



January 13, 2020

The Honorable Gretchen Whitmer
Governor
P.O. Box 30013
Lansing, MI 48909

Dear Governor Whitmer,

On behalf of Townsquare Media Grand Rapids, I would like to express our appreciation for the workforce development services provided by West Michigan Works! *Townsquare Media Grand Rapids* exemplifies the spirit of West Michigan. We specialize in finding solutions to help local and national clients reach clients and listeners through advertising and community involvement. Working with local partners to let the public know we are to serve our community. I, myself, have been working for Townsquare Media Grand Rapids for almost 4 years and have witnessed the how we have been able to put smiles on the faces of those who we are to not only entertain but, assist in bettering lives through our community work. As Program Director/Brand Manager for Magic 104.9, West Michigan's Only Urban Radio Station, we connect our listeners with advertising clients to create synergy and access to services, products and assistance.

I connected with West Michigan Works! because I needed assistance with training to so I can help local non-profits, through the radio station, to connect their desires to feed, financially assist and better their help. What I noticed was some Non-profits lacked the ability to systematically go through proper steps do achieve promising outcomes like more interest in their services. As well, connecting youth with these Non-Profits and help train them to be the new leaders in our community. We hosted several events that allowed the youth to tackle issues important to them and connect them with the leaders who could mentor. Finally, I was able to use the training, in Project Management at Davenport University, to help my Real Estate clients develop unused land for Residential and Commercial Usage as their Residential and Commercial Realtor. Michigan Works! helped us reach our goals of connecting the youth at Union High School in Grand Rapids to companies who could assist them in raising resources to help their Football team get to practices.

My company has benefited from GoingProTalentFund and working with West Michigan Works! Because myself, and others who took training began to see our community from the perspective of opportunity and not need. So that allowed our influence in our workplace to see what they do the same way through

our works. What we found most valuable about this grant funding and partnering with West Michigan Works! Is we can develop into leaders with access and training even if we never took a class on training before or had some innate gene in us from the beginning.

Sincerely,

Edmund Spillers
Program Director/Brand Manager Magic 104.9
Townsquare Media Grand Rapids
248-854-7963