

2024

ANNUAL REPORT

Presented to
EXECUTIVE BOARD





2024



About Us.



Introduction

Clinton County Catalyst is the unifying force for business growth and economic vitality in Clinton County, Michigan. We are the catalyst by which businesses connect, community leaders, and resource partners to spark collaboration, drive investment, and create opportunities that strengthen our communities. Through advocacy, strategic partnerships, and hands-on support, Catalyst empowers our members to achieve meaningful results while fostering a thriving local economy.

Our Philosophy

We believe progress happens when people work together with purpose. Our approach is rooted in relationships; listening to our members, understanding their challenges, and responding with solutions that deliver real impact. We are committed to being proactive and responsive, ensuring we are the catalyst of change and reflects the shared interests of our members and the long-term prosperity of Clinton County.

Vision for the Future

Our vision is to build on our momentum by expanding membership, unlocking new funding opportunities through strategic grants, and removing barriers that slow business growth. We will continue to advocate for policies and processes that help businesses move faster from idea to reality, ensuring Clinton County remains a place where innovation thrives, partnerships flourish, and opportunities are within reach for every entrepreneur and organization.

MESSAGE FROM LEADERSHIP

2024 was a year defined by change for Clinton County Catalyst; intentional change in how we connect, collaborate, and deliver value to our members and communities.

As our organization continued to grow, so did our understanding that meaningful impact requires evolving how people come together. Throughout the year, we re-imagined member engagement by expanding bi-monthly Business RoundTables and Quarterly Connections, and creating more opportunities for businesses, community leaders, and partners to connect in purposeful ways. These changes strengthened relationships, encouraged shared learning, and ensured that Catalyst remained responsive to the needs of a diverse and growing membership.

Equally important was how we deepened collaboration beyond our borders. In 2024, Catalyst strengthened partnerships with organizations such as the Small Business Association of Michigan (SBAM), Choose Lansing, and Capital Area Michigan Manufacturers, creating stronger pathways for advocacy, resources, and alignment. These partnerships amplified our impact and positioned Clinton County businesses to better compete, grow, and succeed.

At the local level, Catalyst worked closely with municipalities throughout Clinton County to support community growth, infrastructure planning, and economic development initiatives. By connecting local government leaders with business owners, we helped foster conversations that lead to practical solutions, shared priorities, and long-term community success.

Change is not always easy – but when guided by listening, collaboration, and a shared vision, it becomes powerful. We are proud of the progress made in 2024 and grateful to our members, partners, and community leaders who embraced change alongside us. Together, we are building stronger connections, more resilient communities, and a brighter future for Clinton County.

Sincerely,

The Executive Board
Clinton County Catalyst

Tim Fair, President & CEO
Clinton County Catalyst

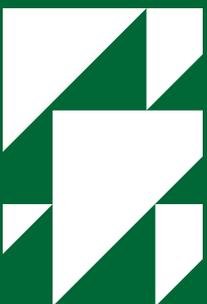
Craig Bishop, Board Chairman
Kurt Hanus, Vice-Chairman
Nick Bancroft, Treasurer
Scott Koenigsknecht, Executive Board Member
Brooks McIntosh, Executive Board Member
Mark Brisboe, Executive Board Member
Karen Schafer, Secretary

A YEAR OF CHANGE

The year 2024 was a year of change for Catalyst. The focus was on growing its Membership and putting in place a Member success structure and a clear focus on building relationships between Catalyst and its Members and Member-to-Member engagement and collaboration. Changing the way Members connect throughout the year was a welcomed change and has proven successful.

MEMBER GROWTH

In 2024, Clinton County Catalyst experienced strong membership growth and retention. The organization welcomed 67 new members while successfully renewing 98% of its existing Members, reflecting growing confidence in Catalyst's mission and value to the business community.



2024 HIGHLIGHTS AND WINS

2024 brought about opportunities to grow in Members and solidify a solid set of opportunities for connecting, learning, and growing through the many RoundTables, Quarterly Connections, and annual events. Below are some highlights of this year.

- Launch of regular Bi-Monthly Catalyst Business RoundTables with opportunities to discuss issues facing businesses today.
- Formal Partnership with Clinton County THRIVE - a 501(c)(3) organization.
- Expanded legislative advocacy on issues impacting employers with Small Business Association of Michigan (SBAM) as the keynote at the Catalyst Annual Dinner.
- Increased collaboration with regional chambers and partners.
- Enhanced visibility through events, ribbon cuttings, and media mentions.
- First grant awarded to a Catalyst Member through the work of the Catalyst Grant Writers.
- Increase in new memberships by about 150%.
- 100% event sponsorships for 2024.
- Participation in Clinton County RESA Career Expo.



MEMBERSHIP GROWTH AND ENGAGEMENT

This graph shows growth with Catalyst and its igniting engagement within the community sparking new conversation and initiatives to tackle.



LOOKING FORWARD

Catalyst is looking forward to 2025. With its growing membership, stronger partnerships, and new programmatic offerings, Clinton County Catalyst is well positioned to continue cultivating a connected, competitive, and thriving local economy. Next year will bring a growth in Catalyst's Communication strategy through social media, website redesign, add opportunities to connect with State and Federal Legislatures, grant funding for businesses, and partnering with a non-profit to better serve all the individuals and businesses of Clinton County.