

Business Services



Helping businesses grow.

The Ann Arbor SPARK Business Development team is a no cost resource to help growing companies in Washtenaw and Livingston counties make connections to the numerous resources available throughout Michigan. Whether the goal is overcome a business problem, expand a business, or find qualified talent, the SPARK team is here to help.

Financing & Incentive Management

Ann Arbor SPARK can help you find the financial incentives available to assist businesses making a significant investment in the greater Ann Arbor region. SPARK has years of experience managing incentive programs and can save you time and identify your best incentive opportunities.

State and Federal Level Incentives

- access to capital
- export assistance
- private activity bonds
- new job incentives
- tax abatements

Regional and Local Incentives

SPARK helps businesses identify the loans, grants, and incentives at a local level, to fuel continued business growth for the region.

- **Innovate Ypsi Incentive Program** is designed to provide grants, loans and other economic assistance to businesses that create jobs, and investment in the 48197 and 48198 zip codes. Options are available for all types of companies and funds can be used for a variety of expenses.
- **Small Business Administration (SBA)** Working closely with a wide range of lending partners across the country, SBA has developed a number of financial programs that address the various needs of small businesses.



Landline Creative Labs
INNOVATE YPSI GRANT RECIPIENT

Funding for Training

Funds Available for Training Talent

There are a number of training resources and SPARK can help identify the best. Michigan Works! provides competitive awards for employer responsive training that enhances talent, productivity, and employee retention while increasing the quality and competitiveness of Michigan's employers.

Training Assistance is offered through Michigan Works! Southeast. Ann Arbor SPARK assists companies in applying for training grants.



FOR MORE BUSINESS SERVICE INFORMATION

VISIT: annarborusa.org/business-development/

CALL: (734) 761-9317

EMAIL: BusinessDevelopment@annarborusa.org

Talent

Looking for exceptional talent in the Ann Arbor region? SPARK's talent services provide the support that companies need to attract talent across all driving industries.



Promote Your Job Postings

SPARK provides many resources to help increase awareness of local business and available job opportunities.

- Boutique Job Portal: find professional talent in engineering, software development, life sciences, sales and more
- Talent newsletters – over 8,000 subscribers
- “Job of the Day” Social media posts to over 15,000 followers

Talent Awareness Events

- Career Fairs and Job Mixers
- Manufacturing Day – Over 200 participants
- Tech Homecoming – Over 200 participants
- Tech Trek – Over 2,000 participants

University Connections & More

- Recruitment and Job Fairs – The SPARK team will introduce you to the career services teams at local schools and universities to help you find interns and full time talent.

Kettering
UNIVERSITY



EMU



Washtenaw
Community
College



Michigan Tech

Business Services

Export Assistance

SPARK is committed to increasing Ann Arbor's exporting opportunities by providing resources for businesses to utilize while entering key global markets.



● STEP Program – State Trade Expansion Program

MI-STEP is a grant program, funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA), providing direct reimbursement to qualified small and medium-sized companies to develop or expand export-related activities. The MI-STEP program is designed to spur job creation by empowering Michigan small and medium-size enterprises to export their products. Program funds may be approved for export marketing-related activities including but not limited to:

- Participation in foreign trade missions
- Website fees (translation, localization, SEO)
- Design of marketing media
- International trade show participation – and more

STEP was launched in 2011 by the SBA as part of the president's National Export Initiative with a goal to double U.S. exports and give America a stronger competitive edge.

Visit michiganbusiness.org/grow/international-trade-services

Pure Michigan Business Connect (PMBC)

The SPARK team is here to support companies by making connections to other Michigan business opportunities and help your company grow. PMBC is a great resource to facilitate those connections.

- Expand your supply chain – PMBC has facilitated over \$2.7 billion contracts
- Post purchasing needs and increase your sales opportunities to over 42,000 companies in the network
- Participate in regional supplier summits
- Maintain an active profile and connect with more than **200 global purchasers** in addition to purchasers from across Michigan

Visit pmbc.connect.space

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Companies supported by SPARK

The SPARK team consults with hundreds of companies every year to connect them with service providers, available incentives, state and local programs, and other key resources and partners.



Data Resources

Real Estate Search Assistance

Get a quick snapshot of the local real estate market as you prepare to engage with a professional broker. Assistance includes:

- Searches for industrial, office, R&D, wet lab, incubator space, and vacant land
- Introductions to local officials, real estate brokers, service and utility providers, and property development, construction, and engineering firms

Regional Data

- Analysis when evaluating a new location for your business
- Demographics & Talent

Business Statistics

To help evaluate your business:

- Competitive landscape analysis
- Supply chain evaluation
- Wage data from PayScale
- Talent pool
- Tech Talent Compensation Survey

#6 most innovative city in U.S.
USA TODAY 2018

“SPARK has reached out and been available to answer our questions throughout the project. Everything from looking at potential property, answering questions (such as working with utilities), to seeing if there were financing or tax credits that we could take advantage of. All in all it has been a great experience.”

SPARK BUSINESS DEVELOPMENT CLIENT TESTIMONIAL

Talent Pool Example for Local Tech Company



Highest Concentration of Employees to Lowest