

You'll see in the attached piece we're still waiting to drop in a few impact stats that our team is working to gather, but otherwise JoAnn has signed off on this version and it'll be pitched ASAP once those data points are pulled.

Going forward, we all knew that 2025 was going to come at us hard and fast and that's already proving more than true. In addition to other proactive measures the Comms team is planning (local roadshows; a cadence of more regular/intentional regional media hits; etc.), we'll also begin proactively drafting op-eds and other contributed content asserting our impact in various ways, with a goal of having at least one placed each month by either us at MEDC or by our partners (we'll write these for partners to make it turnkey/easy to support). We'll be working with Moment Strategies to pull these together in anticipation of the hot topics/key moments in time that we can anticipate throughout the year, and will be able to adjust as needed along the way.

Let us know any questions as needed. Thanks!

COM

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