

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