

# MISCORECARD PERFORMANCE SUMMARY

Department Name: MEDC

Executive / Director: Jeff Mason

## KEY MEASURES

		Current Value	Reporting Period Target	FY18 Target	Reporting Period
PRIVATE INVESTMENT	↑	\$2,029.6M	\$2,111.6M	\$5,444.5M	10/1/17 – 3/31/18
JOBS	↑	13,944	15,907	41,900	10/1/17 – 3/31/18
CUSTOMER SATISFACTION	↔	75	76	76	10/1/17 – 3/31/18

## BUSINESS INVESTMENT

		Current Value	Reporting Period Target	Reporting Period
PRIVATE INVESTMENT	↑	\$1,765.7M	\$1,738.6M	10/1/17 – 3/31/18
INCENTED JOBS	↑	4,684	8,068	10/1/17 – 3/31/18
ECONOMIC GARDENING JOBS	↑	5,800	4,991	10/1/17 – 12/31/17
REGIONAL WAGE INCREASE	↑	\$5.30	\$1.47	10/1/17 – 1/31/18
BUSINESS STARTS	↔	N/A	N/A	N/A
LEVERAGE RATIO <sup>1</sup>	↑	16.6 to 1	19.2 to 1	10/1/17 – 3/31/18
COST PER JOB	↑	\$6,702	\$7,422	10/1/17 – 3/31/18

## COMMUNITY VITALITY

		Current Value	Reporting Period Target	Reporting Period
PRIVATE INVESTMENT	↑	\$263.9M	\$373.0M	10/1/17 – 3/31/18
JOB GROWTH	↑	3,460	2,848	10/1/17 – 3/31/18
REVITALIZED SQUARE FOOTAGE	↑	1,360,930	1,994,521	10/1/17 – 3/31/18
PUBLIC SPACE REACTIVATED	↑	1,027,569	1,495,890	10/1/17 – 3/31/18
LEVERAGE RATIO <sup>1</sup>	↔	6.0 to 1	4.0 to 1	10/1/17 – 3/31/18

## IMAGE

		Current Value	FY18 Target	Reporting Period
TRAVEL ADVERTISING ROI	↑	\$8.99	\$9.00	as of 3/31/18
VISITOR SPENDING	↑	\$2,108.0M	\$1,630.0M	as of 3/31/18
TRAVEL JOBS	↔	N/A	22,000	N/A
BUSINESS CLIMATE PERCEPTION	↔	N/A	62	N/A

LEGEND<sup>2</sup>

GREATER THAN 90% OF ADJUSTED TARGET	↑	PERFORMANCE IMPROVING
BETWEEN 75% AND 90% OF ADJUSTED TARGET	↔	PERFORMANCE STAYING THE SAME
LESS THAN 75% OF ADJUSTED TARGET	↓	PERFORMANCE DECREASING
DATA NOT AVAILABLE	↔	

1. The ratio of private investment by the companies incited by MEDC to the incentive dollars awarded to these companies.  
 2. Not applicable for Customer Satisfaction. See page three for detail.

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*“True success is based on achieving real results for real people. We’re going to have tough, hard measurements. Our achievements or lack of progress will be evident . . .”*

— Governor Rick Snyder  
2011 State of the State Address

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### BACKGROUND

This user’s manual provides information to facilitate the use of the MEDC scorecard as a management tool by all staff.

### WHAT IS A SCORECARD?

A scorecard is:

- A management tool for monitoring the performance of an organization and evaluating opportunities
- A set of few vital and balanced measures that reflect the ultimate value the organization delivers
- A group of key outcomes that can be controlled or directly influenced by the organization
- *Not a dashboard that provides a broader status of the environment that the scorecard operates in\**

\* e.g., statewide unemployment rate (dashboard) vs. projected jobs created as a result of MEDC-managed programs (scorecard)

METRIC DEFINITIONS (1 OF 2)

**KEY MEASURES**

Metric	Definition
PRIVATE INVESTMENT	Private capital expenditures committed by businesses as a result of MEDC incentive programs.
JOBS	The sum of Incented Jobs, Economic Gardening Jobs, and Job Growth.
CUSTOMER SATISFACTION	Overall satisfaction of customer's with the MEDC.

**BUSINESS INVESTMENT**

Metric	Definition
PRIVATE INVESTMENT	Private capital expenditures committed by businesses as a result of MEDC business incentive programs. Additionally, Private Investment includes support from the MEDC, not in the form of an incentive, which resulted in private investment.
INCENTED JOBS	The number of jobs projected to be created by businesses as a result of MEDC business incentive programs.
ECONOMIC GARDENING JOBS	Jobs supported from increased contract or export revenue as a result of MEDC economic gardening programs. Additionally, Economic Gardening Jobs includes support from the MEDC, not in the form of an incentive, which resulted in job creation.
REGIONAL WAGE INCERASE	The sum product of the wage difference between regional wages and the average regional wage and projected jobs.
BUSINESS STARTS	The number of technology businesses that have registered with the state's Department of Licensing and Regulatory Affairs in the last year and began working with an MEDC contractor.
LEVERAGE RATIO	The ratio of private investment by the companies incented by MEDC to the incentive dollars provided to these companies. Incentive dollars do not include programs that utilize funding mechanisms that are not included in the MEDC budget (e.g. tax increment financing, private activity bonds, etc.).
COST PER JOB	The amount of incentive dollars per each job projected to be created for job creation programs (e.g. Michigan Business Development program).

CUSTOMER SATISFACTION LEGEND

<span style="color: green;">■</span> GREATER THAN 97% OF TARGET	↑ PERFORMANCE IMPROVING
<span style="color: orange;">■</span> BETWEEN 90% AND 97% OF TARGET	↔ PERFORMANCE STAYING THE SAME
<span style="color: red;">■</span> LESS THAN 90% OF TARGET	↓ PERFORMANCE DECREASING
<span style="color: gray;">■</span> DATA NOT AVAILABLE	

METRIC DEFINITIONS (2 OF 2)COMMUNITY  
VITALITY

Metric	Definition
PRIVATE INVESTMENT	Private Investment committed as a result of Community Development incentive programs deployed in downtowns.
JOB GROWTH	The number of jobs projected to be created by businesses as a result of MEDC community incentive programs.
REVITALIZED SQUARE FOOTAGE	Total square footage of real estate being improved as a result of Downtown Private Investment.
PUBLIC SPACE REACTIVATED	Total square footage of publicly owned hard infrastructure (e.g. streets, sidewalks, farmers markets, green space, etc.) being improved as a result of Community Development incentive programs.
LEVERAGE RATIO	The ratio of private investment by the companies incented by MEDC to the incentive dollars provided to these companies. Incentive dollars do not include programs that utilize funding mechanisms that are not included in the MEDC budget (e.g. tax increment financing, private activity bonds, etc.).

## IMAGE

Metric	Definition
TRAVEL ADVERTISING ROI	The ratio of tax dollars generated by Visitor Spending to the cost of the <i>Pure Michigan</i> summer travel advertising campaign.
TRAVEL JOBS	The total jobs associated with the direct incremental Visitor Spending as a result of the <i>Pure Michigan</i> summer travel advertising campaign.
VISITOR SPENDING	Total dollars spent by out-of-state visitors as a result of the <i>Pure Michigan</i> summer travel advertising campaign.
BUSINESS CLIMATE PERCEPTION	The business climate perception of businesses surveyed through the MEDC's Voice of the Customer survey's and MEDC's Marketing survey's; both state and national.