



# Employer Toolkit



## INTRODUCTION

The Flint & Genesee Group knows that to fuel our innovative companies, we need to bring the right mix of qualified and motivated talent to Genesee County. Accelerated by the growth of remote work and increasing mobility, the competition for talent has gone global. To overcome our region's obstacles and meet our goal of becoming a Top 5 Community in Michigan by 2040, we need a bold, innovative strategy.

That's where Make Your Move in Flint & Genesee comes in. This regional talent attraction initiative showcases Flint & Genesee as a destination for innovative talent and helps create a tangible pipeline of quality candidates for you, our valued employers. We can't do this work without you, mostly because this program is for you!

This regional talent recruitment initiative is intended to grow the talent pool in Genesee County. Our new digital tool—located at [MakeYourMoveNow.org](http://MakeYourMoveNow.org)—is designed to help employers sell the county and help us engage with candidates. We'll gather resumes and professional information, which we'll organize according to industry, experience, and relocation timelines. We'll then deliver this candidate information to partnering employers on a bi-weekly basis.

We encourage you to leverage this digital resource and platform alongside your own recruitment efforts.

### ➔ [MakeYourMoveNow.org](http://MakeYourMoveNow.org)

**The Make Your Move website is organized around the following topics:**

**Make It Home:** Here, prospective residents can learn about the community and some of the people who already call Flint & Genesee home.

**Make It Work:** This section provides an overview of regional industries and top employers.

**Make It Fun:** Find information about things to do in Flint & Genesee, including arts & culture, sports, and more.

**Talent Portal:** Candidates ready to take the next step can connect with us directly through our online platform. They'll complete a simple form to share their resume and personal information. Not only will we forward their details on to employers, we'll also send the job candidates relevant emails based on their interests.

## MARKETING MATERIALS

### For your website:

*These files can be added to websites or print collateral, directing individuals to [MakeYourMoveNow.org](http://MakeYourMoveNow.org).*

### Digital Assets Included in this Zip File

- Social media photos
- QR code
- Infographic flyer for hiring professionals (PDF)
- Promotional poster (PDF)
- Logo options



Add the attached logos to your hiring landing pages! Please link to [MakeYourMoveNow.org](http://MakeYourMoveNow.org)

## KEY MESSAGING

These messages were developed to assist Flint & Genesee employers in talent recruitment and retention efforts. They may be used while speaking with talent, during presentations, or as a part of other talent marketing efforts. We've also included some highlights that you can point to as examples in conversation.

### Work in Flint & Genesee

Flint & Genesee is a region that took four wheels and a motor and started a revolution more than a century ago. That same can-do spirit lives on today through the many entrepreneurs, innovators, and employers who call Genesee County home. The diverse economy is led by major manufacturers including General Motors, innovative medical centers, nationally recognized higher education institutions, and thousands of small businesses.

Truly, Flint & Genesee is the perfect landing spot for dreamers and doers, for wayfinders and changemakers. What's more, through a variety of professional groups and resource providers, the region has the supports in place to help local workers grow their networks, build their skills, and build a meaningful career.

**TL  
DR**

**Flint & Genesee has the supports in place to help local workers grow their networks, develop their skills, and build a meaningful career.**

#### Highlights:

- Between the Flint & Genesee Young Professionals, the Mid Career African American Professionals, and other associations and clubs, there are many groups designed to help you make connections and build relationships.
- Home to Kettering University, Mott Community College, and University of Michigan-Flint, Flint & Genesee is an excellent place to pursue higher and continuing education. Additionally, organizations including the Flint & Genesee Group offer a variety of workshops and leadership trainings to hone your professional skills.
- There's a culture of recognition in Flint & Genesee. Popular annual events honoring area professionals, organizations, and community leaders include the Art of Achievement Awards, American Advertising Awards, and Children's Champion Awards, to name a few.
- With more than 7,200 employers in Flint & Genesee, there are a wide range of jobs and career paths available in the region. Prefer to work for yourself? Connect with the eTEAM, a regional collaboration of entrepreneurial service providers who can help you bring your ideas to reality.





## Live in Flint & Genesee

With a population of 400,000 and roughly 650 square miles made up of several distinct communities, Flint & Genesee is big enough to carve out your own, unique pathway. It's also small enough to be part of a community and make a real impact. Whether you prefer the rural backdrop of Goodrich, the urban feel of downtown Flint, or the lake life of Fenton and Linden, Genesee County has a place you'll love to call home.

The region's wide variety of options is complemented by affordable housing and a low cost of living. And between the area's top-ranked K-12 schools and nationally recognized colleges and universities, families can be assured that their students will receive a quality education in Flint & Genesee.

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**DR** It's also small enough to be part of a community and make a real impact.

### Highlights:

- Encompassing 11 cities, 17 townships, and five villages, Genesee County offers multiple options to suit your needs, interests, and lifestyle. Young family looking for a quiet, rural area? Check out Clio. Remote worker who loves the outdoors? Swartz Creek is calling. Entrepreneur in search of an energizing community? Make your mark in downtown Flint.
- You can make a difference here. Whether you serve on the board for a local nonprofit or prefer the hands-on activity of volunteer service, your contributions will have a lasting impact. A great place to get started is [GeneseeServes.org](https://www.GeneseeServes.org), a volunteer center coordinated by United Way of Genesee County.
- Not only does the region have a low cost of living, it's more affordable to buy a house here. As of November 2022, homes in Flint & Genesee sold for a median price of \$171,000. That's nearly half the national median cost!

## Play in Flint & Genesee

In Flint & Genesee, you don't have to travel far to find enriching experiences and activities for all ages, interests, and skill levels. Home to the largest county park system in the state, there are more than 11,000 acres of parks and nature areas for you to explore and 142 miles of river to paddle. There's also the world-class Flint Cultural Center, which includes the state's largest planetarium and second largest art museum. You might spend the day hitting the green at one of 20 area golf courses, taking your ORV for a spin around the Mounds off-road vehicle park, or taste testing your way through the Flint Farmers' Market. Then, in the evening, cap things off with a concert at the Machine Shop, play at the FIM Whiting Auditorium, or an adrenaline-pumping hockey, soccer, or basketball game.

Looking for more ways  
to spend your spare time?  
[ExploreFlintandGenesee.org](https://www.exploreflintandgenesee.org)  
is a great place to get started.

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### Highlights:

- With more than 11,000 acres of parks and 142 miles of riverways, Flint & Genesee is a great place to explore nature all four seasons. That said, summer is always a good time. Between the Back to the Bricks Car Cruise, HAP Crim Festival of Races, and the Ally Challenge PGA Tour Champions event, August is an especially busy month for the community!
- There are a number of kid-friendly attractions. Sloan Museum of Discovery recently underwent a \$35-million renovation and now rivals museums you would find in bigger cities. Additionally, Crossroads Village & Huckleberry Railroad—which features more than 30 restored historic structures, a steam railroad, and paddlewheel riverboat—is a popular destination for families.
- There's a growing sports scene. Over the last few years, multiple professional teams have launched in Flint & Genesee. This includes:
  - Flint City Bucks men's soccer
  - Flint City UFC women's soccer
  - Flint Firebirds men's hockey
  - Flint Monarchs women's basketball
  - Flint United men's basketball

**Interested in learning more or partnering with the Flint & Genesee Group?**  
Contact Brianna Mosier [bmosier@FlintandGenesee.org](mailto:bmosier@FlintandGenesee.org) for additional support.

