

For Immediate Release
June, 2009

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ABOUT MTEC SMARTZONE

The mission of MTEC SmartZone is to provide technology-based facilities, resources and programs to high-growth entrepreneurs and companies that increase employment, income, wealth and recognition in the U.P. communities where we serve. Our vision is having integrated economic development of the region that includes a vibrant technology sector, driving Michigan's technological leadership and economic growth with sustainable opportunities for companies and their employees to prosper. More information is available at www.mtecsz.com

ABOUT THE MEDC

The Michigan Economic Development Corporation (MEDC) is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. Whether it's an expansion, a relocation, or even a concern with another agency of state government, the MEDC can help. From site location assistance to job training grants, from help with permits to tax abatements, we're the state's economic development corporation. More information is available at www.themedc.org.

SmartZone is a service mark of Michigan Economic Development Corporation.

Living and Working in the Keweenaw – New Video Showcase of “Michigan’s Top of the World”

An impactful new video highlighting the growth and success of technology business in the MTEC SmartZone is viewable at mtecsmart.com. The video was created to support the participation of the cities of Houghton and Hancock in the 2008 Michigan Municipal League Community Excellence Award. The cities efforts to develop MTEC SmartZone have been recognized as one of 7 leading regional initiatives that have taken place in Michigan in the past 2 years.

Under the banner – “Two Cities, One Community”, the video tells the story of the transition of the Keweenaw Peninsula (in Michigan's Upper Peninsula) from a primarily mining based economy to one supporting a vibrant technology business sector over the past 10 years. Houghton and Hancock have been instrumental in working with the Michigan Economic Development Corporation and the LDFA in generating federal and state dollars to support the renovation of old, unused buildings into vibrant business accelerator work spaces through the SmartZone initiative.

The video, completed in fall of 2008, shows a banner being carried through the cities and signed by over 1,000 community residents to support the slogan “We are Michigan's Top of the World”. The banner also shows a grabbing globe visual of the Houghton/Hancock cityscape and the portage waterway. A musical theme was developed and performed by PJ Olsson, an internationally acclaimed musician who lives in the Houghton area. Mixed into the video story are the successes of the emerging technology sector in the Keweenaw and the subsequent impact on jobs and vibrancy for both cities. The quality of life in the Keweenaw is also illuminated. Spin off jobs and civic improvements are all attributed to the impact of the growing technology sector.



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To view the video, visit mtecsmart.com and click on the link on the home page which shows the globe. The video was produced for the MTEC SmartZone by The Marketing Department of Houghton Michigan. Video production was performed by Brassard Media of Hancock. The slogan "Michigan's Top of the World" was developed by the Keweenaw Convention and Visitors Bureau.

MTEC SmartZone is energizing high-tech business growth in the Upper Peninsula. In just 5 years MTEC has brought in two fortune 100 companies, helped solidify the establishment of 12 new technology start-ups, seen its charter member graduate to build its own corporate center, and is attributed as one of the key components of a economic surge in the Keweenaw Peninsula. 160 full-time jobs are now in motion, and local city officials from Houghton/Hancock attribute over 500 spin off jobs to the impact of core family sustaining jobs.

SmartZones provide distinct geographical clusters where activities are focused on commercializing ideas, patents and other opportunities surrounding corporate, university or private research institute R&D efforts. At its core, MTEC provides vibrant work spaces and operating support that new and emerging business needs to function and grow.

The logo features a stylized orange and yellow swoosh that curves upwards and ends in a small sphere. The text "SMART BUSINESS" is positioned to the left of the swoosh, and "ZONE ACCELERATOR" is to the right.

SMART BUSINESS ZONE
ACCELERATOR

MTEC SMARTZONE A MICHIGAN TECH ENTERPRISE CORPORATION