



Detroit
Regional
Partnership

The logo for the Michigan Economic Developers Association (MEDA) features the word 'MEDA' in a large, dark blue, serif font. Behind the letters is a light blue silhouette of the state of Michigan. Below the word 'MEDA' is a dark blue horizontal bar containing the text 'Michigan Economic Developers Association' in a white, sans-serif font.

MEDA

Michigan Economic Developers Association

MARKETING AND BUSINESS ATTRACTION

Detroit Regional Partnership (DRP)

The Detroit Regional Partnership (DRP)

The Detroit Regional Partnership (DRP) is the business attraction lead for the 11-county Detroit Region. DRP offers confidential, no-cost assistance to companies and site location decision-makers around the world.

DRP provides timely and targeted analysis on local markets for talent, site, and supply chain. Our goal is to align the right opportunities for the most successful outcome for prospects and communities.

SERVICES:

- Single Point of Contact
- Regional Data
- Connections to Key Partners
- Incentives and Talent Assistance
- Building and Site Analysis

GUIDING PRINCIPLES:

- Robust Growth
- Jobs for All
- Deep Prosperity
- Regional Impact
- Collaborative Ecosystem

11

COUNTIES

348

COMMUNITIES

5.4 M

POPULATION

2.6 M

WORKFORCE





MARKET

- Establish a new marketing campaign with the resources to shift perceptions of the region
- Continue promoting the Detroit Region as a world-class business location
- Generate leads through increased proactive marketing
- Leverage investors, partners, and advocates to share key messages



GROW

- Generate quality leads to ensure a robust project pipeline
- Drive sector based domestic and international attraction programs that grow investment and jobs for our region
- Lead a national site selector engagement program
- Operate a best-in-class regional RFI response program
- Advance regional industrial site readiness through the VIPbyDRP program
- Provide support to our economic development prospects through targeted talent solutions
- Successfully execute the GEM grant award



SUPPORT

- Deliver compelling data and research for economic development for our public partners
- Strategically operate core business functions to sustain our programmatic work
- Work to ensure DRP has a voice in advancing regional competitiveness
- Support the DRP mission at the highest level through an effective investor relations strategy



Marketing

BUSINESS INTELLIGENCE AND RESEARCH

- Identifying Local Assets
- Highlighting Talent / Talent Pipeline Data
- Smart Attraction Targets for the Region

MARKETING AND TELLING YOUR STORY

- Traditional – Accessible & Updated Website
- Current – Social Media Platforms
- Future – Virtual Engagement & Attraction

**LEADS THE ATTRACTION
STRATEGY TO SUCCESS**

DRP IMPACT, 2020 to 2023

\$2.4 Billion Investment

10,000+ Jobs Created

2,100+ Pathway Jobs

\$759.3 Million Payroll

\$75,700 Avg. Wage

Note: Total economic impact, doesn't include construction.

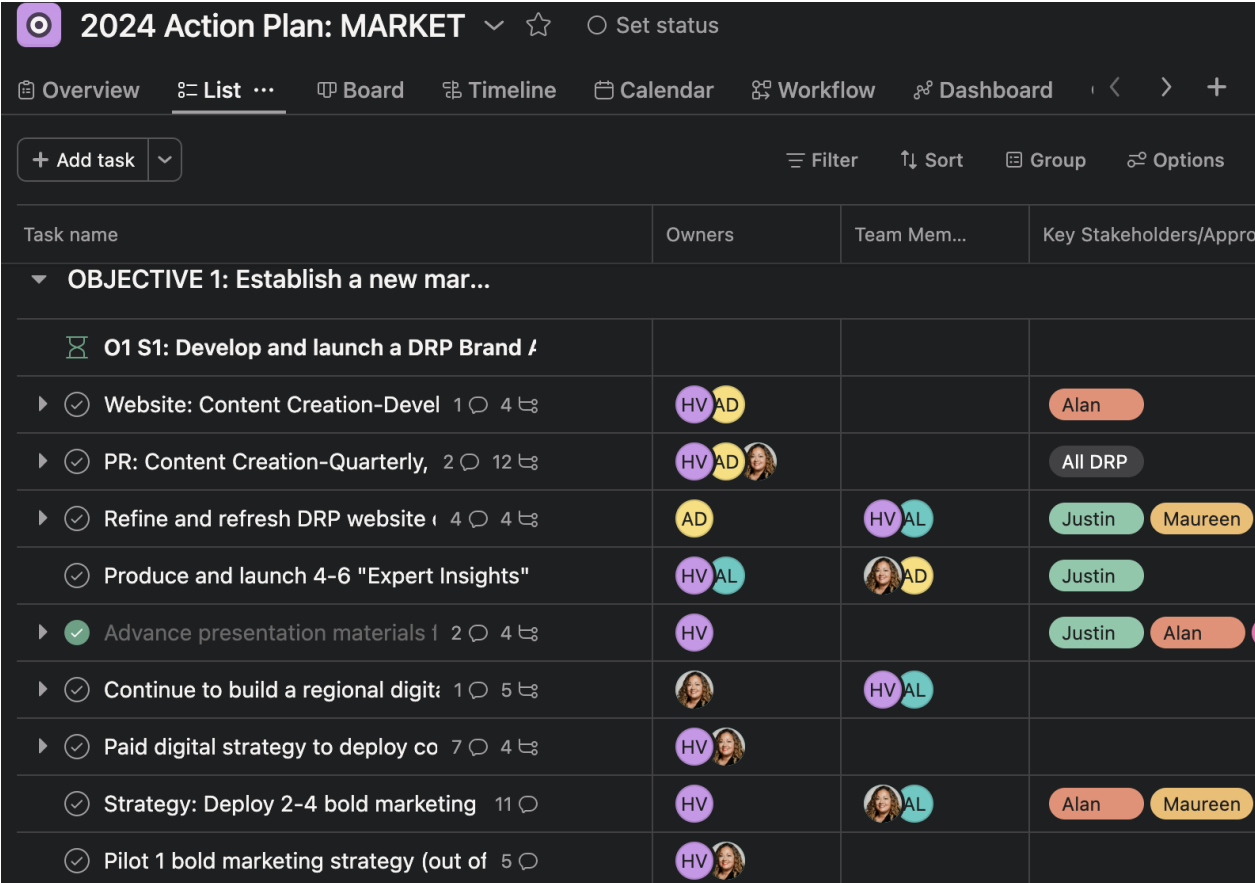
1. SWOT Analysis

2. Who is Your Customer?

3. Clear Objectives With Metrics

4. Best Ways To Deliver

5. Determine Your Budget



2024 Action Plan: MARKET Set status

Overview List Board Timeline Calendar Workflow Dashboard

+ Add task Filter Sort Group Options

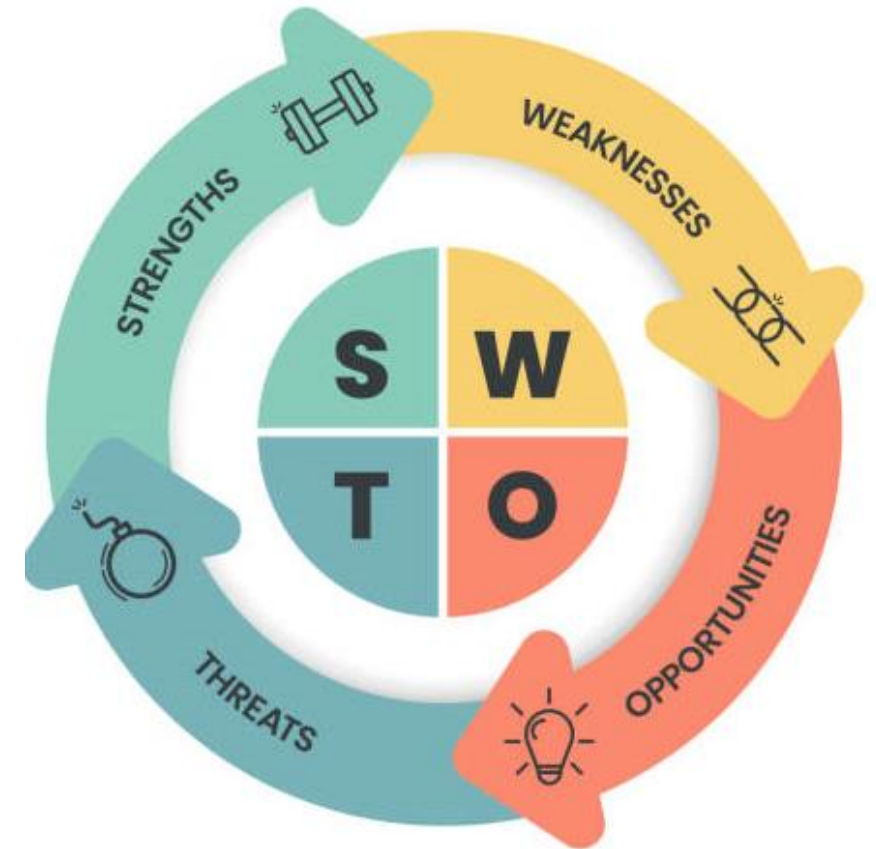
Task name	Owners	Team Mem...	Key Stakeholders/Appro
OBJECTIVE 1: Establish a new mar...			
O1 S1: Develop and launch a DRP Brand /			
Website: Content Creation-Devel 1 4	HV AD		Alan
PR: Content Creation-Quarterly, 2 12	HV AD		All DRP
Refine and refresh DRP website 4 4	AD	HV AL	Justin Maureen
Produce and launch 4-6 "Expert Insights"	HV AL		Justin
Advance presentation materials 1 2 4	HV		Justin Alan
Continue to build a regional digit: 1 5		HV AL	
Paid digital strategy to deploy co 7 4	HV		
Strategy: Deploy 2-4 bold marketing 11	HV		Alan Maureen
Pilot 1 bold marketing strategy (out of 5	HV		

1. SWOT Analysis

Ask others to assist you with this – mix this up in your community, and then add some outside your community (like a regional program or the MEDC).

Choose 2 – 3 themes that will help you to focus on where to spend your energy (and your dollars).

Think beyond your organization.



2. Who is your Customer and how do you find them?

Who has been successful in the past 2 – 3 years, and who has not shown growth?

Retention will give you important data – what is allowing your companies to succeed?

What are existing industry needs for supply chain?

What are your top 10 assets, and who needs them?

What does your community want to be? What do they not want?

What are regional and state growth industries? Rely on partners for this data.

Look at local resources to help with trends – banks/accounting firms are great resources for this. Universities can also help and are usually less expensive.

Trade associations can be helpful as well.

This may take some outside assessment, which is a good place to spend some funds.

3. Set Clear Objectives With Metrics

Assess similar sized communities. Calling peers or even going through websites are good starts. Look beyond Michigan.

Determine what is achievable with your staff size and budget.

Choose metrics that are not being met in the community already.

Do not go beyond 5 years, 3 years is optimal. You never know what will happen!

Inputs vs. Outputs – know what you want to report out.

Be very honest about what you are counting.

Celebrate achieving your goals!



50,000
New Jobs



12,000
Pathway Jobs



\$10 Billion
Investments



\$2 Billion
Payroll



2030 Impact Goal

The Detroit Region will be among the most prosperous, collaborative, & inclusive in the nation.

**Pathway jobs consist of Good and Promising jobs. "Good" jobs provide a sufficiency standard wage, offer benefits, and do not require a college degree. "Promising" jobs are jobs that have proven to transition individuals into "Good" jobs in the next 5-10 years.*

4. Best Ways To Deliver

- **Your website**
- **Social media**
- **Piggyback other communications**
- **Earned media**
- **Marketing materials**
- **Paid advertising**
- **What's next?**

5. Determine Your Budget

- **Foundation first - pay for assistance in target markets, messaging**
- **Pick what is achievable – all about scale to your resources, not just money but staff**
- **Always monitor results and re-assess effectiveness every year**
- **Look to try new things (i.e. geocaching)**
- **See where you can partner – regional groups, the state, utilities, industry publications**

- Know your customer, provide customer focused messaging
- Use verifiable data liberally
- Tell your authentic story
- Existing strategies of partners
- Ambassadors are important to spread the word
- Media is your secret (and can be a less expensive) weapon
- Consistency

Discussion and Questions



Break Reminder!

The background of the slide is a monochromatic orange-tinted aerial photograph of the Detroit skyline. The image shows a dense urban landscape with various skyscrapers and buildings, including the prominent Renaissance Center towers. The text is centered over this background.

Now, on to Business Attraction

Determine what is possible for your community.

- **What does your community want?**
- **Do you have vacant space, land?**
- **What is your current talent pipeline?**
- **Utilities are becoming increasingly important.**
- **Who can you partner with to do this work?**



START: The Intersection of Business Intelligence & Research and Story-Telling Marketing, With Support by Leveraging Partners



Business Retention
is the
Foundation to
Development



Global &
Domestic
Supply Chain
Demands



Growth Sectors
that Need
Your Local
Assets



Community Engagement
and Partners
are Critical

The two greatest sources for deal opportunities are **direct company engagement** and **site selection consultants**, both with inherent benefits and draw-backs.

COMPANIES: DOMESTIC & INTERNATIONAL

- Easier to identify based on cluster research
- Direct access to decision makers
- Greater opportunity to influence the decision process
- A larger volume of deal opportunities but more work to identify
- Deal size is often smaller
- The location decision process is less defined with more opportunity for things to get off track

SITE SELECTION CONSULTANTS

- Engaged by leading domestic and international companies to help them analyze and identify markets for expansion
- Projects are typically larger scale and nearer term
- Now manage as much as 30% of U.S. corporate investment analyses
- A more competitive and data driven process
- These consultants are often sector agnostic

Who can you partner with?

- **Your county**
- **Regional efforts**
- **MEDC**
- **Private sector partners/investors**
- **Others**

Detroit Region's Key Industry Clusters

DRP has seven targeted industry clusters that was identified to support and diversify the economy, while creating jobs for all in the 11-county Detroit Region.

The story maps contain regional data trends, local expertise insights, case studies, and has a complimentary downloadable business case PDF.



MOBILITY & AUTOMOTIVE



ADVANCED MANUFACTURING



CORPORATE & PROFESSIONAL SERVICES



RESEARCH, ENGINEERING, & DESIGN



DIGITAL TECHNOLOGY



LOGISTICS



FINANCIAL SERVICES

- Retention is the foundation
- Research so you can answer any question
- Deep understanding of talent, supply chain, real estate
- Collaboration wins more deals, be a good partner
- Sometimes losing helps you win
- Attraction is a long game

The background of the slide is a monochromatic orange-tinted aerial photograph of the Detroit skyline. The image shows a dense urban landscape with various skyscrapers and buildings, including the prominent Renaissance Center towers in the distance. The text 'Discussion and Questions' is centered over this background in a large, white, bold, sans-serif font.

Discussion and Questions

Two Unique Programs

The Global Epicenter of Mobility and Verified Industrial Properties help to build on our general business attraction marketing strategy.

Detroit is the Global Epicenter of Mobility (GEM)



GLOBAL EPICENTER OF MOBILITY

REVOLUTIONIZING THE DETROIT REGION

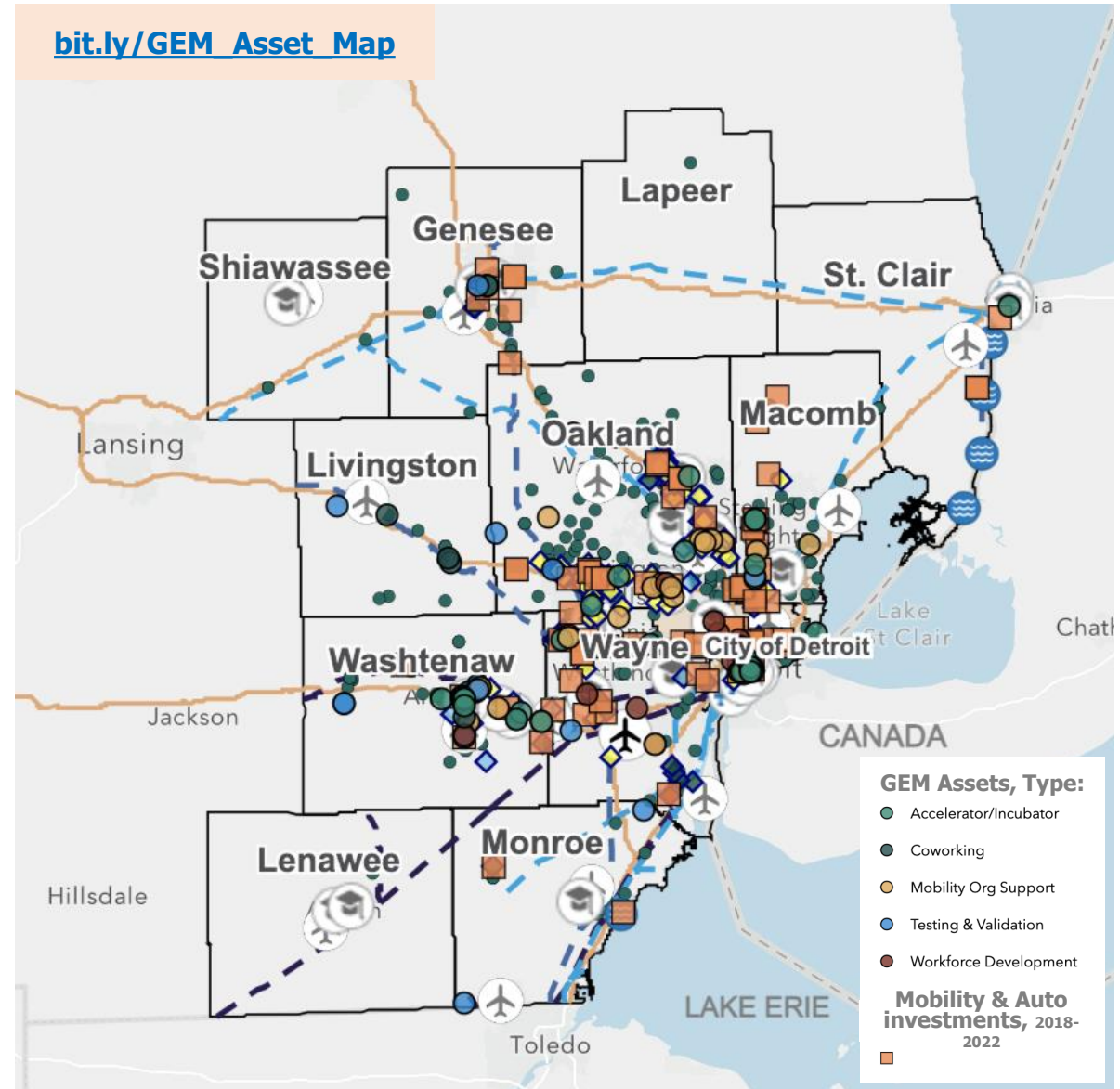
\$52.2 MILLION MOBILITY GRANT

Awarded to DRP's Signature Initiative GEM

Economic Development Administration (EDA)
Build Back Better Regional Challenge in 2020

1,000+ ASSETS

In the Detroit Region's GEM Ecosystem



MOBILITY CHALLENGES TACKLED BY GEM

- ICE to EV transition likely to result in nearly 100,000 lost jobs in Detroit region according to recent DRP impact analysis.
- Current worker skills mismatched to the needs of future mobility industry.
- Small and medium sized suppliers lack resources to reposition their products towards future mobility.
- Michigan has a lack of homegrown startup innovation and venture capital to help drive forward future mobility.
- We lack ready industrial sites to secure near to mid-term mobility projects.
- Our world class proving and testing infrastructure can be costly for earlier stage and small companies to access.
- The Detroit mobility ecosystem would benefit from better connectivity and coordination.
- Lack appropriate data and insights to align region around a cohesive mobility strategy.



**GLOBAL EPICENTER
OF MOBILITY**

REVOLUTIONIZING THE DETROIT REGION

\$52.2 MILLION MOBILITY GRANT



**Funding Six Projects and
Twenty-Five Organizations**



**\$19.1 Million in Matching Funds
for a Total of \$71.3 Million**



**Funding Supports Programming
Thru May 2027**

The Global Epicenter of Mobility (GEM) Six Pillars



GLOBAL EPICENTER OF MOBILITY

REVOLUTIONIZING THE DETROIT REGION

GEM CENTRAL - Serves as the unified body responsible for helping the region's existing mobility ecosystem become better connected, smarter, more inclusive, and more adaptive to change.

START-UP SUPPORT - Accelerating the growth of mobility startups that drive innovation and fill gaps in the mobility value chain.

TESTING & PROVING - GEM is helping small companies and entrepreneurs access the state's world-class testing proving assets.

SUPPLY CHAIN TRANSFORMATION - Supporting the transition of small to medium-sized manufacturers and suppliers to modern mobility, including electrification, autonomy, and pivoting to supply the new industry.

SITE READINESS - Verifying and cataloging development-ready sites to help expand and attract major mobility business investments and jobs across the Detroit Region.

TALENT TRANSFORMATION - GEM assists in meeting the region's advanced mobility talent needs, offsetting retirement and transition losses, and supporting career pathway advancement.





VIP RESOURCES:

- ✓ Online and interactive portal
- ✓ Desktop due diligence report
- ✓ Comprehensive map package
- ✓ Labor and demographic data
- ✓ Drone video and images
- ✓ Key data easily accessible

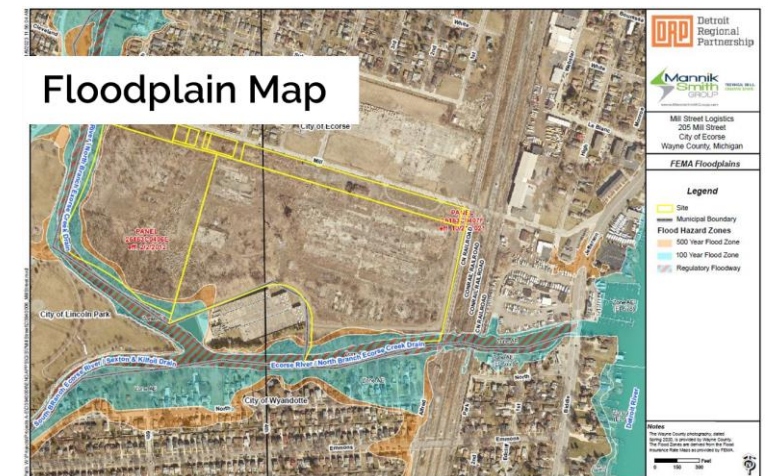
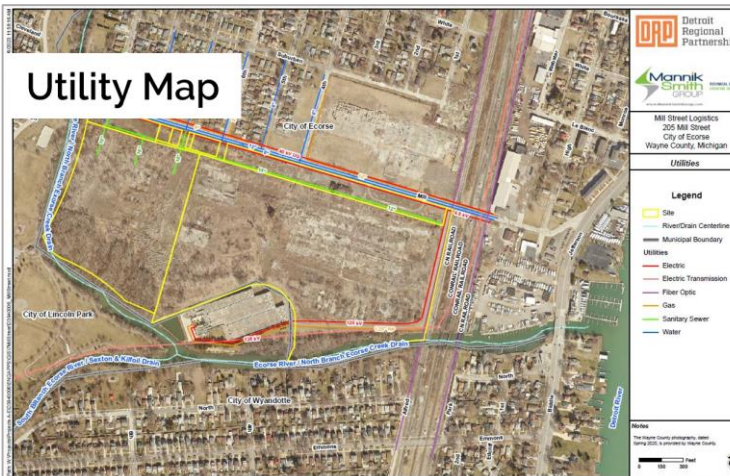


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VerifiedIndustrialProperties.com

Drone Video



Discussion and Questions



Thank you!



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Detroit Regional Partnership









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