

Ann Arbor SPARK Semi-Annual Report

City of Ann Arbor

July 1, 2019 - December 31, 2019



<http://annarborusa.org/>

Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture.

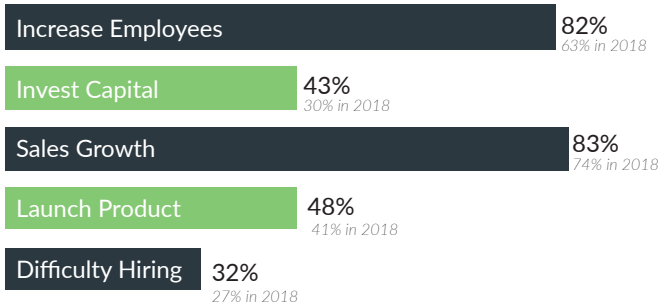
2019 At a Glance

Project Successes

13

!Important Safety, Autaza Technology Inc., Billy, BOT Links LLC, Control Systems Integrators, Court Innovations Inc., Denso International - Ann Arbor, Dynamo Metrics, LLC, INTVO LLC, LiveRoad Analytics Inc, LLamasoft, R2 Space, Smart Eye

In the next year, companies in Ann Arbor plan to...



In 2019, the majority of Ann Arbor companies visited by SPARK reported that they were expecting sales growth in the next year, and that they were hiring. The companies experienced slightly more difficulty hiring than in 2018.

a2TECH360

BROUGHT TO YOU BY ANN ARBOR SPARK

June 2-10, 2019 - 16 events over 8 days



Growth Calls

60



of full time staff at these companies in Ann Arbor:

3,497

Total Investment



\$12.5 M

Main sources of investment: LLamasoft, R2 Space

City of Ann Arbor ROI:

\$166 / **\$1**
Private Investment / City Investment

Projected New Jobs - 2019 Projects

147

Retained Jobs - 2019 Projects

320



Ann Arbor SPARK's Business Development Mission

Maximize **job creation** and **capital investment** by **growing** the region's GDP through the **retention** and **expansion** of established driving industry companies that sell goods and services outside the Ann Arbor region, and through the **targeted attraction** domestically and internationally of similar companies that could succeed in our region.

Business Development Customer Testimonial

The Business Development team customer experience rating. The team sends satisfaction surveys out to all clients after the project has concluded.

"SPARK is the right name for this organization. Well connected, full a resources, the advisors are cordial and proactive. It has been a pleasure working with SPARK people."

Ann Arbor SPARK's Business Development Metrics in the City of Ann Arbor

COMPANIES ASSISTED	Q3-Q4 2019	Q1-Q2 2019
Number of retention visits	26	32
Number of responses to attraction prospect or site consultant requests for proposals ¹	4	1
JOBS - 2019 PROJECTS (see page 5)		
Projected to be created (over the next 3 years) ²	116	31
Actual jobs created (in the first 6 months)	21	10.5
Jobs projected to be retained	301	19
Actual jobs retained	225	13
INVESTMENT		
Taxable value of new private investment	\$6,138,150	\$113,025
Total value of private investment	\$12,276,300	\$226,050
City of Ann Arbor Support	(2019 total) \$75,000	
MISCELLANEOUS		
Number and value of investments leveraged through and including federal and state grants and incentives, foundations and other sources that assisted businesses or organizations	Two State of MI incentives, one for \$515,790, another for \$250,000	-
Number of facilitations, advocacy initiatives, and communication efforts by SPARK to address economic development needs and concerns	See Appendix	-
Number of start-up businesses assisted (exclusive of LDFA) ⁴	-	-

¹Number of requests to which SPARK electronically submitted properties located in the City of Ann Arbor.

²These jobs are projected to be added over the next three years, we will update the numbers as we interact with the companies and determine progress.

³These are separate from the jobs reported on page 5 and refer only to jobs supported by grants received from Michigan Works! Southeast.

⁴All businesses that are start-ups in the region are assisted by the Entrepreneurial Services division of Ann Arbor SPARK, funded through the LDFA.

Companies assisted during this semi-annual contract period

July 1, 2019 - December 31, 2019

SPARK acts as project manager for both Ann Arbor and the companies it serves. Our project management efforts can be fairly simple, such as conducting data analysis that a company may use in its business planning, or as complex as full project management for significant company expansions. This would include everything from:

- Connecting them to proper resources
- Working with the site selection community to help determine a location for a project
- Fully managing the tax incentive paperwork and the process it may require
- Creating communication plans
- Traveling to company locations outside of the state
- Making presentations to key public and private decision makers
- Talent recruitment efforts

When companies apply for Local or State incentives they fill out applications that require both job creation and investment estimates. SPARK considers these projects a success after it is publicly announced, or when the proper approval process has taken place for the incentive sought by the company. SPARK's jobs and investments numbers are based on these project announcements provided by the companies. SPARK monitors actual job creation and those results are shown in this report.

SPARK supports a company directly or it supports the consultants the company utilizes during its expansion. Whatever role SPARK might play, we capture jobs and investments for projects that we have played an active role in helping a company make a decision to move forward.

SPARK celebrates all projects that may have an impact on our region. We do not count jobs and investments where SPARK was not directly involved.

Specific Projects Unique ID#	Projected New Jobs (2019-2021)	Actual new jobs (created since beginning of project)	Projected retained jobs	Actual retained jobs as of 6/30/19	Current FTE (As of last contact)
0794	70	0	300	225	225
11974*	2	2	NA	NA	2
11701*	3	1	NA	NA	1
11295*	30	15	NA	NA	15
11900*	10	2	NA	NA	2
11919*	1	1	NA	NA	1
Total	116	21	301	225	26.5

*Attraction project, company new to the area (no retained jobs).

Companies assisted during previous contract periods

July 1, 2014 - June 30, 2019

Specific Projects Unique ID#	Projected New Jobs (at time of project)	Actual New Jobs (created since beginning of project)	Projected Retained Jobs	Actual Retained Jobs as of 6/30/19	Current FTE (as of last contact)
0513**	NA	15	60	60	75
0539	101	-1	63	62	62
0704**	NA	25	175	175	200
0750	1	0	50	50	50
0794	20	45	180	180	225
0993	50	0	60	60	60
11163*	2	2	NA	NA	2
11324*	6	3.5	NA	NA	3.5
11345*	3	3	NA	NA	3
11376	10	-3	6	3	3
11661*	1	1	NA	NA	1
11662*	3	3	NA	NA	3
1379	1	0	25	25	25
1422	115	-5	250	245	245
1717	9	13	10	10	23
1838	50	15	0	0	15
2280	9	-1	9	8	8
3241	0	0	100	100	100
3279	20	5	16	16	21
3279	1	9	12	12	21
4506	25	30	20	20	50
4507	297	246	154	154	400
5091	5	-11	11	0	0
5510*	35	42	NA	NA	42
6289	80	162	45	45	207
6522	3	0	6	6	6
6523	8	8	2	2	10
6523*	2	10	NA	NA	10
6858*	6	4	NA	NA	4

(continued on next page)

Companies assisted during previous contract periods

July 1, 2014 - June 30, 2019

Specific Projects Unique ID#	Projected New Jobs (at time of project)	Actual new jobs (created since beginning of project)	Projected retained jobs	Actual retained jobs as of 6/30/19	Current FTE (As of last contact)
6926	75	89	51	51	140
6926*	70	140	NA	NA	140
7038*	1	1	NA	NA	1
7098	5	25	13	13	38
7113*	5	5	NA	NA	5
7152*	85	0	NA	NA	0
7162	1	1	1	1	2
7184*	12	16	NA	NA	16
7341*	2	9	NA	NA	9
7448*	9	9	NA	NA	9
7448*		9	NA	NA	9
7511*	6	6	NA	NA	6
7612*	7	18	NA	NA	18
7656*	1	2	NA	NA	2
7662*	1	1	NA	NA	1
7687*	2	2	NA	NA	2
7728*	1	5	NA	NA	5
7748*	1	50	NA	NA	50
7783*	8	8	NA	NA	8
7810*	15	8	NA	NA	8
7862	14	6	1	1	7
7869	20	0	145	145	145
8037	5	0	7	7	7
8037*	4	7	NA	NA	7
8047*	2	1	NA	NA	1
8143*	30	27	NA	NA	27
8253*	1	3	NA	NA	3
8341*	10	50	NA	NA	50

(continued on next page)

Companies assisted during previous contract periods

July 1, 2014 - June 30, 2019

Specific Projects Unique ID#	Projected New Jobs (at time of project)	Actual new jobs (created since beginning of project)	Projected retained jobs	Actual retained jobs as of 6/30/19	Current FTE (As of last contact)
8359*	2	7	NA	NA	7
8454*	65	81	NA	NA	81
8521*	3	2.5	NA	NA	2.5
8545*	70	75	NA	NA	75
8774*	0	5	NA	NA	5
8834*	2	2	NA	NA	2
Total	1,398	1,291	1,472	1,451	2,763

*Attraction project, company new to the area (therefore will not have retained jobs).

**Retention project, company considering leaving the area.

Business Development Customer Testimonial

The Business Development team customer experience rating. The team sends satisfaction surveys out to all clients after the project has concluded.

"SPARK helped us to locate our lab in Ann Arbor area by providing us the relevant information and guidance. Without SPARK's help we would have spent much more time and energy in locating suitable space."

Ann Arbor SPARK Metrics – Investment

July 1, 2019 - June 30, 2019

Investments are recorded based on publicly available information of capital expenditures on real property, leasehold improvements, and furniture and fixtures. Companies may make additional capital investments that we are **not aware of**, or they may use alternative methods such as leasing equipment to acquire assets for growth opportunities. Recent changes to property tax law that allow for personal property exemptions make it less likely that a company would record all investment dollars at the time of an expansion or attraction project.

Specific Projects Unique ID#	Projected New Investment	Taxable Value	Incentives
0794	\$10,700,000	\$5,350,000	State of MI Business Development Program incentive of \$515,790
11974*	\$150,000	\$75,000	-
11701*	\$18,000	\$9,000	-
11295*	\$1,405,000	\$702,500	State of MI Business Development incentive of \$250,000
11900*	\$1,380	\$690	-
11919*	\$1,920	\$960	-
Total	\$12,276,300	\$6,138,150	-

Some growth projects during this time period were based on growth or attraction projects that involved leases, leasehold improvements, and/or the installation of personal property like computers, furniture, etc. This information is **not** captured in a standard format. These projects did, however, involve the creation of **116** new jobs in the City of Ann Arbor.

Ann Arbor SPARK growth visit program

Ann Arbor SPARK's Business Development team identifies companies for our growth program based on the following criteria:

1. Large Employers
2. Previous Investments
3. All firms from the previous year growth program with indicators of rapid growth (hiring, increased sales)
4. Firms with large infusion of capital or grant funding in the previous two years
5. Companies that were sold, or that are new to Ann Arbor
6. Companies that are having difficulty finding employees
7. Business Accelerator companies that have achieved sales or staff levels that graduate them to Business Development companies

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Between July and December 2019, SPARK held growth visits with 26 companies in the City of Ann Arbor.

Economic Indicators from Growth Visits 7/1/2019 - 12/31/2019

- 82% of visited companies are projecting they will increase headcount
- 43% of visited companies indicate they will invest new capital beyond maintenance
- 83% of visited companies project new sales growth in the next year
- 48% of visited companies are planning to launch a new product or technology in the next year
- 32% of visited companies have difficulty finding new employees

Growth visit highlights

SPARK held retention visits with 26 companies from July-December 2019. These companies ranged from 3 to 700 employees and encompassed a wide range of industries.

Company Name	Current FTE (as of growth visit)
FordLabs	75
ONL Therapeutics, Inc.	5
SmithGroup	100
BitBrew	7
S-Docs Ann Arbor	15
Gradient Valley Inc.	1.5
RXA, LLC	10
SkySpecs, Inc.	50
Verint-Ann Arbor	175
Refraction AI, Inc.	12
LYONSCG	39
Everactive	8
Barracuda Networks, Inc.	220
KLA Corporation	100
Trillium Secure, Inc.	6
Amplifinity	17
Kennedy Care	125
Nokia-Deepfield	75
Menlo Innovations LLC	57
IBM Watson Health	700
Workit Health, Inc.	13
National Center for Manufacturing Sciences	20
EOTech	120
R2 Space	15
Backyard Brains Incorporated	10
HLX Engines, LLC	3
Total FTE of all visited companies	1,958

Ann Arbor SPARK Attraction prospect activity

When SPARK is contacted by the MEDC, consultants, individual firms, external referrals, and/or site selectors regarding attraction prospects and possible location requests we...

- Respond with local area information: Demographics, industry sector information, university graduates, other useful information;
- Respond to site requests by searching for buildings, space, and vacant land based on site requirement, using site databases, broker blasts, and our knowledge of local real estate;
- Set up site visits with listing brokers and accompany company representatives on the site tour;
- Make introductions to local municipality officials to discuss the project and possible tax abatement;
- Work closely with MEDC on state incentives;
- Connect the attraction prospect with university, banks, attorneys, and other contacts to assist with integration into the business community.

Business Development Customer Testimonial

The Business Development team customer experience rating. The team sends satisfaction surveys out to all clients after the project has concluded.

“Jennifer provided the perfect balance of ideas, follow-up, and independence for us to make the best decision for our team. We would not have found our unique office space solution if not for Jennifer’s suggestion. Thank you.”

Student Discovery Trek - October 2019



The Ann Arbor region's growing tech sector is directly fueled by the immense talent graduating from the University of Michigan. According to reports from the University Career Center and the Engineering Career Resource Center, approximately 30 percent of undergraduates remain in Michigan. In an effort to retain more of this talent post-graduation, Ann Arbor SPARK coordinated with the University of Michigan Center for Entrepreneurship to host Student Discovery Trek — an event designed to connect students and Ann Arbor-based tech companies.

Ann Arbor SPARK welcomed **50 students and 24 companies** at its SPARK Central Innovation Center in October 2019 for a series of speed networking and meet-and-greet sessions. As a result of the Discovery Trek, two of the participating companies were able to fill open internship opportunities.

One of those companies was Duo Security, represented at the event by Deepak Bhaskaran, director of QA. "Duo receives an enormous amount of applications for internship positions and we continuously strive to ensure that our program is accessible and inclusive," said Deepak. "A key part of this effort is engaging with the local community, meeting face-to-face with new candidates, and telling them about Duo and the opportunities we offer. These efforts broaden the channels into our company."

Participating companies also included early stage startups such as Every Two Minutes who hired an intern as a result of the event. "Participating in Discovery Trek was a great opportunity to interact with U-M students majoring in entrepreneurship and learn about their interests," said Erin Rose, CEO and founder. "I was fortunate to meet Gabrielle, who is a sophomore majoring in art and design with a minor in Entrepreneurship. We immediately brought her on as an intern and she is currently working on some marketing and social media projects."

DISCOVERY TREK PARTICIPATING COMPANIES

The other companies participating in Student Discovery Trek at the SPARK Central Innovation Center were: AdAdapted, AGC Automotive Americas R&D, Amy Cell Talent, Arbor Interactive, Arbormoon Software, BestFoodFeed, Criteo, DaySmart Software, EMU Digital Summer Clinic, Domino's, ICON Interactive, InfoReady, Intvo, Jottful, KLA, Passivebolt, Pocketnest, ProQuest, Refraction AI, Saganworks, Shoshana Technologies, and Voxel51. Students also visited Menlo Innovations, Barracuda Networks, and Cahoots.

Tech Homecoming November 2019

The Ann Arbor region is a growing, thriving tech ecosystem and the companies located here are hiring in droves. Ann Arbor SPARK connected job seekers with some of the top companies in the region during Tech Homecoming on November 27 from 4 – 7 p.m. This free, happy-hour style event happens each year the night before Thanksgiving, hoping to attract job seekers returning to Michigan for the holiday.

“Tech Homecoming is a great occasion for job seekers to meet with several employers in a low-pressure setting,” says Phil Santer, Ann Arbor SPARK senior vice president. “The participating companies have multiple openings and span the region’s top industries, providing a lot of variety and depth for attendees.”

Cahoots, one of Ann Arbor’s newest co-working spaces hosted this year’s event. The participating companies were: Alfa Jango; Atomic Object; DaySmart Software; Duo Security, now part of Cisco; InfoReady Corporation; KLA; PassiveBolt; Pillar, part of Accenture Industry X.0; Saganworks; Shoptelligence; Shopwindow; and SkySpecs.

KLA, a global organization that develops industry-leading equipment and services that enable innovation throughout the electronics industry, announced earlier this year that Ann Arbor would be the site of its second North American headquarters. “We are thrilled to participate in our first Tech Homecoming,” said John McLaughlin, KLA senior director and Ann Arbor site leader. “KLA chose Ann Arbor for its ability to attract top talent while offering our employees an exceptional quality of life.”

2019 Tech Homecoming attracted:

553 registrants

244 check-ins

17 participating companies

200+ collected resumes



Tech Homecoming 2019



Press releases - City of Ann Arbor - 2019

Three Ann Arbor SPARK Clients Selected for SXSW Pitch: KDerq, MySideKick, and Pathware were selected as finalists in the eleventh annual SXSW Pitch® (formerly SXSW Accelerator) taking place on Saturday, March 9 and Sunday, March 10 in Austin. The pitch competition will feature 50 interactive technology companies competing in 10 different categories in front of a live audience and a panel of expert judges. More than 800 companies applied to present at SXSW Pitch 2019, the marquee event of South by Southwest® (SXSW®) Conference & Festivals Entrepreneurship & Startup track, where leading startups from around the world showcase some of the most impressive technological innovations. Ann Arbor SPARK will return to SXSW in 2019, renewing its partnership with Michigan House.

Two Companies Graduate from Ann Arbor SPARK Innovation Centers: Two growing startups, Spellbound and Revalue, recently “graduated” from Ann Arbor SPARK’s Central and East Innovation Centers. Both companies outgrew the space available to them in the incubator and have moved to offices. Spellbound is located in downtown Ann Arbor and Revalue chose a location in downtown Ypsilanti.

Atomic Object Expands Ann Arbor Footprint: Atomic Object will extend its tenancy into an additional floor of its office in downtown Ann Arbor today. The renovated third story will serve as a client hosting and event space for the growing company that builds custom software applications for businesses across the country. Founded in Grand Rapids in 2001, Atomic Object established its Ann Arbor presence in 2013 with the acquisition of SRT Solutions. Since then, the employee-owned Certified B Corporation has embedded itself in the Ann Arbor community—building software for more than 30 clients, partnering with local schools and nonprofits, and hosting meetups. Meanwhile, Atomic’s Ann Arbor contingent grew to 20 people—mostly software developers and designers. Atomic Object CEO Carl Erickson says the new space is an investment in Ann Arbor and its future.

Ann Arbor SPARK’s Annual a2Tech360 Returns with Expanded Programming: Ann Arbor SPARK recently announced expanded a2Tech360 programming this year. a2Tech360 originated last year as an extension of its popular A2 Tech Trek event as a way to deliver broader programming to spotlight the region’s innovative people and businesses. a2Tech360 is presented by KLA with support from the Michigan Economic Development Corporation. An Ann Arbor SPARK initiative, a2Tech360 dedicates itself to promoting the ecosystem of the Ann Arbor area of innovation. More than a week of tech-related events, a2Tech360 creates connections between innovators, researchers, investors, businesses, educational institutions, non-profits, job seekers and the general public to generate discussion, ideas and new opportunities.

Business Development Customer Testimonial

The Business Development team customer experience rating. The team sends satisfaction surveys out to all clients after the project has concluded.

“SPARK helped us find the perfect space for our team. Jennifer quickly got an idea of what we were looking for and within a week we had landed a sub-lease in Kerrytown. SPARK’s networks across the tech community are nothing short of awesome.”

Press releases - City of Ann Arbor - 2019

Ann Arbor SPARK Presents Third Annual Tech Talk on June 7: Back by popular demand, Tech Talk features 13 presenters offering inspirational talks on innovation, research, and technology. Ann Arbor SPARK presents its third annual Tech Talk at the Michigan Theater as part of the a2Tech360 series of events. Doors will open at 9 a.m. with the program beginning at 10 a.m. This free event, sponsored by PNC Bank and Wacker Chemical, features inspiring TED-style talks from some of Ann Arbor's most interesting and impactful business leaders. Presenters will offer key insights on evolving innovations, research and technology. Washington Street between S. Fifth Avenue and Division will be closed for the music festival and Ann Arbor SPARK's Mobility Row, featuring self-driving shuttles and leading-edge connected and autonomous mobility technology. Tech Talk, Tech Trek, Live @ Tech Trek, and Mobility Row are part of Ann Arbor SPARK's a2Tech360 program, a multi-day series of events showcasing the region as an area of innovation. More information on the a2Tech360 program is online: a2Tech360.com.

Ann Arbor SPARK FastTrack Awards Celebrate Impressive, Consistent Business Growth: Ann Arbor SPARK presented its 21st annual FastTrack Awards to 14 Washtenaw County-based companies that have demonstrated fast growth. Several of the 2019 FastTrack Award recipients were multiple year winners. FastTrack Awards are presented to companies with impressive records of growth. Recipients of this year's awards were required to have revenue of at least \$100,000 in 2015, with an annual growth of 20 percent for the following three years. UHY LLP is the 2019 Ann Arbor SPARK FastTrack Awards accounting partner and verified all of the award applications. FastTrack Award winners were recognized on Monday, June 10, during an evening reception at the University of Michigan Golf Course Clubhouse and supported by presenting sponsor Northstar Bank. New for 2019, the FastTrack Award ceremony concluded a2Tech360, the week-long series of events promoting the Ann Arbor area and our ecosystem of innovation.

ProjectFRED: New Client to Join Ann Arbor SPARK Central Innovation Center: ProjectFRED helps buyers and sellers fund deals while automating the management and operation of commercial assets using fractional ownership on the blockchain. It is a real estate marketplace that is changing the way commercial real estate is bought, sold, funded, and managed. With expertise in connecting entrepreneurial technology companies with a wealth of mentoring programs and resources, Ann Arbor SPARK will be helping ProjectFRED achieve its financial objectives and create meaningful connections that will further the company on its journey to success. Up next on the agenda, the ProjectFRED team will be participating in the Entrepreneur Boot Camp that kicks off next month, on October 17.

R2 Space Announces New Headquarters in Ann Arbor: R2 Space, Inc., established in 2018, is an aerospace company dedicated to providing U.S. government and commercial customers with space-based satellite radar intelligence. As a result of current and future growth through new contracts, the company plans to relocate and expand its corporate headquarters in the City of Ann Arbor. Once completed, the space will include an ISO-class 8 clean room, electrical and mechanical test labs and associated specialized test equipment, manufacturing equipment and a satellite operations mission center. The expansion will involve the creation of 30 new jobs and a capital investment of up to \$1,396,000 in Ann Arbor, resulting in a \$250,000 Michigan Business Development Program performance-based grant. In addition to MSF support, Ann Arbor SPARK is prepared to assist the company in finding candidates for the newly created positions. Michigan was chosen over competing sites in Ohio, Texas, Louisiana and Virginia.

Press releases - City of Ann Arbor - 2019

IndustryStar Solutions Graduates from Ann Arbor SPARK Central Innovation Center: IndustryStar Solutions, an on-demand supply chain services and software technology startup that reduces the cost, time, and risk of new product launches, recently “graduated” from the Ann Arbor SPARK Central Innovation Center. After years of steady success, the two-time FastTrack Awardee has outgrown the incubator’s capacity and has moved to an expanded office space located south of downtown Ann Arbor. IndustryStar Solutions’ end-to-end supply chain technology-enabled service offerings, spanning procurement, supplier quality, production control, and logistics required some unique office needs that SPARK aided in identifying locally for the team.

Ann Arbor is Developing a Smart City Strategic Plan: The City of Ann Arbor is in the process of developing a strategic plan as it continues to design and build a holistic and robust infrastructure to support Smart City initiatives. A solid Smart City foundation will enable the city to connect to a variety of systems to the city network and allow for remote monitoring and capture of data that can be used to make intelligent business decisions. Smart lighting, smart water meters, smart parking, autonomous vehicles, traffic monitoring, public safety and environmental monitoring are just some examples where Smart City concepts can be applied to improve our community. The city is currently in the analysis and assessment phase of Smart City planning. Public meetings are scheduled to explain what it means to be a Smart City as well as to gather feedback from the community that will assist in strategy development.

ADI Wins Project Award at F-35 JPO Pitch Day in Washington, D.C.: Applied Dynamics (ADI) is happy to announce that on November 21, 2019 in Washington, D.C., ADI participated in the F-35 JPO Pitch Day competition and was awarded a contract sponsored by the Air Force Research Laboratory (AFRL) and the F-35 Lightning II Joint Program Office to investigate the feasibility of modernizing US Air Force test facilities with industrial real-time Linux servers and the ADEPT Framework.

Business Development Customer Testimonial

The Business Development team customer experience rating. The team sends satisfaction surveys out to all clients after the project has concluded.

“Jennifer Olmstead has worked diligently with us and continues to be a wonderful resource. We look forward to working with Jennifer and the Spark team going forward.”



Contact details:

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