



20
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ANNUAL REPORT

DETROIT REGION
AEROTROPOLIS[®]
DEVELOPMENT CORPORATION



IT'S TIME

2018 saw the Detroit Region Aerotropolis Development Corporation focus more of its time and budget than ever before on the core mission of business attraction. The daily execution of this proactive business attraction strategy was built on three pillars:

- » An enhanced understanding of the assets that make our region attractive to investment
- » Utilizing targeted marketing, advertising, and travel to reach our target audience
- » Providing outstanding customer service to the companies looking to locate here

With these actions guiding our day-to-day operations, the Aerotropolis was able to effectively communicate the value proposition of our region to a larger audience than ever before.

However, the most critical component to 2018's success was the continued commitment of our partners and stakeholders. A great strategy can only create great results with the buy-in of all parties involved, and we are grateful to have such engaged partners throughout our region.

Our target industries – transportation, distribution, logistics, advanced manufacturing, and next-generation mobility – are constantly evolving, meaning our strategy will also evolve. Looking forward, we will continue to adapt and build on our momentum in order to provide value to our stakeholders for years to come.

Whether you are an Aerotropolis partner or a company looking to expand in Southeast Michigan, we invite you to explore this report to gain a better understanding of our region and join us in celebrating the successes of 2018.

MARCO SALOMONE
Executive Director

DAVID GLAAB
Chairman of the Board

THE AEROTROPOLIS ADVANTAGE

The Detroit Region Aerotropolis Development Corporation is a four-community, two-county public-private economic development partnership driving corporate expansion and new investments around Detroit Metro and Willow Run Airports.

TRANSPORTATION & LOGISTICS NETWORK

6,000 AVAILABLE ACRES 

DETROIT METROPOLITAN AIRPORT

- » 18th busiest airport in North America
- » 35 million passengers per year
- » 1,100 flights per day
- » 140 non-stop destinations on four continents
- » 464 million pounds of cargo per year

WILLOW RUN AIRPORT

- » Leading "all cargo" airport in the USA
- » 200 million pounds of cargo per year
- » U.S. Customs operation on site
- » Corporate and charter flight hub
- » 24-hour service

PORT OF DETROIT

- » 29 terminals handle 17 million tons of cargo every year

INTERNATIONAL GATEWAY

- » 2nd busiest border crossing in North America, providing 2 bridges and a rail tunnel to Canada

AMERICAN CENTER FOR MOBILITY

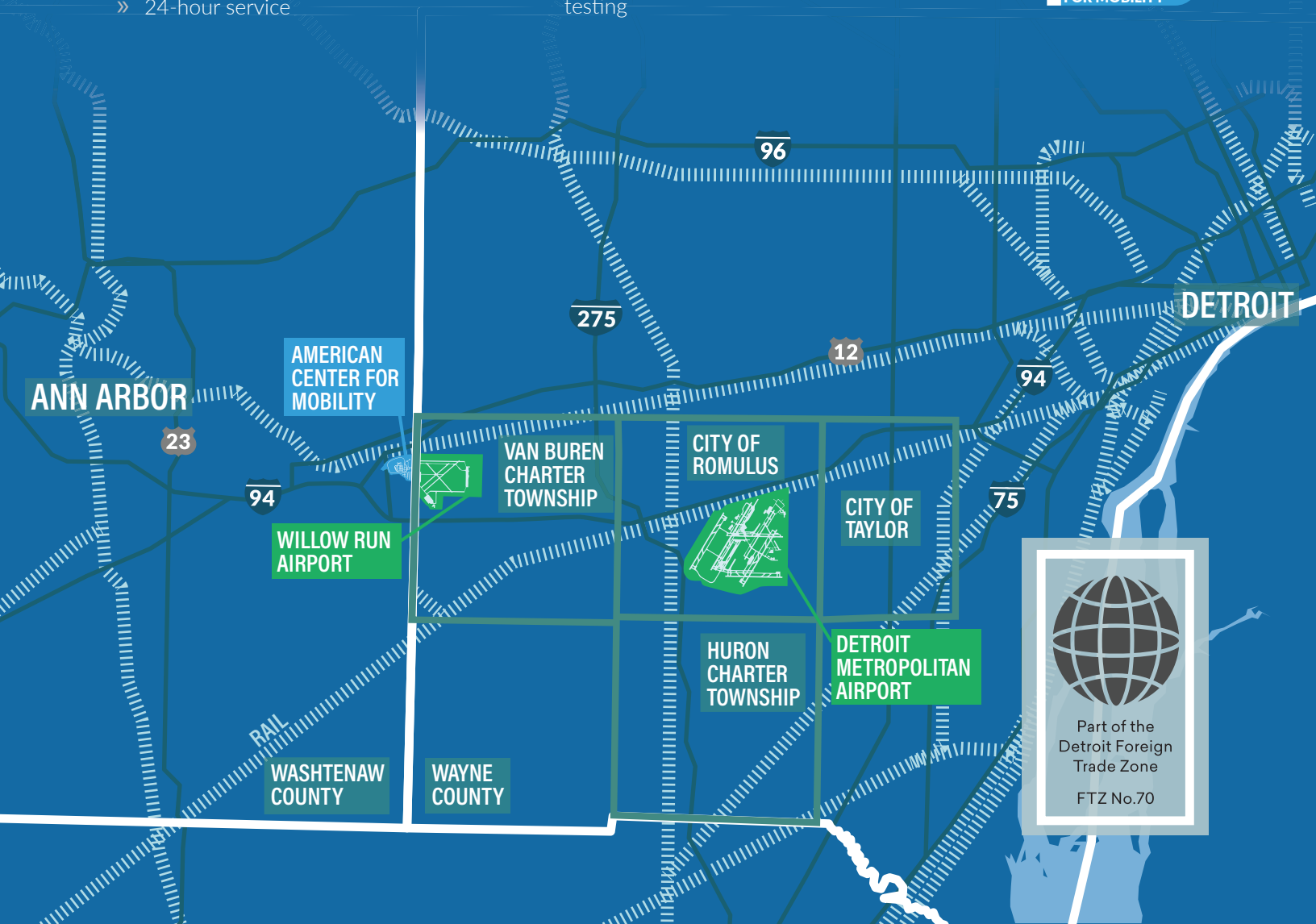
- » 335-acre test facility for connected and autonomous vehicles
- » 2.5-mile highway loop, entrance/exit ramps, reconfigurable intersection, four-seasons testing

5 RAIL LINES 

3 FREEWAYS 

2 AIRPORTS 

1 AMERICAN CENTER FOR MOBILITY 





MARKETING & ADVERTISING

In 2018, the Aerotropolis took our marketing and advertising efforts to new heights by promoting the region in 18 advertisements in 11 publications, reaching hundreds of thousands of readers worldwide in print and digital formats. The target audience of these increased efforts are C-suite decision makers and site consultants of businesses worldwide.

PUBLICATIONS

- Site Selection Magazine
- Expansion Solutions Magazine
- Detroit Magazine
- Quick Caller Online
- Automotive News Guide to Economic Development
- MICH. Magazine
- Business Facilities Magazine
- DBusiness Magazine
- Business Expansion Journal
- Detroit 500 Magazine
- Chief Executive Magazine

FOREIGN BUSINESS ASSOCIATIONS

The Aerotropolis also joined several foreign business associations in 2018, helping to build a global network of contacts and lead generators for our business attraction efforts.



BUSINESS DEVELOPMENT OUTREACH

One of the pillars of the Aerotropolis' business development strategy is connecting with our target audience face-to-face. In 2018, the Aerotropolis attended 18 conferences, tradeshows, and site selector outreach trips both locally and across the country. This targeted travel strategy resulted in hundreds of new business development contacts and invaluable exposure to companies, site consultants, and real estate professionals nationwide.



BY THE NUMBERS

64

BUSINESS ATTRACTION & EXPANSION
PROJECTS



CONDUCTED
SITE TOURS

5

7



RESPONSES
TO REQUESTS FOR INFORMATION (RFIS)

151 **SITES**
SUBMITTED FOR LOCATION CONSIDERATION



18



BUSINESS DEVELOPMENT TRADESHOWS AND
CONFERENCES

BUSINESS DEVELOPMENT SUCCESS



In August of 2018, Subaru announced the building of a new \$48.9 million Technical Center in Van Buren Township. Subaru purchased 76 acres of vacant land to build the 64,500 square-foot facility and plan to hire 101 new employees. Based in Japan, Subaru has over 14,000 employees worldwide. This is the automaker's largest facility in Michigan and is located just north of Willow Run Airport and The American Center for Mobility.



In October of 2018, Medline Industries announced the lease of a 420,000 square-foot facility in Romulus. The project will result in the creation of 75 new jobs and \$5.9 million in capital investment with the potential for \$13 million in total investment over the next five years. Medline is the largest privately held manufacturer and distributor of medical supplies in the world with over 16,000 employees globally. The Romulus location was chosen over sites in Ohio and Indiana.



Also in October of 2018, Piston Automotive announced the plans to occupy a 154,000 square-foot facility in Van Buren Township. The automotive supplier plans to create 118 jobs from the \$16.7 million in capital investment. Founded in 1995 by Vinnie Johnson, Piston Automotive is one of four companies in the Piston Group with locations across North America serving OEMs and suppliers.

3  CLOSED
PROJECTS

294  NEW
JOBS

 \$78.8
MILLION IN CAPITAL
INVESTMENT

COMMUNITIES & PARTNERS

Regional economic development is only as strong as the individual parties that comprise “the region” and the Detroit Region Aerotropolis Development Corporation is no exception.

Our success in 2018 and beyond would not be possible without the continued collaboration with and commitment of our communities and partners. Each of the following communities, counties, and organizations – both public and private are critical to the success of our business attraction efforts.

To each, we say thank you!



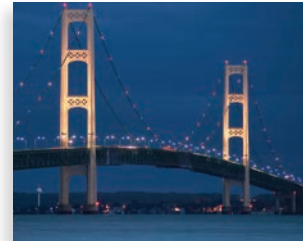
CITY OF ROMULUS
LeRoy Burcroff
Mayor



CITY OF TAYLOR
Rick Sollars
Mayor



HURON CHARTER TOWNSHIP
David Glaab
Supervisor



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
Jeff Mason
CEO



VAN BUREN TOWNSHIP
Kevin McNamara
Supervisor



WASHTENAW COUNTY
Greg Dill
County Administrator



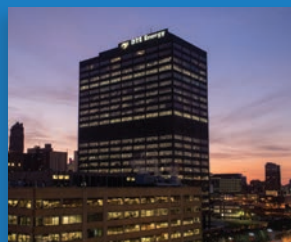
WAYNE COUNTY
Warren C. Evans
County Executive



WAYNE COUNTY AIRPORT AUTHORITY
Chad Newton
CEO



CBRE



DTE ENERGY

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