

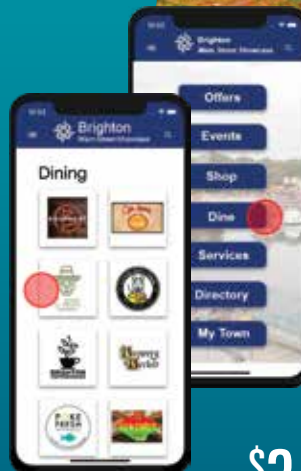
livingston county 2011–2021

Celebrating 10 Years of Partnership, Positive Impact

The **City of Brighton** and the **Brighton Downtown Development Authority** partnered with Ann Arbor SPARK to attract, grow, and retain Main Street businesses in the downtown area. Most notably, the team developed the Main Street Showcase mobile app to create a unified platform for marketing, advertising, promotion, and communication across the DDA area.

Since 2015, **FTTechno of America (FTTA)** has operated an automotive vehicle evaluation center on proving grounds spanning approximately 950 acres in Handy Township. In 2021, FTTA invested in an expansion, constructing a 1.4 mile handling course, as well as an area of special surfaces for evaluating vehicle ride comfort, noise, harshness, and vibration.

A joint effort between SPARK and the **Greater Area Brighton Chamber of Commerce**, the *Manufacturing Collaborative* is a group of nine employers that meet regularly to share data and ideas to create a pipeline of talent for critical jobs in the county. Last year, the program expanded when Brighton-based **Work Skills Corporation** created a curriculum using virtual reality and computer-based online training methods to expedite workforce training for skilled trades positions.



\$3.3M new investment commitments

54 successful company growth projects

1,402 new jobs announced

5,048 jobs retained

