



The Enterprise Group
Of Jackson, Inc.
Jackson, Michigan

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BACKGROUND

The Enterprise Group of Jackson, Inc. (EG) was established in 1997 to lead business recruitment and retention in Jackson County. The EG is a private/public partnership organized to promote and coordinate economic development initiatives within Jackson County. The EG and its partner organizations; the Jackson Area Manufacturers Association (JAMA), the Academy for Manufacturing Careers (AMC) and the Procurement Technical Assistance Center of South Central Michigan (PTAC), collaborate to provide a one-stop resource to achieve solutions and coordinate business and manufacturing capabilities to promote prosperity, strengthen the economy, stimulate job creation and support business retention and growth.

RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS

When the EG contacted RDG it was in the midst of a plethora of internal challenges. Those challenges included losing a director for fiduciary negligence and the possibility of its biggest public sector investor leaving. Prior to hiring RDG, the EG started to right the ship by developing new strategies and hiring a new director. RDG was initially hired to gauge private sector appetite for investing in the EG. This engagement ultimately became a multi-faceted effort to guide a re-alignment process prior to conducting a capital campaign. The scope of work included enhancing the private sector base, determining a consistent and equitable formula for local government participation and a recruiting a more relevant board comprised of the EG's community partners. The direct solicitation capital campaign generated \$1.7 million for 2013 – 2017 which was a 200% increase in the EG's funding.

LEGACY

The Enterprise has become the "Go To" economic development organization in Jackson County and South-Central Michigan. Over a 15-year period, The Enterprise Group of Jackson has helped facilitate capital investment totaling over \$1.3 billion and assisted existing businesses in the creation of 5,600 new jobs in the Jackson County region.