



# **MakeMyMove**

## **Introduction**

# 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.

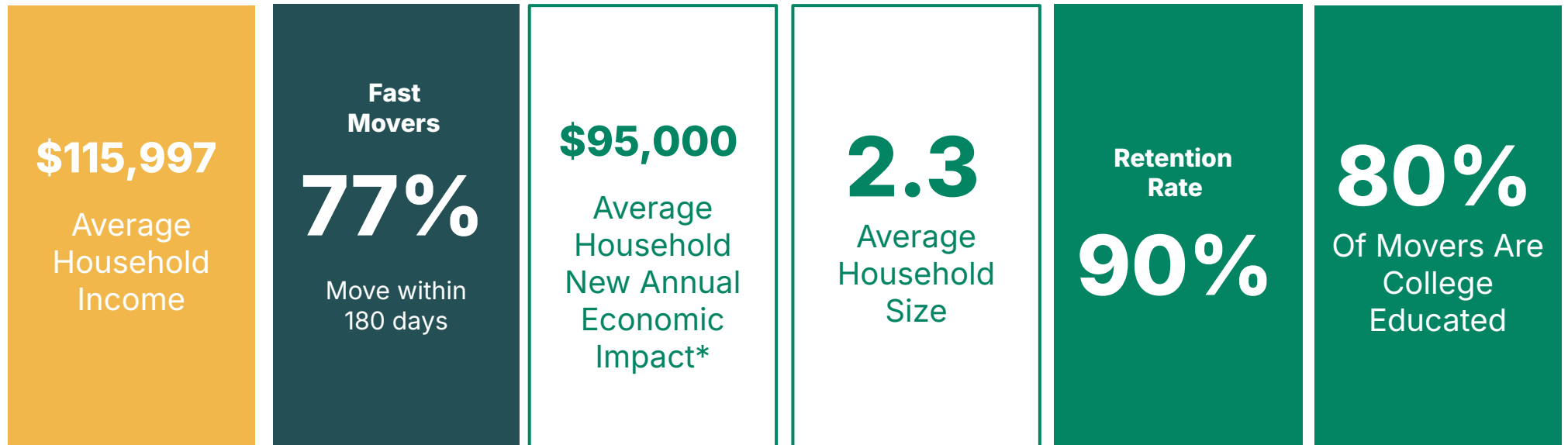


# MakeMyMove

MakeMyMove is a platform that makes it easy for a community to grow by recruiting talented people and their families.

- **Proven approach-** We've helped move thousands of people to communities across the country.
- **Sustainable-** New programs can start within 60 days, and pay for themselves.
- **Efficient-** Measure for every dollar spent the expected economic returns and impact on the community.

# Our Movers

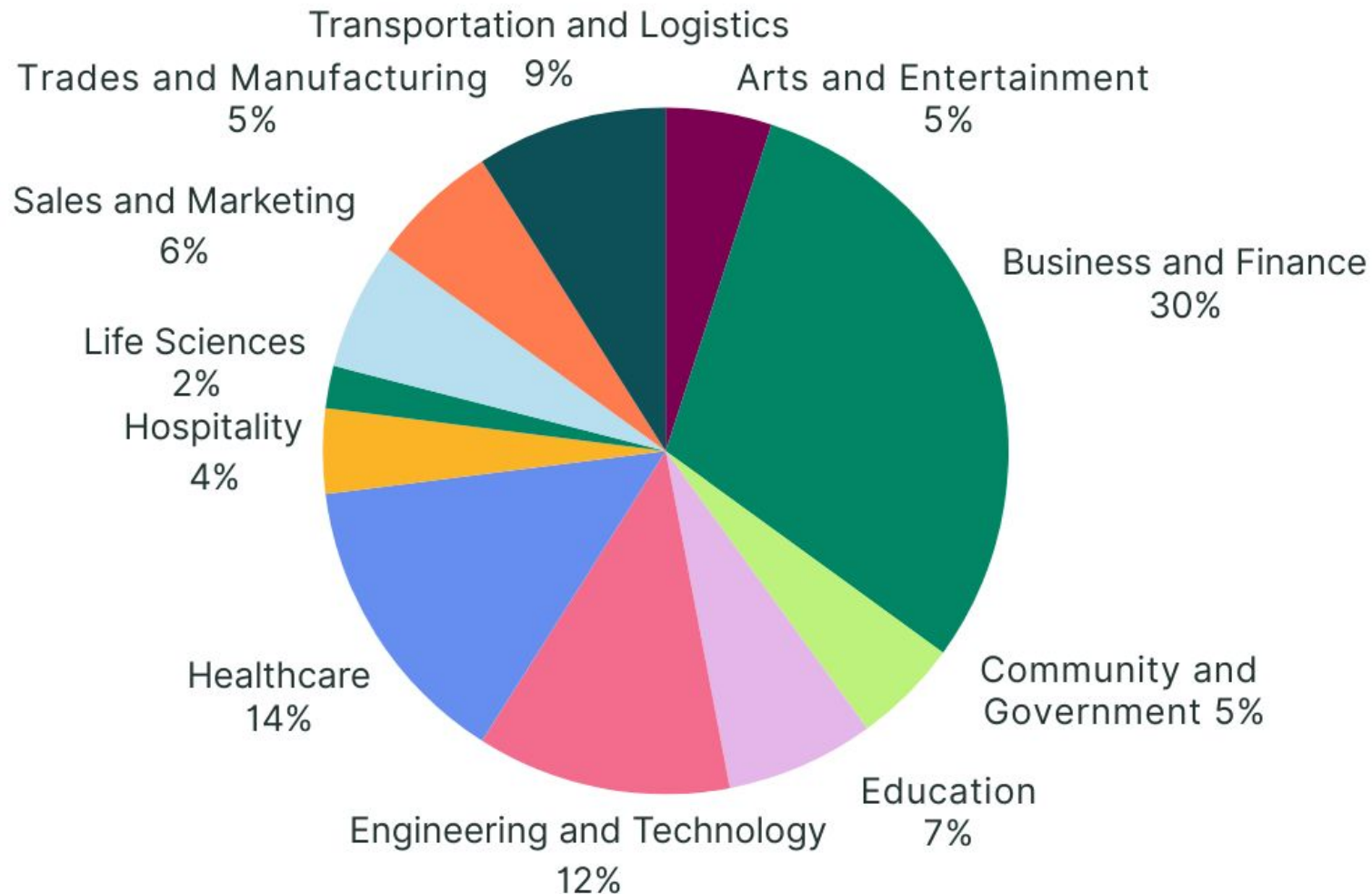


*\*Economic Outputs generated  
by IMPLAN*



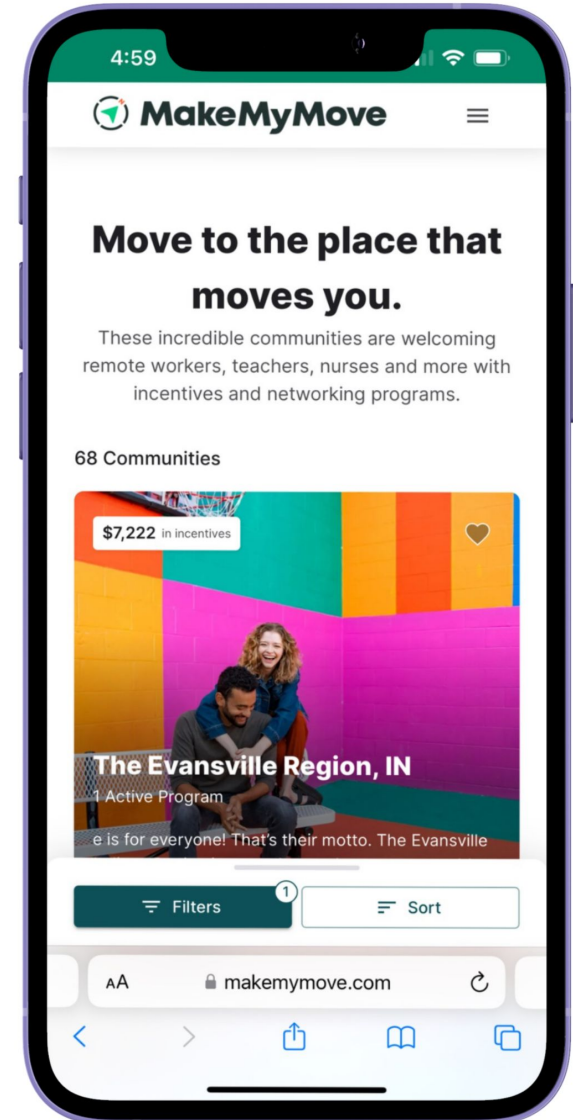
Over **1,500,000** people visit MakeMyMove each year to find a new place to live.

## Applicant Professions



# How It Works

- 1) Reach the right audience
- 2) Turn that audience into qualified leads
- 3) Convert leads into movers with our Mover Recruitment Studio
- 4) Get real-time data and insights into campaign performance and results.

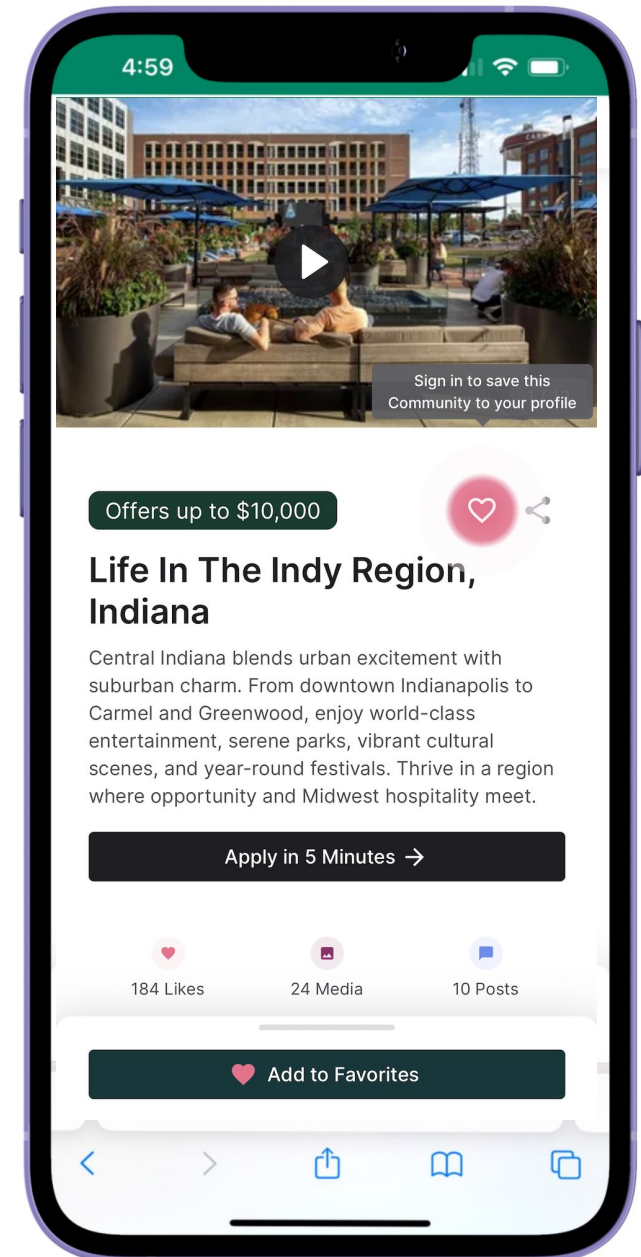


# Audience

Each year, a million and a half people visit MakeMyMove to find a new community. We'll promote you to this pre-qualified audience, and share what makes your people, places, and program special.

## Key Features:

- Preferred placement for your community on MakeMyMove.com
- Get matched with movers who are looking for communities like yours and meet your criteria
- Upload videos and photos of your community
- Showcase your housing options and local realtors

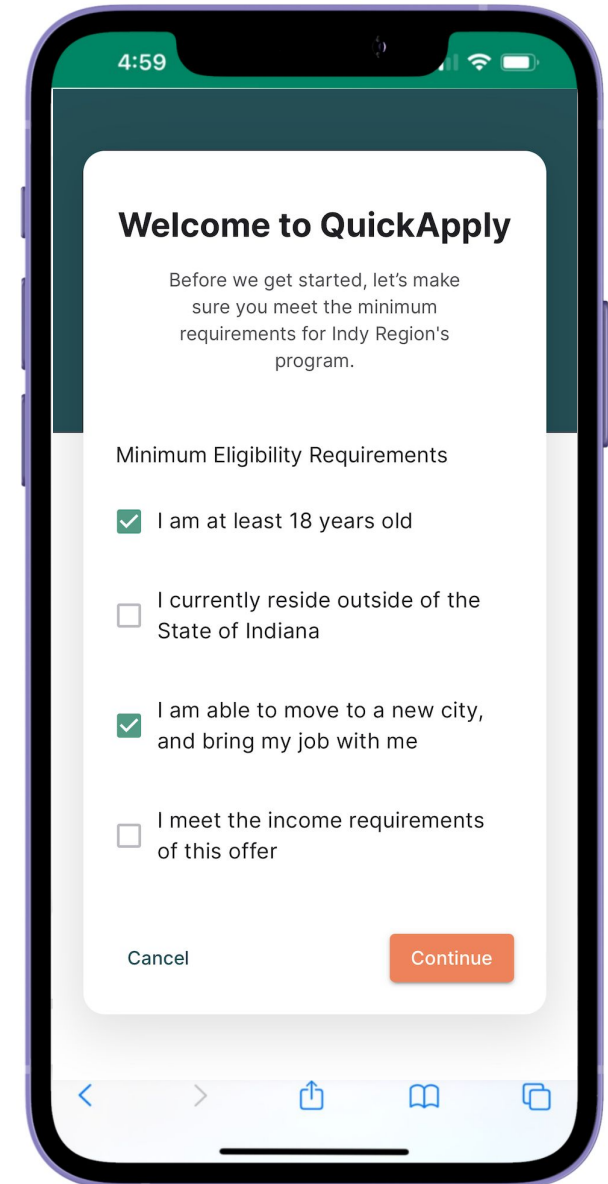




# Lead Qualification

Our application is designed to capture interest in your community, and to turn interested people into pre-qualified leads for your recruitment effort.

- Customize your community's application
- Setup filters to ensure your applicants meet your community's eligibility criteria
- 30-point applicant verification
- Collect data from your applicants including:
  - Household Income and Profession
  - Household Size
  - Current city and state
  - What they're looking for in a new community



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## Welcome to QuickApply

Before we get started, let's make sure you meet the minimum requirements for Indy Region's program.

Minimum Eligibility Requirements

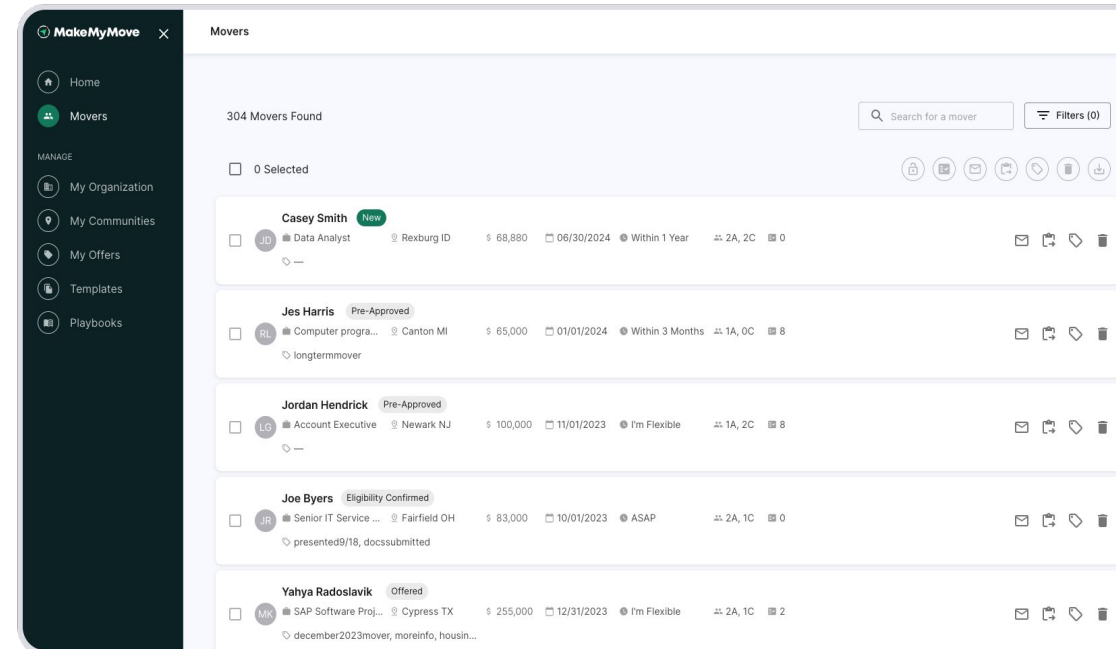
- ☒ I am at least 18 years old
- ☐ I currently reside outside of the State of Indiana
- ☒ I am able to move to a new city, and bring my job with me
- ☐ I meet the income requirements of this offer

Cancel Continue

# Convert to Movers

Our CRM and integrated support team handle all the hard work of recruitment, freeing you up to do the fun part: welcoming your new neighbors.

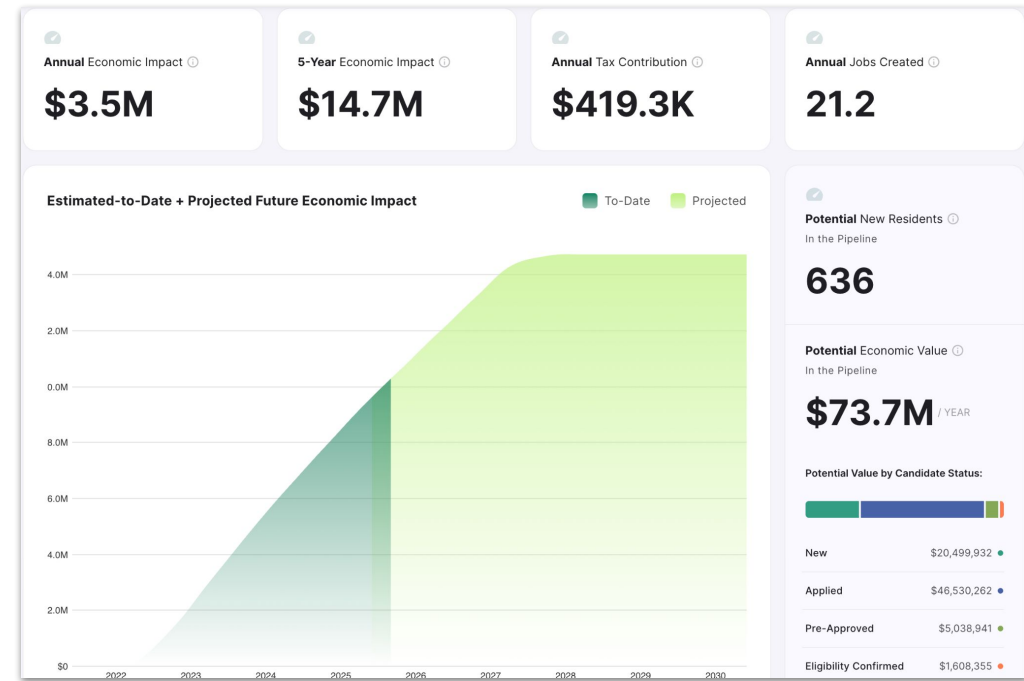
- Automated and customizable nurture campaigns
- Built-in email and texting
- Application status and task management
- Document signing and storage
- Integrated MakeMyMove Mover Support Team



# ROI and Impact Dashboard

Get a real-time view into how your campaign is performing. Our dashboard is packed with insights into your recruitment pipeline, and economic impact to your community.

- Economist-Backed Economic Impact Model
- Program reach & effectiveness
- Applicant and mover demographics
- Actionable insights into your pipeline of candidates



**Economic Development:**

"What MakeMyMove is to me, It's like Match.com for economic development directors. You are connecting 1:1 with people who have an interest in you and you have an interest in them." --Kelly Gourley

Executive Director Lincoln County, KS Economic Development, Stand Up Rural America 2024

**Workforce Growth:**

"We have to have the workforce of the future and we have to do it without a mountain range, without an ocean, but we have great amphitheaters we have quality schools we have low cost of living and awesome quality of life, and that's why we've partnered with MakeMyMove."

-Mayor of Noblesville, IN Chris Jensen (taken from his State of the City, 2024)

**Population Growth:**

"When I along with our other Board of Directors looked at what the demographics had become in recent years, we found that it was time to shift our focus from just focusing on how to attract businesses to move the area, to also targeting high-income talent. The working population is shifting and the folks from MakeMyMove are helping us stay ahead of these changes." -Jeff Quyle, Southern Indiana (paraphrased testimonial given to us)



**MakeMyMove**

# Grant Structure

# 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.

# Wisconsin Grant Timeline

## *Grant Timeline:*

- An eligible entity meets with MakeMyMove to discuss grant structure and a program specifically for their community.
- MakeMyMove will put together a proposal to show the scope and return of the program discussed.
- Once the proposal is approved, the eligible entity will share the proposal internally with stakeholders for additional approval.
- In the meantime, the MakeMyMove will put together and send a conditional contract to the eligible entity outlining the proposed campaign to be run if funding is approved.
- Once the conditional contract has been executed, MakeMyMove will put together a grant application for the required funds.
- The grant application will be submitted to the Wisconsin Economic Development Corporation, and upon approval, MakeMyMove will begin work for the approved campaign.

# Proposal



# Cost Breakdown

Households Moved	38
MakeMyMove - Platform, Products, Services	\$379,000
Incentive Cost (assumes \$4.5k/mover)	\$171,000
In-Kind Contributions	\$75,000
<b>Total Program Cost</b>	<b>\$625,000</b>
Cost per Household	\$16,447
State of Wisconsin's 80% Match	\$500,000
West Allis' 20% Cost	\$125,000
<b><u>West Allis' Actual Cost (minus in-kind contributions)</u></b>	<b><u>\$50,000</u></b>

# ROI Breakdown

<b>Households Moved</b>	<b>38</b>
New Annual Economic Output	\$2,718,131
New Annual State and Local Taxes Generated	\$315,567
<u>Cost to West Allis</u>	<u>\$50,000</u>
<b><u>ROI for every dollar spent</u></b>	<b><u>\$54.36</u></b>

\*Using our average household income of \$100k.

# Payment Structure

	1st Payment Date - January 26	2nd Payment Date - December 15, 2026	Additional Mover Payouts - June 15, 2027	Additional Mover Payouts - December 15, 2027	Additional Mover Payouts - June 15, 2028	Total
<b>WEDC Grant Amount</b>	\$250,000	\$250,000	\$0	\$0	\$0	\$500,000
<b>Payment Due to MMM</b>	\$189,500	\$189,500	\$0	\$0	\$0	\$379,000
<b>Paid to Movers</b>	\$0	\$42,750	\$42,750	\$42,750	\$42,750	\$171,000
<b>Cash Needed</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7,250</b>	<b>\$42,750</b>	<b>\$50,000</b>

Year	Actual Funding Needed	Category	Ballpark Date Funding Will be Needed
2026 Cash Needed	\$0	Payment to MMM & Movers	12/31/26
2027 Cash Needed	\$7,250	Remaining Payment to Movers	6/30/27
2028 Cash Needed	\$42,750	Remaining Payment to Movers	6/30/28
Total	\$50,000		











This payment structure is based on the 2 Year - 38 Household campaign referenced on slides 17 & 18.

# In-Kind Examples

*In the past, communities we have worked with have used the following as in-kind matching contributions:*

- Staff time
- Time to engage local stakeholders for additional support (realtors, healthcare systems, property management companies, etc.)
- Coworking space
- Chamber membership
- Free attendance to chamber events
- Member donations:
  - Gym memberships
  - Coupon books
  - Welcome packages

## There's No Place like the Salt City: Call Hutchinson Home

- \$ \$5,000 Cash for Relocation
- > Get up to \$5,000 for new homebuyer assistance for qualifying applicants or \$2,000 for qualifying areas
-  Hutchinson Welcome Gift: Homemade casserole in a premium Apron Strings dish with a Reno County mug
-  3 months of IdeaTek Fiber High Speed internet ☑
- > Relocation Starter Pack: Library card app, Free memberships, and more
-  First-time pass and a 1 year membership to the Cosmosphere International SciEd Center & Space Museum ☑
-  Free visit to the Strataca, Kansas Underground Salt Museum ☑
-  Free Chamber membership and Flash Pass ☑
-  Coffee chat with Hutchinson leaders
-  1 free cup of coffee per/month for a year at Metropolitan Coffee ☑
-  2 tickets to a show at the Hutchinson Historic Fox Theater ☑
-  Foodie Passport Experience
-  1 pool and golf pass to Carey Park ☑

**Total Incentive****\$15,500**






**MakeMyMove**



**Mock Up**

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

CommunitiesArticlesHow it WorksSign upSign in

1 / 10

Recruiting NowPopular<>

### Live & Work in West Allis, WI

- \$5,500 cash for relocation
- Discounted membership to the Wisconsin Athletic Club
- Free tickets to a performance of the West Allis Players
- Family pass to the West Allis Area Historical Society Museum
- Free round of golf at the Greenfield Park Golf Club

**Total Incentive**

**\$7,500**


[Apply Now](#)

### Eligibility Requirements

West Allis, WI is currently recruiting people who:

- Will secure full-time employment earning over \$55,000 annually in West Allis, WI 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 West Allis within 6 months

You will be able to create individual offer pages to recruit in-demand professions to the community.

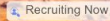


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### Browse the Programs

Incentive Type
Job Type
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Region

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#### Offer(s) in West Allis, WI

**Live & Work in West Allis** \$7,500

\$5,500 cash for relocation



Discounted membership to the Wisconsin Athletic Club

Free tickets to a performance of the West Allis Players

Family pass to the West Allis Area Historical Society Museum

Free round of golf at the Greenfield Park Golf Club

Apply Now

**Healthcare Workers to West Allis** \$7,500

\$5,500 cash for relocation

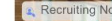

Discounted membership to the Wisconsin Athletic Club

Free tickets to a performance of the West Allis Players

Family pass to the West Allis Area Historical Society Museum

Free round of golf at the Greenfield Park Golf Club

Apply Now

**Tech Workers to West Allis** \$7,500

\$5,500 cash for relocation


Discounted membership to the Wisconsin Athletic Club

Free tickets to a performance of the West Allis Players

Family pass to the West Allis Area Historical Society Museum

Free round of golf at the Greenfield Park Golf Club


Apply Now



**New Offer Updates**

Get notified about new offers and incentive packages

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For Economic Developers

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Showcase your employers by posting hiring events, job boards and more.



We have an amazing team here at the Aurora West Allis Medical Center and we're always looking to get better. That's why we're looking for you.

Check out the link above to see available positions in the West Allis Area with Aurora Healthcare!



Aurora West Allis Medical Center  
4mo ago



Blast Cleaning Technologies is looking for enthusiastic people who share our passion for manufacturing top-quality blast cleaning equipment. We know our employees are our most important resource, and we take great pride in making BCT a casual and enjoyable workplace.

Interested in working with us? View and apply for all open positions above.



Blast Cleaning Technologies  
4mo ago



#questions

Are neighborhoods fairly safe? What area do you recommend? We like going out to restaurants and live music

Odette K WA • Asked 5mo ago

Events Community Arts & Culture





**Showcase strategic employers, industries, and job boards** in your post application communications.

**Help your applicants** find housing, schools, and answer any questions they might have of your community

**Arrange visits** for applicants around professional events and local festivals.



Hi Gabi,

Thank you for submitting your application to our program! It's fantastic to have you interested in West Allis, and I'm excited to let you know all we have to offer.

A bit about myself: I'm originally from West Allis, but moved away for college. I returned with my wife five years ago as we wanted to be closer to family.

West Allis has been a great place for me to grow my career. With employers such as [Aurora Healthcare](#), [Blast Cleaning Technologies](#), and [the West Allis school district](#) there are many opportunities that span industries and professions.

As a next step, let's help you find local employment in West Allis. To qualify for this program, we'll be searching for a role that earns \$55,000 or more annually. You'll find job opportunities on our board below:

[View Available Jobs](#)

If you have other questions about the area or the program, please don't hesitate to reach out, my phone number is included below. I'm here to help!

Looking forward to connecting soon,



**Lewis Tucker**  
Talent Specialist

Thank You



# THANK YOU



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