

A Connected Region. Global Success.

City of Ann Arbor Results

Since 2006, SPARK has worked on 116 business retention, expansion, or attraction projects within the City of Ann Arbor. This has resulted in **\$213M in investment** and more than **4,300 jobs**. During that time the city has invested a total of \$555,000 in general fund support, making the return on investment **\$383 for every \$1 invested** and **\$115 per job** created.

In calendar year 2013 the city contributed \$75,000 to support business retention, expansion, and attraction projects. SPARK worked on 14 projects within the City of Ann Arbor that resulted in **\$21M in investment**, and **752 jobs**. 2013's ROI is **\$280 in investment for every \$1** and **\$100 per job** created.

Recent Projects



Mahindra GenZe 1901 E. Ellsworth

Mahindra GenZe has expanded to the U.S. with a new vehicle research and high tech manufacturing facility in Ann Arbor. They are investing **\$2M** and creating **34 new jobs**.



TD Ameritrade 101 N. Main St.

TD Ameritrade plans to open a new technology center focused on advanced technology and innovation in the City of Ann Arbor. They will invest **\$3M** and create up to **50 new jobs**.

SPARK@nn arbor usa

Growing and Thriving

2013

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL
EXCELLENCE
IN ECONOMIC DEVELOPMENT
AWARDS

GOLD

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization

Awards and Accolades

fDi Magazine recognized
Ann Arbor
as a **Top 10 Small City for
Economic Potential
and Human Resources**

**Ann Arbor has been designated an
"Area of Innovation"
by the International
Association of Science Parks**

"Our relationship with Ann Arbor SPARK has been nothing short of shocking. Their help with the recruitment side and the management of this expansion has really been earthshattering. I really think Michigan and specifically Ann Arbor SPARK has got something right, they really know what they're doing."

--Steven Horst, Managing Partner
Universal Marketing Group

Recent Projects



Lyons Consulting Group 315 E. Eisenhower

Lyons Consulting Group, a Chicago-based e-commerce firm, chose Ann Arbor over competing locations. They are investing **\$1.1M** and planning to **add 30 jobs**.



Universal Marketing Group 100 Phoenix Drive

Universal Marketing Group is expanding into the former Borders HQ. They added **150 jobs** in 2013, and expect to grow to **400 employees** by 2016.

Innovative Redevelopment of the Willow Run GM Powertrain Factory



Ann Arbor SPARK identified connected, automated, and autonomous automotive and mobility technology as a key area to build prosperity in the region. Working with Walbridge, RACER Trust, Ypsilanti Township, and other private and public sector partners, SPARK is helping to create this new economic opportunity for the region that has potential to generate significant capital investment and jobs on the site of this five million square foot vacant factory.