

STRATEGIC PLAN 2.0

ACCELERATION

Support long-term regional prosperity by continuing to accelerate the growth of startups and early stage companies. This support includes capital investment, direct and consultant services, and collaboration with other partners. Special emphasis will be placed on working to scale companies with the potential to be global players.



TALENT

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.



GROWTH

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 opportunities to attract headquarters and key divisional facilities and to maximize the potential of the American Center for Mobility.



COMMUNICATION & ENGAGEMENT

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.



PLANNING

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.



LEADERSHIP

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.



ANN ARBOR
SPARK

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.

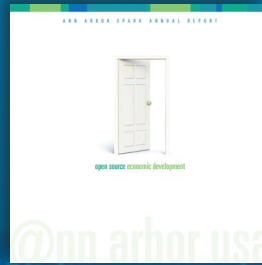
DRIVING INNOVATION FOR MORE THAN 12 YEARS



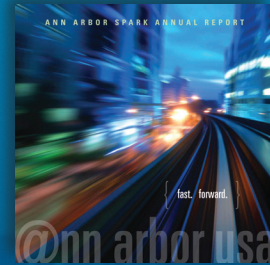
2006



2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



2017

New for 2018:

a2TECH360

CHECK IT OUT AT ANNARBORUSA.ORG/A2TECH360

SPARK@nn arbor usa

www.AnnArborUSA.org