

# EVER FORWARD

## 2020 ANNUAL REPORT



Detroit  
Regional  
Partnership





MESSAGE FROM THE PRESIDENT & CEO



Our Work Has Never Been More Important

This past year has made it clear that our work to create jobs and build a more inclusive and prosperous Detroit Region has never been more important. It will be needed more than ever in the years ahead as we work to accelerate the economy and move beyond the pandemic.

Despite all the challenges of the past year, we did not miss a beat and remain bullish on the year ahead. Interest in this region remains high around the world, and we are leading those conversations. While we are eager to return to a more normal business environment, the pandemic has forced us to reevaluate how we work and provided lessons that will make the way we market the region and engage potential investors more efficient and impactful. We will continue to move ever forward, refining what we do to meet the demands of the times.

I was honored and humbled to be named CEO of the Detroit Regional Partnership this past year, and I am excited about what the future holds for this organization and the region. There is simply no better place to do business in the North American market, and we are aggressively taking that message to markets around the world.

Thank you for your continued support and leadership. This annual report recaps a year like no other, while providing a preview of what is to come. We hope you find it informative.

Guiding the Detroit Region forward,

*Maureen*

Maureen Donohue Krauss  
President and CEO  
Detroit Regional Partnership



MISSION AND VISION

The Detroit Region will be among the most prosperous and inclusive regions in the nation by 2030.

Robust Growth

Catalyze job growth for all in the region over the next 3 to 5 years.

Jobs for All

Attract and expand jobs for all skill levels across the region.

Deep Prosperity

A clear focus on inclusive economic development activities.

Regional Impact

Drive a regional ethos in our community and be regionally focused.

Collaborative Ecosystem

Collaborate with economic development and ecosystem partners.

GOALS FOR 2030

50,000  
NEW JOBS

12,000  
PATHWAY JOBS

\$10 BILLION  
IN INVESTMENT

\$2 BILLION  
IN PAYROLL



COVID-19 RESPONSE

Reinventing Business Attraction in a Matter of Weeks

When the pandemic brought business to a halt, the Detroit Regional Partnership transitioned to work from home, reinvented daily work on virtual platforms, and kept moving forward without missing a beat. Trade missions and delegation visits shifted to virtual formats, while the marketing and research teams created dynamic online storytelling platforms to market regional assets and distribute market data to executive decision-makers and site selectors.

Virtual Panels and Conferences

The Detroit Regional Partnership provided thought leadership and support to several virtual events and panels as business attraction work shifted to online platforms.



A few examples include:

- Reshoring is Here to Stay: International Economic Development Council Webinar: Preparing for the Next Wave of Investment: Reshoring and FDI
- The Future of Mobility
- Fall 2020 Industrial Asset Management Council Virtual Lunch
- Michigan Israel Business Accelerator
- Transport & Mobility Technology Club

DETROIT REGIONAL PARTNERSHIP COLLECTIVE IMPACT: BY THE NUMBERS

2,238  
LEADS

25  
VIRTUAL TRADE MISSIONS,  
DELEGATIONS, AND  
INDUSTRY EVENTS

321  
NEW PROJECTS

31  
PROSPECT VISITS



DEALS CLOSED: 26

1,745  
DIRECT JOBS

\$450M+  
INVESTMENT

\$100M+  
PAYROLL

465  
PATHWAY  
JOBS

Projects by Market

12  
INTERNATIONAL  
COMPANIES

14  
DOMESTIC  
COMPANIES



DETROIT REGIONAL PARTNERSHIP COLLECTIVE IMPACT: BY THE NUMBERS

Projects by Industry Cluster



10	Mobility & Automotive	1	Research, Engineering & Design
4	Logistics	1	Digital Technology
1	Financial Services	5	Smart Manufacturing
2	Corporate & Professional Services	2	Other

Jobs Created and Supported by Industry



1,317	Mobility & Automotive	105	Research, Engineering & Design
2,603	Logistics	52	Digital Technology
890	Financial Services	1,372	Smart Manufacturing
5	Corporate & Professional Services	10	Other

Total Economic Impact in 2020

6,300+

JOBS CREATED OR SUPPORTED

\$520M+

INCREASE IN PAYROLL

\$1.43B

INVESTMENT AND CONSTRUCTION SPENDING

1,300+

PATHWAY JOBS BY OCCUPATION

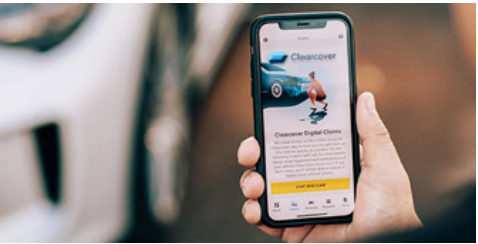
BUSINESS DEVELOPMENT AND KEY PROJECT WINS



**Excel Engineering**  
New testing and R&D facility in Van Buren Township

**\$3 million** investment and **28 jobs**

**Goal:** Expand powertrain testing services into Michigan



**Clearcover**  
New customer operations center in the city of Detroit

**\$5 million** investment and **300+ jobs**

**Goal:** Open new center with a diverse workforce



**Lordstown Motors**  
R&D facility in Farmington Hills

**\$3.6 million** investment and **140+ jobs**

**Goal:** Establish an electric vehicle epicenter in the Midwest



**Kroger**  
E-commerce fulfillment center in Romulus

**\$95 million** investment and **250 jobs**

**Goal:** Build a model to meet demands in e-commerce



**Case Study: Landing the First Woman on the Moon, Equipped with the Ultimate SUV**

By 2024, NASA's goal is to land the first woman and next man on the moon. To achieve this, it is developing a new Lunar "Space" Rover. In other words, it needs the ultimate SUV with the technology, fortitude, and design efficiency to drive across the surface of the moon throughout this critical mission.

It should come as no surprise where NASA turned for this project. The Detroit Region has a strong relationship with NASA dating back to the development of the navigation system for the Apollo mission in the 1960s. The Detroit Regional Partnership is working with NASA and the Johnson Space Center to heighten awareness with top-tier, Detroit-based automotive and transportation leaders uniquely positioned to support the development of the new vehicle.



TELLING OUR STORY

Serving as the Voice of Business Attraction in the Media

“High-tech industries and clusters such as smart manufacturing, next-generation mobility, and R&D will continue to be drivers of economic growth moving forward.”

Maureen Donohue Krauss, CEO, Detroit Regional Partnership  
[Crain's Detroit Business](#)

“Clearcover’s decision to choose Detroit over other Midwest cities is an ‘important validator’ for Detroit’s growing fintech industry.”

Will Butler, Senior Business Development Manager, Detroit Regional Partnership  
[Crain's Detroit Business](#)

“The quality of the workforce available in the metro Detroit Region was the decisive factor.”

Roy Schulde, President, AKASOL INC., on locating the German company’s first U.S. manufacturing facility in Hazel Park  
[Site Selection Magazine](#)

“One thing I’ve heard repeatedly from people who visit Southeast Michigan and the Detroit Region is that this is a very authentic resurgence.”

Gerry Anderson, Executive Chairman, DTE Energy & Board Chair of the Detroit Regional Partnership  
[Site Selection Magazine](#)

“For everything the COVID-19 pandemic slowed or brought to a halt this year, interest from international and domestic companies and site selectors in the Detroit Region is not one of them.

Maureen Donohue Krauss, President & CEO, Detroit Regional Partnership  
[Crain's Detroit Business](#)

“We chose Detroit for its consumer-serving talent pool, its diversity, and its alignment with the company’s values.”

Heidi Craun, Head of Customer Experience, Clearcover  
[DetroitRegionalPartnership.com](#)

“Put together the region’s engineering, tech, and design talent, and it’s this transferable skill set for a lot of industries.”

Gerry Anderson, Executive Chairman, DTE Energy & Board Chair of the Detroit Regional Partnership  
[Site Selection Magazine](#)



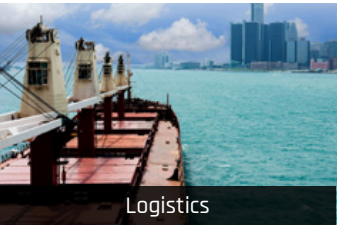
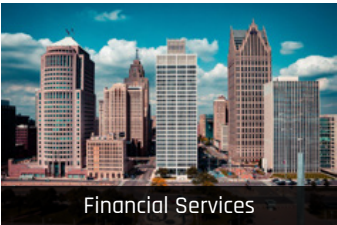


TELLING OUR STORY

Providing World-Class Data Sets to Drive Investment Decisions

The DRP is the go-to resource for all the information and data potential investors need to locate in the Detroit Region.

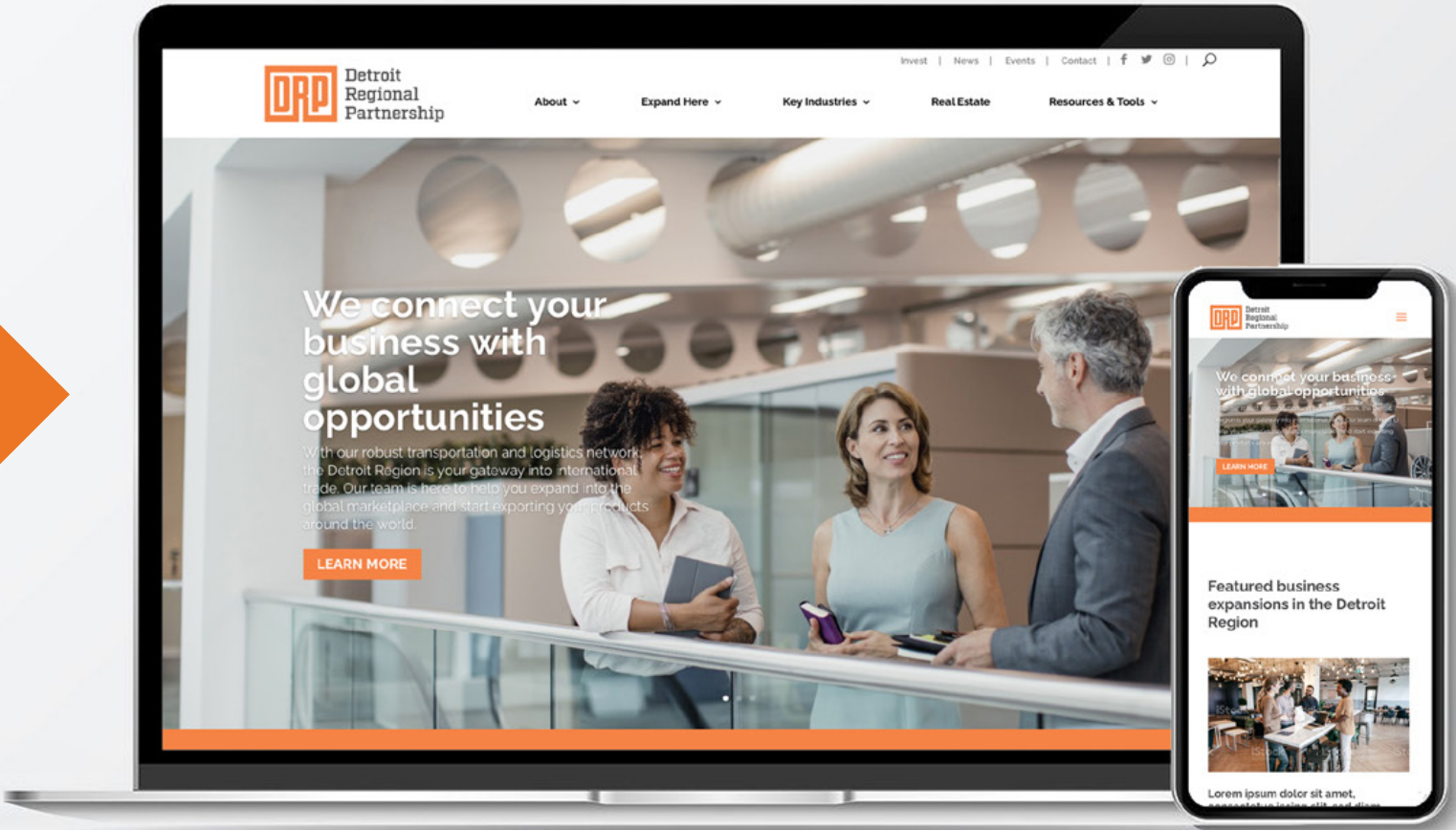
- **Industry Cluster Story Maps Bring Sectors to Life Virtually**  
Launched seven interactive story maps highlighting our key industries from financial services to smart manufacturing to mobility.



- **Customized, Real-Time Research Showcases the Region's Business Climate**  
Completed more than 150 custom research requests for business development projects providing the latest data on workforce, infrastructure, and other key business climate factors.
- **GIS Maps Aid Project Feasibility and Due Diligence Process**  
Created 90+ map applications online that show everything from transit routes and utility locations to demographics and educational attainment.

A Fresh Look: A Sneak Peek at DRP Website 2.0

Full website redesign underway in 2021.



Targeted Marketing to Executives in Site Selection Magazine and Area Development

- **Site Selection Magazine**  
4-page Investment Profile in January 2021 Edition
- **Advertorials in Area Development**  
"Detroit's Manufacturing Revolution"  
"99,000 Reasons Detroit Can Engineer Anything"



Six Marketing Messages Developed to Promote Region as a Prime Location for Business and Investment:



The Detroit Region boasts the highest concentration of engineering talent in the U.S. with 99,000 engineers.



The region is the third-largest design hub in the country and is the only city in America to be designated as a UNESCO City of Design.



The Detroit Region is home to the one of the nation's top academic research clusters and Michigan's University Research Corridor.



Surrounded by the Great Lakes and bordering Canada, the Detroit Region is the access point to the North American market with natural advantages and infrastructure to move products and connect to customers.



Our region boasts the world's densest automotive cluster and is at the forefront of new industry developments in mobility technology.



Whether you want to live in a cosmopolitan metro, a charming suburb, or a rural spot off the beaten path, our region has it all – and at a more affordable price than most major cities.

DRP Founding Member of the Economic Development Leaders for Michigan

Comprised of 12 CEOs from leading regional economic development organizations, this new group represents 84% of Michigan's population and 89% of its gross domestic product. This partnership was formed to accelerate the state economy, create long-term growth, and keep Michigan competitive with local and state tools for business retention and attraction.



Challenge Detroit Impact Project

From May 29 to July 10, the marketing team worked with Challenge Detroit fellows to create an "Impact Project" designed to help advance the Detroit Regional Partnership's mission and have a positive effect on the community. The fellows, who are community-minded leaders from across the country, built the framework for a digital outreach campaign to educate and engage stakeholders on key issues, including COVID-19.

Team of Fellows



**Kaitlin Lapka (Team Lead)**  
Host Company  
DTE Energy



**Adit Ahmed**  
Host Company  
Total Solutions Group



**Chad Slider**  
Host Company  
MetroEHS



**Maleeha Ayub**  
Host Company  
LEAR Corporation



RACIAL EQUITY AND SOCIAL JUSTICE

Deep Prosperity Initiative Strives to Create More Inclusive, Equitable Region

In 2020, the Detroit Regional Partnership reaffirmed its Deep Prosperity Initiative to create a more inclusive region and support economic growth opportunities for underserved communities.

The Deep Prosperity Initiative includes a program to create more “pathway jobs,” which are more accessible because they do not require a college degree. These jobs provide people an avenue to enter and advance through the workforce to pursue higher-paying positions and careers while ultimately offering employers a stronger talent pool.

The Detroit Regional Partnership’s goal is to create 12,000 pathway jobs by 2030. The Pathway Jobs program received a Gold Award in the Economic Equity and Inclusion category from the International Economic Development Council.



AWARDS, RECOGNITIONS & RANKINGS

Detroit Regional Partnership Receives Top Awards from International Economic Development Council

- Research, Engineering & Design (RED) Talent Cluster program, Innovation Programs and Initiatives Award
- Pathway Jobs program, Gold Award in Economic Equity and Inclusion category



Michigan and Detroit Region Earn Top 10 Rankings in FDI and Industry from Site Selection Magazine





Leadership & Administration



**Maureen Donohue Krauss**  
President & CEO

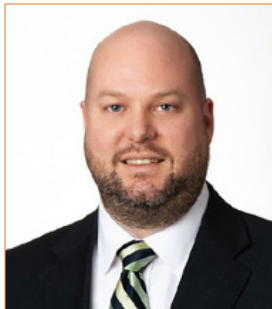


**Tesia Mamassian**  
Operations Manager



**KaBao Yang**  
Administrative Coordinator

Business Development



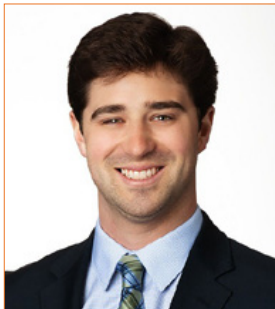
**Justin Robinson**  
SVP, Business Development



**Alan Weber**  
VP, Global Investment & Trade



**Kent Spencer**  
VP, Business Development



**Will Butler**  
Sr Business Development Manager



**Carlotta Gmachl**  
Business Development & Trade Manager



**Connie Loh**  
Business Development Manager



**Marisa Kuhn**  
Business Development Coordinator



**Ayesha Miah**  
Project Coordinator

Marketing



**Tamekia (Ashford) Nixon**  
VP, Marketing



**Latrisha Jackson**  
Marketing Manager



**Sarah Osen**  
Marketing Coordinator

Research



**Angela Ladetto**  
VP, Business Intelligence and Research



**Jessica Worley**  
Research Manager



**Julia Anderson**  
Research / GIS Coordinator

Strategy & Partnerships



**Gabe Rodriguez**  
SVP, Strategy & Partnerships



**Jessica Schatko**  
Investor Relations Manager



BOARD OF DIRECTORS

**Gerry Anderson (Chairman)**  
Executive Chairman, DTE Energy

**Sandy Baruah**  
President & CEO, Detroit Regional Chamber

**Kofi Bonner**  
CEO, Bedrock

**David Coulter**  
Oakland County Executive

**Matt Cullen**  
Chairman, JACK Entertainment

**Mike Duggan**  
Mayor, City of Detroit

**Warren C. Evans**  
Wayne County Executive

**Mark Hackel**  
Macomb County Executive

**Chris Ilitch**  
President & CEO, Ilitch Holdings

**Wright L. Lassiter III**  
President & CEO, Henry Ford Health System

**Chip McClure**  
Managing Partner, Michigan Capital Advisors

**Cindy Pasky**  
President & CEO, Strategic Staffing Solutions

**Ray Scott**  
President & CEO, Lear Corporation

**La June Montgomery Tabron**  
President & CEO, W.K. Kellogg Foundation

**Ray Telang**  
Michigan Managing Partner, PwC

**Gary Torgow**  
Executive Chairman, TCF Financial Corporation

**Kylee Mitchell Wells**  
Executive Director, Southeast Michigan, Ballmer Group

**Ridgway White**  
President & CEO, Charles Stewart Mott Foundation

REGIONAL LEADERSHIP CIRCLE

**Gerry Anderson**  
Executive Chairman, DTE Energy

**Kofi Bonner**  
CEO, Bedrock

**Matt Cullen**  
Chairman, JACK Entertainment

**David Dauch**  
Chairman & CEO, American Axle & Manufacturing

**Richard DeVore**  
Regional President, Southeast Michigan, PNC Bank

**Dave Egner**  
President & CEO, Ralph C. Wilson Jr. Foundation

**John Fox**  
President & CEO, Beaumont Health

**Matthew Godlewski**  
Director, Government & Stakeholder Relations, Ford Motor Company

**Chris Ilitch**  
President & CEO, Ilitch Holdings

**Wright L. Lassiter III**  
President & CEO, Henry Ford Health System

**Daniel J. Loepp**  
President & CEO, Blue Cross Blue Shield of Michigan

**Mariam Noland**  
President, Community Foundation for Southeast Michigan

**Cindy Pasky**  
President & CEO, Strategic Staffing Solutions

**Terry Rhadigan**  
Executive Director, Communications Operations and Corporate Giving, General Motors

**Ray Scott**  
President & CEO, Lear Corporation

**La June Montgomery Tabron**  
President & CEO, W.K. Kellogg Foundation

**Gary Torgow**  
Executive Chairman, TCF Financial Corporation

**Darren Walker**  
President, Ford Foundation

**Kylee Mitchell Wells**  
Executive Director, Southeast Michigan, Ballmer Group

**Ridgway White**  
President & CEO, Charles Stewart Mott Foundation



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Investor



















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