



**MakeMyMove**



# Partnership Framework

# Background

Cities and towns across the U.S. are facing unprecedented growth challenges in the form of labor shortages and declining population growth. States and municipalities spend **\$70B** annually to grow their economies, but most of these dollars are focused on attracting more employers, not people.

The Wisconsin Department of Administration projects that Wisconsin's population will **decrease by almost 200,000 by 2050**. An aging population and decreasing fertility rates have put an additional strain on the state's workforce.

Every year, over 7 million Americans move to a new state. This is a large opportunity for communities grow their workforce and population.

Workers are mobile, and many will move in the coming years driven by preference rather than profession. They are in search of quality of life, and a place they feel like they can belong.

# Grant Framework

The WEDC will provide financial support to communities to recruit new residents.

These support grants will help cover the costs of the programming and incentives, marketing, and fulfillment services.

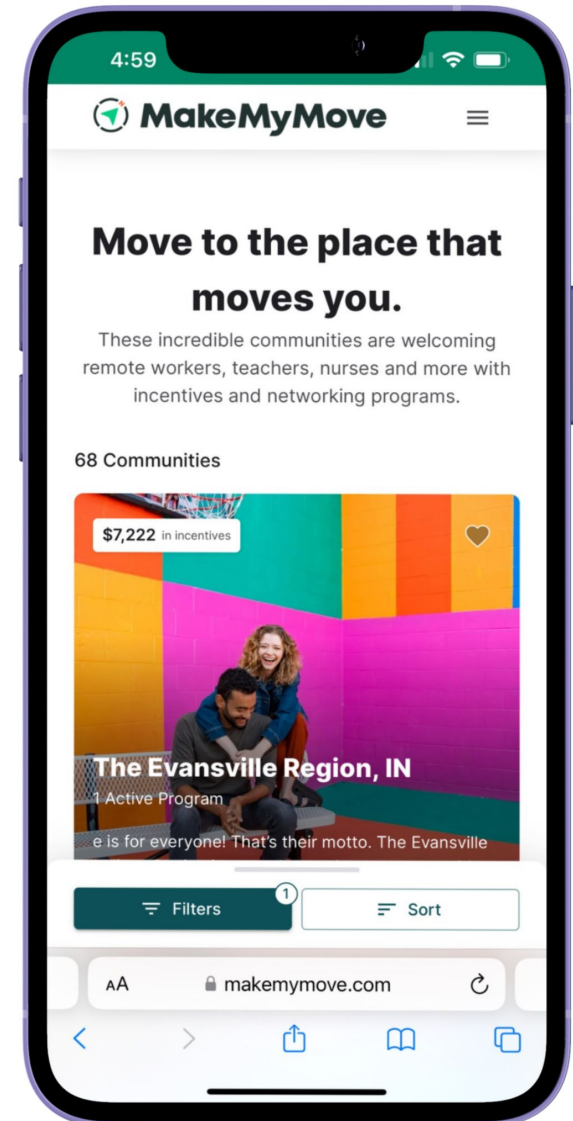
In turn, the communities would provide the local support to recruit, convert, and welcome their new residents.



# What Is MakeMyMove?

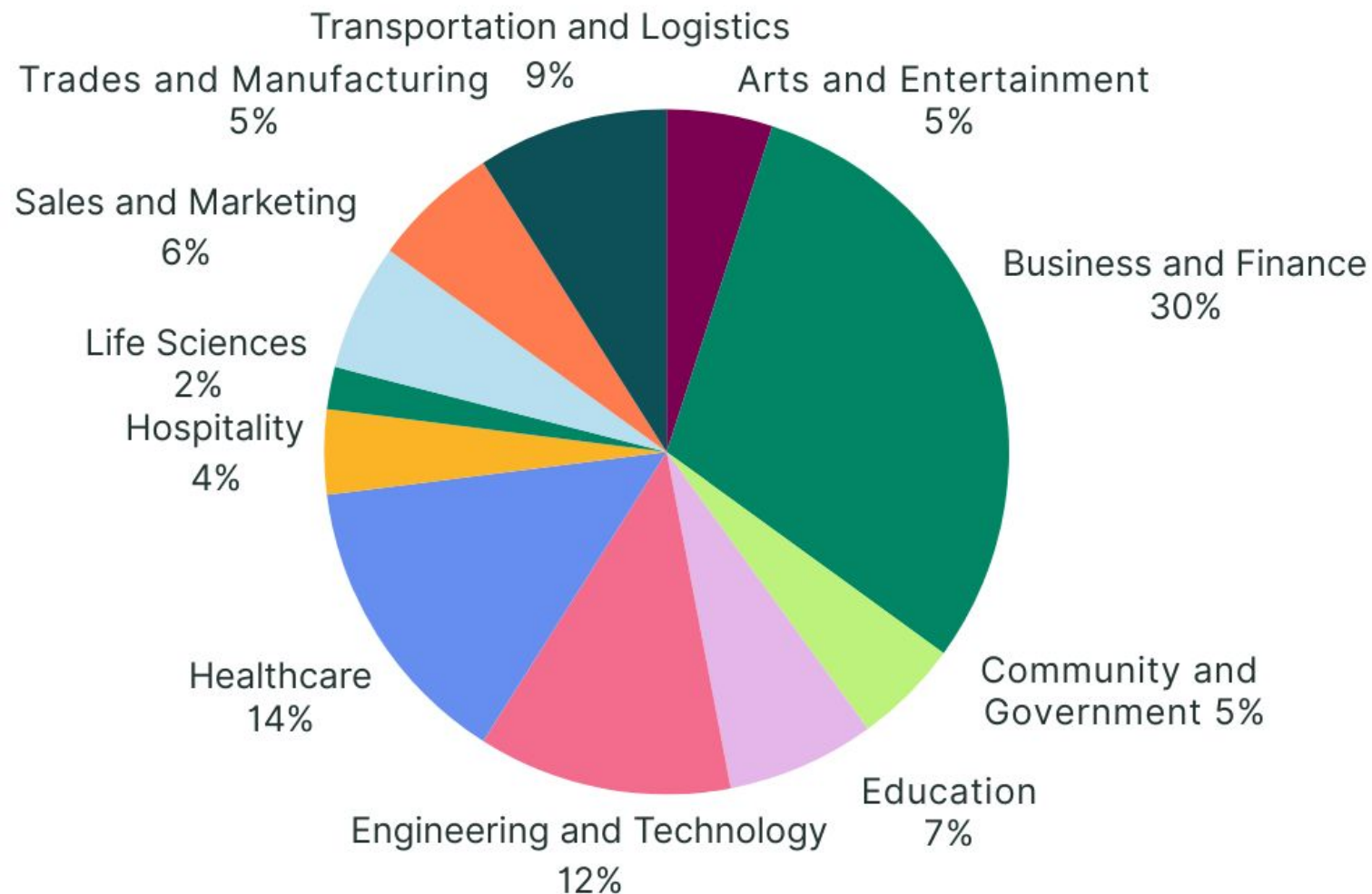
MakeMyMove grows communities by recruiting new residents and creating jobs. We provide communities:

- **Fast, performance based ROI-** Low-risk, no capital investment.
- **New jobs, new residents-** Incremental workers for existing projects including trailing spouses and children.
- **Highly educated, high earning workforce-** Availability of skilled labor is the #1 factor in site selection.



Over **1,000,000** people visit MakeMyMove each year to find a new place to live.

## Applicant Professions



# Our Movers

**\$115,997**

Average  
Household  
Income

**54%**

Of Movers  
Bring a  
Spouse

**\$95,000**

Average  
Household  
New Annual  
Economic  
Impact\*

*\*Economic Outputs generated  
by IMPLAN*

**2.3**

Average  
Household  
Size



*Vanessa Hughes and her  
husband moved to West  
Lafayette from Los Angeles.  
Their story is featured in  
Business Insider.*

**80%**

Of Movers Are  
College  
Educated



# Our Movers

**National  
Audience**  
Moved from

**46**

Different states  
(and 6 countries)

**Fast  
Movers**

**77%**

Move within  
180 days

## Job Sector

Tech	31%
Management	26%
Sales/Marketing	13%
Healthcare	11%
Finance	10%

**Net  
New**

**60%**

No prior  
connection to  
area

**Retention  
Rate**

**90%**

**31%**

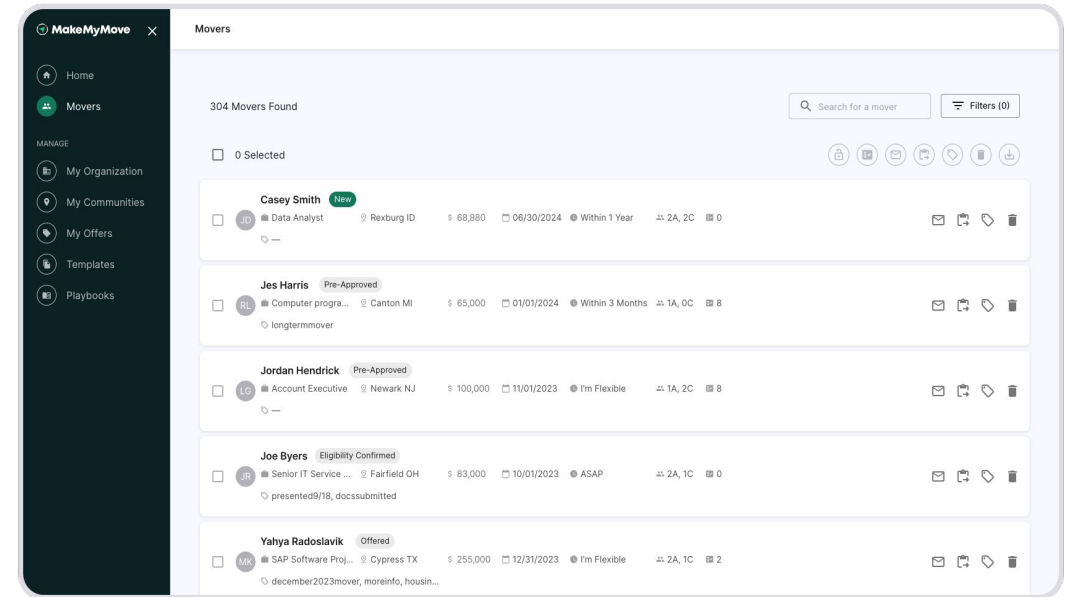
Have spouses that  
can work in the  
local community



# Program Set Up

Our team will help set you up for success with our suite of campaign products and services:

- **Program development:**
  - Incentive design to attract and retain new residents
  - Activate local champions, realtors, and content contributors
- **Training on Mover Recruitment Studio:**
  - Automate tasks to quickly respond to applicants
  - Custom communication templates and playbooks
  - Tools to email and text your applicants



*See your applicants' incomes, household size, location, and more in the Mover Recruitment Studio.*



# Marketing

- Promotion and preferred placement on MakeMyMove.com
- Development of community and offer pages
- Multi-channel marketing- including PR and email campaigns.
- Regular email promotion to MakeMyMove registrants
- Social media promotion across MakeMyMove social channels

Our programs have been featured in:

**BUSINESS  
INSIDER**

**Chicago Tribune**

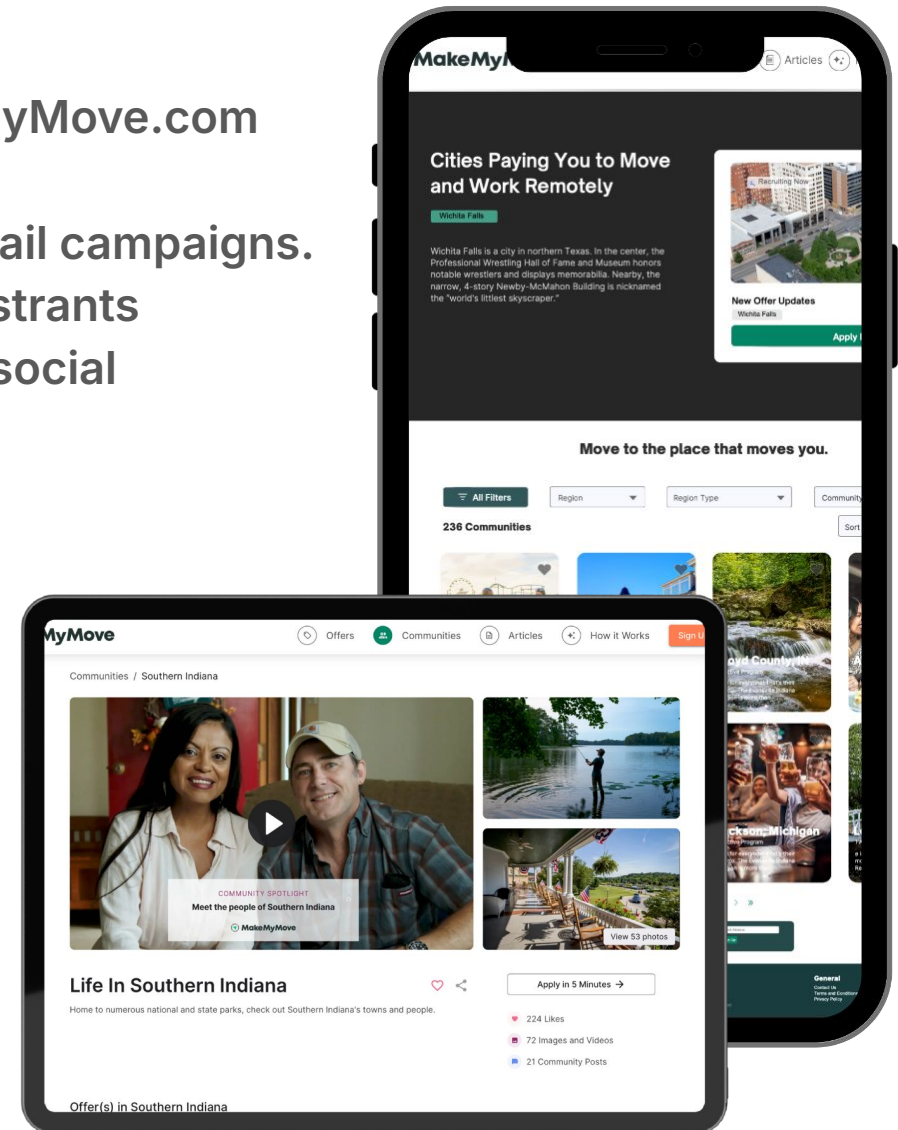
**Los Angeles Times**

**Forbes**

**THE WALL STREET JOURNAL.**

 **msn** | money

**yahoo!**  
finance



# Products, Platforms, and Services

## MakeMyMove Platform and Products

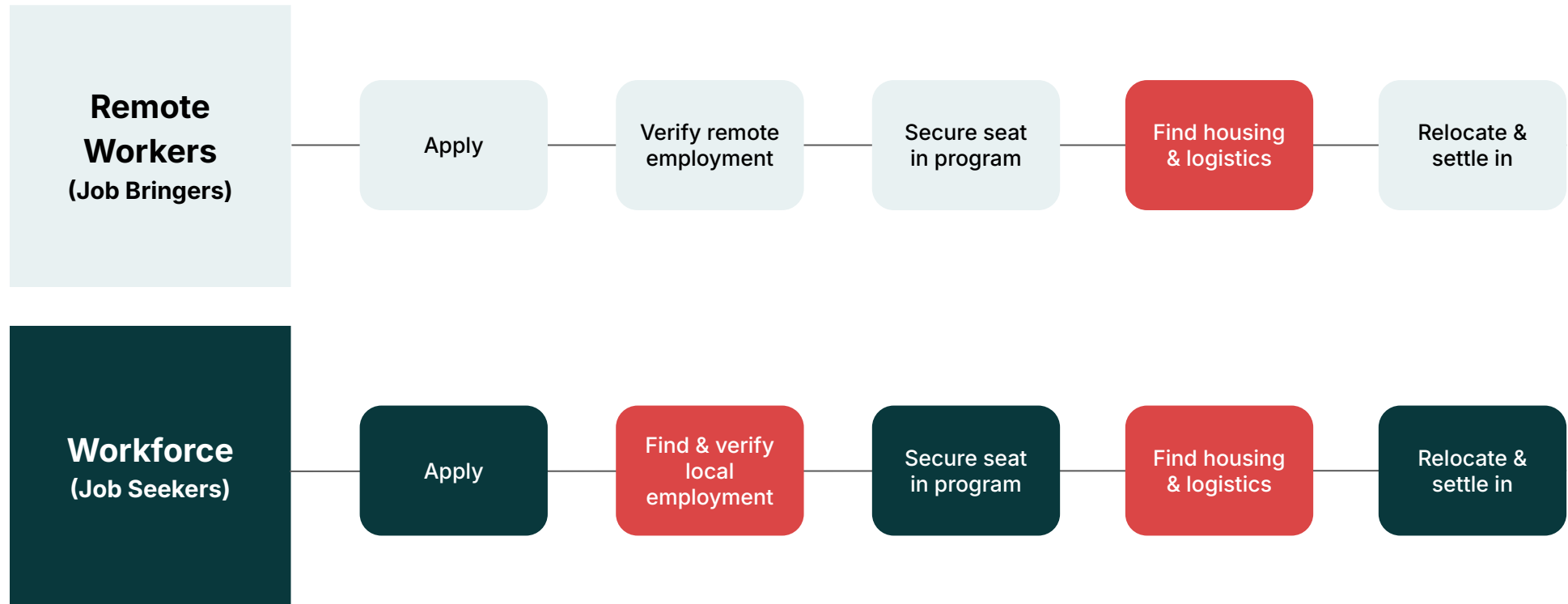
- Community and Offer pages on MakeMyMove.com highlighting your community's people and places
- ROI Calculation- Quantify the value of each relocated remote worker for your community
- Access to the common application for MakeMyMove visitors
- Unlimited access to the Mover Recruitment Studio and applicant management tools on MakeMyMove.com

## MakeMyMove Services

- Mover Guides to provide service and support for applicants to your community
- Account support and expertise from MakeMyMove staff
  - Monthly check-ins
  - Regular updates on recruitment best practices and new product releases

# Fulfillment Support

- Dedicated MakeMyMove Success Manager
- Ongoing management of community microsite on MakeMyMove.com
- Candidate eligibility verification
- Guidance and support from a team of recruitment experts.



# Individual Counties ROI Breakdown

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County	Total Annual Economic Impact	Total Annual State and Local Taxes
Buffalo	\$40,000	\$7,469
Crawford	\$68,154	\$8,866
Jackson	\$52,215	\$8,029
La Crosse	\$88,993	\$10,261
Monroe	\$57,055	\$7,764
Pepin	\$53,658	\$8,609
Pierce	\$45,310	\$8,083
Trempealeau	\$52,899	\$8,152
Vernon	\$67,827	\$9,181

\*One household to each county using our average household income of \$100k.

# Wisconsin Grant Framework

## *Grant Structure:*

- 80% of total cost covered by state grant funds. 20% of total program cost covered by local investment.
- Up to \$500,000 annually per community.
- Grant funds delivered in two tranches to the community- 50% of total grant allocation upon execution of grant agreement and remaining 50% of grant funding provided once a community has successfully relocated half of the stated program's mover goal.
- Grant funds can be used for administrative, programming, and incentives for a new resident recruitment program.





**MakeMyMove**



**Mock Up**

You will get an offer page with the incentive details and eligibility requirements

CommunitiesArticlesHow it WorksSign upSign inMenu

1 / 10

Recruiting NowPopularShareHeart

### Move to the Mississippi River Region

- \$5,000 cash for relocation
- Use of library space at The University of Wisconsin La Crosse
- Two free tickets to a performance at The La Crosse Community Theatre
- Free family pass to the Children's Museum of La Crosse
- Free round of golf at the Forest Hills Golf Club

**Total Incentive****\$6,500**

**Apply Now**


### Eligibility Requirements

The Mississippi River Region is currently recruiting people who:


- Earn at least \$55,000 annually and able to relocate while retaining their current position (remote workers) OR
- Will secure full-time employment earning over \$55,000 annually in the Mississippi River Region for the entirety of the program term
- Are 18 years or older
- Live outside of the State of Wisconsin at the time of applying for the program
- Must relocate primary residence to the Mississippi River Region within 6 months





You will be able to create individual offer pages for additional communities in the region who would like to participate.


[Offers](#) [Communities](#) [Articles](#) [How it works](#) [Sign Up](#) [Sign In](#)


**Browse the Programs**


 Incentive Type


 Job Type


 Remote or In-Person


 Region

 All Offers


 New Offers

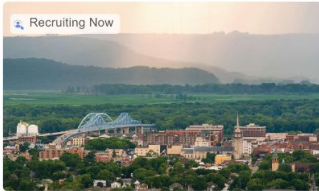
 Featured

 Popular Now

 Recruiting Now

**Offer(s) in The Mississippi River Region, WI**

 Recruiting Now



**Move to the Mississippi River Region** **\$6,500**

\$5,000 Cash


Use of library space at The University of Wisconsin La Crosse


Two free tickets to a performance at The La Crosse Community Theatre

Free family pass to the Children's Museum of La Crosse

Free round of golf at the Forest Hills Golf Club

[Apply Now](#)

 Recruiting Now



**Nurses to the Mississippi River Region** **\$6,500**

\$5,000 Cash


Use of library space at The University of Wisconsin La Crosse


Two free tickets to a performance at The La Crosse Community Theatre

Free family pass to the Children's Museum of La Crosse

Free round of golf at the Forest Hills Golf Club

[Apply Now](#)

 Recruiting Now



**Move to La Crosse** **\$6,500**

\$5,000 Cash


Use of library space at The University of Wisconsin La Crosse

Two free tickets to a performance at The La Crosse Community Theatre



Free family pass to the Children's Museum of La Crosse

Free round of golf at the Forest Hills Golf Club

[Apply Now](#)

 **New Offer Updates**  
Get notified about new offers and incentive packages

[Sign Up](#)

 **MakeMyMove**  
215 E 38th St, Indianapolis, IN 46205  


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Thank You



# THANK YOU



## Mike Rutz

*CEO MakeMyMove*

[Mike@MakeMyMove.com](mailto:Mike@MakeMyMove.com)

(317) 698-6599

## Ben Ledo

*VP of Enterprise Sales*

[Ben@MakeMyMove.com](mailto:Ben@MakeMyMove.com)

(317) 509-4639

## Scott McCauley

*Senior Sales Executive*

[Scott@MakeMyMove.com](mailto:Scott@MakeMyMove.com)

(317) 902-2121