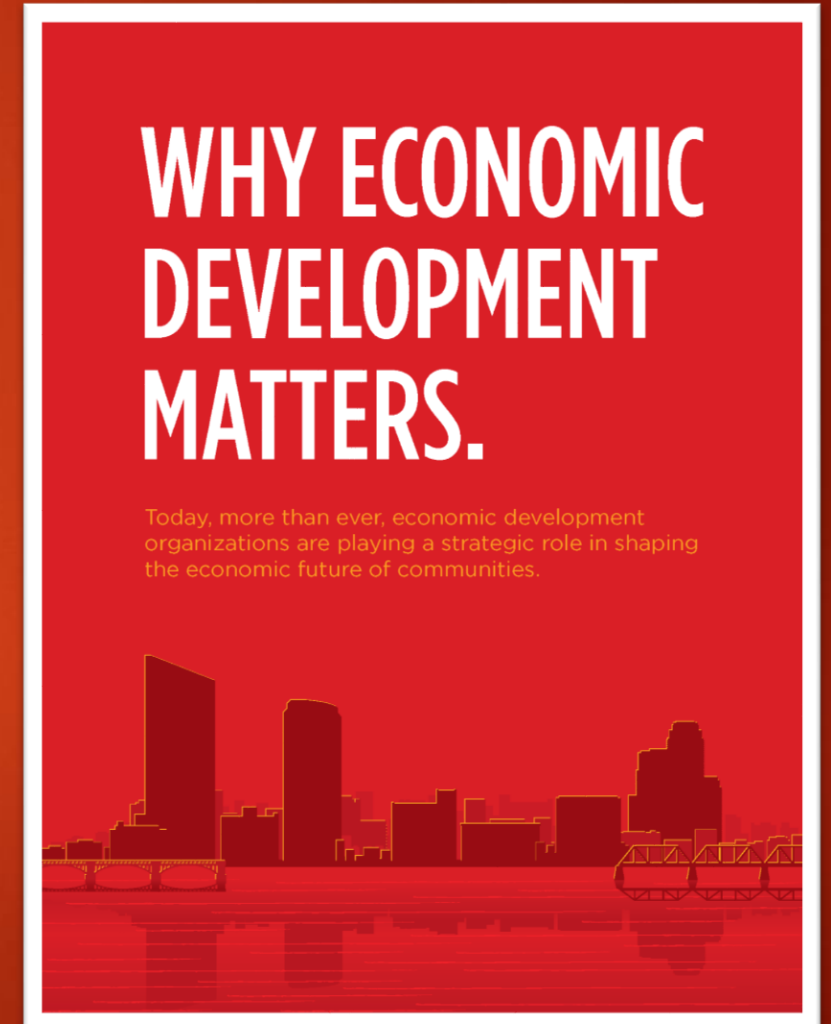


# The Value of Economic Development

- ▶ E.D. touches everyone ... whether they know it or not.
- ▶ Incentives are only a small piece of our work.
- ▶ Today, E.D. is more than Jobs, Investment, and Payroll.
- ▶ It's often “messy”, complex, and too often misunderstood.



# The Anti-Economic Development Opposition

- ▶ A political hot button during campaigns ... from both ends.
- ▶ Example: The Mackinac Policy Center (in Michigan)
- ▶ The Amazon HQ2 Debate
- ▶ “It’s all about lowering taxes.”
- ▶ Corporate welfare vs. picking winners and losers

# Impact of International Trade Policies

- ▶ Washington Post: “Americans think the U.S. relationship with Germany is going great. Germans beg to differ.”
- ▶ Reuters: “Worries over Trump shoot to top of German fear ranking”
- ▶ Bloomberg: “Why Germans Are Getting Fed Up with America”
- ▶ Reuters: “Germany says Trump’s tariffs, sanctions destroy job and growth”
- ▶ Deutsche Welle: “Germans and Americans ‘worlds apart’ in view of relations”
- ▶ New York Times: “Trump Has Promised to Bring Jobs Back. His Tariffs Threaten to Send Them Away.”

# Switch SuperNAP



NEW JOBS:  
103

NEW PAYROLL:  
\$5.6 MILLION

NEW INVESTMENT:  
\$151 MILLION

# Questions for Discussion

## ▶ Value of ED:

What are you doing to change the narrative of economic development to your stakeholders, both as a valuable service and as a profession?

→ Are we evolving with the needs of our employers/industries?

## ▶ International Affairs:

How to educate stakeholders of the impact of global policies on local businesses?

## ▶ Anti-Economic Development Opposition:

The idea of “Build it and they will come” is no longer valid. In the escalating world of Amazonian level economic incentives, how do we balance that conversation?

→ Does a company cut its operations to the bone; or does the company give the team the tools to grow the business and attract more customers?