



**MICHIGAN  
ECONOMIC  
DEVELOPMENT  
CORPORATION**

# 'MAKE IT IN MICHIGAN' ECONOMIC DEVELOPMENT STRATEGY

**OUR MISSION:** Achieving long-term economic prosperity for Michiganders by attracting and developing people, cultivating and revitalizing places and competing for and winning projects.

## VISION

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



Top 10 state for median household income



Top 10 state for job growth in target industries



Top 10 state for net talent migration (largest gain in the Midwest)



Equitable, inclusive economic growth (shared prosperity)

## STRATEGIC FOCUS AREAS



**PEOPLE**

Investing in people so they can pursue their potential and access good-paying jobs that support a strong middle class, the cornerstone of economic prosperity.



**PLACES**

Coordinating investments with public and private partners to reinforce local efforts to develop vibrant, amenity-rich communities where people want to live, work, visit, and play.



**PROJECTS**

Small business, entrepreneurship and innovation ecosystem, and business attraction strategies designed to support critical job growth in target sectors that leverage Michigan's assets.

## GUIDING PRINCIPLES

This is how we do our work. Our programs should be designed with these principles in mind.



Sustainable, long-term growth



Regional impact



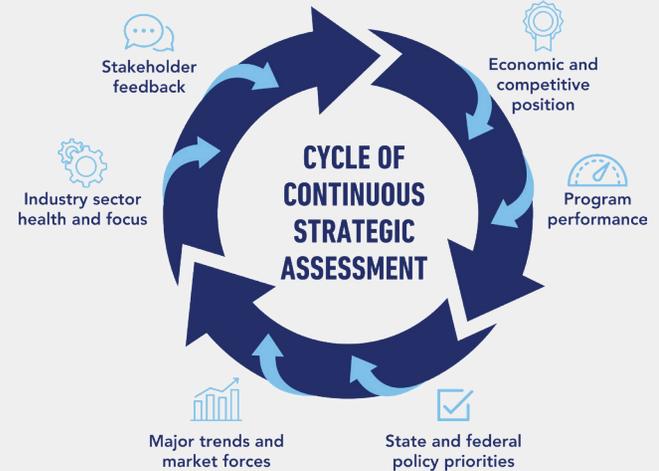
Equitable, high-wage growth



Customer focus

## PRIORITIZATION PROCESS

Making informed decisions to grow Michigan's economy and responsibly steward investments based on federal and state policy, market research, the evolving technological landscape (e.g., AI), and stakeholder feedback.



## FOCUS INDUSTRIES

- Defense
- Aerospace
- Semiconductors
- Mobility and automotive manufacturing
- Tech
- Clean energy
- Engineering, design, and development
- Life sciences and medical devices
- Professional and corporate service
- Tourism/outdoor recreation industry
- Agribusiness
- Logistics and financial services

## IN PARTNERSHIP WITH:

PURE MICHIGAN®

MICHIGAN  
*Growth Office*



MICHIGAN OFFICE OF  
FUTURE MOBILITY  
& ELECTRIFICATION

MICHIGAN OFFICE OF DEFENSE  
AND AEROSPACE INNOVATION