



MAKE IT IN MICHIGAN STRATEGY SCORECARD

Our Mission: Achieving long-term economic prosperity for Michiganders by attracting and developing People, cultivating and revitalizing Places and competing for and winning Projects.

May 2025



WHAT'S INSIDE

- ✓ To view the organization's most critical metrics for measuring success, check out the [Guiding Principles page](#)
- ✓ To view the measures that impact the MEDC's Vision metrics, check out the [Strategic Focus Areas page](#)

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)

GUIDING PRINCIPLES

Reporting Period: 10/1/24 – 4/30/25



**SUSTAINED, LONG-
TERM GROWTH**

FOCUS INDUSTRY JOBS

Current Value

▼ 4,207

FY Target

14,500



**REGIONAL
IMPACT**

% OF ASSISTANCE IN DISADVANTAGED AREAS

Current Value

■ 58%

FY Target

65%



**EQUITABLE, HIGH-
WAGE GROWTH**

% OF ASSISTANCE TO DIVERSE BUSINESSES¹

Current Value

▲ 64%

FY Target

35%



**CUSTOMER
FOCUS**

CUSTOMER SATISFACTION¹

Current Value

▲ 86%

FY Target

81%

¹Quarterly Reporting Period

²Biannual Reporting Period

³Annual Reporting Period



Greater than 90% of
reporting period target



Between 75%- 90% of
reporting period target



Less than 75% of
reporting period target

GUIDING PRINCIPLES

FY25 TARGETS & METRIC DEFINITIONS



Sustained, Long-Term Growth

Accelerate long-term job growth to address impacts of automation and protect Michigan's economy against downturns.

Metric	FY25 Target	Definition
Focus Industry Jobs	14,500	Number of incented jobs or value-added jobs created from MEDC and partner programs in six statewide impact and five regional impact industry clusters .



Regional Impact

Support every region, from rural areas to urban centers, to improve economic outcomes for all.

Metric	FY24 Target	Definition
% of Assistance to Disadvantaged Areas	65%	Percent of MEDC assistance that is either in a Small Business Administration-designated Historically Underutilized Business (HUB) Zone or an Opportunity Zone.



Equitable, High-Wage Growth

Provide equitable pathways toward high-wage growth that supports opportunities for all.

Metric	FY25 Target	Definition
% of Assistance to Diverse Businesses	35%	Percent of assistance that supports minority-owned, women-owned, socially/economically disadvantaged, or veteran-owned businesses.



Customer Focus

Bring a customer-first, partner-driven mentality to all we do, becoming a top-ranked economic development organization.

Metric	FY24 Target	Definition
Customer Satisfaction	81%	Overall satisfaction of customers with the MEDC.

STRATEGIC FOCUS AREAS: PEOPLE

Reporting Period: 10/1/24 – 4/30/25



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.

Metric	Current Value	Reporting Period Target	Status
People Trained/Placed	2,639	1,496	▲
Interns Placed	882	698	▲
National Business Climate Perception ³	N/A	N/A	N/A

¹Quarterly Reporting Period

²Biannual Reporting Period

³Annual Reporting Period



Greater than 90% of
reporting period target



Between 75%- 90% of
reporting period target



Less than 75% of
reporting period target

STRATEGIC FOCUS AREAS: PLACE

Reporting Period: 10/1/24 – 4/30/25



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.

Metric	Current Value	Reporting Period Target	Status
Leveraged Placemaking Investment	\$1.3B	\$1.1B	▲
Placemaking Projects	65	81	■
Technical Assistance Projects ¹	105	90	▲
Ad-Influenced Spending ³	\$1.3B	\$2.5B	▼

¹Quarterly Reporting Period

²Biannual Reporting Period

³Annual Reporting Period



Greater than 90% of
reporting period target



Between 75%- 90% of
reporting period target



Less than 75% of
reporting period target

STRATEGIC FOCUS AREAS: PROJECTS

Reporting Period: 10/1/24 – 4/30/25



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.

Metric	Current Value	Reporting Period Target	Status
Business Development Private Investment	\$2.64B	\$3.78B	▼
Capital Formation ¹	\$300.9M	\$147.0M	▲
New Business Starts ¹	1,145	575	▲
Small Businesses Assisted ¹	13,208	9,000	▲
Facilitated Revenue ¹	\$1.6B	\$650.0M	▲

¹Quarterly Reporting Period

²Biannual Reporting Period

³Annual Reporting Period



Greater than 90% of reporting period target



Between 75%- 90% of reporting period target



Less than 75% of reporting period target

STRATEGIC FOCUS AREAS

FY25 TARGETS & METRIC DEFINITIONS



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.

Metric	FY25 Target	Definition
People Trained/Placed	3,000	The number of residents that will receive training and/or be placed with employers of focus.
Interns Placed	1,400	The number of students placed into internships as a result of the work/learn program expansion, including STEM Forward, Venture Capital Fellows, etc.
National Business Climate Perception	3.95 out of 5	Rating (1-5) of Michigan's business climate as provided by national business decision makers.



PLACE: 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.

Metric	FY25 Target	Definition
Leveraged Placemaking Investment	\$1.85B	All private and public investment leveraged towards project costs excluding any incentives administered by the MSF or MEDC.
Placemaking Projects	140	The number of place-based development projects supported by the MEDC that promote the repurpose of vacant, underutilized, blighted, or historic buildings and infrastructure to develop vibrant, amenity-rich communities.
Technical Assistance Projects	180	Customized technical assistance deliverables provided to communities, place management organizations and developers to promote place-based development, foster collaboration among municipalities and local, regional, and state partners and streamline development processes.
Ad-Influenced Spending	\$2.5B	Total spending as a result of Travel Michigan campaign-influenced spending occurring in a year.

STRATEGIC FOCUS AREAS

FY25 TARGETS & METRIC DEFINITIONS



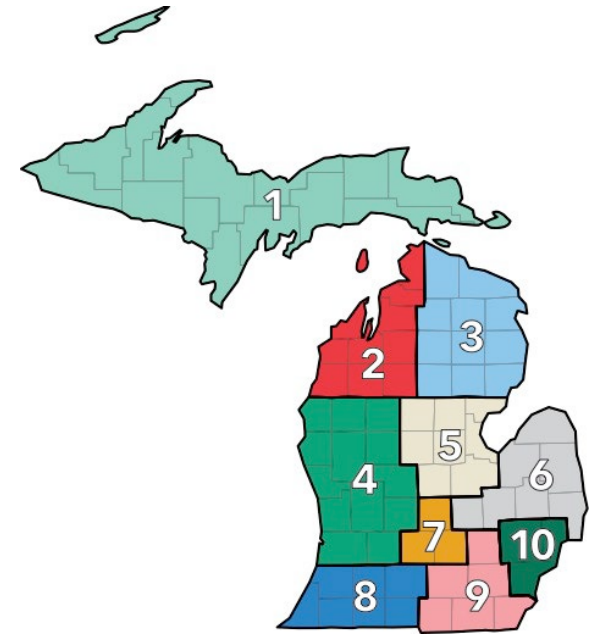
PROJECTS: Small business, entrepreneurship and innovation ecosystem, and business attraction strategies designed to support critical job growth in target sectors that leverage Michigan’s assets.

Metric	FY25 Target	Definition
Business Development Private Investment	\$6.5B	Private capital expenditures committed by businesses as a result of the MEDC incentive programs.
New Business Starts	1,150	The number of small businesses and high-growth tech startups launched as a result of MEDC or contracted partner support.
Small Businesses Assisted	18,000	The number of small businesses and high-growth tech startups assisted by the MEDC or contracted partner resources.
Capital Formation	\$294.0M	The additional funding acquired by small businesses and high-growth tech startups (e.g., debt and equity financing from angel investors, venture capitalists, traditional capital sources, etc.) as a result of the MEDC or contracted partner investment.
Facilitated Revenue	\$1.3B	New revenue or contracts acquired by small businesses and high-growth tech startups as a result of the MEDC or contracted partner resources.

FY25 REGIONAL ACCOMPLISHMENTS

Regional Performance: Details around performance for some of our key metrics at the regional level.

Reporting Period: 10/1/24 – 4/30/25



Region	Total Jobs	Retained Jobs	Pathway Jobs	Focus Industry Jobs	Private Investment	Placemaking Projects	Public Space Reactivated
Region 1 – Upper Peninsula	164	61	90	48	\$16,155,976	6	5,000
Region 2 – Northwest	161	87	84	98	\$35,458,297	4	1,732
Region 3 – Northeast	11	7	0	0	\$6,346,736	5	47,600
Region 4 – West Michigan	2,574	1,340	798	624	\$604,181,842	15	267,074
Region 5 – East Central Michigan	50	925	0	0	\$162,799,194	3	80,000
Region 6 – East Michigan	222	15	202	134	\$12,502,118	2	2,400
Region 7 – South Central	492	201	32	192	\$482,066,262	3	53,695
Region 8 – Southwest	272	295	180	232	\$95,553,064	3	18,200
Region 9 – Southeast	285	40	0	200	\$1,256,840,745	3	9,008
Region 10 – Detroit Metro	2,968	1,661	1,692	1,431	\$1,371,957,639	21	245,492
FY 2025 Total¹	7,199	4,632	3,078	2,959	\$4,043,861,873	65	730,201

¹This Regional Accomplishments table does not account for some partner data that contributes to certain metrics on the Scorecard; therefore, the total from this table may not match a Scorecard metric reported elsewhere. For additional details please visit the [MEDC Projects Map](#).