



**May 9, 2011**  
**Ann Arbor SPARK**

**Presentation to Ann Arbor City  
Council**



**Ann Arbor USA**

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“SPARK” will be the *driving force in establishing the greater Ann Arbor region as a desired place for business expansion and location...* by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.



## Organization

Law Development Council, Ann Arbor IT

or SPARK

**Partnership** among academia, business,

not-for-profit organizations

dynamic board of directors

member employees, consultants and

**Scope:** universities, businesses, state and

**regional innovation focused membership**

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## Guiding Principles

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- ✓ High-value, knowledge-intensive, diverse workers
- ✓ Innovation in products, services and delivery
- ✓ Ann Arbor USA (brand entire region)
- ✓ Proactive versus reactive
- ✓ “Open Source Economic Development”
  - Statewide Collaboration/Partnerships



- ✓ Accelerate Michigan
- Ann Arbor Angels
- Ann Arbor Area CVB
- Ann Arbor Board of Realtors
- Ann Arbor Business Review
- Ann Arbor/Ypsilanti Chamber
- Ann Arbor Community Foundation
- Ann Arbor.com
- Ann Arbor-Ypsilanti, LDFA
- ✓ Automation Alley
- ✓ Business Accelerator Network for Southeast Michigan
- ✓ Business Leaders for Michigan
- County and Local Units of Government
- ✓ Detroit Regional Economic Partnership
- Eastern Michigan University
- ✓ Enterprise Group of Jackson
- ✓ Genesee/Flint Regional Partnership
- Home Builders Association of Washtenaw County
- ✓ Macomb Oakland Incubator
- ✓ MichBio
- ✓ Michigan Department of Labor and Economic Growth

✓ = Regional/State Partners

• = Washtenaw County Partners

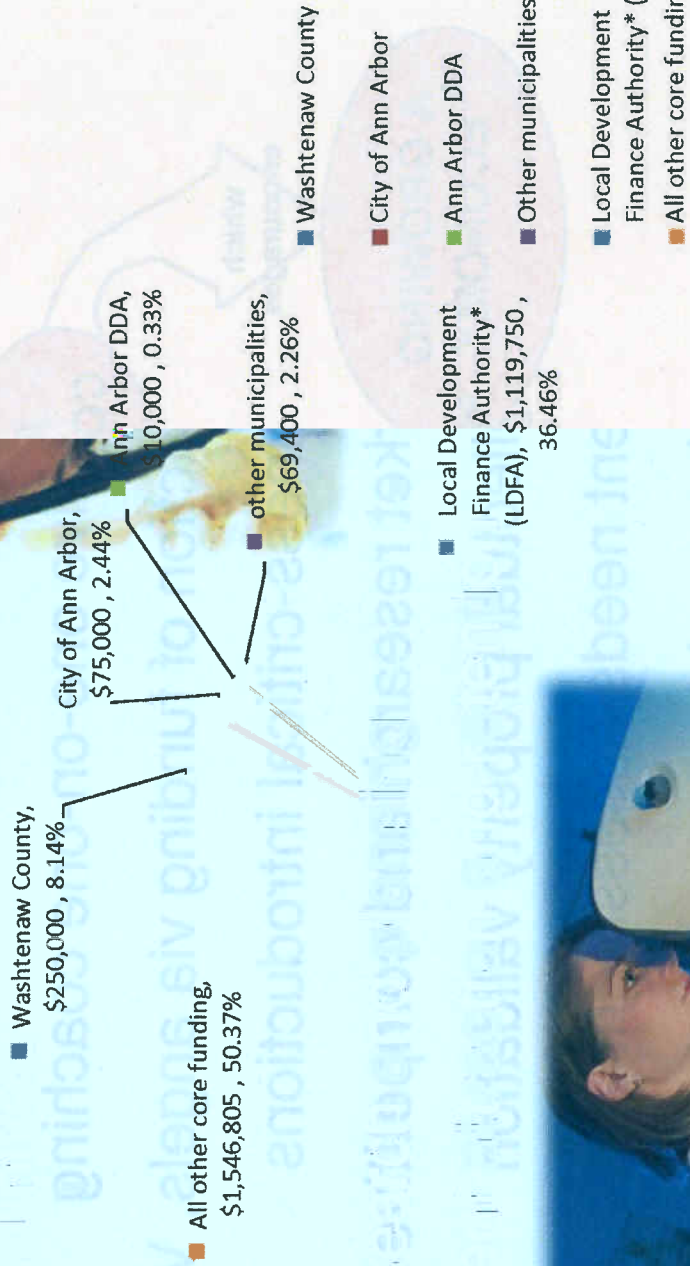
✓ Michigan Economic Development Corporation	✓ Southwest Michigan First TechTown
✓ Michigan Manufacturing Technology Center	✓ Traverse City Chamber of Commerce
✓ Michigan SmartZones	• University of Michigan
✓ Michigan Venture Capital Association	✓ University Research Corridor
• Washtenaw County, Michigan Works!/ETCS	• Washtenaw Community College
✓ New Economy Initiative for SE Michigan	✓ West Michigan Science & Technology Initiative
✓ NextEnergy	• Washtenaw County United Way
✓ Small Business & Technology Development Centers	✓ Wayne County EDGE
	✓ Wayne State University
	• Ypsilanti CVB

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# Municipal Funding Support

## Ann Arbor SPARK

Municipal and LDFA Funding Breakout  
 2011 Core Budget = \$3,070,955



\* Total LDFA contract funding = \$1,394,750 (microloans not included in core budget)

# Vital Cycle of Success





Visitors

## DRIVING INDUSTRIES

1. Advanced Automotive Manufacturing & Materials
2. Aerospace Engineering & Manufacturing
3. Cleantech
4. Homeland Security & Defense
5. IT/Software
6. Life Sciences
7. Optics/Measurement
8. Printing & Publishing

Products/Services

\$

## BUSINESS-SUPPORT INDUSTRIES

- Business/Technical Services
- Transportation/Airport
- Industrial Supplies/Wholesale Trade
- Commercial Real Estate
- Utilities

Products/Services

\$

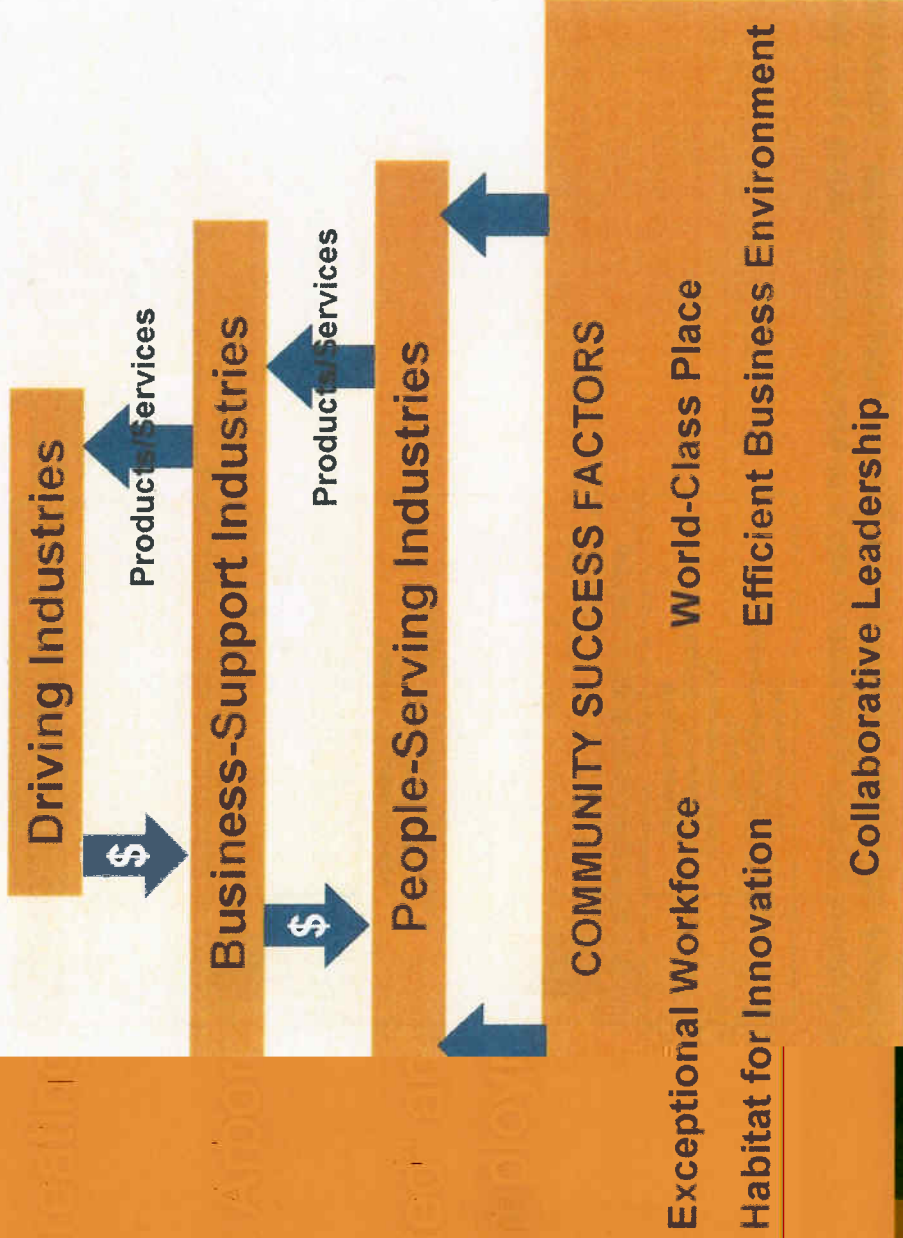
## PEOPLE-SERVING INDUSTRIES

- Retail/Restaurants
- Arts/Entertainment/Recreation
- Residential Real Estate
- Healthcare
- Government/Education/Non-Profit
- Personal Services

Because they bring outside dollars into the community, driving industries are the engines of the economy. Without healthy driving industries, the rest of the economy cannot prosper.



## Community Success Factors Shaped By Our Public-Private Partnership



## Targeted Industry Sectors

Focus on a finite set of emerging technologies or industry sectors

- Advanced Automotive Manufacturing and Materials
- Aerospace Engineering and Manufacturing
- Cleantech
- Homeland Security and Defense
- IT / Software
- Life Sciences
- Optics / Measurement
- Printing and Publishing



## Business Expansion and Attraction

### SPARK expansion and attraction team services

include:

- customized site searches of industrial and office buildings
- consulting and targeting of business incentives and tax credits
- database of employers and services in the region that continually updated and expanded
- access to business, educational and community sources
- provision of business costs, demographics and other statistical data
- community tours and introductions to business leaders



## 2010 Successes

- ❖ A&D Technology, ACH Instruments, Adaptive Materials, Aeroflex Enmet, Amcor, Arbor Networks, BoroPharm, CEI Composites, Dexter Research, DiggyPOD, Edwards Brothers, Fastener Advance Products, Flatout Bread, Ford Rawsonville, Frame Hardwoods, Grand River, Heron Wind, Hygieia, i3D Technologies, Image Data, Integrated Sensing Systems, InTouch Health, JAC Products, Masco Cabinetry, NanoBio, Phoenix Contact Inc, Quantum Signal, Retrosense, Robert Bosch, Saline Electronics, Sheridan Books, Sun Engineering



## Companies

- Recruiting services to candidates through targeted job postings
- Workforce availability and compensation research
- Access to pool of executive level candidates

## Entrepreneurs

- Job/co-founder/advisory board members
- Training programs
- Access to pool of executive level candidates

