

# building a **new**michigan

**1**

## COMPETE



- Create an economic environment that is better and stronger than competitor states
- **Strengthen MI's fiscal stability and reduce future financial uncertainty**
- Create a regulatory environment that's more responsive than competitor states
- Provide better local government services than competitor states
- Support federal policy changes that enhance MI's competitiveness

**2**

## INVEST



- Ensure every MI child is ready to learn and advance
- **Increase the number of workers with education and training beyond high school**
- Improve the connection between education and careers
- Connect MI to the world through strong infrastructure

**3**

## GROW



- **Grow a New Michigan economy by leveraging assets with the greatest potential to meet future global economic needs**
- **Provide stronger economic development services than competitor states**
- Grow Detroit into a thriving city by attracting new investment, improving city services and repopulating neighborhoods
- Make MI an aspirational destination by being a welcoming place to all
- Reclaim MI's reputation as a center for innovation

## Leveraging Michigan's Distinctive Assets

Assets:	<b>ENGINEERING TALENT</b>	<b>GEOGRAPHIC LOCATION</b>	<b>HIGHER EDUCATION SYSTEM</b>	<b>NATURAL RESOURCES</b>	<b>AUTOMOTIVE INDUSTRY</b>	<b>HEALTH &amp; MEDICAL EXPERTISE</b>
Opportunities:	<b>Global Engineering Village</b> Advanced Analytics, and Data	<b>Gateway to the Midwest</b>	<b>Higher Education Marketplace</b>	<b>Natural Resources Economy</b>	<b>Global Center of Mobility</b>	<b>Life Sciences Hub</b>
Priorities:	Encourage students to pursue STEM education — Attract and retain engineering talent — Brand and market Michigan as an engineering hub	Increase investments in transportation infrastructure — Attract niche supply chain businesses — Fully grow VantagePort into a multi-use development	Grow in- and out-of-state enrollments — Grow public and private sector university-based research — Grow innovation pipeline coming from universities — Grow spin-outs of start-ups and high growth companies	Improve public infrastructure that supports the natural resources economy — Support the growth of sustainable agriculture production — Expand tourism and outdoor recreation services and amenities — Ensure dedicated leadership for advancing the priorities	Secure the assembly plant base — Convene a global mobility conference — Attract a federal connected vehicle research facility — Identify talent needs — Develop a marketing campaign	Action plan to be released in 2016

**Strong base of entrepreneurship, innovation and manufacturing**