

Creating More and Better Jobs

PURE MICHIGAN Focus

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Senate Economic Development Committee
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Keeping Our Foot on the Gas

- Help businesses and communities grow by creating more and better jobs
- Work from a detailed multi-year Strategic Plan
- Use the “Reinventing Michigan Plan” as guide
- Champion the Regional Prosperity Plan initiative within state government
- Engage local partners and customers with our prosperity region structure
- Measure and evaluate programs based on the results produced

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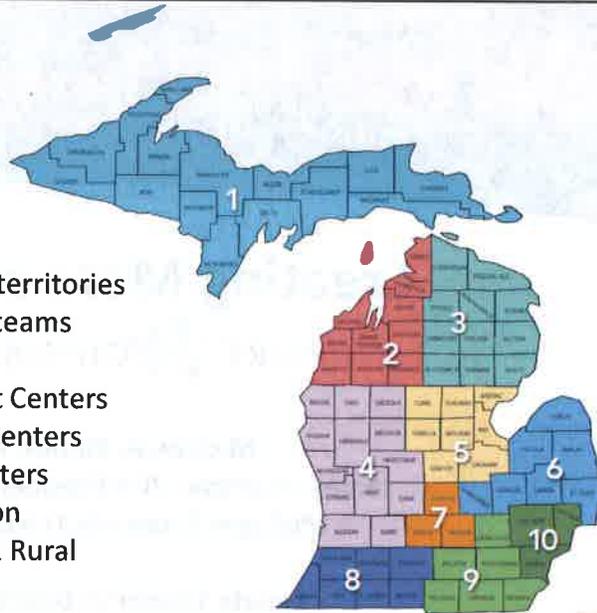
Regional Focus

Ten development regions

- Local partners act as members
- Objective to streamline services
- Encourage local collaboration

MEDC and service providers have realigned territories

- MEDC Business, Talent & Community teams
- Michigan Works! Agencies
- Michigan Small Business Development Centers
- Michigan Manufacturing Technology Centers
- Procurement Technical Assistance Centers
- Michigan Department of Transportation
- Michigan Department of Agriculture & Rural Development



MEDC: Focused & Balanced Approach to Economic Development

The MEDC supports Governor Snyder's initiatives and economic outcomes targeted on his dashboard by focusing on:

- Business Growth and Investment
- Vibrant and Vital Communities
- Talent Enhancement
- Michigan's business and tourism brand

Creating More and Better Jobs

WHAT

- 1. Business Investment** - High impact business growth and creation
- 2. Community Vitality** - Development and revitalization of distressed, high-impact, suburban and rural communities
- 3. Talent Enhancement** - Talent supply to meet what's best of demand
- 4. State Branding** - Pure Michigan

HOW

- 1. Gardening** - Services and incentives to existing Michigan businesses
- 2. Enabling** - Service delivery through strong regional partnerships
- 3. Market-Driven** - Private sector led capital access
- 4. One State** - Utilization of services and personnel across the state

TOOLS

- 1. PURE MICHIGAN Business Connect**
 - Federal Investment
 - Export Assistance
 - RFP/Proposal Tools
 - Support Services
- 2. PURE MICHIGAN Talent Connect**
 - Make Career Transitions
 - Skills Gap Support
 - Qualified Candidate Identification
 - On-the-Job Training Support
- 3. PURE MICHIGAN Capital Connect**
 - Financial Incentives
 - Loan Participation
 - Equity Investments
 - Local Connection Support
- 4. PURE MICHIGAN**
 - Trademark and Brand Licensing
 - Sponsorships
 - Marketing Support

Jobs Committed in FY 2013

MEDC programs that help to create more and better jobs in Michigan

Legacy Programs

- Michigan Economic Growth Authority
- Brownfield Redevelopment Tax Credits
- Renaissance Zones

Current Programs

- Brownfield Tax Increment Financing
- Business Development Program
- Business Incubators and Accelerators
- Community Development Block Grants
- Community Revitalization Program
- Community Ventures

- Export Program
- Film Incentive Program
- Michigan Council for Arts and Cultural Affairs
- Michigan Supplier Diversification Program
- Procurement Technical Assistance Centers
- Pure Michigan
- Pure Michigan Business Connect
- Pure Michigan Venture Development Fund
- Small Business Capital Access Program
- State Education Tax Credit

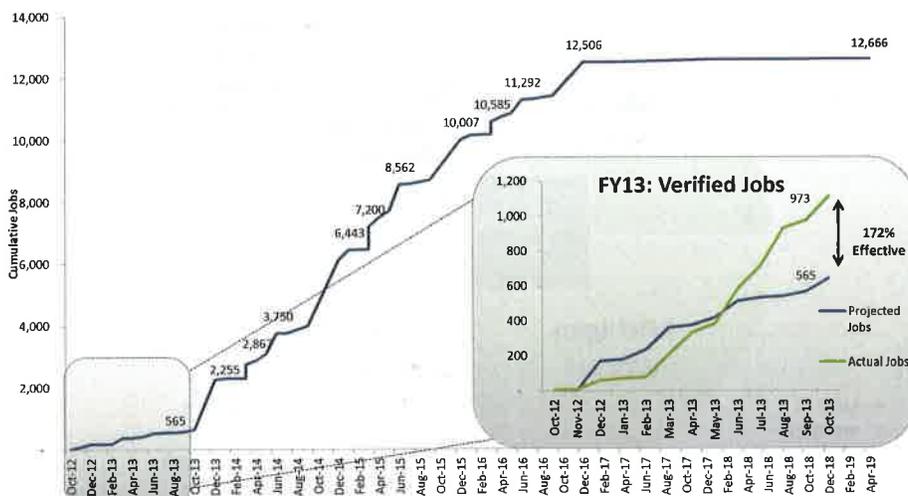
38,591 jobs committed

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BDP Effectiveness: Verified Job Creation

Companies created 973 verified jobs through FY13, yet only committed to create 565 jobs

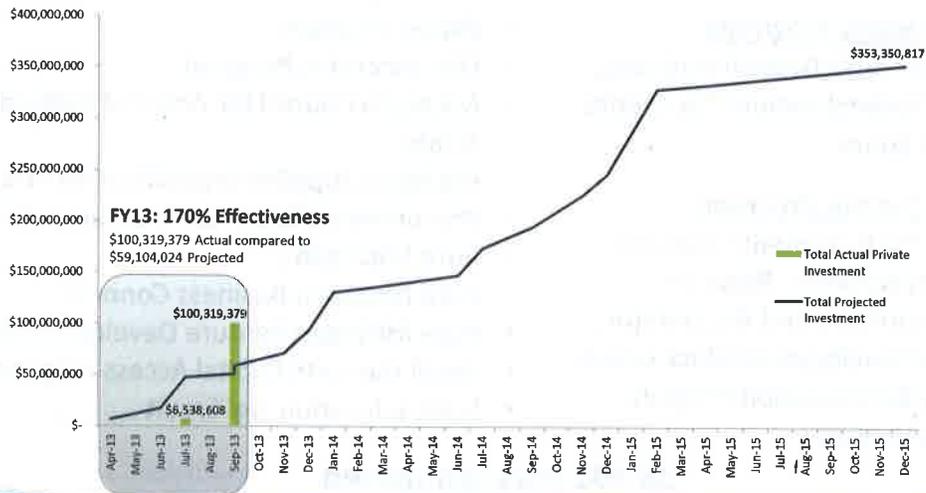


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CRP Effectiveness: Private Investment

CRP is projected to induce \$353.4 million in private investment by 2015



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Full Service Workforce & Talent System



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*900
mechanic's \$50,000/year*

Pure Michigan Talent Connect



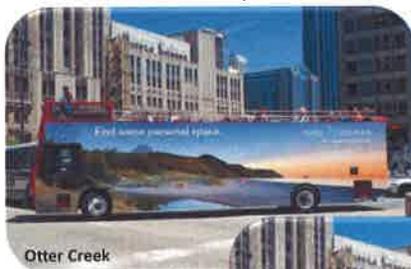
- The place for:
- Job Seekers
 - Employers
 - Career Explorers
- mitalent.org*

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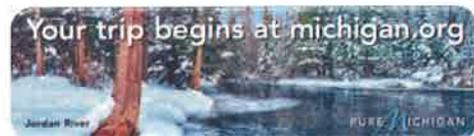
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Advertising

Bus Wraps



Billboards



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2013 National Cable Buy

\$13 million – 5,000 airings of Pure Michigan TV commercials from March through June



Pure Michigan Travel Partnerships

43 partnerships throughout the State



National Partnerships

- Ann Arbor
- Grand Rapids
- Mackinac Island
- The Henry Ford
- Traverse City

Making it Real in Lansing



Jackson National Life Insurance Company, a leading provider of retirement solutions and educational resources for industry professionals and consumers, will invest \$100 million to expand its corporate headquarters in **Lansing**. The expansion will connect the existing headquarters building to a new 260,000 sq. ft. office complex and a new 80,000 sq. ft. print center and warehouse on an adjacent piece of land.

Projected Private Investment: \$100 million

Projected Job Creation: 400

MBDP Incentive: \$3 million performance-based grant

3411 E. Michigan, LLC, a related entity of East Lansing-based Gillespie Group, plans to construct a 63,000 sq. ft., four-story building in the **City of Lansing**. The project will consist of 66 residential apartment units and approximately 1,800 square feet of commercial space to be occupied by PNC Bank.

Projected Private Investment: \$7.5 million

MCRP Incentive: \$450,000 performance-based grant



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Making it Real in Lansing



Niowave, Inc. specializes in commercializing superconducting particle accelerators and is the only company in the world that can design, build, and test superconducting linear accelerators and their associated cryogenic refrigerators. The company plans to open a new radioisotope production facility in the **City of Lansing**.

Projected Private Investment: \$79 million

Projected Job Creation: 90

MBDP Incentive: \$3,000,000 performance-based grant

Two Men and A Truck International is the first and largest local moving franchise system in the U.S., offering a range of home and business moving services. The company plans to grow its number of franchise locations and expand its corporate headquarters in **Delhi Township**.

Projected Private Investment: \$3.95 million

Projected Job Creation: 70

MBDP Incentive: \$350,000 performance-based grant

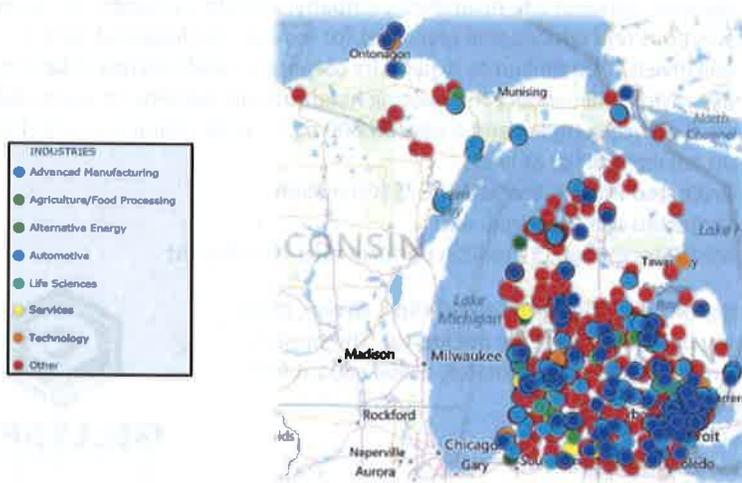


TWO MEN AND A TRUCK.
"Movers Who Care."

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2011-13 Project Successes



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So how are we doing?

Michigan is America's comeback state

Michigan is **#1** on the list of states that recovered most from the Great Recession

In 2011, Michigan's economy grew **2.3%** - the **6th** best growth rate in the U.S.

Corporate tax rank **#14** from **#49** - **3rd** among the 12 largest states

Today, we have **220,000** new payroll jobs

Unemployment is **8.4%** down from 14.2% in 2009

Michigan home sales were up **10%** in 2012

Michigan ranks **#3** for high-tech job growth

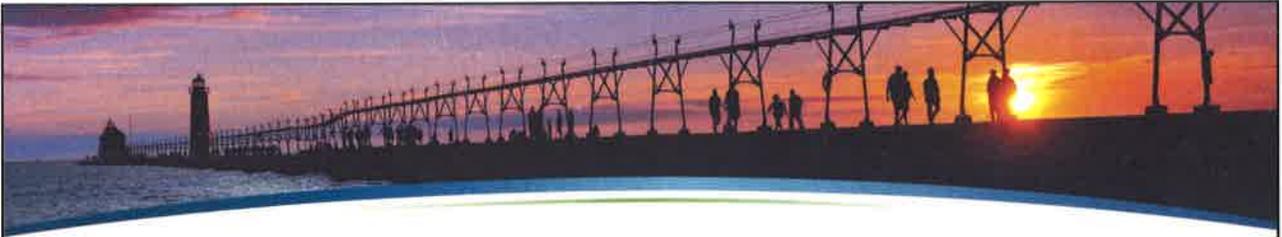
Michigan employers are saving **\$1 billion** in unemployment costs

Moody's and Standard & Poor's revised Michigan's outlook to **positive**

Fitch Ratings improved Michigan's general obligation bonds from **AA-** to **AA**

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Questions?

