent and sell fashion that is, indeed, purely Detroit.

“We wanted the Design Lab to be a springboard for local designers to be serious about fashion and to help them keep going by using the store as an opportunity to grow their ideas,” says Design Lab Director, Sarah Luft.

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Lifestyle Filter
- Events
- Places

Film: Highly anticipated Joy Division bio-pic starts Friday
Story of the rise and fall of post-punk rock singer Ian Curtis has drawn raves at film festivals around the world

TALK: Detroit artist still searching at 82
Renowned painter and sculptor Charles McGee to lecture about a lifetime in art

Music: Interdimensional Transmissions for body and soul
Annual Arminda party showcases vision of Detroit-based space disco innovators
Ending the Exodus Myth
By: Andy Guy

April 27, 2005

After expensive and fulfilling flings with such popular cities as Seattle and Chicago, Michigan native A.J. Paschka came back to Grand Rapids in 2003 with nothing but $2,000, a bicycle, and renewed purpose to pursue a meaningful career in music and the arts. So far, the move is paying off.

Today, Paschka prepares wood-to-city art pieces for exhibit, shipping, and storage at the Grand Rapids Art Museum. Next year, when the GRAM is scheduled to expand into its new facility, Pasadena will oversee the cross-town transfer of an impressive collection of more than 5,000 objects, including a Van Gogh painting, Henri Cartier-Bresson photographs, and a Pablo Picasso drawing. The 26-year-old Paschka also works as a freelance photographer, and he is a singer, songwriter, and guitar man who performs regularly at popular downtown pubs like the Black Rose.

Young and Asian in Detroit
By: Dennis Archambault

November 14, 2006

For several Detroit public school students, a recent tour of the city was a real eye-opener, though what they experienced (despite immediately) stood out as remarkable. They visited a senior citizen housing project, a park where they saw movies, a fountain by the river, and a playground. But to children of Hmong refugees from the Vietnam War, many of whom have been segregated in a small ethnic enclave on the northwest side of their entire lives, seeing parts of the city for the first time revealed to them a bigger picture of community in Detroit.

The tour of Detroit was part of the Detroit Asian Youth (DAY) Project's summer program, an annual, month-long cultural immersion program designed to bring young Asians out of their adopted neighborhood. Most of the Hmong — an ethnic-Asian minority that
A Golden State Touch

BY: KIMBERLY CHOJ 3/22/2007

After enduring years of flat horizons and brash winters, many Big Ten college graduates beat a hasty retreat to the West Coast, hoping to find careers and lifestyles a little more en vogue.

But a number of ex-Midwesterners are returning to the region after establishing themselves on the coasts. Learn Auer, executive director of the Michigan Venture Capital Association (MVCA), is one of them, and she’s working to ensure that more like her are returning to — and being retained by — the state of Michigan.

A native Midwesterner and Indiana University graduate, Auer spent the last 10 years in California, much of it working at Barclays Global Investors in San Francisco, an institutional money management firm with over $1 trillion in assets. Last year, she and her young family moved back to her entrepreneur husband’s hometown of Ann Arbor. The Michigan Venture Capital Association, a nonprofit trade association representing private and corporate venture capital funds, quickly snapped her up as its first executive director early this past fall.

“I work to ensure the MVCA is further developed into an effective organization focused on building the venture capital industry here,” she says.

Serving as the organization’s spokesperson, Auer’s management background at Barclays has turned out to be a good fit for working with MVCA’s ambitious board and running the nonprofit.

But with such extensive experience in trading and institutional money management, why leave the Bay Area? Ann Arbor, despite its charms, remains a college town better known for its liberal politics than its venture capital and private investment.

Auer — and friends of hers who have also made the return leap — says the job was something that came second. It was the environment that drew her.

"I'm here for opportunity"

By: Andy Guy

January 10, 2008

Darren McNicholas is an accountant, not an urban planner. But he’s also 24 years old, which makes him a member of that all-important demographic that Grand Rapids needs to thrive in the Digital Age. He talks about what it's like, likes, and wants to see in Michigan's second largest city.

It's popular these days to lament Michigan's loss of young people to places like Chicago and the West Coast. But you're 24 years old and recently chose to move to the Great Lakes State from your hometown of Chattanooga, TN. What brought you here?
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**SOURCE:** 2006 Annual Edelman Trust Barometer – 3,100 Opinion Leaders