

# Real Wages Michigan Political Action Committee

## Business Plan

To best describe our business, it fits into a professional service definition as it is a specialized and knowledge based specific business.

Because we are a new political action committee formed to raise the minimum wages in Michigan to living wages, all investments are considered donations to that end. We are formed on a non-stock basis.

Our Location is Muskegon, MI USA. It is estimated we will operate in 12 locations total in the State of Michigan until the proposed Constitutional Amendment is passed.

The campaign began in February 2025. The current target date for initial raises in Michigan's minimum wages is January 1, 2029.

The principal officers are Chairperson/Treasurer Katrina Kochin and Trustee/Field Director John Dennis. Our mission is economic stimulus and social justice by raising minimum wages in Michigan to living wages. We are a start-up political action committee. It is estimated it will take approximately just under two years to get ready to start collecting signatures. It will take six months to collect the signatures for the proposed measure to get on the Statewide ballot for the November 7, 2028 general election date.

Katrina Kochin is currently a Muskegon City Commissioner has campaign and fundraising experience and is the Treasurer for her neighborhood association. She is a proponent for labor, fair wages, and equality. Katrina will ensure filing is done and keep financial records, as well as help with branding and marketing.

John Dennis has 18 years of local campaign field director experience and is a published author of a field director's manual. John will manage the writing of, distribution and collection of signatures of petitions.

Several goals need to be met in a timely manner. For an online presence, a great adaptable website is our first goal. The website will take roughly \$5 thousand dollars as part of start-up costs. An additional \$45 to \$50 thousand dollars will allow us to open and staff an office in Muskegon County. Hiring specialists in the fields of advertising/media, law, petition drives and State voter files will be in order.

The positively impacted workers will be regular hourly workers, part time workers, tipped workers, disabled workers, migrant workers, and under aged workers. The one category group that will need the most attention paid are those on a fixed income.

There will be entities opposing the measure. For strategic purposes, they will not be mentioned here.

The strength of our business is our ability to grow responsibly. Our strengths also consist of reliance on past attempts and successes of groups laying ground work before us. Our weakness is the time it will take to get the start-up off the ground. The opportunity is to change the future wages of the poor and working poor. The threats to our proposals are the wealthy that do not wish for people to climb out of impoverished lives.

There will be several suppliers needed. Printing of petitions, rental of distribution centers and office supplies are only a few.

Current assets are a amateurly designed website, a social media presence and the ability to raise funds.

We will have no share holders and will not acquire loans.

Our finances will be a matter of public record as reporting to the State of Michigan and Federal government are required.

Our banking institution is Lake Michigan Credit Union.

Katrina Kochin is the only employee at this time.