

2017 - 2018

STRATEGIC FOCUS

MISSION

We market Michigan's opportunity and provide the tools to assist job creation and investment.

VISION

Michigan is a top 10 state for low unemployment, GDP growth, per capita income, and talent retention and growth.

CUSTOMER FOCUSED

We are committed to delivering exceptional service and satisfaction as we engage with: businesses, entrepreneurs, communities, and local partners.

BUSINESS INVESTMENT: CORE FOCUS

1. Retain and grow Michigan businesses
2. Maintain and strengthen our global automotive leadership
3. Grow value-added agriculture and natural resource economy
4. Accelerate manufacturing innovation
5. Strengthen and develop our mobility initiatives
6. Attract and grow aerospace manufacturing
7. Grow Michigan exports
8. Deliver key entrepreneurial and economic gardening services
9. Aggressive national and international business attraction
10. Protect and grow our defense-related industries

COMMUNITY VITALITY: CORE FOCUS

1. Community developments that are catalytic
2. Critical infrastructure creating job growth and sustainability
3. Expanding assistance to rural and small communities
4. Technical economic development assistance for communities

IMAGE

Improve Michigan's image as a business location and travel destination by:

1. Further advance the Pure Michigan brand to attract national and international visitors
2. Extend the Pure Michigan brand across business, community, and partner marketing initiatives
3. Strengthen talent's perception of the automotive and skilled trades occupations through the Brainpower and Skilled Trades attraction campaigns
4. Advance Planet M, promoting Michigan as the "mobility" place to find talent and opportunity

KEY MEASURES



PRIVATE
INVESTMENT



JOBS



WAGES



CUSTOMER
SATISFACTION