



# MANCHESTER AREA CHAMBER OF COMMERCE

## Economic Development Update

Presented by Anna Zinkel, Ann Arbor SPARK

April 11, 2016

**SPARK**  
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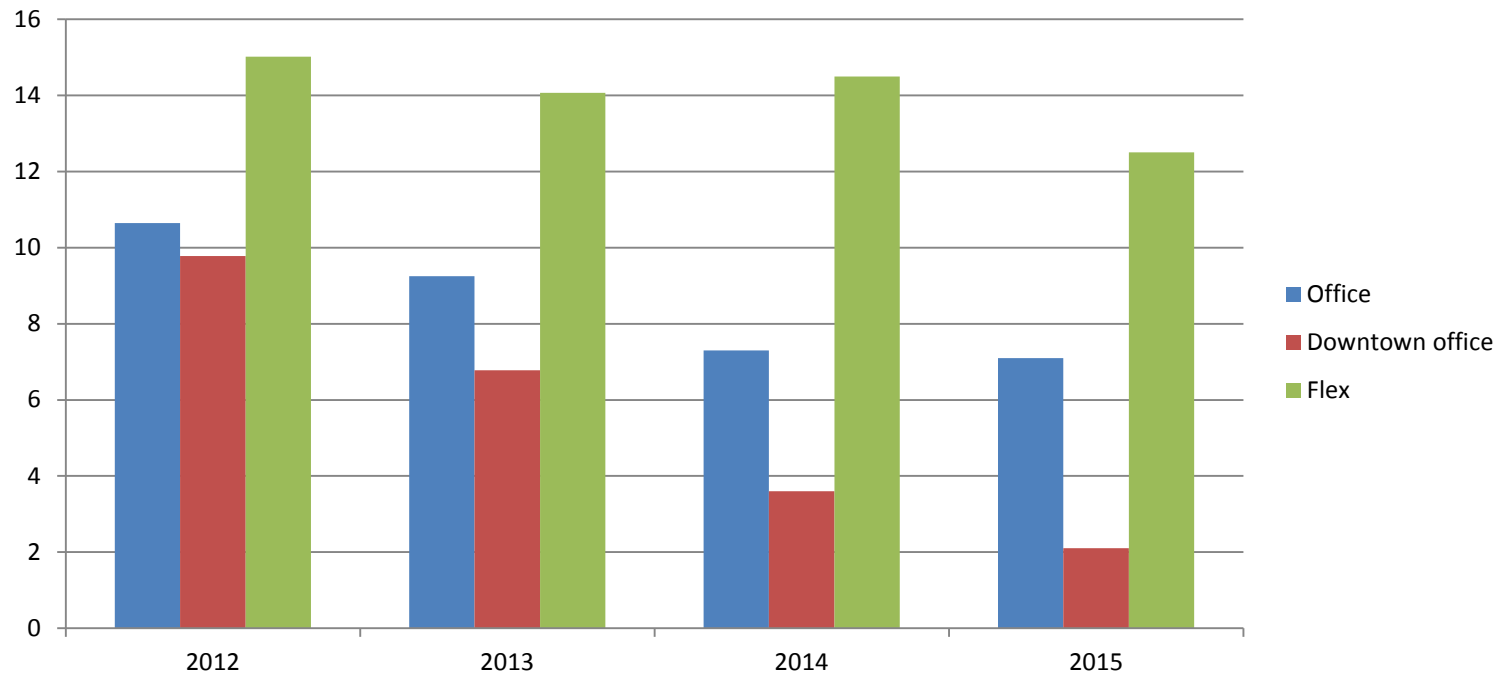
# Who are we?



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# Economic Indicators

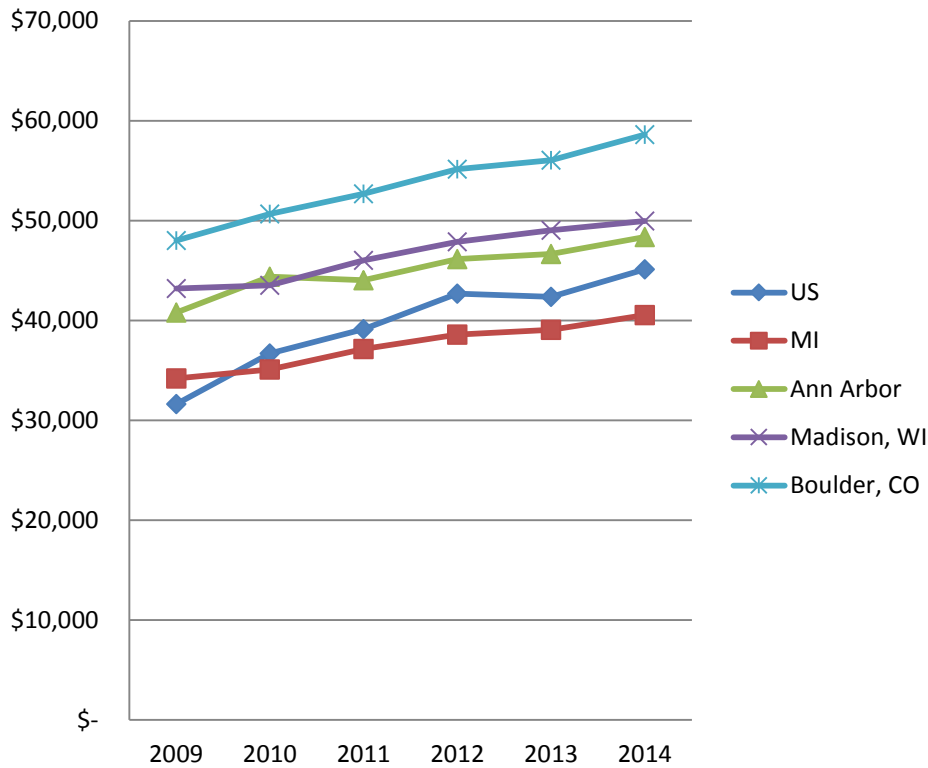
## Real Estate: Vacancy Rates Ann Arbor



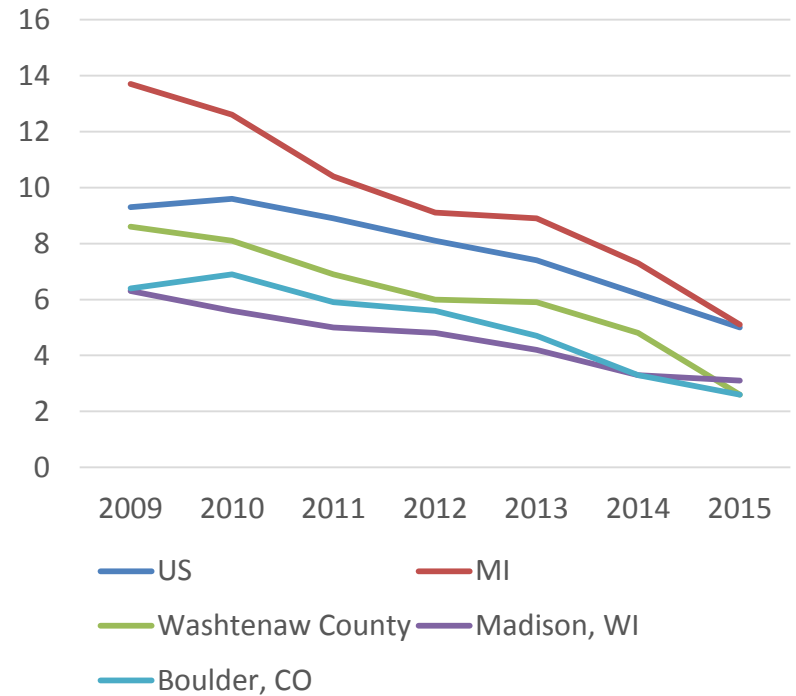
Source: Swisher Commercial

# Economic Indicators

## Per Capita Income



## Jobless Rate



Source: BLS

# Highlighting our Results

Since our formation in 2005, Ann Arbor SPARK has assisted Washtenaw County's economic growth in the following ways:

- **361** – the number of expansion/attraction projects that we have aided with
- **14,382** – the number of announced jobs associated with these projects
- **\$1.7 billion** – the amount of capital investment that we have assisted in bringing to communities in Washtenaw County

*These numbers refer to all projects completed before December 31, 2015.*

# Who do we work with?



Martinrea employs 500+ employees in Manchester. SPARK has been supporting the growth of this manufacturer since 2006 when the company began expanding their footprint.



Amcor Rigid Plastics employs 350 people in Manchester. SPARK has been working with them on various projects since 2007.



CEI Composite Materials employs 40+ people here in the Village of Manchester. SPARK worked with CEI in 2010 to set up their headquarters, and again in 2015 when they expanded their operation.

# Project Management

SPARK can assist companies with:

- Finding a site
- Working with the local & state government
- Talent acquisition
- Finding regional wage & demographic data

# Talent Assistance



Michigan Works!

- Talent Recruitment
- Training Fund Acquisition & Assistance
- Skilled Trades Training



SPARK Cost-Free Services

- Job Portal
- Newsletter/Emails Targeted to Job Seekers
- Social Media – Featured Jobs



SPARK + Amy Cell, LLC - Software Talent Attraction & Retention Program (STAR)

- Internships
- Mentoring Programs
- Placement Programs for Recent Grads
- Find Experienced Talent



# Virtual Business Advisor

*Facing start-up or small business growing pains and don't know where to turn?*

*The **Virtual Business Advisor** is designed to assist and guide you along a pathway to business excellence.*

virtual Business Advisor<sup>SM</sup>  
YOUR PATHWAY TO BUSINESS EXCELLENCE



## Here's how it works:

1. Determine your business stage
2. Complete a 10-minute assessment
3. Receive a detailed & customized report



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# MEDC Resources

- STEP Program
- Use the Pure Michigan Logo
- Pure Michigan Business Connect
- Redevelopment Ready Communities



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# International Marketing

*Ann Arbor SPARK markets our region on an international scale. A few of our marketing tools are:*

- National and international attraction trips
  - Example: Paul Kruto & Phil Santer traveled to Germany last year to build relationships with existing and potential business partners
- Hosting site selectors in Ann Arbor once a year
- Targeted online marketing
- Marketing available sites to brokers & developers

# Some of Our Partners



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# Save the Date!

- A2 Tech Trek – June 17
- PMBC Summit – August 4
- National Manufacturing Day – October 7

Visit [www.annarborusa.org/events](http://www.annarborusa.org/events) to sign up for our many public classes & events

# Connect with us!

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