



DETROIT'S INTELLECTUAL CAPITAL

NOTHING
STOPS
DETROIT

IS LIKE ROCK
AND ROLL
IT'S LIKE SOUL
DETROIT IS LIKE THE
WHERE IDEAS COME
IF YOU HAVE
EXPLAIN
IT TO SOME
THEY
UNDE
YOU

ON T

LETTER FROM THE CEO

Opting to forgo the rhetoric, let's get right to the point of why we created this profile. It's positive proof that Detroit is a powerhouse of intellectual capital.

Easy for me to say, I suppose, since I lead the Detroit Metro Convention & Visitors Bureau in promoting this region as a leisure and meeting destination. I live and breathe the city's ongoing momentum every day. See the increasing employment and housing figures. Talk to the people living and working here. Watch the local economy bloom from hidden alleyways, the large high-rises and small towns and communities.

It's much harder to convince the meeting and convention planner who isn't vested in this city why I can say this with such conviction. Why, in fact, it would be a downright disservice to any group or organization not to take a closer look at Detroit as the destination for their next meeting or event.

This profile is my voice and the voice of the people, businesses and infrastructure of Detroit, a city on the

comeback. Dare I say, a city that has already come back in so many ways. It is a compilation of statistics, facts and figures that speak to Detroit's intellectual capital and positioning as a rising meeting destination not to be ignored. And, as they say, numbers don't lie.

More than the percentages and pie charts, I also want to impress that Detroit is still evolving. You will find that it is bursting with industry far beyond the automotive sector for which it is best known. It is fertile ground for those looking to move, relocate and start anew. You'll also discover our changing demographic — which is skewing younger, more creative and independent in its thinking — creating a veritable playground of entrepreneurship. All of these emergent factors make Detroit a city with greater overall appeal and allure; one rich with landmark attractions, events and an unparalleled set of meeting assets. In all honesty, a city that just feels right — and ready.

My request is that you read this profile and clear your mind of all previous perceptions about Detroit. That you pause and think twice about our city before deciding on the location of your next event.

Make no mistake. Detroit is a powerhouse that's healthy, growing and ready for more. Ready for you.



Larry D. Alexander, FASAE

PRESIDENT & CEO
DETROIT METRO CONVENTION & VISITORS BUREAU

This profile introduces meeting planners to the raw data of Detroit and its growing business, academic, creative and cultural sectors. It sorts through the clutter, illustrating the tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

The Detroit metropolitan area is comprised of three counties directly surrounding the city of Detroit in southeast Michigan: Wayne, Oakland and Macomb. In 2016, these three counties were home to nearly 4 million people and almost 2 million workers were employed in the region.

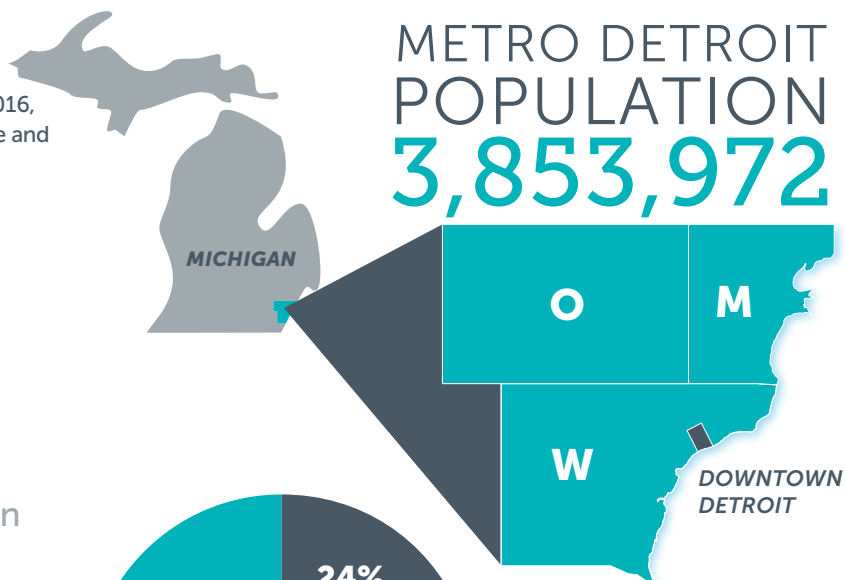
ECONOMY OVERVIEW

- Population (2016): 3,853,972
- Jobs (2016): 1,888,787
- GDP in-region (gross regional product) (2014): \$211 B
- Exports (2014): \$233 B

172,241 Businesses in the region

492 Headquarters in the region

15 Fortune 1000 headquarters in the region (3% of headquarters)



BUSINESS OWNERSHIP

- Women-owned businesses: 41,234 (24%)
- Asian-owned businesses: 6,896 (4%)
- Hispanic-owned businesses: 3,028 (2%)
- African-American-owned businesses: 1,512 (1%)

CONVENTION ASSETS

3,285,105 sq. ft. of conference and meeting space in downtown Detroit; 4,289,002 sq. ft. of conference and meeting space in metro Detroit

13 conference and meeting venues in downtown Detroit; 42 conference and meeting venues in metro Detroit

Downtown Detroit is home to 14 major cultural attractions and 10 special event venues, including the Fox Theatre, Detroit Opera House, Michigan Science Center, Detroit Institute of Arts and Ford Field

The metro Detroit region also offers many cultural attractions, such as the Detroit Zoo in Royal Oak, Meadow Brook in Rochester and The Henry Ford in Dearborn

LANDMARK EVENTS

Metro Detroit never lacks for variety and great itineraries of things to eat, do and see. Each of Detroit's neighboring five destination districts — Dearborn/Wayne, Downtown Detroit, Greater Novi, Macomb and Oakland — has its own character and list of signature events, helping complete the diverse roster of the area's extracurricular activities.



MOVEMENT ELECTRONIC MUSIC FESTIVAL BY JOE GALL;
NORTH AMERICAN INTERNATIONAL AUTO SHOW AND
AMERICA'S THANKSGIVING PARADE BY BILL BOWEN

ANNUAL EVENTS

- North American International Auto Show
January, naias.com
- Plymouth Ice Festival
January, plymouthicefestival.com
- Meridian Winter Blast
February, winterblast.com
- Autorama
February, autorama.com
- Movement Electronic Music Festival
May, movement.us
- Chevrolet Detroit Belle Isle Grand Prix
June, detroitgp.com
- Ford Fireworks
June, theparade.org
- African World Festival
August, thewright.org
- Woodward Dream Cruise
August, woodwarddreamcruise.com
- Michigan Renaissance Festival
August, michrenfest.com
- Spirit of Detroit Hydrofest (APBA Gold Cup)
August, detroitboatraces.com
- Michigan State Fair
September, michiganstatefairllc.com
- Arts, Beats & Eats
September, artsbeatseats.com
- Detroit Jazz Festival
September, detroitjazzfest.com
- Detroit Free Press Talmer Bank Marathon
October, freepmarathon.com
- America's Thanksgiving Parade
November, theparade.org
- The Big, Bright Light Show
December, downtownrochestermi.com
- Holiday Nights in Greenfield Village
December, thehenryford.org



COBO CENTER

Cobo Center is downtown Detroit's full-service convention space. It features 2.4 million square feet of usable space. Exhibit halls are flexible. Banquet rooms and executive meeting spaces are bright and friendly.

Cobo pairs its meeting accommodations with spectacular views of a restored international riverfront, on-site restaurants, a business service center and a convenient light-rail system station stop.

COBO CENTER MAJOR STATS

- 2.4 million square feet of total space
- A 40,000-square-foot Grand Riverview Ballroom, which can accommodate 3,500 theater-style or 2,250 for banquets
- A glass-enclosed events space with floor-to-ceiling views of the Detroit River and Windsor, Ontario, skyline
- An atrium that can host up to 1,200 people standing
- The redeveloped north entrance to Cobo Center now boasts the addition of two video walls; while the front entrance has been attractively remodeled
- In-house broadcast studio with video editing, sound stage, green room and satellite uplink
- Free Wi-Fi throughout facility
- Pod furniture, with charging stations, throughout facility

SUBURBAN COLLECTION SHOWPLACE

Suburban Collection Showplace is the largest privately owned exposition, conference and banquet center in Michigan. The facility features thousands of square feet of multipurpose exhibiting space, plus additional meeting rooms and a grand banquet and conference center with an elegantly appointed ballroom.* The Hyatt Place Hotel is connected to Suburban Collection Showplace, and features 124 guest rooms and two suites.

SUBURBAN COLLECTION SHOWPLACE MAJOR STATS

- 320,000 square feet of meeting space
- 32 meeting rooms
- 25,000 square feet of pre-function lobby space
- 214,000 square feet of multipurpose exhibit floor
- 2,000 people maximum theater capacity seating
- 1,100 people maximum banquet capacity seating



**A planned expansion is underway to give the location an additional 200,000 square feet of flexible event space, as well as more ballroom and conference options. The project is expected to be completed in fall 2017.*

UNIQUE MEETING VENUES

THE HENRY FORD

See JFK's limo, Rosa Parks' bus and thousands of uniquely American innovations.

- From 100-5,000 guest capacity
- Henry Ford Museum Plaza: 500 banquet style, 5,000 strolling
- Lovett Hall ballroom: Up to 300 guests

THE DETROIT INSTITUTE OF ARTS

Among the top 10 museums in the country, offering more than 100 galleries with art from ancient to modern times. See Diego Rivera's *Detroit Industry* murals.

- From 30-500 guest capacity
- Great Hall: Up to 500 guests
- Rivera Court: Up to 350 guests

THE INN AT ST. JOHN'S

This wonderful campus includes a luxury boutique hotel and a 27-hole golf course.

- 48,000 square feet of meeting space
- Connected 118-room hotel is AAA Four-Diamond rated

EDSEL & ELEANOR FORD HOUSE

The home of Henry Ford's only child, Edsel Ford. A breathtaking 60-room Cotswold mansion with landscaped surrounding grounds.

- Visitor Center: From 10-200 guests (Under renovation through spring 2019)
- Up to 8,000 guest capacity on the grounds, depending on event location and parking needs.

DETROIT ZOO

An animal lover's paradise, the city's zoo is situated on 125 acres.

- Polk Penguin Conservation Center: 170 seated, 200 strolling
- Wildlife Interpretive Gallery: 150 seated, 250 strolling
- Arctic Ring of Life: 50 seated, 75 strolling

CREATIVE AND DESIGN

New creative incubators are building buzz and business in Detroit with hundreds of small-to-medium ventures and independent startups drawing in and employing thousands of young, highly skilled individuals in the creative and design sector. This sector in metro Detroit includes businesses such as publishers, radio and television broadcasters, and advertising and public relations services. This sector also includes specialized design services like interior and graphic design as well as architectural and engineering services that contract with other sectors of the economy, such as construction and manufacturing.

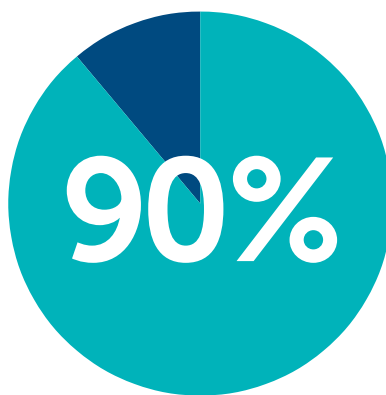


97,492

metro Detroit workers were employed in creative and design industries in 2016



Employer demand (job postings) in these industries has grown



over the past five years

Creative and design industry employment is highly concentrated in metro Detroit, **twice the national average** (LQ = 2.22)

X2

DID YOU KNOW?

Famed art incubator Galapagos Art Space recently chose Detroit as its future home — leaving its longtime address in Brooklyn, New York — citing the city's potential and influx of creatives.

In 2015, Detroit became the first American city to be named a UNESCO City of Design, an honor that recognizes a city's design legacy and commitment to promote cultural and creative industries.

HIGHER EDUCATION

Southeast Michigan has some of the nation's best universities producing productive college graduates. They come from big-time research universities such as Detroit's Wayne State and Oakland Universities as well as traditional four-year colleges and a plethora of community colleges and specialty schools, including Detroit's College for Creative Studies and Macomb College. The higher education industries sector in metro Detroit includes all businesses and institutions that provide education and training beyond high school. These include traditional institutions of higher education, such as junior colleges and universities, as well as a growing number of technical and trade schools or highly tailored training services.

Employer demand (job postings) in 2015 was **30 percent higher** than in 2011

Employment in higher education industries is fairly stable in metro Detroit: **18,954** were employed in this industry cluster in 2009 and **18,614** were employed in 2016

Average advertised salary from 2015 job postings:

\$48,462

DEFENSE

Metro Detroit has been a center for the defense industry for more than 70 years with many manufacturing and related industries in the region contributing to national defense. The region's machinery wholesalers and motor vehicle parts wholesalers provide for manufacturers of defense-related products, from navigation and communications equipment to chemical products, aerospace and ship and boat building.

Employer demand in the defense industries has risen more than

96%
over the past five years

45,871

metro Detroit workers were employed in defense-related industries in 2016

3.96 jobs multiplier: For each job added to this industry group, an **additional 2.96 jobs** are added to other sectors throughout the economy

+2.96

INFORMATION TECHNOLOGY

A huge influx of makers and high-tech innovators are planting permanent roots in Detroit, transforming its work, live and play landscape. Magazines have even dubbed Detroit “Startup City USA” in recent years. Metro Detroit’s information technology sector comprises businesses providing a range of technological products and service, from telecommunications carriers and software publishers to computer systems, design services and data processing and hosting.

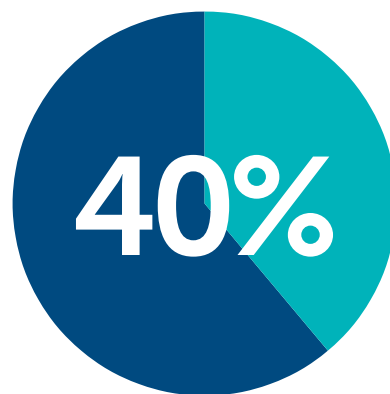
Average advertised salary from 2015 job postings:

\$62,073



2.99 jobs multiplier: For each job added to this industry group, an **additional 1.99 jobs** are added to other sectors throughout the economy

Employer demand (job postings) in the information technology industries has grown more than



over the past five years

DID YOU KNOW?

Computerworld ranked Quicken Loans in Detroit and Credit Acceptance in Southfield as the best IT workplaces in the U.S. in their designated categories.

MEDICAL MANUFACTURING

Detroit may be best known as an automotive manufacturing town, but it's also a city with a diverse set of manufacturers, from luxury bike builders and a growing legion of seamstresses and fashion designers to a host of medical manufacturers and wholesalers. The medical manufacturing sector in metro Detroit includes pharmaceutical manufacturers as well as manufacturers of medical equipment and supplies. Druggist merchant wholesalers are also included in this sector.

Average advertised salary
from 2015 job postings:
\$70,399

6,172
metro Detroit workers
are employed in medical
manufacturing industries

Employer demand in the
medical manufacturing
industries in metro Detroit has
more than doubled in the past
five years, from 518 online job
postings in 2011 to
1,153 in 2015

MEDICAL SERVICES

A hub for medical research and innovation, metro Detroit is home to nationally ranked hospitals, and helps boost the state of Michigan as a leader in the number of medical clinical trials conducted. Medical services industries include metro Detroit organizations and businesses ranging small to large, from private physician and dental practices to general medical and surgical hospitals. The medical services industries also include home health services, specialty care facilities and medical testing laboratories.

Employer demand
(online job postings)
has increased nearly
150%
in the past five years,
from 18,394 job
postings in 2011
to 45,604 in 2015

210,822
metro Detroit workers were employed in
medical services industries in 2016

Employment in the medical services industries is
25 percent more concentrated in metro Detroit than
throughout the rest of the nation, on average (LQ = 1.25)

PHILANTHROPY AND NONPROFIT

Metro Detroit is a breeding ground for philanthropic efforts that support sustainable food labs and urban farming to those that champion entrepreneurs and small business owners trying to get on their feet. Metro Detroit's philanthropy and nonprofit sector is made up of religious, social advocacy and civic organizations. Services and businesses making and giving grants along with political organizations are also included in this sector.

Employer demand in the
philanthropy and nonprofit
industries in metro Detroit
has increased

60%

over the last five years,
from 542 online job
postings in 2011 to
869 in 2015

27,619

metro Detroit workers were employed in the
philanthropy and nonprofit industries in 2016

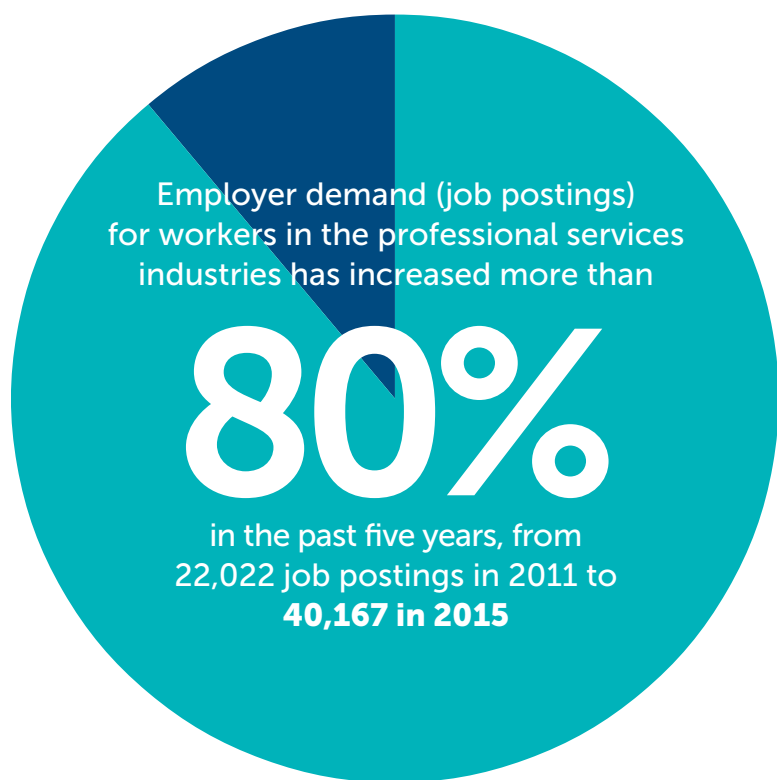
30 percent of advertised wages in 2015 job postings
were for \$50,000+ a year, 20 percent were for \$75,000+

DID YOU KNOW?

The city of Detroit has teamed up with the nonprofit Greening of Detroit to plant tens of thousands of trees in two quarter-square-mile target districts in Detroit. Every vacant lot is being planted with trees or given another greening treatment, from rainwater gardens, sunflower fields or urban farms.

PROFESSIONAL SERVICES

In the last decade, the number of college-educated under-35-year-olds taking up residence in Detroit has increased nearly 60 percent, with many of them finding careers in an array of **professional services**. This sector encompasses a large group of metro Detroit industries, including legal, accounting, management and consulting services. Other professional services industries in this sector are businesses related to insurance, real estate and office administration.



DID YOU KNOW?

It is estimated that a new idea for a startup is generated in Detroit every 27 minutes.

Michigan Economic Development Corporation

Downtown Detroit's residential occupancy is 99 percent with waiting lists at almost every building.

detroitexperiencefactory.org

Employment in the professional services industries is

10%

more concentrated in metro Detroit compared to the national average (LQ = 1.10)

This industry sector has added almost

20,000

jobs since the Great Recession, **increasing 12 percent** from 166,994 workers in 2009

RESEARCH AND DEVELOPMENT

Metro Detroit contributes to Michigan's title as the Arsenal of Innovation, with one of the largest pools of engineers and technical professionals in the U.S. The research and development industries sector in metro Detroit includes all businesses in the region that provide scientific research and development services. This includes services related to physical sciences, engineering and life sciences as well as research in social sciences and humanities.

3.09 jobs multiplier: For each job added to this industry group, **an additional 2.09 jobs** are added to other sectors throughout the economy

Employment in research and development industries is

127%

more concentrated in metro Detroit compared to the national average (LQ = 2.27)



Employer demand in the research and development sector has grown

65%

over the past five years, from 1,134 online job postings in 2011 to **1,868 in 2015**

► FOR MORE DETAILED PROFILES AND STATS ON THE INDIVIDUAL SECTORS, SEE THE INDUSTRY WHITE PAPERS

DETROIT IS A
POWERHOUSE
THAT'S HEALTHY,
GROWING
AND READY
FOR MORE.
READY FOR YOU.



211 W. Fort St., Ste. 1000 | Detroit, MI 48226 | 313-202-1800

For more information about Detroit's Intellectual Capital, contact:

Renee Monforton

Director of Marketing and Communications
D: 313-202-1951, F: 313-202-1961
rmonforton@visitdetroit.com

Keith Kirsten

Director of Sales
D: 313-202-1938, F: 313-407-4117
kkirsten@visitdetroit.com



WHITE PAPERS

**MORE DETAILS AND MORE PROOF DETROIT IS A POWERHOUSE.
THE FOLLOWING WHITE PAPERS INCLUDE IN-DEPTH STATS
FOR THESE INDUSTRIES:**

AUTOMOTIVE MANUFACTURING

CREATIVE AND DESIGN

HIGHER EDUCATION

DEFENSE

INFORMATION TECHNOLOGY

MEDICAL MANUFACTURING

MEDICAL SERVICES

PHILANTHROPY AND NONPROFIT

PROFESSIONAL SERVICES

RESEARCH AND DEVELOPMENT

AUTOMOTIVE MANUFACTURING INDUSTRY

This white paper introduces meeting planners to the raw data of Detroit's growing automotive manufacturing sectors. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

Not only is the Detroit region the birthplace of the automotive industry, it currently produces more vehicles than any other state in the country. Southeast Michigan also ranks No. 1 nationally for the number of advanced automotive industry jobs and businesses. The automotive manufacturing industry group includes foundries, forging and stamping companies, motor vehicle manufacturers, parts manufacturers and motor vehicle body manufacturers. This sector is a legacy industry group that continues to be a strong economic contributor to the area.

JOB (EMPLOYER) DEMAND

- Average advertised salary from 2015 job postings: \$72,141
- Employer demand (job postings) in these industries has grown 150 percent over the past five years
- Employer demand for automotive manufacturing jobs accounted for 4.3 percent of all online job postings in the Detroit region in 2015

EMPLOYMENT

- 95,794 metro Detroit workers were employed in automotive manufacturing in 2016
- Employment in automotive manufacturing accounted for five percent of the region's employment in 2016
- Automotive manufacturing employment is highly concentrated in the metro Detroit region, nearly 600 percent above the national average employment (LQ = 6.9)
- Employment in this sector has grown 32 percent since the end of the Great Recession in 2009

INDUSTRY MULTIPLIERS

- 8.33 jobs multiplier: For each job added to this industry group, an additional 7.33 jobs are added to other sectors throughout the economy
- 5.08 earnings multiplier: For each dollar of new earnings in this sector, an additional \$4.08 is earned in other sectors of the economy
- 1.71 sales multiplier: For each dollar of new sales in this sector, an additional 71 cents is sold in other sectors of the economy



95,794

metro Detroit workers were employed in automotive manufacturing in 2016

Automotive manufacturing employment is highly concentrated in metro Detroit, **six hundred times the national average** (LQ = 6.9)

600%

5.08 earnings multiplier: For each dollar of new earnings in this sector, an **additional \$4.08 is earned** in other sectors of the economy

+4.08

CREATIVE AND DESIGN

This white paper introduces meeting planners to the raw data of Detroit's growing creative and design sectors. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

New creative incubators are building buzz and business in Detroit with hundreds of small-to-medium ventures and independent startups drawing in and employing thousands of young, highly skilled individuals in the creative and design sector. This sector in metro Detroit includes businesses such as publishers, radio and television broadcasters, and advertising and public relations services. This sector also includes specialized design services like interior and graphic design as well as architectural and engineering services that contract with other sectors of the economy, such as construction and manufacturing.

JOB (EMPLOYER) DEMAND

- Average advertised salary from 2015 job postings: \$66,398
- Employer demand (job postings) in these industries has grown 90 percent over the past five years
- Employer demand for creative and design industry jobs accounted for three percent of all online job postings in the Detroit region in 2015

EMPLOYMENT

- 97,492 metro Detroit workers were employed in creative and design industries in 2016
- Employment in the creative and design industries accounted for five percent of the region's employment in 2016
- Creative and design industry employment is highly concentrated in metro Detroit, twice the national average (LQ = 2.22)
- Employment in these industries has grown 42 percent since the end of the Great Recession in 2009

INDUSTRY MULTIPLIERS

- 2.40 jobs multiplier: For each job added to this industry group, an additional 1.40 jobs are added to other sectors throughout the economy
- 1.74 earnings multiplier: For each dollar of new earnings in this sector, an additional 74 cents is earned in other sectors of the economy
- 1.87 sales multiplier: For each dollar of new sales in this sector, an additional 87 cents is sold in other sectors of the economy



97,492

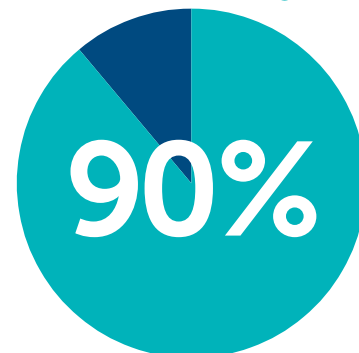
metro Detroit workers were employed in creative and design industries in 2016



Creative and design industry employment is highly concentrated in metro Detroit, **twice the national average** (LQ = 2.22)

X2

Employer demand (job postings) in these industries has grown



over the past five years

HIGHER EDUCATION

This white paper introduces meeting planners to the raw data of Detroit's academic sector. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

Southeast Michigan has some of the nation's best universities producing productive college graduates. They come from big-time research universities such as Detroit's Wayne State and Oakland Universities as well as traditional four-year colleges and a plethora of community colleges and specialty schools, including Detroit's College for Creative Studies and Macomb College.

The higher education industries sector in metro Detroit includes all businesses and institutions that provide education and training beyond high school. These include traditional institutions of higher education, such as junior colleges and universities, as well as a growing number of technical and trade schools or highly tailored training services.

JOB (EMPLOYER) DEMAND

- Average advertised salary from 2015 job postings: \$48,462
- Employer demand (job postings) in 2015 was 30 percent higher than in 2011
- Employer demand for higher education industry jobs accounted for one percent of all online job postings in the Detroit region in 2015

EMPLOYMENT

- Employment in the higher education industries is fairly stable in metro Detroit: 18,954 were employed in this industry cluster in 2009 and 18,614 were employed in 2016
- Employment in the higher education industries accounted for one percent of the region's total employment in 2016

INDUSTRY MULTIPLIERS

- 2.08 jobs multiplier: For each job added to this industry group, an additional 1.08 jobs are added to other sectors throughout the economy
- 1.60 earnings multiplier: For each dollar of new earnings in this sector, an additional 60 cents is earned in other sectors of the economy
- 1.85 sales multiplier: For each dollar of new sales in this sector, an additional 85 cents is sold in other sectors of the economy

Employer demand (job postings)
in 2015 was

30%
higher
than in 2011



Average advertised
salary from 2015
job postings:

\$48,462

DEFENSE

This white paper introduces meeting planners to the raw data of Detroit's contributions to defense industries. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

Metro Detroit has been a center for the defense industry for more than 70 years with many manufacturing and related industries in the region contributing to national defense. The region's machinery wholesalers and motor vehicle parts wholesalers provide for manufacturers of defense-related products, from navigation and communications equipment to chemical products, aerospace and ship and boat building.

JOB (EMPLOYER) DEMAND

- Employer demand in the defense industries has risen more than 96 percent over the past five years
- Employer demand for defense industry jobs accounted for one percent of all online job postings in the Detroit region in 2015

EMPLOYMENT

- 45,871 metro Detroit workers were employed in defense-related industries in 2016
- Employment in defense industries accounted for two percent of the region's total employment in 2016
- Defense industries have added more than 7,500 jobs in metro Detroit since 2009 (21 percent growth)

INDUSTRY MULTIPLIERS

- 3.96 jobs multiplier: For each job added to this industry group, an additional 2.96 jobs are added to other sectors throughout the economy
- 2.35 earnings multiplier: For each dollar of new earnings in this sector, an additional \$1.35 is earned in other sectors of the economy
- 1.79 sales multiplier: For each dollar of new sales in this sector, an additional 79 cents is sold in other sectors of the economy

Employer demand in
the defense industries
has risen more than
96%
over the past five years

45,871
metro Detroit workers were
employed in defense-related
industries in 2016

3.96 jobs multiplier:
For each job added to this
industry group, an **additional**
2.96 jobs are added
to other sectors throughout
the economy

+2.96

INFORMATION TECHNOLOGY

This white paper introduces meeting planners to the raw data of Detroit's growing IT sector. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

A huge influx of makers and high-tech innovators are planting permanent roots in Detroit, transforming its work, live and play landscape. Magazines have even dubbed Detroit "Startup City USA" in recent years. Metro Detroit's information technology sector comprises businesses providing a range of technological products and service, from telecommunications carriers and software publishers to computer systems, design services and data processing and hosting.

JOB (EMPLOYER) DEMAND

- Average advertised salary from 2015 job postings: \$62,073
- 65 percent of advertised salaries (in 2015 job postings) were for \$50,000+ a year, 31 percent were for \$75,000+
- Employer demand (job postings) in the information technology industries has grown more than 40 percent over the past five years

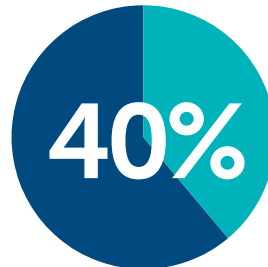
EMPLOYMENT

- Employment in the information technology industries in metro Detroit has grown 25 percent since the Great Recession, from 40,503 employees in 2009 to 50,536 employees in 2016
- Employment in the information technology industries accounted for three percent of the region's total employment in 2016

INDUSTRY MULTIPLIERS

- 2.99 jobs multiplier: For each job added to this industry group, an additional 1.99 jobs are added to other sectors throughout the economy
- 2.13 earnings multiplier: For each dollar of new earnings in this sector, an additional \$1.13 is earned in other sectors of the economy
- 1.83 sales multiplier: For each dollar of new sales in this sector, an additional 83 cents is sold in other sectors of the economy

Employer demand (job postings) in the information technology industries has grown more than



over the past five years

2.99 jobs multiplier:
For each job added to this industry group, an **additional 1.99 jobs** are added to other sectors throughout the economy



Average advertised salary from 2015 job postings:

\$62,073

MEDICAL MANUFACTURING

This white paper introduces meeting planners to the raw data of Detroit and its medical industries. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

Detroit may be best known as an automotive manufacturing town, but it's also a city with a diverse set of manufacturers, from luxury bike builders and a growing legion of seamstresses and fashion designers to a host of medical manufacturers and wholesalers. The medical manufacturing sector in metro Detroit includes pharmaceutical manufacturers as well as manufacturers of medical equipment and supplies. Druggist merchant wholesalers are also included in this sector.

JOB (EMPLOYER) DEMAND

- Employer demand in the medical manufacturing industries in metro Detroit has more than doubled in the past five years, from 518 online job postings in 2011 to 1,153 in 2015
- Average advertised salary from 2015 job postings: \$70,399

EMPLOYMENT

- 6,172 metro Detroit workers are employed in medical manufacturing industries
- Employment in medical manufacturing industries accounted for less than one percent of the region's total employment in 2016

INDUSTRY MULTIPLIERS

- 2.61 jobs multiplier: For each job added to this industry group, an additional 1.61 jobs are added to other sectors throughout the economy
- 1.89 earnings multiplier: For each dollar of new earnings in this sector, an additional 89 cents is earned in other sectors of the economy
- 1.78 sales multiplier: For each dollar of new sales in this sector, an additional 78 cents is sold in other sectors of the economy

Average advertised salary
from 2015 job postings:

\$70,399

Employer demand in the medical
manufacturing industries in metro
Detroit has **more than doubled** in
the past five years, from 518
online job postings in 2011
to **1,153 in 2015**



6,172

metro Detroit workers
are employed in medical
manufacturing industries

MEDICAL SERVICES

This white paper introduces meeting planners to the raw data of Detroit's growing medical services sector. It helps sort through the clutter, illustrating the tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

A hub for medical research and innovation, metro Detroit is home to nationally ranked hospitals, and helps boost the state of Michigan as a leader in the number of medical clinical trials conducted.

Medical services industries include metro Detroit organizations and businesses ranging small to large, from private physician and dental practices to general medical and surgical hospitals. The medical services industries also include home health services, specialty care facilities and medical testing laboratories.

JOB (EMPLOYER) DEMAND

- Employer demand (online job postings) has increased nearly 150 percent in the past five years, from 18,394 job postings in 2011 to 45,604 in 2015
- Employer demand for medical services industry jobs accounted for 11 percent of all online job postings in the Detroit region in 2015
- Average advertised salary from 2015 job postings: \$59,721
- 54 percent of advertised wages in 2015 job postings were for \$50,000+ a year, 31 percent were for \$75,000+

EMPLOYMENT

- 210,822 metro Detroit workers were employed in medical services industries in 2016
- Employment in medical services industries accounted for 11 percent of the region's total employment in 2016
- Employment in the medical services industries is 25 percent more concentrated in metro Detroit than throughout the rest of the nation, on average (LQ = 1.25)

INDUSTRY MULTIPLIERS

- 1.93 jobs multiplier: For each job added to this industry group, an additional 0.93 jobs are added to other sectors throughout the economy
- 1.62 earnings multiplier: For each dollar of new earnings in this sector, an additional 62 cents is earned in other sectors of the economy
- 1.83 sales multiplier: For each dollar of new sales in this sector, an additional 83 cents is sold in other sectors of the economy

Employer demand (online job postings) has increased nearly

150%

in the past five years, from 18,394 job postings in 2011 to 45,604 in 2015



210,822

metro Detroit workers were employed in medical services industries in 2016



Employment in the medical services industries is

25%

more concentrated in metro Detroit than throughout the rest of the nation, on average (LQ = 1.25)

PHILANTHROPY AND NONPROFIT

This white paper introduces meeting planners to the raw data of Detroit's growing philanthropic endeavors. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

Metro Detroit is a breeding ground for philanthropic efforts that support sustainable food labs and urban farming to those that champion entrepreneurs and small business owners trying to get on their feet. Metro Detroit's philanthropy and nonprofit sector is made up of religious, social advocacy and civic organizations. Services and businesses making and giving grants along with political organizations are also included in this sector.

JOB (EMPLOYER) DEMAND

- Employer demand in the philanthropy and nonprofit industries in metro Detroit has increased 60 percent over the last five years, from 542 online job postings in 2011 to 869 in 2015
- Average advertised salary from 2015 job postings: \$45,143
- 30 percent of advertised wages in 2015 job postings were for more than \$50,000 a year, 20 percent were for more than \$75,000

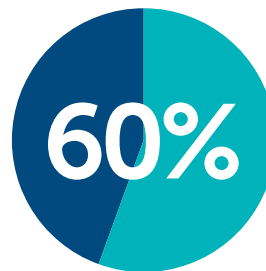
EMPLOYMENT

- 27,619 metro Detroit workers were employed in the philanthropy and nonprofit industries in 2016
- Employment in the philanthropy and nonprofit industries accounted for one percent of the region's total employment in 2016

INDUSTRY MULTIPLIERS

- 1.55 jobs multiplier: For each job added to this industry group, an additional 0.55 jobs are added to other sectors throughout the economy
- 1.77 earnings multiplier: For each dollar of new earnings in this sector, an additional 77 cents is earned in other sectors of the economy
- 1.85 sales multiplier: For each dollar of new sales in this sector, an additional 85 cents is sold in other sectors of the economy

Employer demand in the philanthropy and nonprofit industries in metro Detroit has increased



over the last five years, from 542 online job postings in 2011 to **869 in 2015**



30 percent of advertised wages in 2015 job postings were for \$50,000+ a year, **20 percent** were for \$75,000+

27,619
metro Detroit workers were employed in the philanthropy and nonprofit industries in 2016

PROFESSIONAL SERVICES

This white paper introduces meeting planners to the raw data of Detroit's growing professional services sector. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

In the last decade, the number of college-educated under-35-year-olds taking up residence in Detroit has increased nearly 60 percent, with many of them finding careers in an array of professional services. This sector encompasses a large group of metro Detroit industries, including legal, accounting, management and consulting services. Other professional services industries in this sector are businesses related to insurance, real estate and office administration.

JOB (EMPLOYER) DEMAND

- Average advertised salary from 2015 job postings: \$61,827
- 55 percent of advertised wages in 2015 job postings were for \$50,000+ a year, 31 percent were for \$75,000+
- Employer demand (job postings) for workers in the professional services industries has increased more than 80 percent in the past five years, from 22,022 job postings in 2011 to 40,167 in 2015
- Employer demand for professional services industry jobs accounted for 10 percent of all online job postings in the Detroit region in 2015

EMPLOYMENT

- Employment in the professional services industries is 10 percent more concentrated in metro Detroit compared to the national average (LQ = 1.10)
- 186,553 metro Detroit workers were employed in the professional services industries in 2016
- Employment in professional services industries accounted for 10 percent of the region's total employment in 2016
- This industry sector has added almost 20,000 jobs since the Great Recession, increasing 12 percent from 166,994 workers in 2009

INDUSTRY MULTIPLIERS

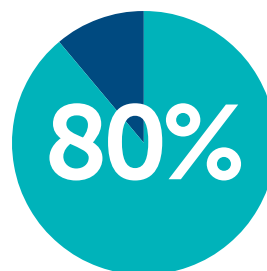
- 2.79 jobs multiplier: For each job added to this industry group, an additional 1.79 jobs are added to other sectors throughout the economy
- 1.93 earnings multiplier: For each dollar of new earnings in this sector, an additional 93 cents is earned in other sectors of the economy
- 1.88 sales multiplier: For each dollar of new sales in this sector, an additional 88 cents is sold in other sectors of the economy

This industry sector has added almost

20,000

jobs since the Great Recession, **increasing 12 percent** from 166,994 workers in 2009

Employer demand (job postings) for workers in the professional services industries has increased more than



in the past five years, from 22,022 job postings in 2011 to **40,167 in 2015**



Employment in the professional services industries is

10%

more concentrated in metro Detroit compared to the national average (LQ = 1.10)

RESEARCH AND DEVELOPMENT

This white paper introduces meeting planners to the raw data of Detroit's growing research and development sectors. It helps sort through the clutter, illustrating tangible benefits of Detroit as a meeting destination with worldwide appeal — one that should never be dismissed.

Metro Detroit contributes to Michigan's title as the Arsenal of Innovation, with one of the largest pools of engineers and technical professionals in the U.S. The research and development industries sector in metro Detroit includes all businesses in the region that provide scientific research and development services. This includes services related to physical sciences, engineering and life sciences as well as research in social sciences and humanities.

JOB (EMPLOYER) DEMAND

- Average advertised salary from 2015 job postings: \$79,520
- 72 percent of advertised wages in 2015 job postings were for \$50,000+, 52 percent were for \$75,000+
- Employer demand in the research and design sector has grown 65 percent over the past five years, from 1,134 online job postings in 2011 to 1,868 in 2015

EMPLOYMENT

- Employment in research and development industries is 127 percent more concentrated in metro Detroit compared to the national average (LQ = 2.27)
- In 2016, 18,464 metro Detroit workers were employed in research and development jobs; a 55 percent increase from 2009
- Employment in research and development industries accounted for one percent of the region's total employment in 2016

INDUSTRY MULTIPLIERS

- 3.09 jobs multiplier: For each job added to this industry group, an additional 2.09 jobs are added to other sectors throughout the economy
- 1.76 earnings multiplier: For each dollar of new earnings in this sector, an additional 76 cents is earned in other sectors of the economy
- 1.81 sales multiplier: For each dollar of new sales in this sector, an additional 81 cents is sold in other sectors of the economy

Employment in research and development industries is

127%

more concentrated in the metro Detroit region compared to the national average (LQ = 2.27)

Employer demand in the research and development sector has **grown 65 percent** over the past five years, from 1,134 online job postings in 2011 to **1,868 in 2015**

