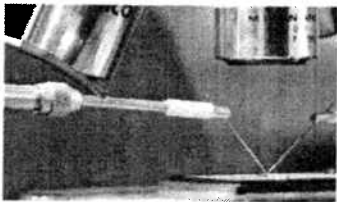


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MEDC Introduction and Programs

House New Economy and Quality of Life
Committee Presentation

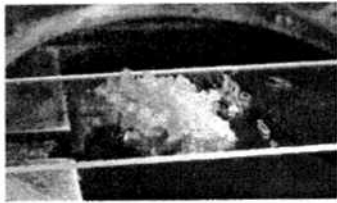
Honorable Rep. Ed Clemente, Chair

February 11, 2009

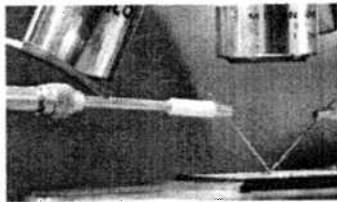
Presented by:

Debra Dansby, Chief Operating Officer

James McBryde, Legislative Liaison



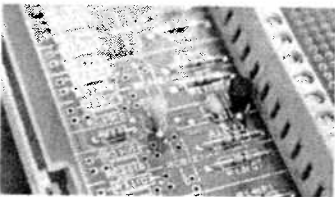
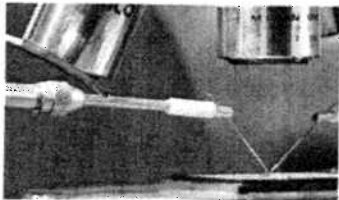
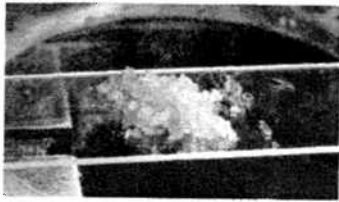
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Mission Statement

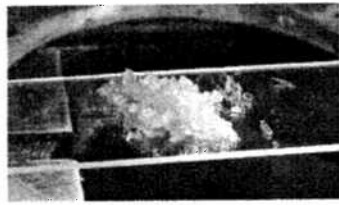
The mission of the Michigan Economic Development Corporation, in collaboration with its local economic development partners, is to transform the economy of our state. By executing the Governor's economic development strategy, the MEDC promotes business and tourism, thereby generating opportunities and economic growth.

The MEDC further achieves its mission by retaining and expanding commerce, by facilitating new partnerships and by serving as the principal advocate for the business community, thereby creating desirable jobs and contributing to a superior quality of life for all Michigan residents.

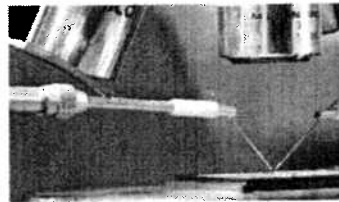


What is the MEDDC?

- Created in April 1999 by an Interlocal Agreement.
- Partnership between the Michigan Strategic Fund for the State and local/regional economic development agencies
- Designed to promote proactive economic development programs and encourage intergovernmental cooperation in Michigan.
- 61 local economic development partners, 81 corporate partners, 20-member Executive Committee
- Result: an innovative, acclaimed, award-winning model duplicated by other states

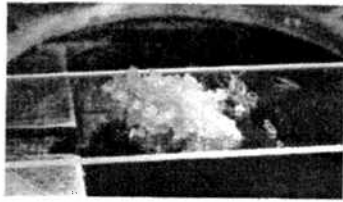


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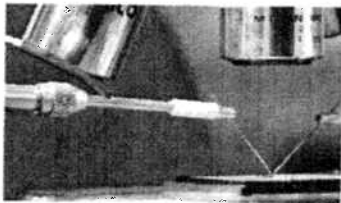


Strategic Plan for the Future

- ❖ *The MEDC will leverage Michigan's economic development capacity by bringing together myriad partners and resources.*
- ❖ *The MEDC will attract, retain and support Michigan businesses.*
- ❖ *The MEDC will lead the diversification of Michigan's economy.*
- ❖ *The MEDC will promote Michigan globally while assuring that the success of our efforts is shared locally.*
- ❖ *The MEDC will maintain a favorable business climate for small businesses and entrepreneurs.*
- ❖ *The MEDC will measure the performance of its economic development strategy to assure and document success.*



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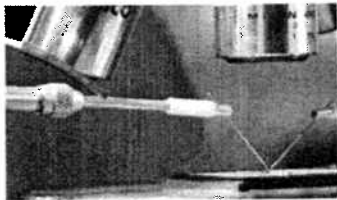


Accomplishing our Objectives

- Work with local partners, retain and grow businesses, work globally and diversity Michigan's economy
- Leverage Current Sectors:
 - Research and Development
 - Agriculture and Forestry
 - Travel and Tourism
- Emerging Sector Growth:
 - Alternative Energy and Fuels
 - Life Sciences
 - Advanced Manufacturing and Transportation

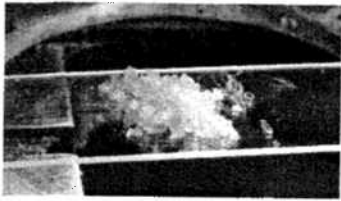


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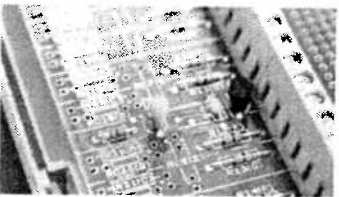
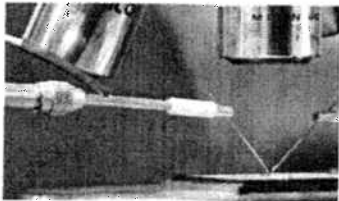


What We Do

- One-stop resource for business retention, expansion and relocation projects
- Promote the State National and International as the location of choice for Business Expansion and Location
- Assist Emerging Industry Sectors Grow
- Assist Michigan Businesses Transition, Diversify, Survive and Grow
- Travel Michigan, the State of Michigan's official agency for the promotion of tourism

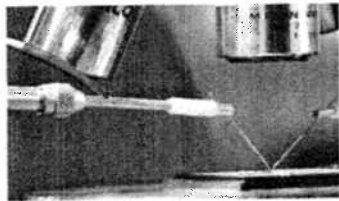
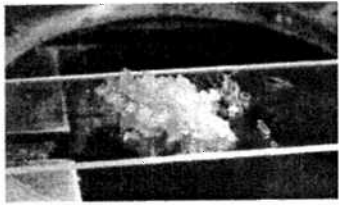


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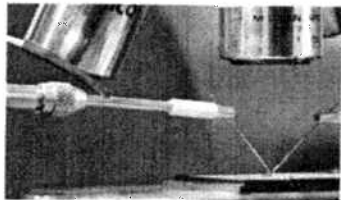
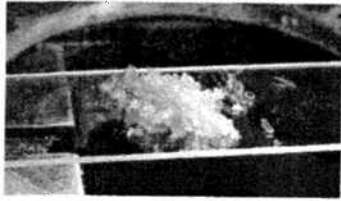
How We Reach Customers

- Michigan Business Growth & Retention Program (Geographic Business Development Managers)
- Target Industries (Industry Business Development Managers)
- National and International Attraction
- Manufacturing Diversification
- Emerging/New Markets Outreach (Industry Experts)



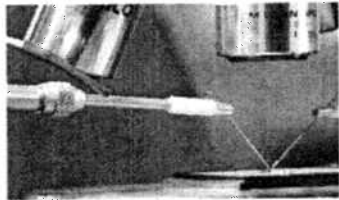
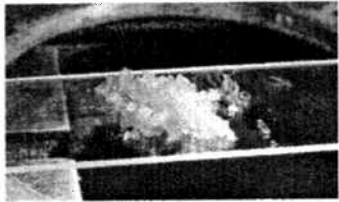
Tools We Use

- Brownfield Redevelopment Incentives
- Community Development Block Grant (CDBG)
- Michigan Renaissance Zones
- Private Activity Bonds (formerly IDRB)
- Site Location Services
- Workers Compensation Assistance
- Business Ombudsman
- Michigan Economic Growth Authority (MEGA) Credits



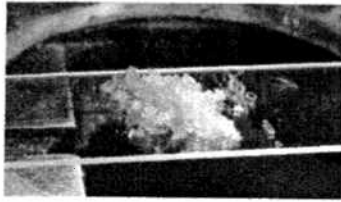
Tools We Use (continued)

- Economic Development Job Training (EDJT)
- Defense Contracting and Coordination Center
- SmartZones
- Centers of Energy Excellence
- Property Tax Abatements
- Choose Michigan Fund (CMF)/21st Century Jobs Fund
- ETC, ETC.

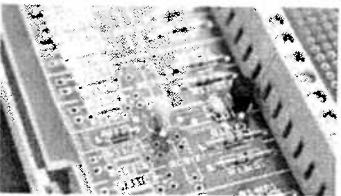
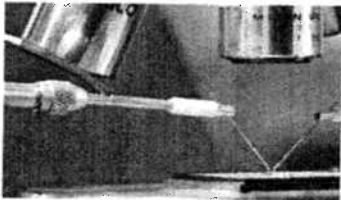


Strategic Partners: Helping Deliver Services

- Michigan Manufacturing Technology Center (MMTC)
- Small Business and Technology Development Center (SBTDC)
- Procurement Technical Assistance Centers (PTACs)
- NextEnergy



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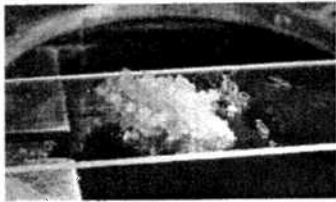


Michigan Promotion Program

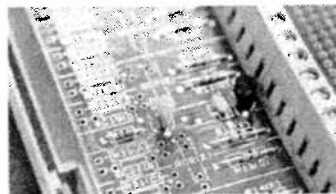
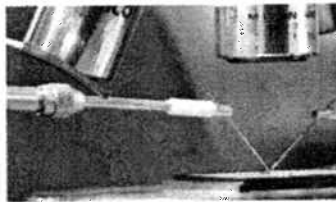
(Business and Tourism Marketing)

- Overall marketing goals:
 - Improve perceptions
 - Increase awareness
 - Generate attraction and growth opportunities – create and cultivate prospects
 - Increase travel and tourism traffic in the state
 - Increase state revenues
- Offer cooperative marketing campaigns with local economic development partners and tourism-related groups.
- **Return on investment:**
 - **For every \$1 allocated to Michigan tourism advertising, a four year average of \$2.82 accrued to state treasury in incremental tax revenues.***

* Source: Longwoods International

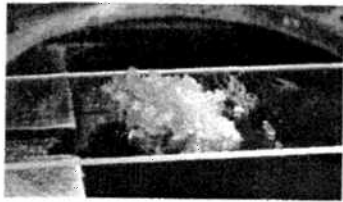


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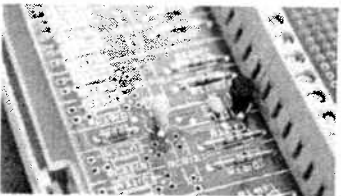
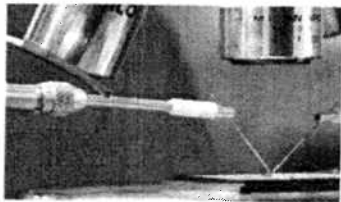


Marketing Awards

- Pure Michigan Travel Campaign
 - 2008 Mercury Award – Best State Tourism Radio Advertising
 - 2007 Mercury Award – Best State Tourism Overall Advertising Campaign
- Upper Hand Campaign
 - Received seven global awards for television spots

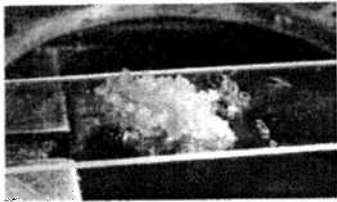


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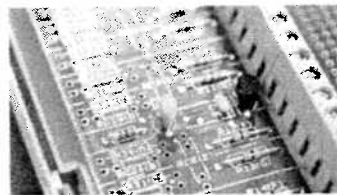
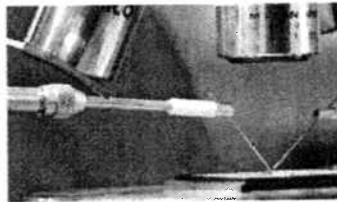


Key Economic Development Legislation Passed in 2008

In her 2008 State of the State speech, Governor Jennifer Granholm outlined various initiatives that would bolster the state's economy and change the face of economic development in Michigan. The MEDC was assigned to lead the implementation of several of these initiatives and was directly impacted by additional goals led by other state departments. Most of the initiatives required legislation to implement. The following is a list of legislation passed pre-LameDuck 2008 representing goals assigned to the MEDC.

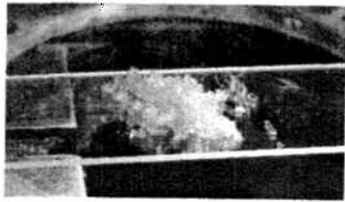


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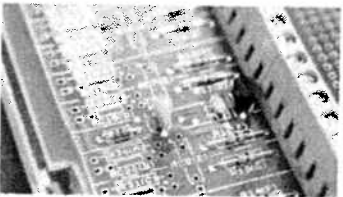
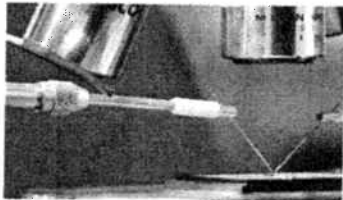


Key Economic Development Legislation Passed in 2008

- MEGA (Michigan Economic Growth Authority) Program Improvements
- Defense Contracting MBT Jobs Tax Credit
- Anchor Company Credits
- Anchor Zones Credits
- Brownfield MBT Improvements
- Brownfield Redevelopment Tax Increment Financing (TIF) Improvements
- Renaissance Zone Program Improvements

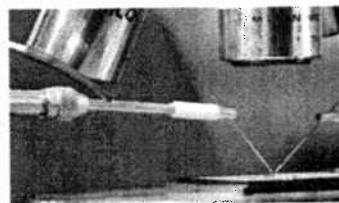
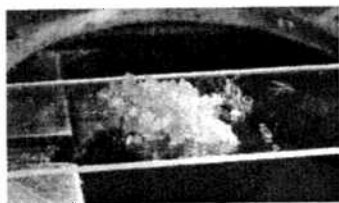


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Key Economic Development Legislation Passed in 2008

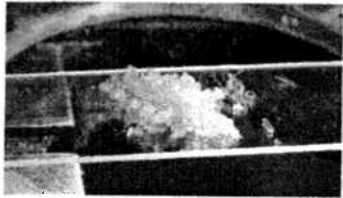
- Renaissance Zone Program Improvements
- MSF (Michigan Strategic Fund) Act
- Amendments to Expand Marketing Program
- Centers of Energy Excellence
- Choose Michigan Fund – 21st Century Loan Enhancement Program
- Senate Downtown Development Package
- Film and Digital Media Incentives
- Mandated Renewable Portfolio Standards (RPS)



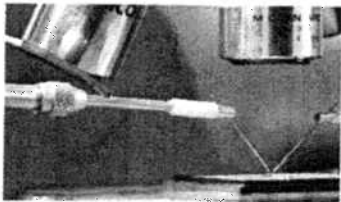
Key Economic Development Legislation Passed in 2008

Several MEDC legislative initiatives were passed in 2008 Lam Duck Session, including:

- Choose Michigan Fund II
- Advanced Battery/Plug-In Hybrid Vehicle Incentives
- Brownfield MBT Modification
- Expand Use of PA 328 for Border Counties
- Expand Use of PA 198 for Border Counties
- PA 198 Exemption Certificates – Permanent Mechanism to Correct Mistakes
- Expand Renewable Energy Renaissance Zones for Cellulosic Biofuels
- Additional Tool & Die Recovery Zones



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Q & A

