

TO: Economic Development Council of Livingston County
FROM: Ann Arbor SPARK
CC: Board Members of the Economic Development Council of Livingston County
RE: **Quarterly Report for 2nd Quarter 2012 (April – June 2012)**

Please find our report for the second quarter of 2012 attached.



Retention Visit Report

| Account Name | Municipality | Close Date | Stage | Opportunity Name |
|--------------------------------------|---------------------|------------|------------|------------------------------|
| Ogihara America | Howell City | 4/16/2012 | Visit Held | 2012 Call Program-Livingston |
| Liquid Manufacturing, L.L.C. | Green Oak | 4/26/2012 | Visit Held | 2012 Call Program-Livingston |
| Excelda Manufacturing | Green Oak | 5/9/2012 | Visit Held | 2012 Call Program-Livingston |
| Citizens Insurance Company | Howell City | 5/11/2012 | Visit Held | 2012 Call Program-Livingston |
| Advenovation | Genoa | 5/22/2012 | Visit Held | 2012 Call Program-Livingston |
| Premier Recreational Products Corp. | Hartland | 5/23/2012 | Visit Held | 2012 Call Program-Livingston |
| FrozenBALLS | Green Oak | 5/25/2012 | Visit Held | 2012 Call Program-Livingston |
| Xspond Inc. | Brighton | 5/30/2012 | Visit Held | 2012 Call Program-Livingston |
| Electric Apparatus Company | Howell City | 6/5/2012 | Visit Held | 2012 Call Program-Livingston |
| Lowry Computer Products, Inc. | Green Oak | 6/6/2012 | Visit Held | 2012 Call Program-Livingston |
| Flexible Metal | Hamburg | 6/11/2012 | Visit Held | 2012 Call Program-Livingston |
| Bradhart Products Inc. | Green Oak | 6/11/2012 | Visit Held | 2012 Call Program-Livingston |
| Mobileteer | Brighton | 6/15/2012 | Visit Held | 2012 Call Program-Livingston |
| KW Corporation | Fowlerville Village | 6/15/2012 | Visit Held | 2012 Call Program-Livingston |
| American Compounding Specialties LLC | Brighton Township | 6/22/2012 | Visit Held | 2012 Call Program-Livingston |
| ASTI Environmental | Brighton Township | 6/25/2012 | Visit Held | 2012 Call Program-Livingston |
| Asahi Kasei Plastics North America | Handy | 6/25/2012 | Visit Held | 2012 Call Program-Livingston |
| American Chemical Technologies | Handy | 6/27/2012 | Visit Held | 2012 Call Program-Livingston |
| 18 Records | | | | |



Pipeline Report


| Company | Location | Investment | Job Creation | Probability | Stage |
|--------------|---------------------|---------------------|--------------|-------------|----------------------|
| Company 1 | Brighton Township | \$5,000,000 | 8 | 33.00% | Negotiate Incentives |
| Company 2 | Handy | \$1,500,000 | 5 | 33.00% | Negotiate Incentives |
| Company 3 | Fowlerville Village | \$200,000 | 2 | 75.00% | Negotiate Incentives |
| Company 4 | Green Oak | TBD | TBD | 10.00% | On Hold |
| Company 5 | Green Oak | \$1,600,000 | 7 | 10.00% | On Hold |
| Company 6 | Handy | \$4,000,000 | 6 | 33.00% | Negotiate Incentives |
| Company 7 | Green Oak | TBD | TBD | 33.00% | Company Identified |
| Company 8 | Brighton City | \$0 | 2 | 100.00% | Closed |
| Total | -- | \$12,300,000 | 30 | -- | -- |

Quarterly Highlights

- Boston MichAGAIN:** In June, Ann Arbor SPARK was a sponsor of the MichAGAIN events in Boston. The events were held near BIO2012 (a biotechnology conference) and Mobile Enterprise 2.0, both of which took place in Boston that week. The BIO2012 conference brought an estimated 15,000 people into the city, and was attended by the Michigan Economic Development Corporation, Oakland County Medical Main Street, the Right Place (Grand Rapids region), Michigan State University, University of Michigan and several Michigan life science companies.

The core MichAGAIN events included an alumni reception for former Michiganders from around the state, and an executive dinner for companies and equity firms with an interest in expanding in Michigan. These events produced several leads for the region and allowed us to connect with two equity firms that are establishing offices in the area. Visiting Boston also allowed us to meet with site selectors, companies with Michigan operations and others who could have an interest in investing in the area.

- White House Business Council Forum:** On June 1st the White House hosted a business forum for Michigan companies to discuss their experiences and to learn more about the administration's efforts to assist small businesses. Around 40 businesses participated, including Excelda Manufacturing (Green Oak Township). Excelda and other businesses from the Ann Arbor area were able to coordinate their visits to participate as a region. We held follow-up discussions to learn about their experience and identify new ways to leverage the forum.

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- **LEGUP! Livingston:** Livingston Entrepreneurial Group United For Prosperity! (“LEGUP!”) invited Ann Arbor SPARK to participate in their monthly discussion. On June 13th, Bill Mayer, Director of SPARK’s Business Accelerator, discussed entrepreneurial services for Livingston start-ups. The LEGUP! event involves a brief discussion on a topic of interest, along with match-making and introductions among business owners.

On-Going Focus

- **Marketing:** Marketing Livingston’s assets is an important focus area for Ann Arbor SPARK. The initial phase of our marketing effort will address three core aspects:
 - Developing a user-friendly and up-to-date website that covers basic data about the region. Leveraging insights from site selectors on what they find most relevant in an economic development website, we have begun building Livingston materials accordingly. The basic information will include data on workforce, demographics, top employers and other assets.
 - Creating an asset map of the county that covers a broad range of assets like quality of life (e.g. Livingston’s broad recreational areas), service providers, major employers, transportation networks and community assets.
 - Create materials & products centered on the core assets that make Livingston a great region to locate and expand a business. This includes Livingston’s location and transportation network, the value-for-money proposition, and the range of foreign businesses that have invested in the region.
- **Customer Service to Driving Industries:** Our core focus in our economic development effort is providing excellent customer service to our customers: companies in driving industries that are located, or could be located, in the Livingston County area. We strive to be responsive, available and able to meet whatever needs are identified by our customers. We work with our services partners (e.g. Michigan Works!, the Michigan Economic Development Corporation) as well as other economic development partners to connect to value added services. For example, last quarter we connected two businesses with a Boeing Partnership opportunity and other employers with Livingston County’s prisoner reentry services.
- **Community Development Opportunities:** We are identifying and developing programs related to the best practices in community development.