



*Talent attraction, retention and training
are the currency for the State's future economic growth.*



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2018 Executive Budget Recommendation



Presentation to House Appropriations Subcommittee on
General Government

March 14, 2017



Investing in Michigan



- Grow our own and attract businesses to Michigan
- Promote innovation
- Promote Michigan as a quality place to live, work and play
- Provide assistance to communities to support “hard to do” development projects creating job growth and sustainability

- Provide a demand-driven talent system that supports business growth and a diverse skilled workforce through strategic partnerships
- Provide temporary income to workers who have lost employment through no fault of their own and effectively administer unemployment tax system

- Provide financial and technical assistance through public and private partnerships to create and preserve safe and decent affordable housing
- Promote and support homeownership through customer-focused tools and resources
- Provide communities with resources to end homelessness, particularly for veterans

- Promote economic development through the acquisition and repurposing of publicly held properties, including tax reverted property
- Support local land bank operations to foster development of properties to meet community development goals

Work, Live, Play - State of the State

- Lowest unemployment rate in 15 years
- Over 500,000 private sector jobs created since 2010
- Top five ranking for growth in personal incomes
- \$12.8 billion in private investment since 2011 through regional economic development projects
- Housing values up 44 percent since 2010
- Over \$1.4 billion in new visitor spending in 2015, seven times more than in 2006

Building a 21st Century Economy

Key Investments in the Governor's Budget

- Investing in Talent
- Telling Our Story
- Comprehensive Economic Development Strategies





Investing in Talent - Professional Trades

- **New K-12 Career and Technical Education Equipment and Innovation Grants**
 - \$20 million - public-private partnership grants
 - Equipment purchase and curriculum developed tied to local employer demand
 - Catalytic investment to begin rebuilding the CTE infrastructure and ensure students are using the latest equipment/technology
 - CTE grants will compliment, not duplicate, the CCSTEP grants (equipment for community colleges) and provide training for high-wage, high-demand job vacancies
 - 75 percent of CTE students continue on to post-secondary training, increasing the number of Michiganders with post-secondary degrees and credentials.
- **Going Pro / Skilled Trades Training Fund: \$41 million (\$9.1 million increase)**
 - Targeted funds for high-need populations to remove barriers to employment and reconnect unemployed workers to jobs more quickly
 - Increase funding for innovative program grants that support new hires, creation of apprenticeships and increased worker wages
 - Expand marketing of professional trades to parents, students, and educators



Telling Our Story - Talent

Talent Attraction - \$5 million

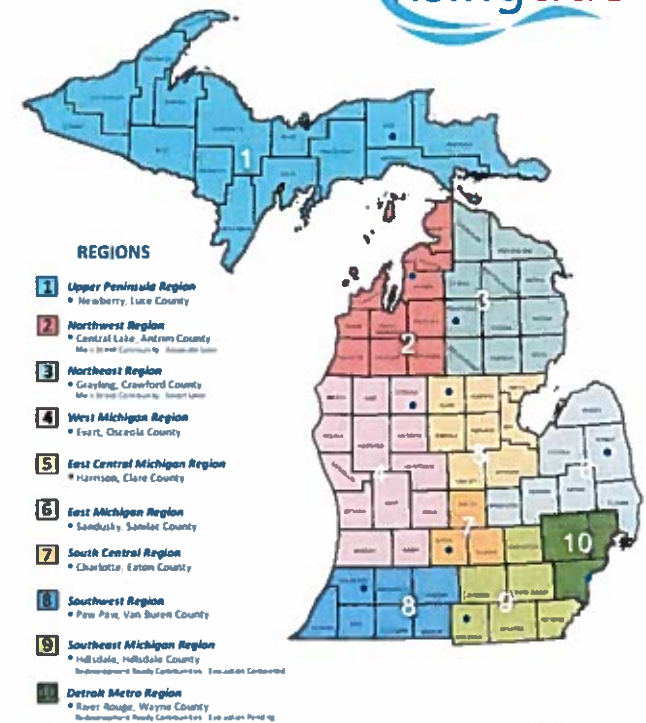
- Targeted campaign to critical labor markets
- Leverage Pure Michigan brand and new funding for in-migration of talent
- Aggressive messaging about work, live and play attributes of Michigan and job opportunities in Michigan

PURE *M*ICHIGAN
Talent Connect

Project Rising Tide - \$2 million

- Provide at-risk communities with tools to design and build successful economic framework
- Cultivate and mentor local expertise to produce high-performing development projects
- Assist up to 10 at-risk communities utilizing the Redevelopment Ready Communities model
- Coordinate with various programs to expand number of successful projects in each community

#CharlotteRising





Michigan Competitiveness - Pure Michigan Means Business



Business Attraction and Community Revitalization Programs - \$125.5 million

- Increase funding by \$10 million to meet growing demand for community revitalization efforts.
- Help create the places where talent wants to live and work.
- Support projects that are catalytic and implement community vision.
- Assist critical infrastructure that leads to job growth and sustainability.
- Amplify technical economic development assistance to communities.



Strategic Investments in Targeted Industries



Protect and Grow - \$1 million

- Build on strategic investments to support Michigan's defense and homeland security industries
- Protect federal and state military facilities, while growing opportunities for investment



Arts and Cultural Grants - \$11 million

- Increase funding by \$1 million to meet growing demand
- Support for arts and cultural events and programs through museums, libraries, community organizations, and schools in nearly all 83 counties in the state



Housing Priorities

Provide a Roof For Every Homeless Veteran

- **In 2015, just over 4,400 veterans experienced homelessness**
 - A 21 percent reduction from the previous year.
 - 2,800 (64 percent) of these veterans were placed in permanent housing, while 400 entered transitional housing.
 - This means 3,200 of Michigan's homeless veterans had a place to call home.
- **We can do more...**
 - MSHDA will advocate for more federal vouchers to provide supportive housing for Michigan veterans.
 - We will work aggressively with local, state, and federal partners to leverage financial resources to expand aid for veteran homeless initiatives and programs.

Improved Community Services

- MSHDA is launching a new housing assessment tool to help every community better understand and plan their housing market needs in 2017.





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Investing in Michigan's Future

- Talent is our top priority - retaining, attracting, and training Michigan's next workforce.
- Innovative programming, public-private partnerships, and cross-collaboration are the tools we need to keep moving forward.
- Executive Recommendation drives catalytic investments in critical areas to meet Michigan's needs.