

Issue: Economic Development



Macomb County is emerging as the preferred place to do business in the state of Michigan. Home to nearly 18,000 businesses and a surging workforce of more than 400,000, Macomb County possesses the resources and partnerships to help business succeed.

Policy Statement:

Macomb County is an industry leader for advanced manufacturing. Integrating a knowledge-based economy with traditional manufacturing has evolved Macomb into a world class Arsenal of Innovation. Through the Macomb County Department of Planning and Economic Development, the county promotes business retention, expansion and attraction. The county is focused on facilitating an environment that nurtures the entrepreneurial spirit and accelerates economic activity.

Macomb County currently facilitates economic development in a system primarily focused on tax abatements that incentivize private investment. Tax abatements serve an important purpose, and have led to continued investment in our communities. Macomb County must also expand its economic development toolbox and take advantage of the additional opportunities for economic development.

The success Macomb County has achieved derives from understanding and valuing partnerships. Macomb County is committed to working with its local and regional partners to develop engaging and rewarding partnerships. Through these partnerships we are able to offer services that will further drive our local economy: workforce development, access to capital, business-to-business networking and many others. Further developing these partnerships will expand the services we are able to offer and lead to continued economic prosperity and industry advancement.

Macomb County is committed to creating a sense of place through a number of branding, marketing and promotion initiatives. Anchored by initiatives such as “Make Macomb Your Home” and the “Blue Economy,” establishing an identity that resonates with businesses and the community is a critical part of future growth. Communicating the great wealth of assets and opportunities that are right here in Macomb County will lead to economic prosperity.

As the county grows, we must ensure that our infrastructure is able to meet demand. The County will further develop its partnerships with utility, communications and transportation providers to guarantee that businesses in Macomb County will have access to the resources they need to thrive in Macomb.

Businesses that choose to invest in Macomb County know they are not only building a facility, but community. In Macomb we must facilitate a system of economic development and job growth that is founded on strengthening community. By nurturing this collaborative economic development environment, both community and business can succeed.

Action Agenda:

- ✓ **Develop and strengthen partnerships to further economic development resources & toolkit**
- ✓ **Create a brand identity for Macomb that resonates with a diverse audience**
- ✓ **Ensure workforce has adequate training options to succeed in global economy**
- ✓ **Maintain an infrastructure capable of supporting growing economy**