

STRONG ECONOMIES, RESILIENT COUNTIES

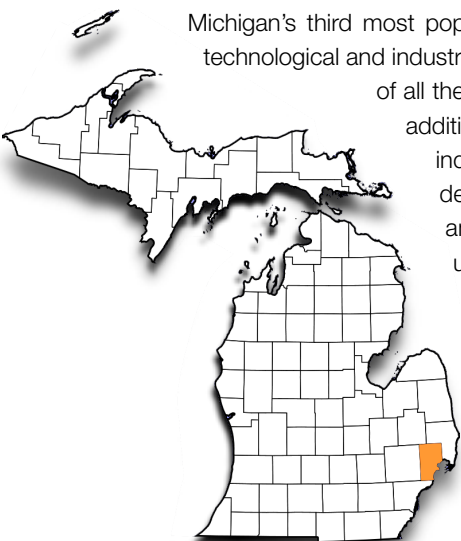
The Role of Counties in Economic Development



NACo WHY COUNTIES MATTER PAPER SERIES • ISSUE 1 • July 2014 • www.naco.org

MACOMB COUNTY, MICHIGAN

Leveraging the Manufacturing Base through Partnerships



Michigan's third most populous county, Macomb County is part of Southeast Michigan, a region with a strong technological and industrial base. Manufacturing plays a major role in the county economy, with about 22 percent of all the jobs the county attributable to this sector, compared to only 14 percent in the state. In addition to advanced automotive industry, local businesses are active in defense related industries. Between 2000 and 2010, businesses located in the county gained over 10,000 defense contracts. The region is among top locations in the country for industrial research and development, benefitting from the presence of numerous regional colleges and universities and a highly skilled workforce of over 30,000 workers focused on engineering, research and development. Macomb County, together with local and state partners, public and private, is working on business attraction and regional marketing initiatives to promote the region's assets and create jobs in the process.

Macomb County has a long tradition in support economic development. Established in 1956, the County's Department of Planning and Economic Development (MCPED) is responsible for the implementation of the county's economic development strategies and programs. The department prioritizes business attraction, business retention and expansion and the development of small businesses and start-ups. The department employs 26 full time equivalent staff, with an operating budget just under \$3 million in FY 2013.

Regional Marketing Collaborations

To complement the Home in Macomb program's efforts to expand existing business, MCPED works directly with state and regional local agencies to bring new investment to the region. The MCPED partners with the Michigan Economic Development Corporation (MEDC), a public-private partnership between the state government, regional and local development agencies and private businesses, serving as the state's marketing arm and lead development agency. The MCPED takes part in statewide branding initiatives such as the MEDC's PureMichigan that allow the county a greater scope and enhanced business assistance resources.

- Population, 2013: 854,769
- County Board size: 13
- County Executive

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At the regional level, Macomb County collaborates with numerous public, nonprofit and private partners. The county is a member of the ten-county Detroit Regional Chamber, partnering with the MEDC and other local governments to promote economic growth in Southeast Michigan. Through collaborative efforts, the Chamber provides a vast range of economic development initiatives – such as MICHauto, Translinked and the Detroit Regional Prosperity Campaign – focused on attracting and retaining talent and investment into the region. For example, Translinked leverages the region's infrastructure assets to create an industry cluster around transportation, distribution and logistics. In the technology area, the MCPED partners with Automation Alley, a technology business association offering talent and business development services to technology related businesses. As a result of these partnerships, the county can collaborate and coordinate marketing and attraction efforts providing greater opportunity to draw businesses to the region.

Home in Macomb Business Retention Program

Macomb County's Department of Planning and Economic Development (MCPED) developed the Home in Macomb Business Retention Program to provide targeted assistance to existing businesses. Through the program, the MCPED consults directly with local businesses to help identify barriers they face and opportunities for facilitating growth and development. According to MCPED, in 2012 the Home in Macomb Business Retention Program helped generate more than \$164 million in private investment by local businesses, create 1,260 new jobs and retain 3,450 jobs in Macomb County.

In coordination with regional and state organizations, Macomb County markets an eco-system that nurtures the advanced manufacturing industry in the region. Leveraging the resources and specialized knowledge of numerous partners, MCPED is active in growing current businesses and attracting new industries to the area. As a result, Macomb County plays a key role in Southeast Michigan's revitalization.

