

# MEDC is Committed To Enabling Long-term Upward Economic Mobility for All Michiganders



## Mission

Achieve long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide.

## Vision

Make Michigan's economy the nation's **fastest growing, most equitable and most resilient** by:



### Achieving 'Top 10' status for:

- Job growth in targeted sectors
- Equitable job growth
- Real median household income growth



**Attaining the largest net gain of talent in the Midwest**

**Becoming top ranked EDO**

## Strategic Focus Areas



### Attract, retain and grow businesses

Attract, keep and grow businesses in industries that support maximum growth in jobs, wages and investments



### Support and grow our talent

Cultivate the skills and talent needed for in-demand and high-growth occupations statewide



### Develop attractive places

Collaborate with local communities and partners to create places in which people and talent want to live, work, visit and play



### Accelerate high-tech innovation

Support entrepreneurial growth to enable commercialization and new high-tech business creation



### Market the state

Promote Michigan's image as a world-class business location and travel destination



### Support small business

Help existing small and microbusinesses grow and thrive and improve economic prosperity for all through small business ownership

## Guiding Principles



**Sustainable, long term growth:** Accelerate long-term job growth to address impacts of automation and protect Michigan's economy against downturns.



**Regional impact:** Support every region – from rural areas to urban centers – to improve economic outcomes for all.



**Equitable, high-wage growth:** Provide equitable pathways toward high-wage growth that supports opportunities for all.



**Customer focus:** Bring a customer-first, partner-driven mentality to all we do.

## Strategic Industry Development

MEDC will actively work with its partners to attract, retain and grow strategic industries that will have the greatest potential economic benefit on all communities throughout Michigan.

## Focus Industries

MEDC resources play a vital role in energizing communities and creating economic opportunity throughout the state. Our toolbox includes customized economic development tools and proactive marketing programs in sectors where Michigan has a distinct competitive advantage to drive sustained, long-term growth as well as tools and sustainment programs in sectors that drive regional impact.

### Statewide Impact



### Regional Impact



**Mobility and Automotive Manufacturing**



**Agribusiness**



**Advanced Manufacturing**



**Tourism and Outdoor Recreation Industry**



**Engineering, Design and Development**



**Logistics**



**Life Sciences and Medical Devices**



**Financial Services**



**Tech**



**Other Manufacturing**



**Professional and Corporate Services**