



*Dedicated to making Michigan  
a "Top Ten" state for job, economic  
and personal income growth*

## Who is Business Leaders for Michigan (BLM)?

The state's business roundtable is composed of the top executives of Michigan's 80 largest companies and universities. The membership is responsible for nearly 25% of the state's economy by providing over 320,000 jobs in Michigan, generating over \$1 Trillion in annual revenue and serving over 135,000 students.

## What does Business Leaders for Michigan do?

- **Develops strategies to grow jobs, personal income and the economy**, such as the Michigan Turnaround Plan
- **Raises public awareness about our competitiveness**, such as convening leadership summits and regional forums across the state
- **Advocates for public policy that advances the Michigan Turnaround Plan**
- **Champions initiatives that grow the state's economy**, such as managing a venture capital fund and supporting programs that increase entrepreneurship

## michiganturnaroundplan

### Goal -

Make Michigan a "Top Ten" state for job, economic and personal income growth

### What is the Plan?

A holistic, comprehensive strategy to grow the economy that outlines the case for change, sets achievable goals, identifies action steps and explains the potential impact

### How was it developed?

BLM identified Michigan's most significant assets and strengths, benchmarked our competitiveness against peer and aspirational states and reviewed best practices nationally and globally

### The Six Step Plan -

1. Responsibly manage finances
2. Efficiently & effectively provide public services
3. Create a competitive business climate
4. Strategically invest for future growth
5. Accelerate the economic growth of cities & metros
6. Leverage assets to grow the New Michigan

### What does BLM do to help implement the Plan?

We build support among key stakeholders, advocate for policy changes, champion specific initiatives and report progress on our web site.

### Why is the Plan needed now that the state is making progress?

The State made progress in 2011, but it took decades for Michigan to get where we are and will take years to fully recover. Strong community and business leadership will ensure turnaround efforts are sustained beyond election cycles.

### Why should business leaders outline a recovery plan?

Business leaders know first-hand what it takes to create jobs and have a huge stake in the future of Michigan. The Plan is based on solid data, careful research and thoughtful planning.

### What you can do to help:

- **Become a supporter:** Sign on to our web site, adopt a resolution or issue a press release
- **Write your legislator**
- **Contact the media**
- **Tell your friends:** "Like" and "share" on Facebook or other social media
- **Include in your newsletter**

*For more information:*

[www.michiganturnaroundplan.com](http://www.michiganturnaroundplan.com)







# michiganturnaroundplan

Laying the foundation for building a New Michigan

<p><b>1</b></p> <p><b>Responsibly Manage Finances</b></p> <ul style="list-style-type: none"> <li>• Set clear spending priorities</li> <li>• “Price” the cost to comply with proposed legislation</li> <li>• Memorialize sound fiscal management practices in legislation or policy</li> <li>• Reduce debt levels to achieve AAA bond rating</li> </ul>	<p><b>2</b></p> <p><b>Effectively &amp; Efficiently Provide Public Services</b></p> <ul style="list-style-type: none"> <li>• Improve the cost &amp; productivity of the state workforce</li> <li>• Reduce corrections cost to the Great Lakes average</li> <li>• Improve the efficiency of state government</li> <li>• Improve return on investment from the 0-12 education system</li> <li>• Advocate state government enable improvements in local service delivery</li> <li>• Advocate local governments adopt best practices and “fix the basics”</li> </ul>	<p><b>3</b></p> <p><b>Create a Competitive Business Climate</b></p> <ul style="list-style-type: none"> <li>• Benchmark Michigan’s business costs to Top Ten states</li> <li>• Create a responsive, collaborative regulatory system</li> <li>• Provide a seamless, one-stop process for business growth</li> <li>• Strengthen Michigan’s workforce</li> <li>• Increase capital availability</li> </ul>	<p><b>4</b></p> <p><b>Strategically Invest for Future Growth</b></p> <ul style="list-style-type: none"> <li>• Increase the percentage of the Michigan workforce with post-HS education</li> <li>• Connect Michigan with the global economy through strategic investments in infrastructure</li> </ul>	<p><b>5</b></p> <p><b>Accelerate the Economic Growth of Cities &amp; Metros</b></p> <ul style="list-style-type: none"> <li>• Accelerate the redevelopment of Michigan’s largest cities &amp; metros with special emphasis on Detroit</li> <li>• Improve delivery of local services by advocating state government enable improvements and local government adopt best practices and “fix the basics”</li> </ul>	<p><b>6</b></p> <p><b>Leverage Assets to Grow the New Michigan</b></p> <ul style="list-style-type: none"> <li>• Champion strategies that leverage Michigan’s unique assets to accelerate long-term economic growth</li> <li>• Build support among key stakeholders for growth strategies that transcend political terms</li> <li>• Support a strong foundation of entrepreneurship, innovation and manufacturing</li> <li>• Raise awareness of progress being made toward building a New Michigan</li> </ul>
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# newmichigan

Distinctive Michigan assets that can grow a New Michigan

<b>Assets:</b>	<b>ENGINEERING TALENT</b>	<b>GEOGRAPHIC LOCATION</b>	<b>HIGHER EDUCATION SYSTEM</b>	<b>NATURAL RESOURCES</b>	<b>AUTOMOTIVE INDUSTRY</b>	<b>HEALTH &amp; MEDICAL EXPERTISE</b>
<b>Opportunities:</b>	<b>Global Engineering Village</b>	<b>Gateway to the Midwest</b>	<b>Higher Education Marketplace</b>	<b>Natural Resources Economy</b>	<b>Global Center of Mobility</b>	<b>Life Sciences Hub</b>
<b>Potential ways to leverage the assets:</b>	<ul style="list-style-type: none"> <li>• Brand the engineering sector</li> <li>• Grow engineering education capacity</li> <li>• Grow engineering firms</li> </ul> 	<ul style="list-style-type: none"> <li>• Consolidate logistics base into Michigan</li> <li>• Scale the Aerotropolis</li> <li>• Invest in strategic trade-related infrastructure (e.g., bridge, tunnel, rail)</li> </ul> 	<ul style="list-style-type: none"> <li>• Strengthen quality, affordability, productivity &amp; economic impact</li> <li>• Grow university enrollment</li> <li>• Grow industry &amp; university funded R&amp;D</li> <li>• Grow commercialization of R&amp;D</li> </ul> 	<ul style="list-style-type: none"> <li>• Grow agricultural processing and exports</li> <li>• Grow leisure tourism</li> <li>• Lead in alternative energy technologies</li> </ul> 	<ul style="list-style-type: none"> <li>• Lead in sustainable mobility</li> <li>• Lead in multi-modal systems</li> <li>• Lead in vehicle/infrastructure technology to improve road safety</li> <li>• Grow the auto industry</li> </ul> 	<ul style="list-style-type: none"> <li>• Create a Hub for bio-pharmaceutical R&amp;D</li> <li>• Become the Center for research, testing &amp; medical labs</li> <li>• Grow medical tourism</li> </ul> 

**Strong base of entrepreneurship, innovation and manufacturing**