Maximize job creation and capital investment, 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 fit the region’s key industry sectors: mobility, cybersecurity, information technology, life science, and financial technology. Special emphasis will be placed on working to scale companies with the potential to be global players.

Through continuous benchmarking, identify strategic opportunities that have the potential for maximizing the Ann Arbor region’s economic competitiveness globally in the next decade that reflects best practices, appropriate partners, and that is informed by stakeholder input.

Maintain SPARK’s position as one of the nation’s and world’s leading economic development organizations. Increase Ann Arbor SPARK’s role in activities that advance regional collaboration toward economic prosperity.

Maximize the retention, development, and attraction of knowledge workers and experienced entrepreneurial management talent through communicating the quality of career opportunities and of our community.

Building on SPARK’s successful event and social media program, expand local, regional, state-wide, national, and global awareness of the Ann Arbor region’s attractiveness for business location, and career and life opportunities.

SPARK will advance the economy of the Ann Arbor region 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 our academic, business and community resources, and our collaborative culture.