



Detroit
Regional
Partnership

ONE REGION — 2020-2024 REPORT TOGETHER



Building the region our children deserve.

In 2019, we set out to create a best-in-class economic development organization.

After five full years, our accomplishments speak volumes. Since 2020, we have attracted 121 projects which have created approximately \$9.4 billion in investment and more than 36,500 jobs – projects, jobs, and dollars that would likely not be here without the Detroit Regional Partnership.

As impressive as those numbers are, they do not tell our whole impact story. Economic development is about contributing to the greater good. It is creating jobs for our neighbors and building communities where families thrive. It is bringing jobs that help retain and attract talented graduates. It is handing the next generation a stronger Detroit Region.

I want to thank the investors who have made our success possible. Because of your leadership and financial commitment, we now have a nationally recognized organization that is working every day to make our region more vibrant. We are stepping up as a region as never before.

However, as market forces intensify and evolve, we cannot afford to get comfortable. Now is the time to double down and do what it takes to win this global competition — *as One Region Together.*

By doing so, we can leave our children and grandchildren a Detroit Region where they can stay and thrive.



Gerry Anderson
Chairman, Detroit Regional Partnership

\$9.4B Investment

36,541
Jobs Created

7,906
Pathway Jobs

\$2.5B
New Payroll

\$69k
Average Wage

17k+
Jobs Supported

What is a pathway job?

Pathway jobs do not require a college degree but provide people an avenue to enter and advance through the workforce to pursue higher-paying jobs and careers while offering employers a stronger talent pool.

Belle Isle Park is a 982-acre island park located in Detroit with historic, environmental, and cultural resources that have been beloved for generations.

OUR 5-YEAR IMPACT

Attracting jobs and investment. It's what we do.

In just five years, we're surging toward our 2030 goals.

GOAL: \$10B
\$9.4B+
In New Investment

GOAL: 50k
36.5k+
Jobs Created

GOAL: 12k
7.9k
Pathway Jobs Created

GOAL: \$2B
\$2.5B+
In New Payroll

With opportunity ahead...

Halfway through this decade, we are already nearing our 2030 goals of attracting 50,000 new jobs and \$10 billion in investment.

However, complacency has no place in economic development, particularly in the rapidly evolving global economy. More than ever, to beat the competition, regions need to work together to marshal their collective assets to retain and attract innovative industries, people, and companies.

The first five years at the Detroit Regional Partnership have coincided with unprecedented technological change accelerated by a global pandemic and rife with challenges of misinformation and divisive political discourse. The global race toward electrification, emergence of AI, and clean energy innovation offers challenges and excitement.

The opportunities – and stakes – could not be higher for the Detroit Region. Maintaining our global automotive and mobility leadership while nurturing new emerging technologies and industries is critical to achieving our goals.

It will require working with our partners across all 11 counties to put our best foot forward at all times.

While the work ahead is vast, our foundation is strong. With your continued support and leadership, we welcome what the future holds – because we are only getting started.

we are only getting started.



Maureen Donohue Krauss
President and CEO, Detroit Regional Partnership



We're building a more prosperous future.

Mission

To aggressively market the Region, focus on growing jobs for all, and be a trusted partner in supporting our economic network.



Vision

By 2030, the Detroit Region will be nationally recognized for economic growth and as a highly collaborative and inclusive environment where businesses and individuals thrive.

Guiding Principles



Robust Growth.

Accelerate job growth through 2030.



Jobs For All.

Attract jobs for all skill levels across the Region.



Deep Prosperity.

Focus on inclusive economic development activities.



Regional Impact.

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

Strategic Pillars

MARKET
GROW
SUPPORT

Promote the Detroit Region as a world-class location primed to support key industries and transformational projects.

Drive sector-based domestic and international business attraction and site readiness programs that grow investment and jobs in the Detroit Region.

Advance regional competitiveness by delivering compelling research that demonstrates the Region's business advantages and guides economic development strategy.

Wins don't happen by accident.

They require intentional, targeted outreach.

Since 2020, the Detroit Regional Partnership has conducted strategic trade missions to key domestic and international markets while engaging site selectors, corporate decision-makers, and companies to promote the Detroit Region as a prime destination for investment. Virtual, in-person, at our place or theirs – we are promoting the Detroit Region around the world.

Our formula for success:

300+
Trade Missions
14 Countries
23 U.S. States

500k+
Miles
Traveled



10k+
Promotional
Engagements

1,000+
Projects
Generated

400+
Proposals
Generated

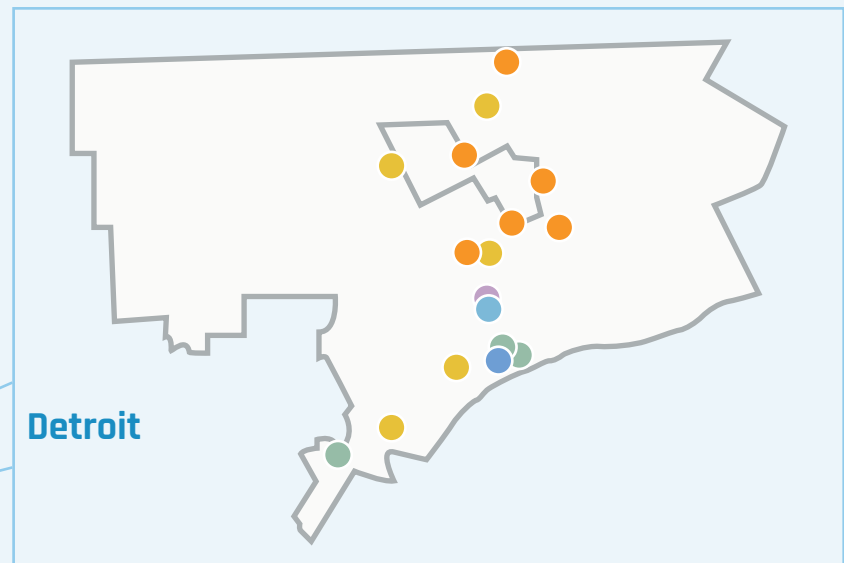
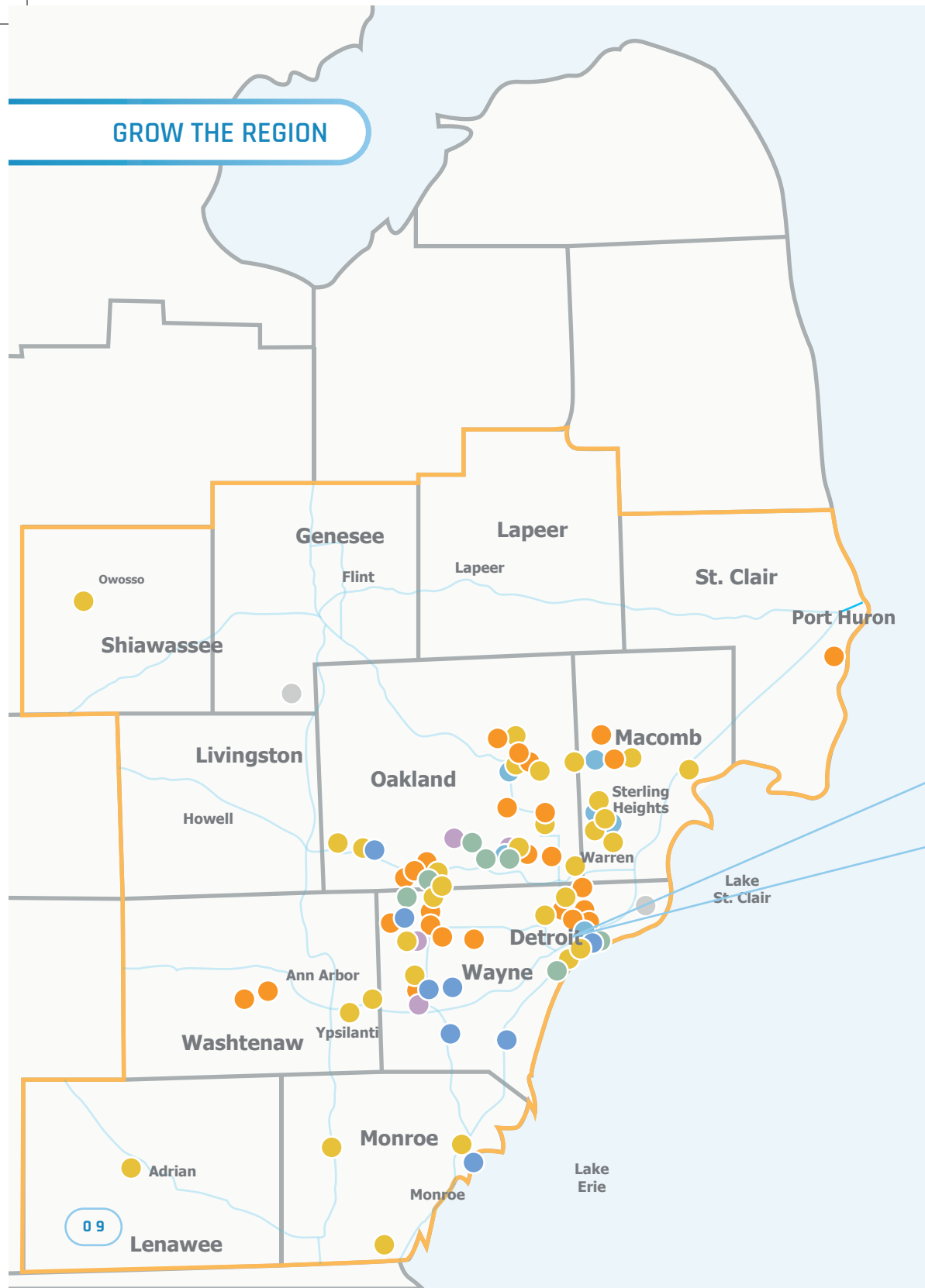
300+
Sites Visited
By Prospects

121 Project
Wins

Detroit Metropolitan Airport is one of the finest U.S. airports, ranked #2 nationally and #4 globally for on-time flights. (Cirium, 2022)

GROW THE REGION

We're growing
industries, jobs,
and opportunities
- one project at a time.



DRP Project Wins by Industry Cluster, 2020-2024





260 JOBS

\$10M+ INVESTMENT

California-based EV Startup Selects Michigan Over Ohio and Texas

A California-based OEM of all-electric vehicles, Lucid Motors is an EV upstart company that chose Michigan over Ohio and Texas. On the rise, Lucid produced more than 8,400 vehicles in 2023 with revenue of nearly \$600 million, while producing an all-electric SUV in late 2024. The project reinforces the Region's role as a premier R & D hub with the engineering talent to drive the latest next-generation mobility innovation.



130+ JOBS

\$3M INVESTMENT

EV Charging Operator Opens First U.S. Factory to Expand Fast Charger Deployment Across North America

FLO, a Canadian EV-charging company and the North American leader in smart charging stations and manufacturing, aims to produce 250,000 EV chargers for the U.S. market by 2028. It's the type of innovator that can accelerate EV adoption by strengthening Michigan's and the U.S.'s charging infrastructure. FLO's production facility in Auburn Hills is a notable addition to the Region's automotive and mobility ecosystem.



500+ JOBS

\$5M INVESTMENT

Growing Global Tech Firm Comes to Detroit, Shatters Hiring Goals

A global provider of next-generation end-to-end customer experience solutions, Majorel announced a brick-and-mortar location in downtown Detroit during 2022's extraordinarily tight labor market amid uncertainty in a post-pandemic economy. As a growing, global tech firm with a footprint spanning more than 40 countries and five continents, selecting Detroit out of 50 U.S. cities sends a strong message. Majorel's success in hiring 500+ employees and exceeding its initial hiring pace goals reflects the dynamic workforce throughout the Detroit Region. Majorel was recently acquired by Teleperformance, a global business digital services company.



Fortescue™

600 JOBS

\$232M INVESTMENT

The World's Fourth Largest Iron Ore Producer Selects Detroit to Develop Carbon-free Fleet

Australian-based Fortescue is one of the world's largest iron ore producers. Its efforts to develop a zero-emission fleet for heavy machinery is big news for a carbon-free future. Building automotive and heavy industry batteries in a new advanced manufacturing center in the city of Detroit will help position the Region as the place to be to lead in next-generation mobility and clean energy innovation.



50 JOBS

\$103M INVESTMENT

National Beverage Manufacturer to Build First Facility in Michigan

The Detroit Region's manufacturing roots go much deeper than automotive. Case in point: leading beverage manufacturer Niagara Bottling is constructing a state-of-the-art 500,000-square-foot facility in Shelby Township as its first facility in Michigan. It shows that the Detroit Region has the vacant industrial space and facilities to support companies in a variety of industries, and the logistics infrastructure to ensure products get to market.



LUXWALL
SEE BEYOND™

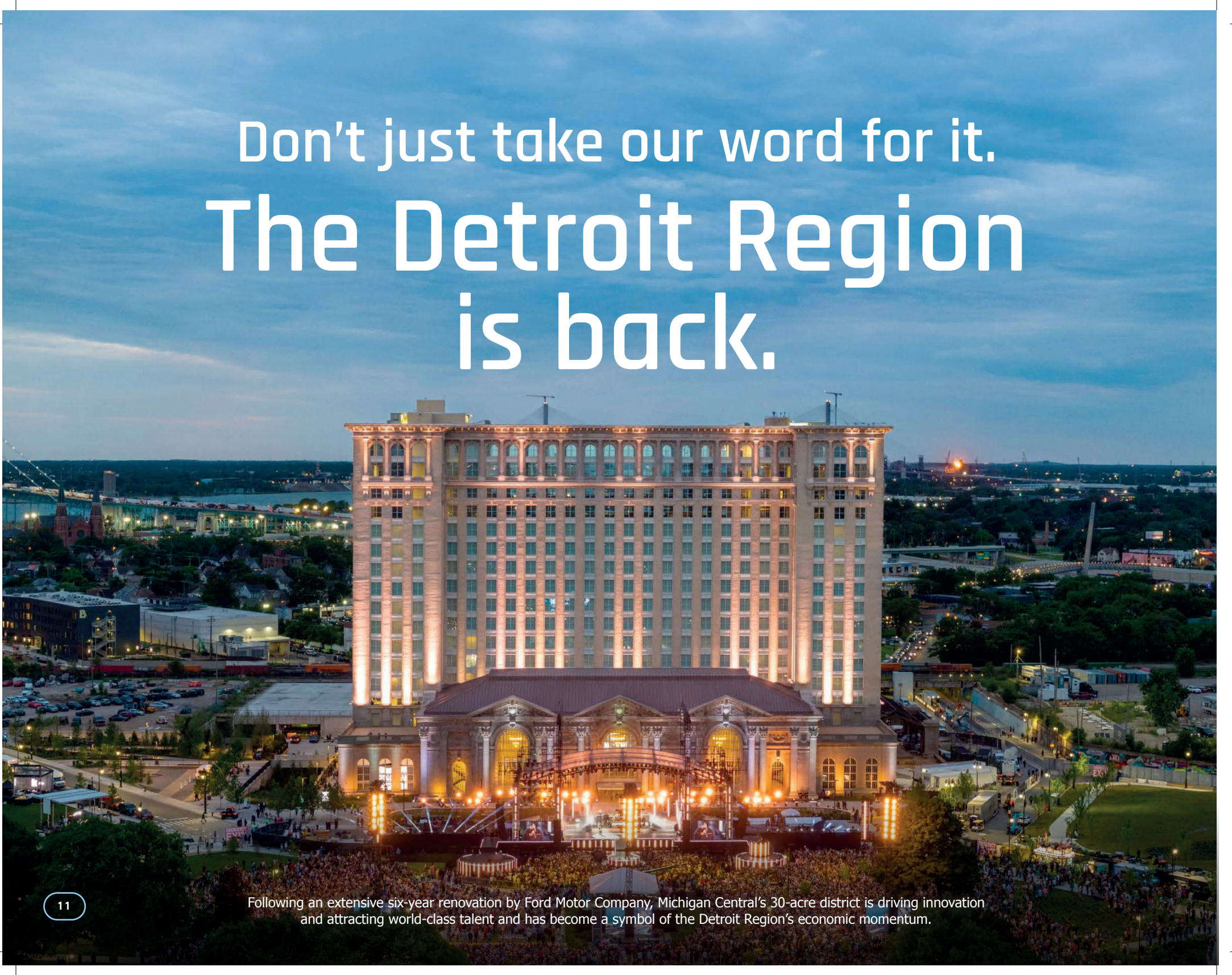
370+ JOBS

\$179M INVESTMENT

Upstart Innovator Rapidly Expands From Pilot Site to the Forefront of Clean Energy Solutions

After establishing an R & D and pilot production facility in Ypsilanti in 2022, LuxWall announced two new manufacturing facilities in Michigan, including a 276,000-square-foot facility in the city of Detroit to produce vacuum-sealed insulated glass for buildings. LuxWall's rapid growth exemplifies how startup companies can quickly develop, launch, scale, and distribute products throughout the North American market – all from the Detroit Region.

Don't just take our word for it.
**The Detroit Region
is back.**

An aerial night photograph of the Michigan Central building, a large, ornate, multi-story structure with a classical facade. The building is brightly lit with warm, golden lights, highlighting its architectural details. In the foreground, a large, illuminated stage with a complex lighting rig is set up, and a massive crowd of people is gathered in front of it. The surrounding area includes parking lots, other buildings, and a bridge in the background, all under a twilight sky.

Following an extensive six-year renovation by Ford Motor Company, Michigan Central's 30-acre district is driving innovation and attracting world-class talent and has become a symbol of the Detroit Region's economic momentum.

We want to track the best talent out there, and as we looked at those studies for hardware engineers in particular, there's no place like Michigan.

Gale Halsey
Vice President, Lucid

Pace Industries recently moved its global headquarters to the Metro Detroit area for better access to our customer and supply bases, and the engaged, experienced talent that Michigan has to offer. The MEDC, Detroit Regional Partnership, city, and county all provided support with the initial move and continue to work as valued partners as we expand our team.

Donald Hampton Jr.
Former CEO, Pace Industries

Detroit is an extremely attractive place to manufacture, given the skilled workforce, existing EV and green energy supply chains, and strong support from state and local governments.

Judith Judson
CEO, Fortescue WAE

Today is a huge step for LuxWall as we ready our company for the commercialization phase by meaningfully expanding our footprint in Michigan to now include major manufacturing plants in Litchfield and our future Detroit site. We are grateful for the strong business and economic support we have received from the State of Michigan, MEDC, DRP, City of Ypsilanti, Washtenaw County, Hillsdale County, and the City of Detroit as we expand the company.

Scott Thomsen
CEO & Co-Founder, LuxWall

We appreciate the Detroit Region's strong legacy of manufacturing, and highly attractive combination of location, infrastructure, logistics, and workforce. Niagara looks forward to having a positive and lasting impact in the region.

Brian Hess
Executive Vice President, Niagara Bottling



Verified Industrial Properties

BY THE NUMBERS

70+

Industrial Sites

featured on VIP by DRP's online portal, up from 9 a few years ago.

\$17M
Funding

from state and federal, to invest up to \$215k per site to advance through readiness.

120
Vacant Sites

the program aims to ready for redevelopment.



2023 Silver Award for Special Website from the International Economic Development Council.

SUPPORT THE REGION

This is what best-in-class economic development looks like.

Creating a World-class Organization

The Detroit Regional Partnership won the 2024 Economic Development Organization of the Year award from the International Economic Development Council. It was also named "A Best Place to Work" by Crain's Detroit Business in 2023 and 2024.

Advancing Site Readiness and Expediting Redevelopment

In a few short years, the Verified Industrial Properties program, or VIP by DRP, has scaled rapidly from nine pilot sites to more than 70. The award-winning program is gaining recognition for its work to identify and improve site readiness and reduce the time it takes to develop large industrial properties for expansion projects across the Region.

In 2024, the program entered a new phase of site readiness, which involves civil engineers conducting onsite physical site studies. In 2025, it will launch an education series to inform municipal leaders and the public about the opportunities presented by modern manufacturing and empower them with best-in-class processes and tools to secure such projects.

The VIP by DRP program is changing the culture and conversation about site readiness across the Detroit Region.

Navigating industry transition amid historic change.

Having just celebrated its two-year anniversary, the Global Epicenter of Mobility (GEM) is strengthening the advanced mobility ecosystem. This work has included completing the Future Mobility Technology Study, which identifies the seven future mobility technologies with the most mid-term growth potential by 2030. The data is designed to help business and mobility leaders make strong investment decisions over the next five years.

GEM is also working to ensure no company or worker is left behind during the transition to next-generation mobility. This work includes:



Traditional automotive manufacturers

pivoting their businesses to meet rising demand for clean energy solutions.



Small and mid-size suppliers

diversifying their portfolios into other mobility sectors like aerospace and maritime.



Employees utilizing upskilling

and reskilling opportunities to access new mobility career pathways.

GEM is securing Detroit's global automotive and mobility future amid next-gen tech advances.



OUR LEADERSHIP

We're fortunate to have
the finest corporate, civic,
and philanthropic leaders.



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Robert G. Riney (Vice Chairman)*

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Lamont Yoder

President, Corewell Health, Southeast Michigan

The Detroit Regional Partnership's Board of Directors and Regional Leadership Council are filled with senior leaders from the business, government, and philanthropic sectors.



OUR INVESTORS



Thank you for building a
stronger Detroit Region.

The new \$6.4 billion (CDN) Gordie Howe International Bridge project is a critical piece of infrastructure that includes two of the largest ports of entry in North America and cements the Detroit Region's status as a key North American logistics hub.

Top Investors & Civic Partners



Public Partners

Ann Arbor SPARK | Detroit Economic Growth Corporation | Flint & Genesee Economic Alliance | Lapeer Development Corporation
 Lenawee Now | Macomb County | Michigan Economic Development Corp. | Monroe County Business Alliance | Novi | Oakland County
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