



2021 ANNUAL REPORT



Detroit
Regional
Partnership

MESSAGE FROM THE PRESIDENT & CEO



One Region Together

As we continue to reshape our world for the third straight year, one thing is clear—the regions that work together will attract the business they need to emerge stronger and more resilient from the pandemic.

Few regions have as much to gain—or to lose—as ours. Michigan's signature automotive industry and the global supply chain are being disrupted like never before. Automobility and tech companies are making unprecedented investments in the race for electric and autonomous vehicles, and automation and Industry 4.0 trends are continuing to drive both innovation and competition.

The way the world moves for the next 100 years will be shaped in the next ten. The Detroit Regional Partnership is working to ensure that our region remains a leader in mobility by winning investment and jobs that increase our overall prosperity. While there is hard work ahead, we are well positioned for this global competition—both as a region and an organization.

Over the past year, the DRP has identified obstacles to investment and built tools to accelerate our economic growth and recovery. We launched the Verified Industrial Properties program, created a Talent Solutions department, and rallied the region to compete for up to \$100 million in transformational Build Back Better funding.

At the same time, we executed a hybrid business development strategy, blending virtual engagement and in-person visits as public health guidelines allowed. With this strategy, we notched project wins for in-demand industries such as automotive, smart manufacturing, and digital tech.

In the summer, when many other organizations were still relying on virtual outreach, we piloted a new in-person engagement focused on site selectors. We welcomed more than 30 of these key national influencers to see firsthand the momentum and opportunity throughout this region, so they can properly advise companies making major investment and location decisions. We are already seeing the payoff of this initiative with increased interest, attention, and prospective deals.

Putting the site selectors' feedback to further use, we helped local lawmakers understand that Michigan needs bold, new economic development policies and incentives. This effort delivered big results in December and continues into 2022 as we create a more economically competitive region and state.

This past year marks a critical step in the DRP's evolution as a regional convener. As we enter our third full year of operations, we are better positioned to achieve greater prosperity and equitable growth—as one region, together.



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.

2020-2030 GOALS

50,000
NEW JOBS

12,000
PATHWAY JOBS

\$10 BILLION
IN INVESTMENT

\$2 BILLION
IN PAYROLL

DETROIT REGIONAL PARTNERSHIP IMPACT

Our Market Remains Hot Despite Pandemic

In 2021, the pandemic continued to disrupt the economy, forcing economic development organizations like the Detroit Regional Partnership to adapt and target investment based on trends and realities of the COVID era.

The DRP business development team largely focused on industry segments, using our expertise to capitalize on one of the hottest industrial markets in 50 years. With limited international travel, the team successfully targeted domestic companies, securing most of our 21 project wins in autonomous and electric mobility, smart manufacturing, and tech.

2021 Impact by the Numbers

1,225

LEADS

60+

TRADE MISSIONS, DELEGATIONS,
AND INDUSTRY EVENTS

257

NEW PROJECTS

44

PROSPECT
VISITS

PROJECTS WON: 21

2,146

DIRECT JOBS

\$363.4M

INVESTMENT

\$102.9M

PAYROLL

653

PATHWAY JOBS

Projects Won by Market

9

INTERNATIONAL COMPANIES



12

DOMESTIC COMPANIES



Total Economic Impact Numbers for 2021

5,184

JOB
S CREATED
AND SUPPORTED

\$293M

INCREASE IN
PAYROLL

\$913.5M

INVESTMENT AND
CONSTRUCTION
OUTPUT

1,153

PATHWAY JOBS

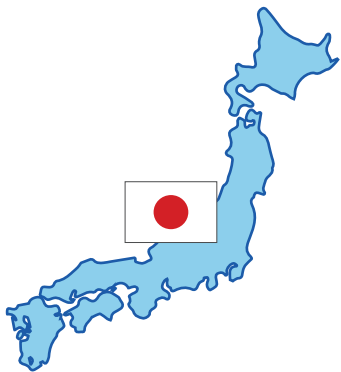
DELEGATIONS, MISSIONS, AND ENGAGEMENT

Hybrid Engagement Strategy Stokes Interest Throughout COVID's Second Year

The Detroit Regional Partnership's business development team started the year with a robust virtual engagement strategy, converting traditional in-person activities to digital touchpoints. Our team remained highly visible in target industry sectors and geographies, nurturing a busy pipeline of attraction opportunities with 36 virtual missions, tradeshow, delegations, and seminars.

By May, the DRP began intermittent in-person outreach in accordance with public health guidelines, participating in a total of 25 in-person events. Each one required careful planning, as conditions on the ground in different states and countries evolved daily. Altogether, our team participated in more than 60 virtual and in-person business development activities.

INTERNATIONAL HIGHLIGHTS



Destination Automotive and Advanced Manufacturing

APRIL 13

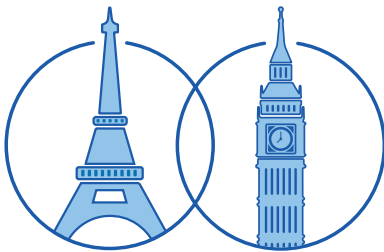
This live webinar targeted nearly 40 Japanese firms interested in the Detroit Region's advanced manufacturing and automotive mobility ecosystem. The DRP presented alongside industry experts, showcasing the region's value proposition and how we can assist their expansion projects.



Hydrogen in Mobility Pitch Session

JUNE 9

Held in partnership with Business France, this virtual delegation visit featured eight innovative French companies working in hydrogen mobility. The webinar connected speakers from two of the world's leading automotive hubs to explore the use of hydrogen in next-generation mobility.



DETROIT REGION TO FRANCE AND DETROIT REGION TO THE UNITED KINGDOM TRADE MISSIONS

NOV. 15-19, DEC. 13-17

These in-person trade missions through Paris and London was designed to showcase the benefits of the Detroit Region to prospects looking to expand in the U.S. market—with an emphasis on mobility, smart manufacturing, and electric vehicle companies.

DOMESTIC HIGHLIGHTS



Detroit Region to Silicon Valley Business Tour AUGUST 16-20

This in-person trade mission targeted fast-growing startups looking to launch or scale outside of Silicon Valley. Our business development team gave companies an insider's look into the Detroit Region's digital tech and innovative automotive ecosystem as well as the talent available to support those sectors.



Collision Conference APRIL 20-22

Collision Conference—one of the world's biggest tech conferences—is typically held in person in Toronto, but they chose to go virtual in 2021. This virtual event provided the perfect venue to show off the Detroit Region's vibrant tech ecosystem, connecting our team with startups and innovators looking to expand in North America.

Detroit Regional Partnership Trade Missions THROUGHOUT 2021

Our business development team hosted virtual trade missions that used digital platforms to target companies by specific industry clusters rather than geography. Four total missions focused on prospects in smart manufacturing, digital technology, financial services, and corporate and professional services.



DETROIT REGION ON DISPLAY:

Hosting Site Selectors From Across the Country

With in-person engagement ramping up over the summer, the Detroit Regional Partnership launched a new business attraction strategy to target top site selectors from across the country. We brought these key decision-makers to the Detroit Region and connected them with businesses and economic developers throughout the state—marking the first time such engagement had been executed on this scale in the region.

These multi-day, in-person tours gave more than 30 national site selectors a firsthand view of our momentum, showcasing progress across the region. We also introduced them to businesses playing a central role in the region's resurgence, such as Bedrock, Consumers Energy, DTE Energy, Ford Motor Company, General Motors, Huntington National Bank, Lear, Olympia Development, and Stellantis.

The tours were held in partnership with Area Development Magazine in July and with the Site Selectors Guild in August. This engagement showcased potential investment opportunities throughout the Detroit Region while collecting site selectors' candid feedback on how to make the region more appealing to their corporate clients.





YANFENG

Scan to view video



Retooled Highland Park Plant Exceeds Hiring Goals of 675+

Following a \$30-million capital investment, global automotive supplier Yanfeng exceeded its initial hiring goals and now employs more than 675 employees at its retooled, state-of-the-art manufacturing plant in Highland Park. The facility assembles automotive interior components, including cockpits, floor consoles, and door panels.

With the support of the Detroit Regional Partnership, Yanfeng set a comprehensive hiring strategy. We connected them with workforce initiatives such as the Michigan Advanced Technician Training (MAT2) apprenticeship program and partners like the Autism Alliance of Michigan and SEMCA to help them access diverse, non-traditional groups of candidates.



XL FLEET

Scan to view video



Tech Center in Wixom Anchors Fleet Electrification Strategy

XL Fleet—a leading provider of vehicle electrification solutions for commercial and municipal fleets in North America—announced a new 25,000-square-foot tech center in the Detroit Region, giving them access to our leading automotive and commercial vehicle engineering talent. The project is expected to increase the company's engineering staff by 50% and create nearly 50 new jobs.

The Detroit Regional Partnership made a strong business case to XL Fleet on why the region was the ideal location to advance its electrification strategy. The DRP also assisted the company in exploring incentives and licensing with the MEDC and the Michigan Department of Licensing and Regulatory Affairs.



PACE INDUSTRIES

Scan to view video



Relocates Headquarters to Novi from Arkansas

Pace Industries—North America's leading die-cast manufacturer—opened its new headquarters in Novi, adding 60 jobs and investing nearly \$2 million in relocating their headquarters. They chose Novi over Philadelphia, Chicago, Atlanta, or remaining in Fayetteville, Arkansas.

The Detroit Regional Partnership coordinated with the MEDC and local partners to support their site selection, workforce analysis, and incentives navigation. The company received \$250,000 from the Michigan Business Development Program for the project, which expanded its smaller sales office.



FCR

Oregon-Based Call Center Hires 250 in Southfield and Romulus

The Oregon-based business solutions company, FCR, hired 250 employees as part of its first expansion into Michigan. FCR is building a new work-from-home call center model that strives to meet new diversity and equity goals.

Using workforce and wage data provided by the Detroit Regional Partnership, FCR partnered with the cities of Romulus and Southfield, Wayne County, and Southeast Michigan Community Alliance to hire talent from throughout the region.

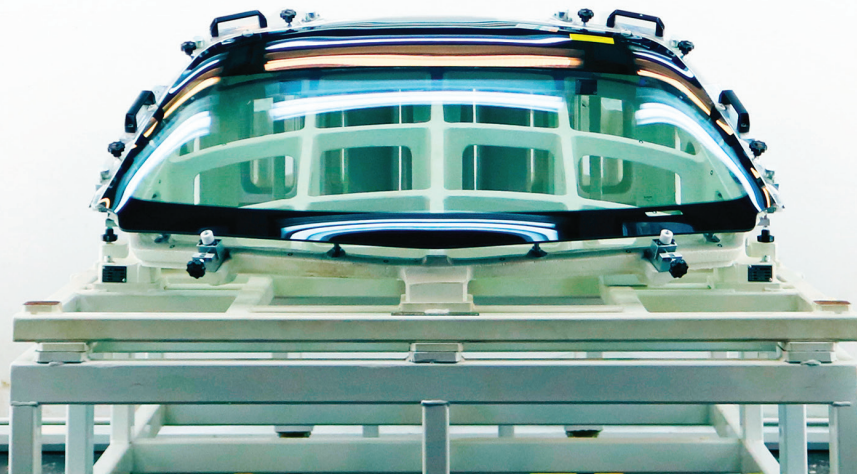


AGP eGLASS

Building a North American Tech Innovation Center for Automotive Glazing Solutions

AGP Group, a premier global leader in designing and manufacturing high-tech automotive glazing solutions, expanded its strategic footprint in the region with the construction of a new Tech Innovation Center located in Canton Township, Michigan. With an investment of \$10.8 million, this 42,000-square-foot site will enable the company to attract highly-skilled talent—adding 71 jobs—and work closely with automotive OEMs for a new generation of electric and autonomous vehicles.

The Detroit Regional Partnership supported AGP eGlass with their site selection and tax incentive negotiation, including a \$550,000 Business Development Project Program award from the MEDC and 50% tax abatements from the township.

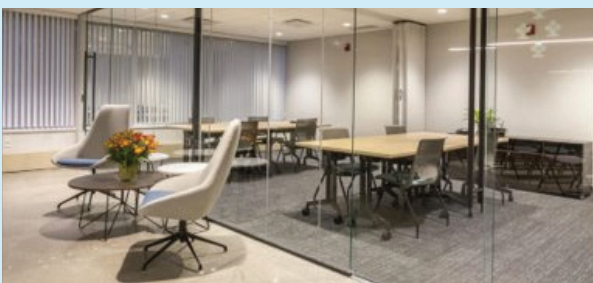


SAVORMETRICS

Global Food Innovator Opens First U.S. Location in Southfield

Savormetrics, a global innovator in food waste reduction, announced its plans to open a new R&D and sales office in Southfield—bringing its artificial intelligence (AI) and predictive food spoilage sensor technology to Michigan's dense agriculture and food production sector.

The Detroit Regional Partnership introduced the Toronto-based company to the region's collaborative, dense ecosystem for food processing and agriculture technology. We also connected them with key public, private, and university partners, including the Centrepolis Accelerator at Lawrence Technological University, where their new office will be located.



INCENTIVIZING BUSINESS GROWTH

Clearing the Path to Jobs, Growth, and Prosperity

The competition to build new electric and autonomous vehicles intensified this year, highlighting several shortcomings in Michigan's economic development portfolio. As a leading economic development organization, the Detroit Regional Partnership was already working on solutions based on our experience in the field.

We understand that incentivizing business growth requires traditional tax incentives, while also removing obstacles to workforce development and site selection. With that strategy, the DRP continues to advance efforts to ensure the region and state can move at the speed of business.



Michigan lawmakers OK \$1B for economic incentives to attract big business investments

Published: December 14, 2021

DRP Leads the Call for Increased Incentives, Economic Tools

Working with Economic Development Leaders of Michigan, the Detroit Regional Partnership remained vocal about the importance of economic development tools to attract jobs and investment to the region and state.

From testifying before legislative committees about the impact of incentives such as the Michigan Employment Opportunity Act to calling for over \$1 billion to prepare industrial mega sites for major projects, the DRP served as a critical advocate for economic development throughout the year.

That work paid dividends in December, when the Michigan Legislature approved bipartisan legislation to create a strategic site readiness program and provide \$1.4 billion in funds to attract transformational projects and support small businesses amid the pandemic. The Detroit Regional Partnership continues to voice its support for additional tools that many other states already use to drive innovation—such as an R&D tax credit—to put Michigan on par with the competition.

“For Michigan, the job ahead is overhauling our economic development policy in a thoughtful, strategic way that moves at the speed of business.”

Maureen Donohue Krauss

President and CEO, Detroit Regional Partnership

Oct. 24, 2021, Crain's Detroit Business



NEW DETROIT REGIONAL PARTNERSHIP INITIATIVES

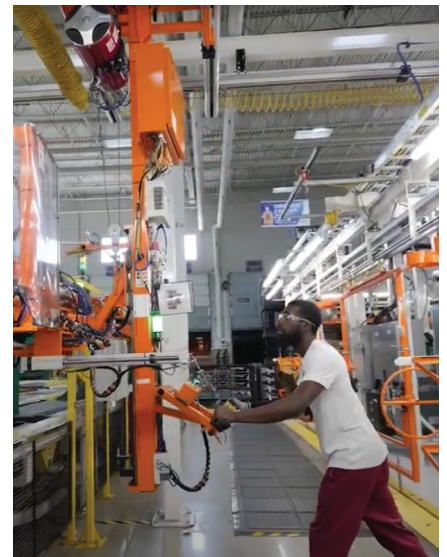
Offering Customized Talent Solutions

Talent acquisition is a major barrier to business expansion and growth. Few companies have the time to fully vet a region's talent, especially one as large as the 11-county Detroit Region and its 5.4 million people and 348 unique communities.

To meet this need, the Detroit Regional Partnership created a new talent solutions department in 2021. With our finger on the pulse of the Detroit Region's workforce, the DRP plays a unique role by streamlining workforce evaluation and providing an overall assessment of the Detroit Region's talent from a regional perspective rather than municipality by municipality.

As companies work with the DRP's business development team to identify where to locate, the DRP's talent solutions professionals help them lay the blueprint to find the workers they need. We offer a variety of talent concierge services, including:

- Customized talent planning and staffing logistics expertise
- Strategic solutions for talent acquisition
- Connections to local workforce and community partners suited to specific project needs
- Comprehensive data on regional talent
- Access to diverse and often overlooked talent pools, including: veterans, returning citizens, immigrants, and people with disabilities



"Businesses must move at the speed of the market and simultaneously evaluate available talent as they select the perfect site for their operations. But staying in tune with workforce trends and nuances in such a vast talent market is a full-time job. That's where we come in."

Sarah Gregory, Talent Solutions Director, Detroit Regional Partnership

NEW DETROIT REGIONAL PARTNERSHIP INITIATIVES

Verifying Industrial Properties

One of the biggest threats to the Detroit Region's economic growth is a limited inventory of appropriate industrial real estate. This threat is compounded by the fact that most project timelines do not allow companies to do the heavy lifting required to advance industrial properties into development. The end result is that businesses all too often locate elsewhere.

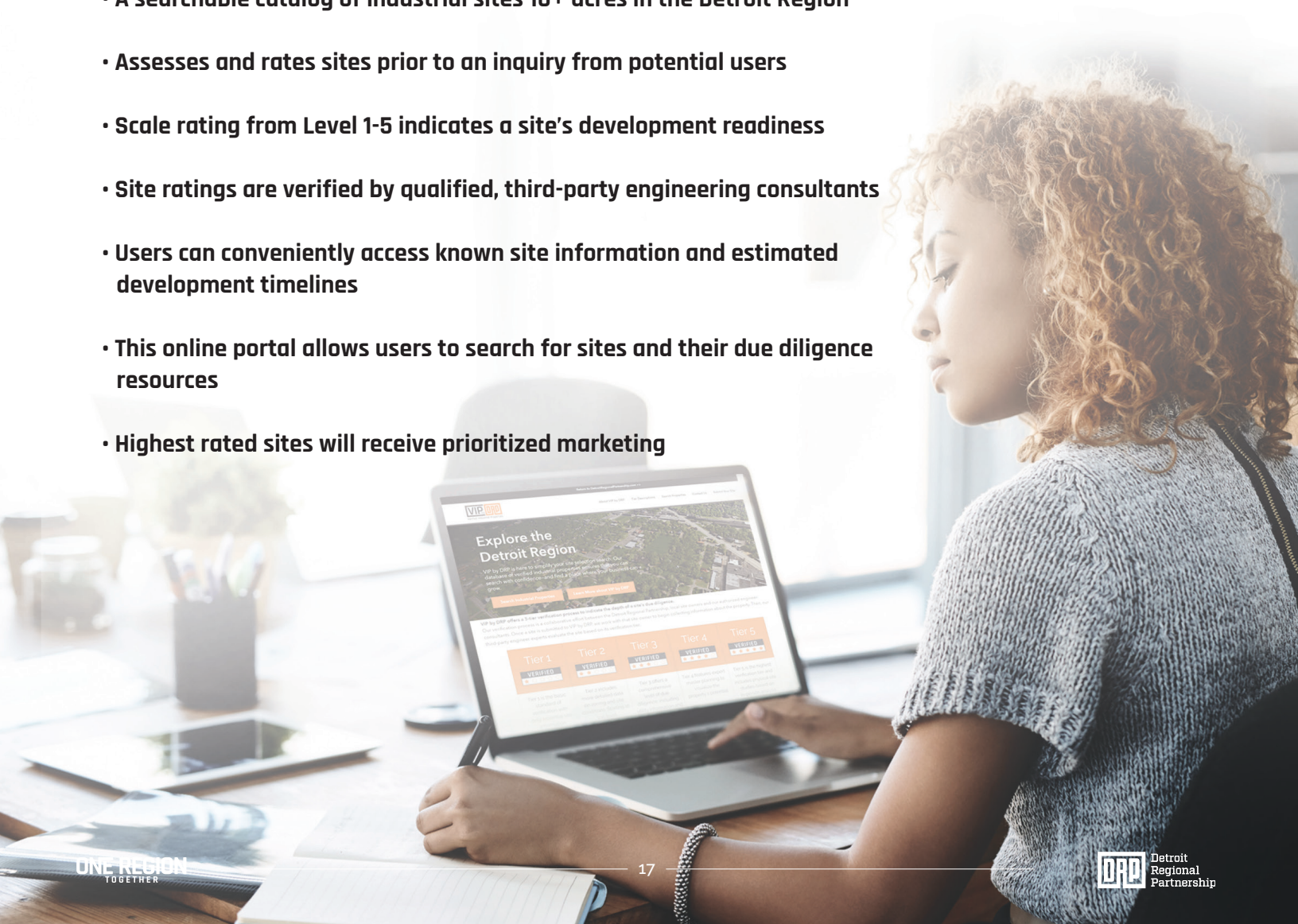


The Detroit Regional Partnership's Verified Industrial Properties (VIP by DRP) program addresses that challenge. Built in 2021, VIP by DRP is creating an easily navigable catalog of vacant industrial sites in the Detroit Region, conveniently indicating a site's readiness for future industrial development.

This program arms potential investors with verified information about the conditions of a vacant industrial site, which helps them quickly assess the feasibility of each site and ultimately leads to more investment in the Detroit Region. Meanwhile, for the DRP's local partners, it helps them market and prepare properties for productive use.

VIP by DRP Highlights

- A searchable catalog of industrial sites 10+ acres in the Detroit Region
- Assesses and rates sites prior to an inquiry from potential users
- Scale rating from Level 1-5 indicates a site's development readiness
- Site ratings are verified by qualified, third-party engineering consultants
- Users can conveniently access known site information and estimated development timelines
- This online portal allows users to search for sites and their due diligence resources
- Highest rated sites will receive prioritized marketing



DRP-LED COALITION
COMPETES FOR

\$100 MILLION

EDA GRANT

RALLYING AROUND ADVANCED MOBILITY

When the Economic Development Administration announced the \$1 billion Build Back Better Regional Challenge to accelerate economic recovery across the country, the Detroit Regional Partnership rallied a region-wide coalition of key partners and stakeholders.

Now, after winning a \$500,000 planning grant in Phase 1 of the competition, the coalition is positioned to win up to \$100 million to fund transformational projects. With the DRP leading the way, the region is now competing with 59 other regions across the country for Phase 2 funding that will drive economic growth and help the region emerge more resilient and equitable from the pandemic.

“Thanks to the hard work and tireless advocacy of partners led by the Detroit Regional Partnership, the Detroit Region is poised to receive up to \$100 million in grant funding that will add incredible momentum to our efforts to create good-paying jobs, invest in communities, and usher in a new era of prosperity here in Michigan.”

Gretchen Whitmer, Governor, Michigan

The DRP's Phase 1 grant application highlighted how the 11-county Detroit Region could leverage its automotive, engineering, design, and manufacturing strengths to create a smart, sustainable, and inclusive advanced mobility cluster. Together, our region's automotive and mobility assets, diverse talent, and innate ingenuity position us to once again redefine how the world moves.

In leading the grant application, the DRP convened the entire region through a broad coalition of more than 65 organizations that represent economic development, entrepreneurship, higher education, workforce development, businesses, government, labor and other community-based organizations. This effort included more than 120 letters of support for the project, demonstrating the widespread collaboration across industry and geography necessary for a winning Phase 1 application.

The EDA selected the DRP's grant application—which was written with support of the William Davidson Foundation—out of 529 submissions. Phase 2 applications are due in March 2022, and the final decision on Phase 2 winners is expected in September 2022.



TELLING THE DETROIT REGION'S STORY

Sharing Our Story with the World

The Detroit Region has quite a story to tell, and the Detroit Regional Partnership has shared it across video, digital, and social media platforms throughout the year.

Regional Video Debuts

This video packs everything the Detroit Region has to offer into 2 minutes, showcasing how our diverse communities, businesses, and talent offer something for any company looking to access the North American market and beyond.



Scan to view
the video

TELLING THE DETROIT REGION'S STORY

Tech Ambassador Series

This video series asks local tech leaders to share their experience and explain why the Detroit Region is the best place to grow a tech business.



Scan to view the video



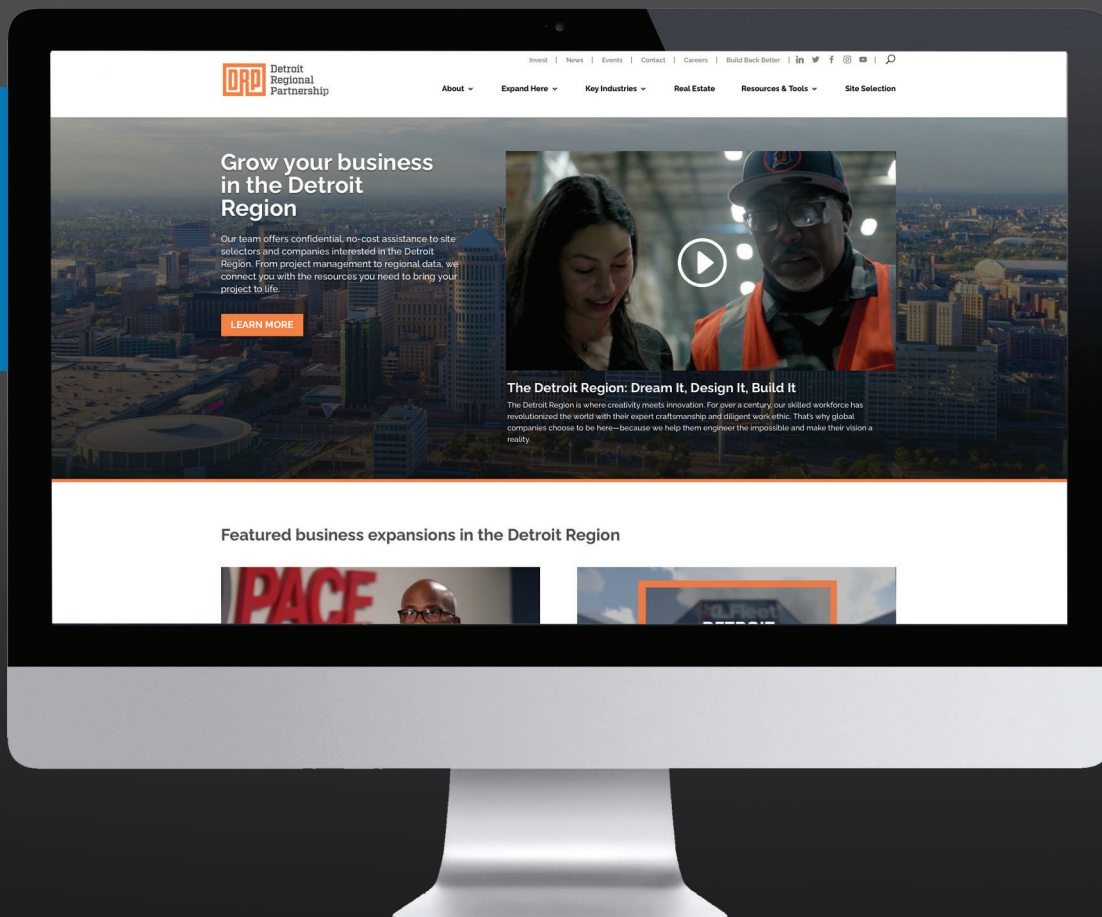
"Any real developer or engineer would tell you that tech development is gritty, bare-knuckled, nose-to-the-grindstone and takes hard work and perseverance. Those are the elements Detroit was built on and thrives on, and that's what makes it a strong, growing tech hub."

Mitch Rhode, CEO, Quantum Signal AI LLC

TELLING THE DETROIT REGION'S STORY

Website 3.0 Showcases the Region

Building on our full redesign in 2020, [DetroitRegionalPartnership.com](https://detroitregionalpartnership.com) continues to promote a regional feel with increased video content and original photography of the region.



TELLING THE DETROIT REGION'S STORY

Award-Winning Industry Cluster Maps

Throughout 2021, the DRP's research and business intelligence team revamped its interactive industry cluster maps, which were developed to help prospects virtually explore the region during the first year of the pandemic. The online maps were viewed nearly 11,000 times in 2021 and received The Council for Community and Economic Research (C2ER) Award for Project Impact, Program Evaluation or Assessment.



Detroit Regional Dashboard Launches

Created in partnership with the Detroit Regional Chamber in April 2021, this online dashboard contains key economic and social metrics to help inform philanthropic efforts and drive prosperity and equity throughout Southeast Michigan. By December 2021, it had been visited more than 8,000 times.

Scan to view >



"The Detroit Region has a strong philanthropic community. This resource will galvanize our collective efforts to create greater impact and build a more equitable and resilient region."

La June Montgomery Tabron, President and CEO, W.K. Kellogg Foundation, DRP Board Member

BOARD OF DIRECTORS

Our governing board consists of 19 senior leaders in the Detroit Region, including influential members of our local government and business community.

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

David Dauch*

Chairman & CEO, American Axle & Manufacturing

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

Rip Rapson

President & CEO, The Kresge Foundation

Ray Scott*

President & CEO, Lear Corporation

La June Montgomery Tabron*

President & CEO, W.K. Kellogg Foundation

Ray Telang

Senior Relationship Partner, PwC

Gary Torgow*

Executive Chairman, The Huntington Bank

Kylee Mitchell Wells*

Executive Director, Southeast Michigan, Ballmer Group

Ridgway White*

President & CEO, Charles Stewart Mott Foundation

* Also on the Regional Leadership Circle

REGIONAL LEADERSHIP CIRCLE

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

Daniel J. Loepp

President & CEO, Blue Cross Blue Shield of Michigan

Mariam Noland

President, Community Foundation for Southeast Michigan

Terry Rhadigan

Executive Director, Communications Operations and Corporate Giving, General Motors

Michael T. Ritchie

President, Michigan Market, Comerica Bank

Garrick Rochow

President & CEO, CMS Energy & Consumers Energy

Kevin Ryan

Program Officer, Ford Foundation

Darren Walker

President, Ford Foundation

Simon Whitelocke

Vice President, ITC Holdings Corp. & President, ITC Michigan

THANK YOU PARTNERS

Private



THANK YOU PARTNERS

Foundation



THANK YOU PARTNERS

Public



