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**

- Mobility and Automotive Manufacturing
- Advanced Manufacturing
- Engineering, Design and Development
- Life Sciences and Medical Devices
- Tech
- Professional and Corporate Services

**Regional Impact**

- Agribusiness
- Tourism and Outdoor Recreation Industry
- Logistics
- Financial Services
- Other Manufacturing