



FAQ on the New Regional Marketing and Business Attraction Entity

What Will the New Entity Do?

The new entity will advance a coordinated regional marketing and business attraction strategy designed to support existing local and county-based business attraction efforts. The new entity will focus exclusively on adding new business investment and jobs from outside Michigan to the 11-county Southeast Michigan region.

What Will the Chamber's Role Be?

This new entity will build upon the Chamber's existing and award-winning Destination Detroit business attraction program. The Chamber's existing staff in this area would form the basis of the new entity as well as seed the program with an existing pipeline of projects, strong operations and performance metrics. All other Chamber operations and staff remain unaffected.

How Will This New Entity Work with the Cities, Counties and Other Groups? (e.g. MEDC, DEGC, Ann Arbor SPARK, etc.)

The regional entity will facilitate the success of all local organizations (county and city economic development organizations) as well as leverage resources and support from the Michigan Economic Development Corporation. This entity will increase the deal flow and help close the deal.

Will the New Entity Have Its Own Board of Directors?

Yes, the new entity will have an independent board of directors that is being formed by members from the Detroit Regional Chamber Board of Directors, Regional CEO Group and 11-county Detroit region. We will continue to build the board as the entity grows.

The current board members include:

Gerry Anderson, Chairman and CEO, DTE Energy (board chairman)
Sandy Baruah, President and CEO, Detroit Regional Chamber
Detroit Mayor Mike Duggan
Wayne County Executive Warren Evans
Macomb County Executive Mark Hackel
Charles "Chip" McClure, Managing Partner, Michigan Capital Advisors
Ray Telang, Greater Michigan Managing Partner, PwC
Oakland County Deputy Executive Phil Bertolini (advisory role)

How Will the New Entity Work with the CEO Group?

The CEO Group and the new economic development entity, led by Barry Matherly, will work closely to drive regional economic development. The new entity will help identify the reason that our region loses attraction opportunities to other regions and can identify areas for the CEO Group to assist in improving the region.

What Is the New Entity's Name?

Naming and branding is extremely important to a marketing entity. The name will be developed in concert with our partners, using extensive market research in the next three months.



Where Will the New Entity Be Located?

The staff for the new nonprofit economic development entity will be co-located with the Detroit Regional Chamber to ensure a close partner relationship between the organizations and ensure maximum effectiveness.

How Many Employees Will the New Entity Have?

Based on benchmarking best-in-class regional groups, there will eventually be 15 to 20 employees.

Who Is Funding the New Entity?

Funding will come from multiple sources including foundations, corporations and the public sector.

Why Is the New Entity Needed?

Southeast Michigan needs more financial resources for business attraction and regional marketing to compete with best-in-class metropolitan areas across the country. The challenge with the Chamber's existing program has been resources and operating with less than \$750,000 in financial support annually. The Regional CEO Group has agreed to take the lead in securing financial resources of between \$6 to \$7 million annually from the foundation and corporate community to launch this initiative.

What Will the New Entity Market?

Work will focus on marketing the entire 11-county Southeast Michigan region, with no alliances to any specific city or county, which is how the existing Destination Detroit program operates.

How Will the Region Benefit?

The entire region benefits when investment and jobs come to Southeast Michigan from outside Michigan and the country.

What Is the 11-County Detroit Region?

The 11-county region consists of: Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Claire, Washtenaw and Wayne counties.

When Will the Entity Become Effective? How Long Will It Take to Ramp Up?

The entity will immediately begin building on the Detroit Regional Chamber's Destination Detroit program. It will take time to refine strategies and build capabilities, but we have a great starting team. The new CEO, Barry Matherly, will start January 2019.

How Does This Work Relate to Workforce Development?

This new business attraction entity will work closely with public and private workforce development entities to provide new businesses with access to local talent, and ensure we are attracting the right businesses and jobs.



Isn't This Just Adding Another Group and Another Layer of Organizations?

No, this will be the only regional group that is dedicated to business attraction and marketing for the entire region. There is a very fragmented business attraction focus as a region and our success will improve as the region works together.

What Organization Will the New Entity Be Modeled After?

The Detroit Regional Chamber and Regional CEO Group looked at and traveled to best-in-class regions across the globe that are successfully marketing large metropolitan areas. Some examples of successful organizations include: Columbus 2020 in Ohio, The Right Place in Grand Rapids, Greater MSP in Minneapolis-St. Paul, and The Greater Houston Partnership in Texas, among others.

Visit www.detroitchamber.com/destinationdetroit/businessattractionentity for more information.