

Submitted by  
Bruce Katz

# Innovation Districts in Michigan



1 2 3

**1** Michigan's metropolitan areas  
in the next economy



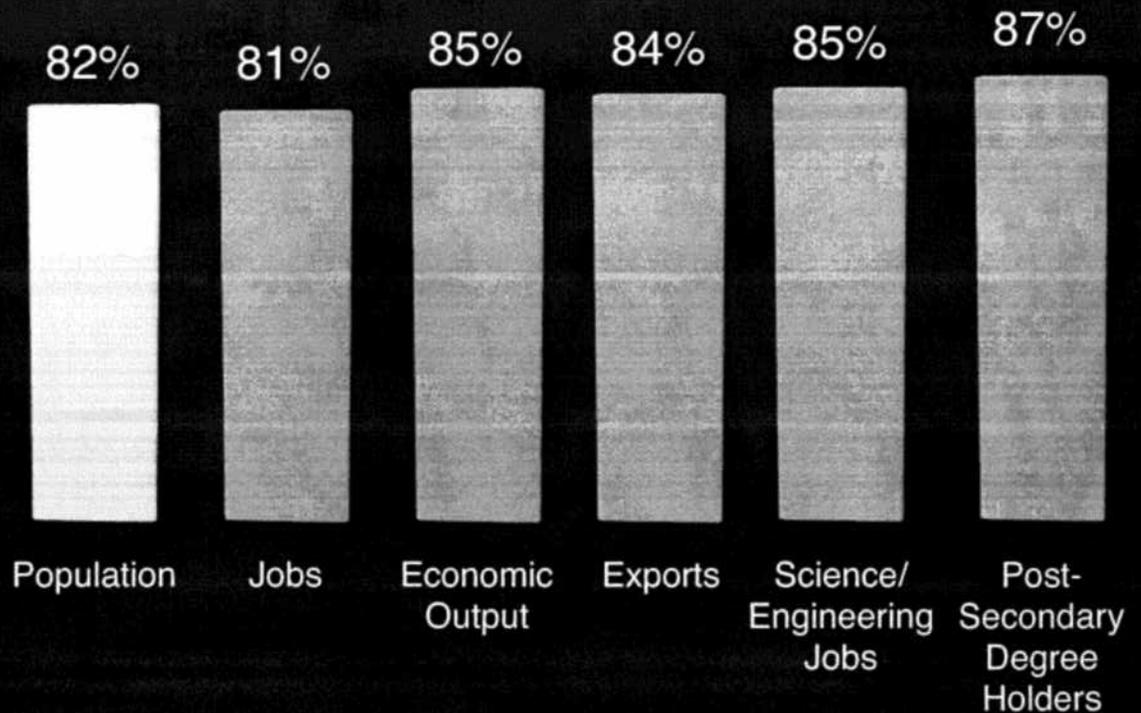


# Michigan's Assets are Concentrated in its Metropolitan Areas

## Michigan's Metropolitan Areas *Share of State Totals*



Detroit, Grand Rapids, Lansing,  
Flint, Ann Arbor, Holland,  
Kalamazoo, Saginaw, Muskegon,  
Niles, Jackson, Monroe, Battle  
Creek, and Bay City



# Detroit and Grand Rapids rank among most Export-Intense Metros

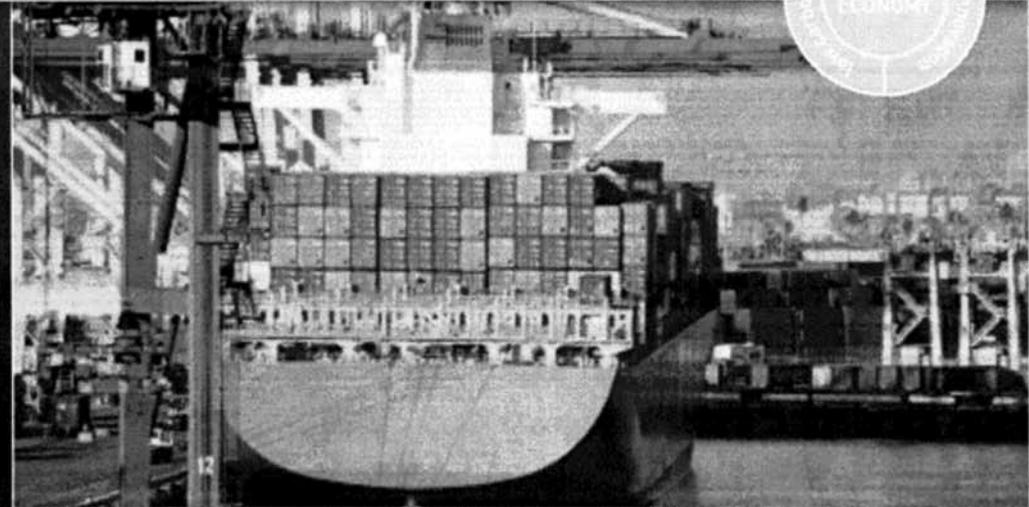


1st

Detroit's rank among 20 largest metro areas for export intensity

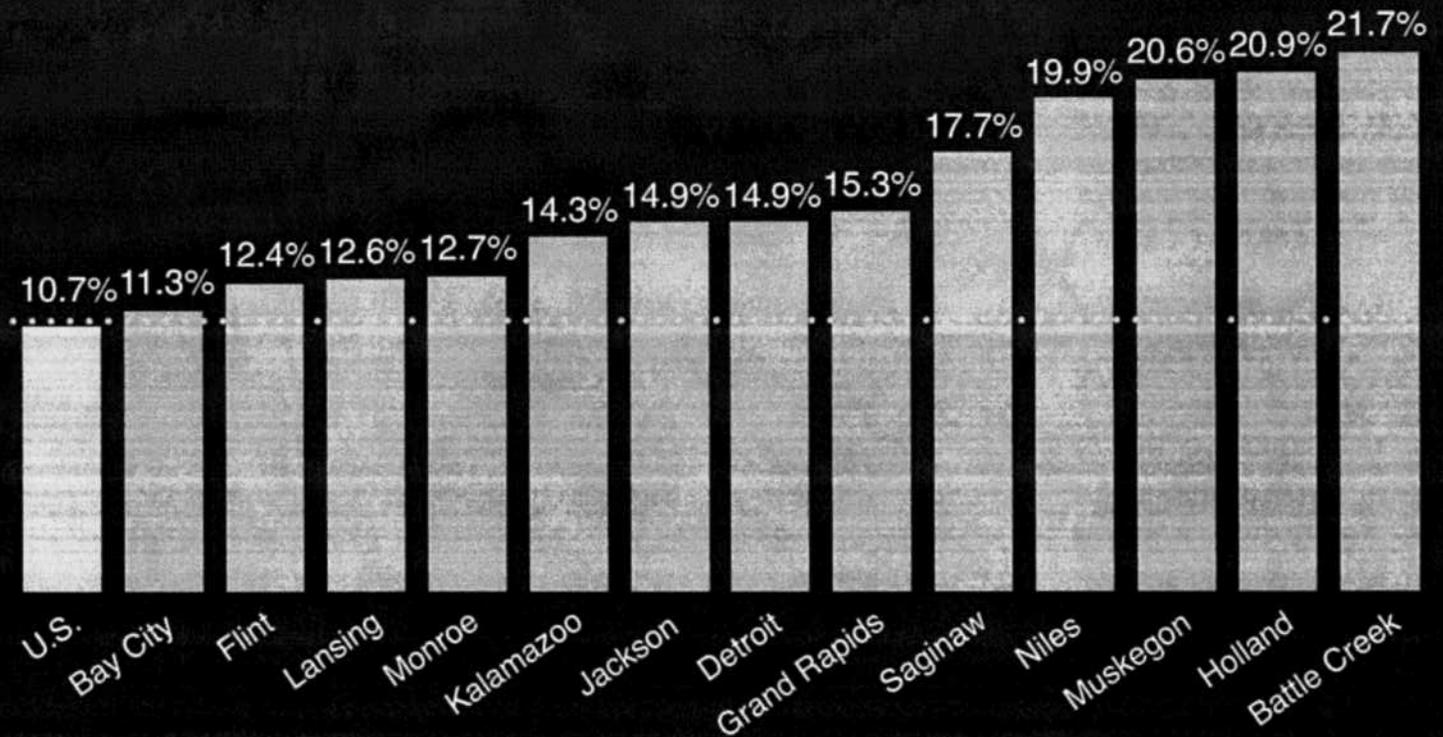
8th

Grand Rapids' rank among 100 largest metro areas for export intensity



# 13 of Michigan's 14 Metros Are More Export-Intense than U.S. Average

## Export Intensity Share of GDP



# Detroit and Grand Rapids are Highly Specialized in Segments of Clean Economy



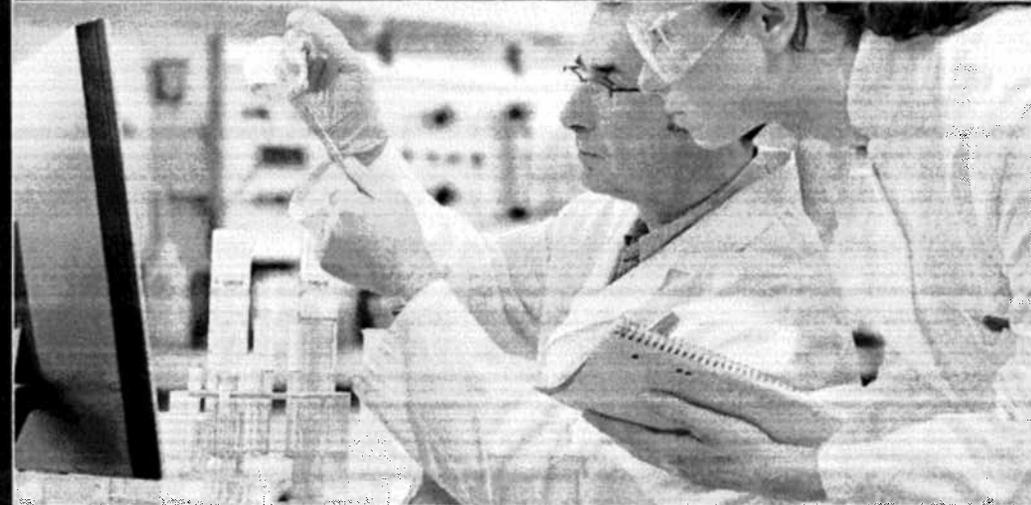
4th

Detroit's national rank  
in EV Technology  
specialization



2nd

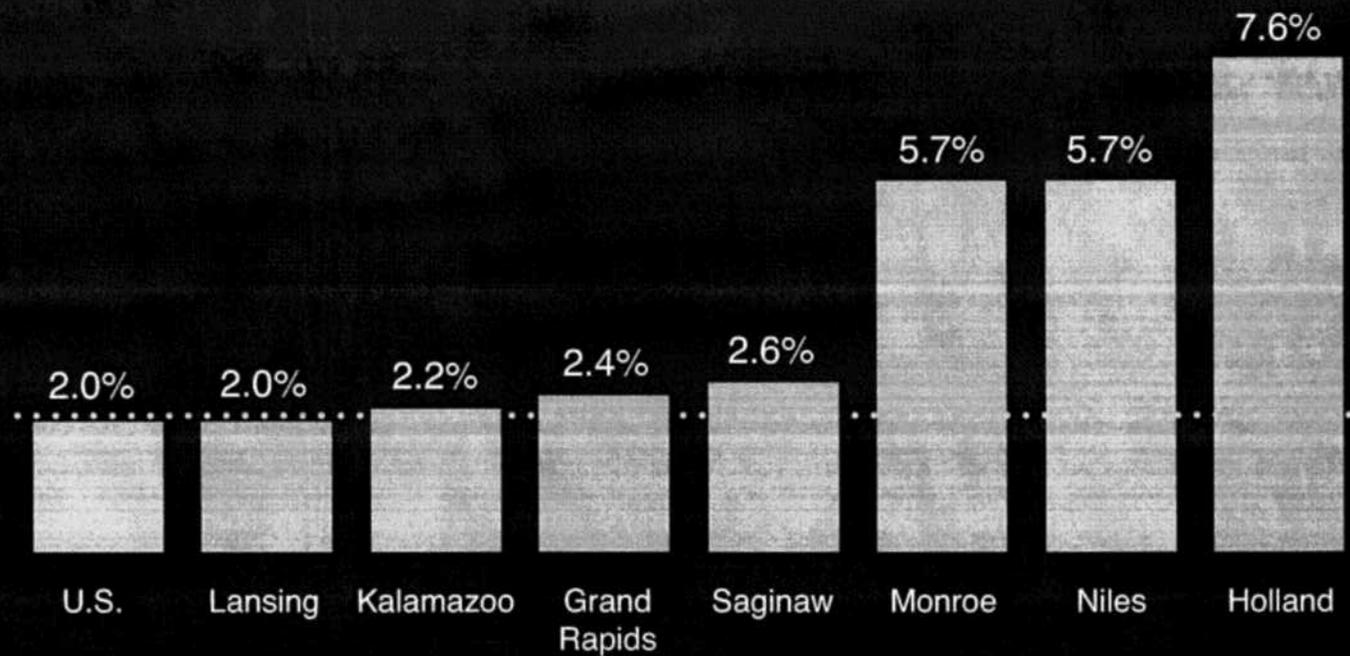
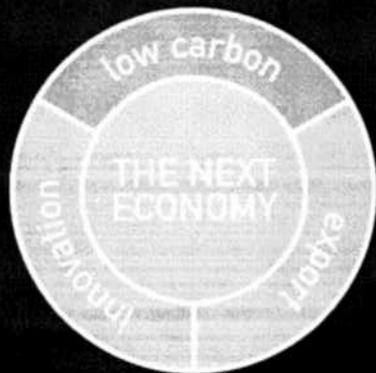
Grand Rapids' national rank  
in Green Consumer  
Products specialization



Source: Brookings, "Sizing the Clean Economy (2011)"

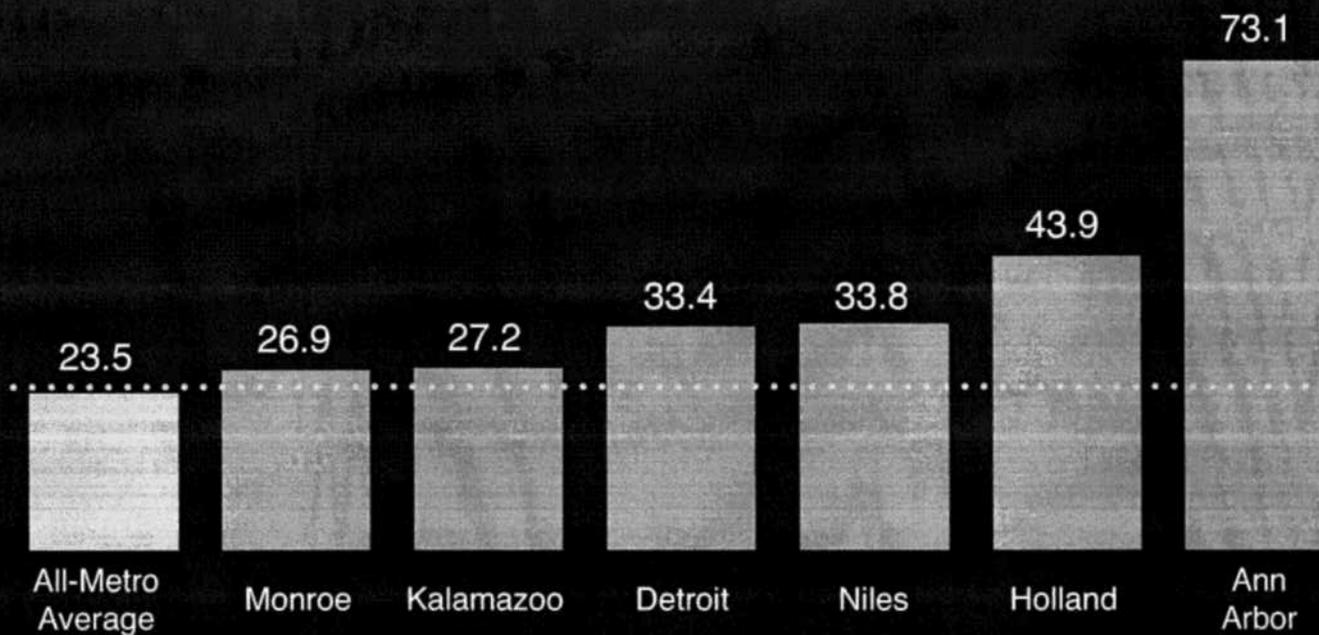
# 7 of Michigan's 14 Metros Have Same or Higher Intensity of Clean Jobs than U.S. Average

## Intensity of Clean Jobs *Share of Total Metro Employment*



# 6 of Michigan's 14 Metros Perform Above All-Metro Average

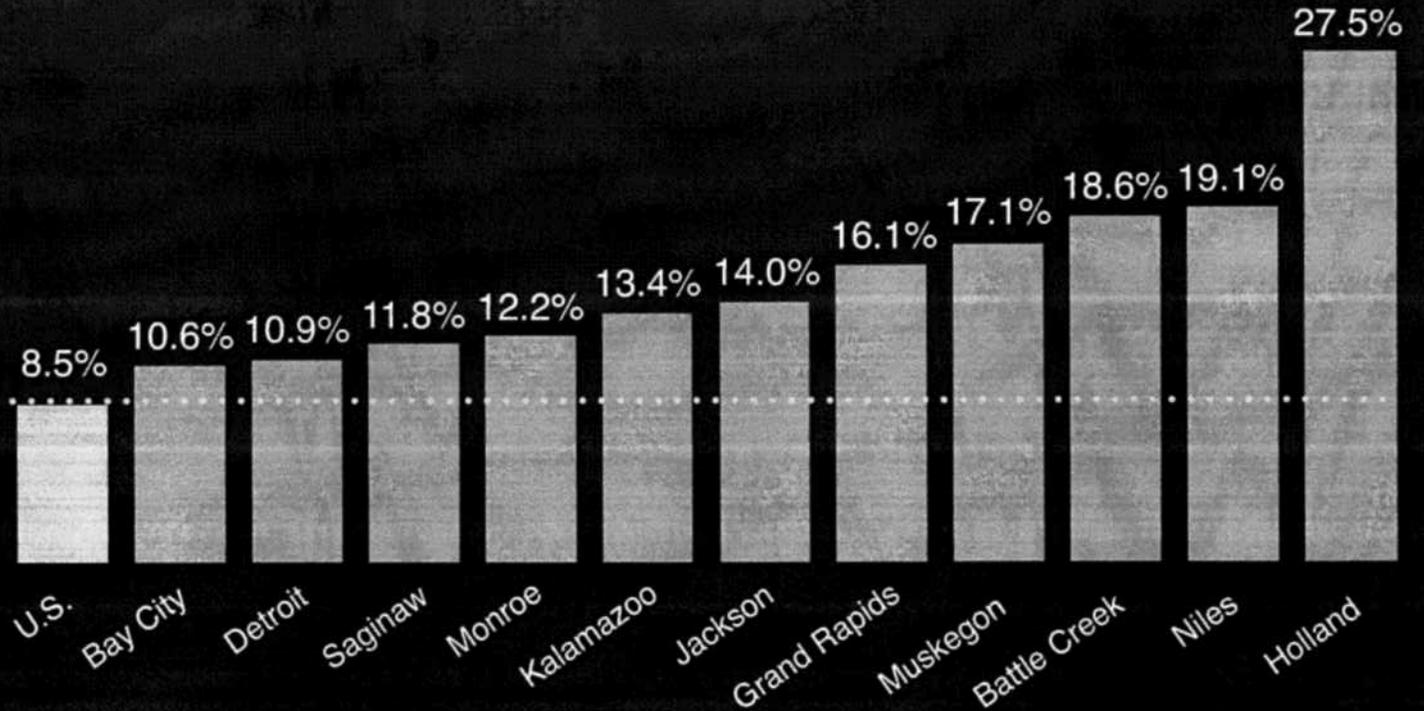
## Patent Applications Per 1,000 Workers (2001-2010)



Source: Brookings analysis of Moody's Analytics data

# 11 of Michigan's 14 Metros Have a Higher Share of Manufacturing Jobs than U.S. Average

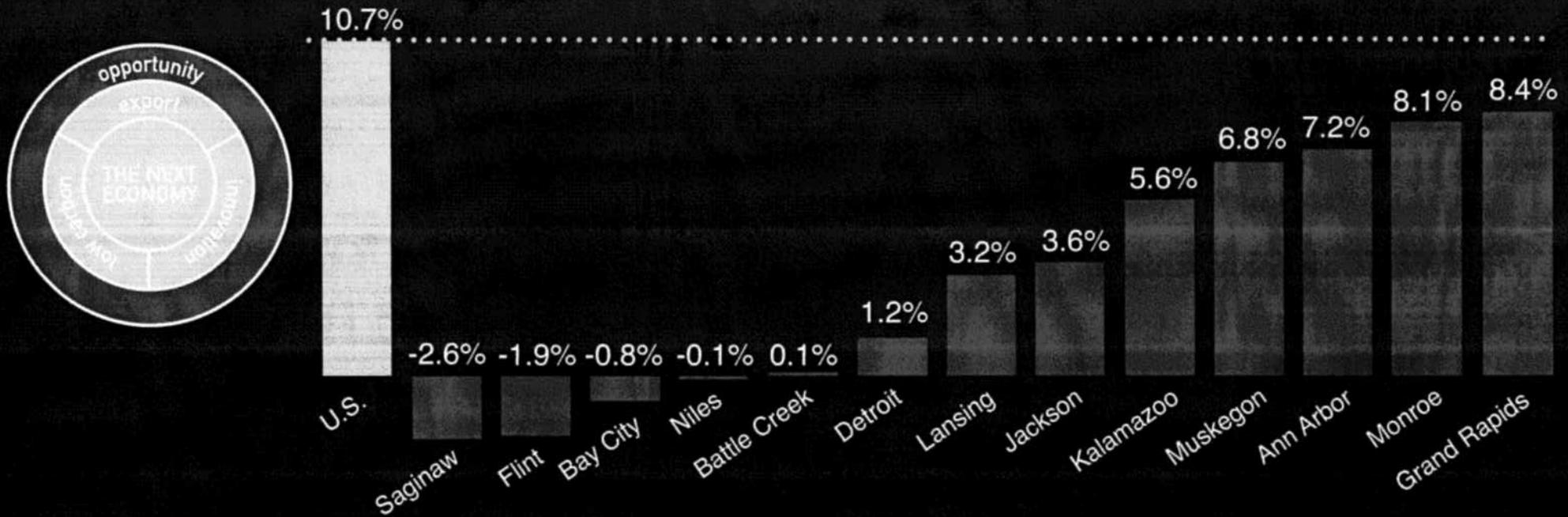
## Manufacturing Jobs Share of Total Metro Employment



Source: Brookings analysis of Moody's Analytics data

# 13 of Michigan's 14 Metros Grew More Slowly than U.S. Average

## Growth in Working-Age Population 2000 - 2009



Source: Brookings analysis of U.S. Census Bureau data

## Michigan's Urban and Metropolitan Strategy

Submitted to  
Business Leaders for Michigan,  
Detroit, Michigan

Prepared by  
Public Sector Consultants Inc.,  
Lansing, Michigan  
www.pscinc.com

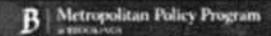
and

The Brookings Institution\*  
Metropolitan Policy Program  
Washington, D.C.

\*With generous support provided by the Ford, Ford, Lewis, Kresge, and Sloan Foundations,  
and by the Brookings Rockefeller Program on State and Metropolitan Innovation.



## Michigan's Urban and Metropolitan Strategy



### Detroit Metropolitan Area

#### Key stats

**POPULATION**  
Detroit's population of 4,343,976  
comprises 42% of Michigan's  
total population.

**GDP**  
Detroit's GDP of \$42 billion  
comprises 47% of Michigan's  
total GDP.

**EMPLOYMENT**  
Detroit's 1,731,008 workers  
comprise 44% of Michigan's  
workforce.

#### Why it matters

The state economy will be propelled  
into a renaissance, particularly in  
the manufacturing sector. The real  
economy, job demand, and reward  
growth engendered by cutting  
exports to zero, investment in  
stronger product markets, and the  
real economy will produce greater  
opportunities for workers in all  
sectors, including a strong work-  
force to integrate to Michigan.  
Given their strengths in these  
areas, Michigan's metropolitan  
areas are well-placed to succeed in  
the next economy.

#### Manufacturing & Innovation

**MANUFACTURING PRODUCTIVITY GROWTH, 1980 - 2010**



**PATENT APPLICATIONS PER 1,000 WORKERS**



#### Exports

##### EXPORT INTENSITY



##### GROWTH IN EXPORTS



#### Workforce

##### WORKER PRODUCTIVITY



##### SHARE OF IMMIGRANTS



##### IMMIGRANT EDUCATION



[http://www.brookings.edu/metro/michigan\\_economy.aspx](http://www.brookings.edu/metro/michigan_economy.aspx)

## Goals of Michigan's Urban and Metropolitan Strategy

- 1** Michigan strengthens the link between innovation and manufacturing to increase regional exports and attract global investments
- 2** Michigan supports strong regional systems to train existing workers and welcome new ones to fuel economic growth
- 3** Michigan makes targeted investments that leverage distinct assets in urban and metropolitan areas to transform regional economies

## Goals of Michigan's Urban and Metropolitan Strategy

**1** Michigan strengthens the link between innovation and manufacturing to increase regional exports and attract global investments

- Reorient 21st Century Jobs Fund
- Bolster exports
- Attract foreign direct investment

## Goals of Michigan's Urban and Metropolitan Strategy

**2** Michigan supports strong regional systems to train existing workers and welcome new ones to fuel economic growth

- Reform state workforce strategies
- Advocate for changes to federal workforce laws
- Help skilled immigrants obtain state credentials

## Goals of Michigan's Urban and Metropolitan Strategy

**3** Michigan makes targeted investments that leverage distinct assets in urban and metropolitan areas to transform regional economies

- Support a small number of metro-led industry clusters
- Designate one to three urban innovation districts

1 2 3

2 What are innovation districts?

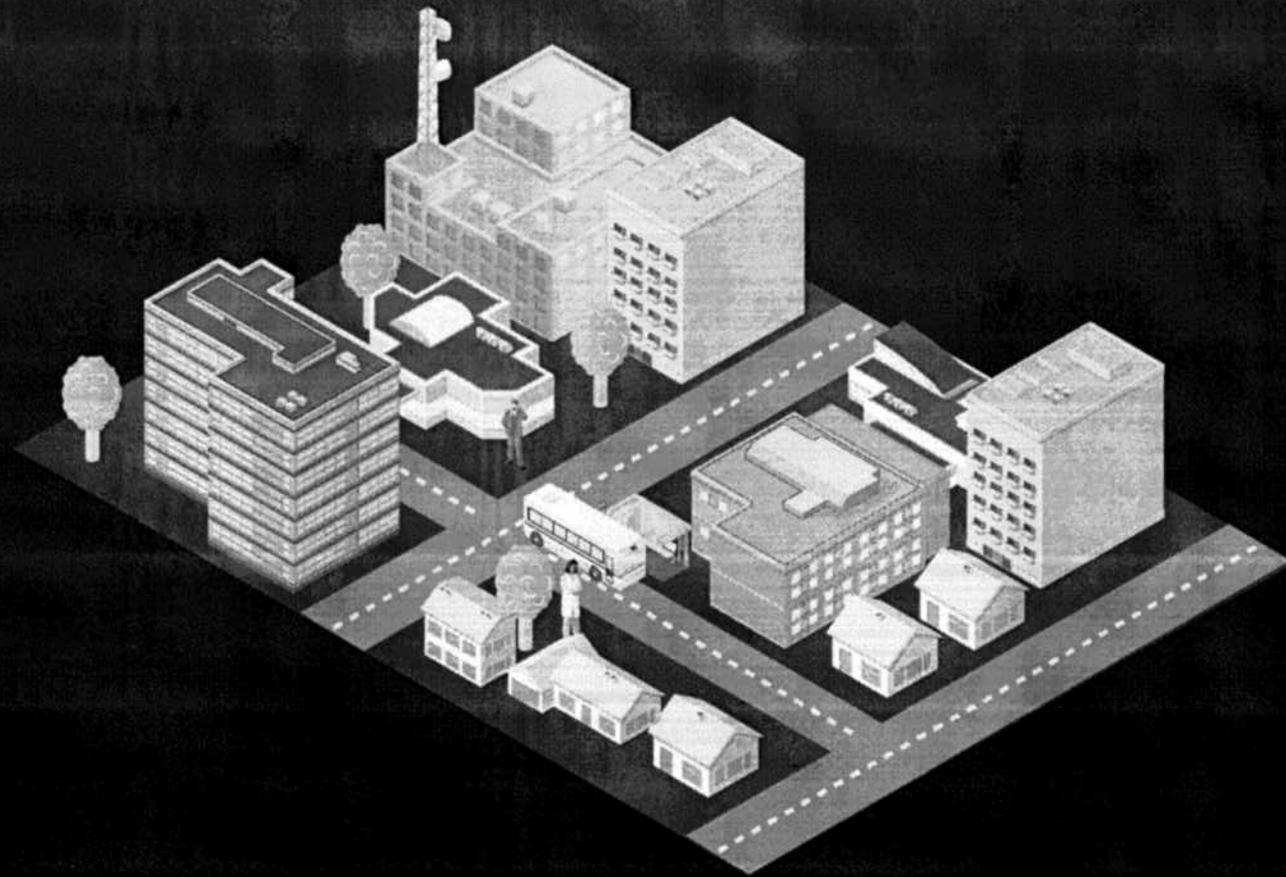


19th Century Industrial Districts

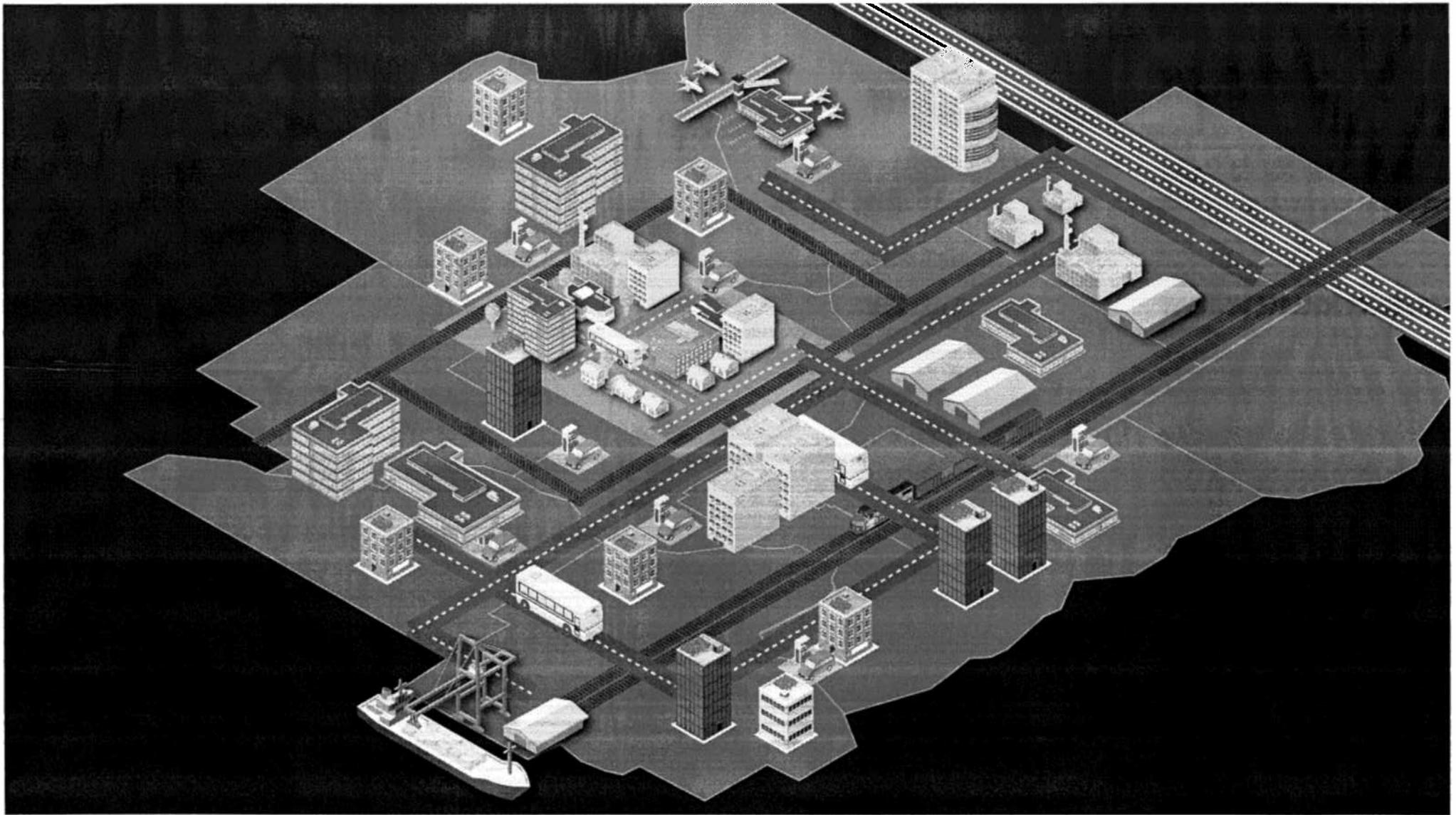


20th Century Science Parks





Innovation Districts



## 22@ Barcelona Innovation District

**494 acres**

of former industrial land along Barcelona waterfront

**90,214**

residents of the 22@ district as of 2010

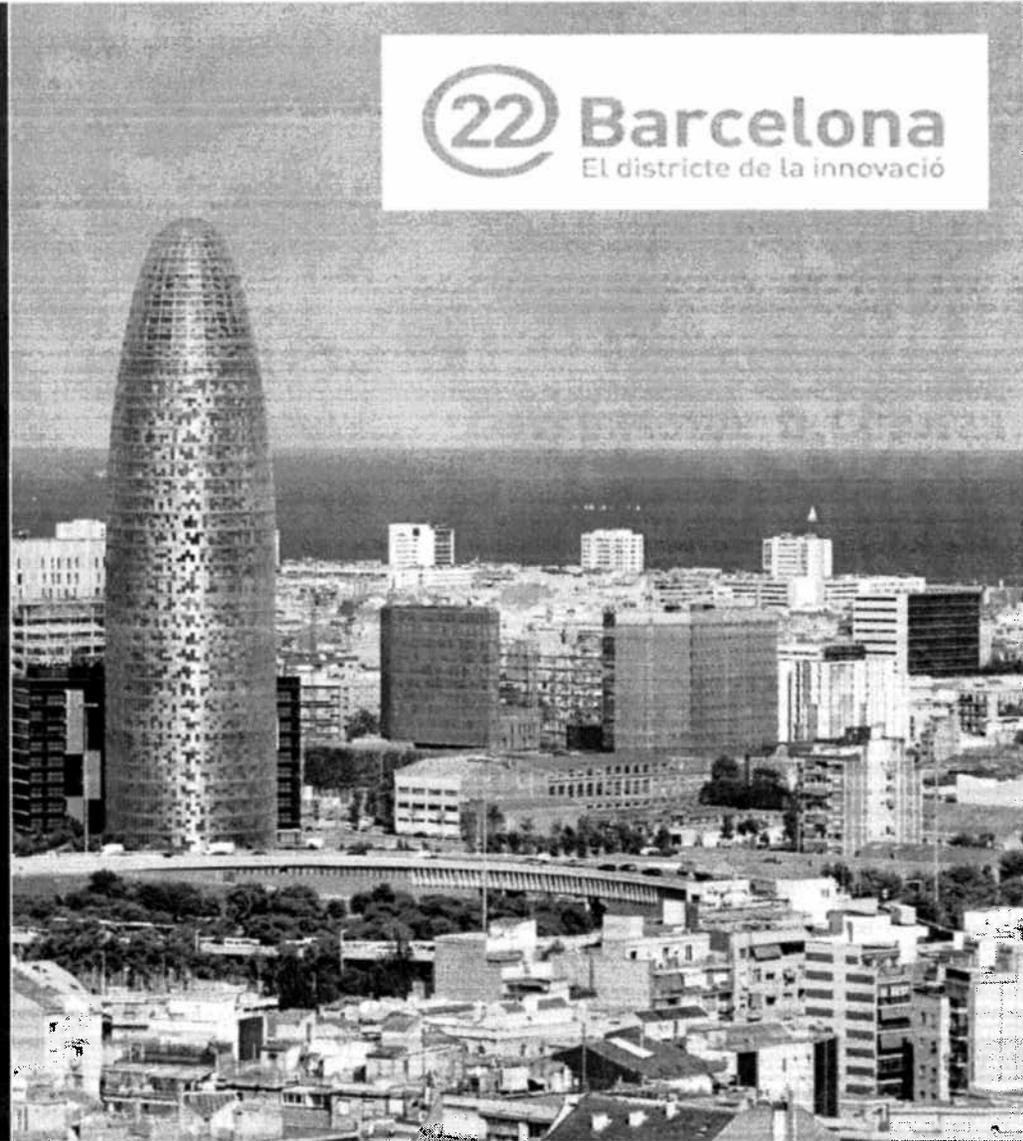
**5 clusters**

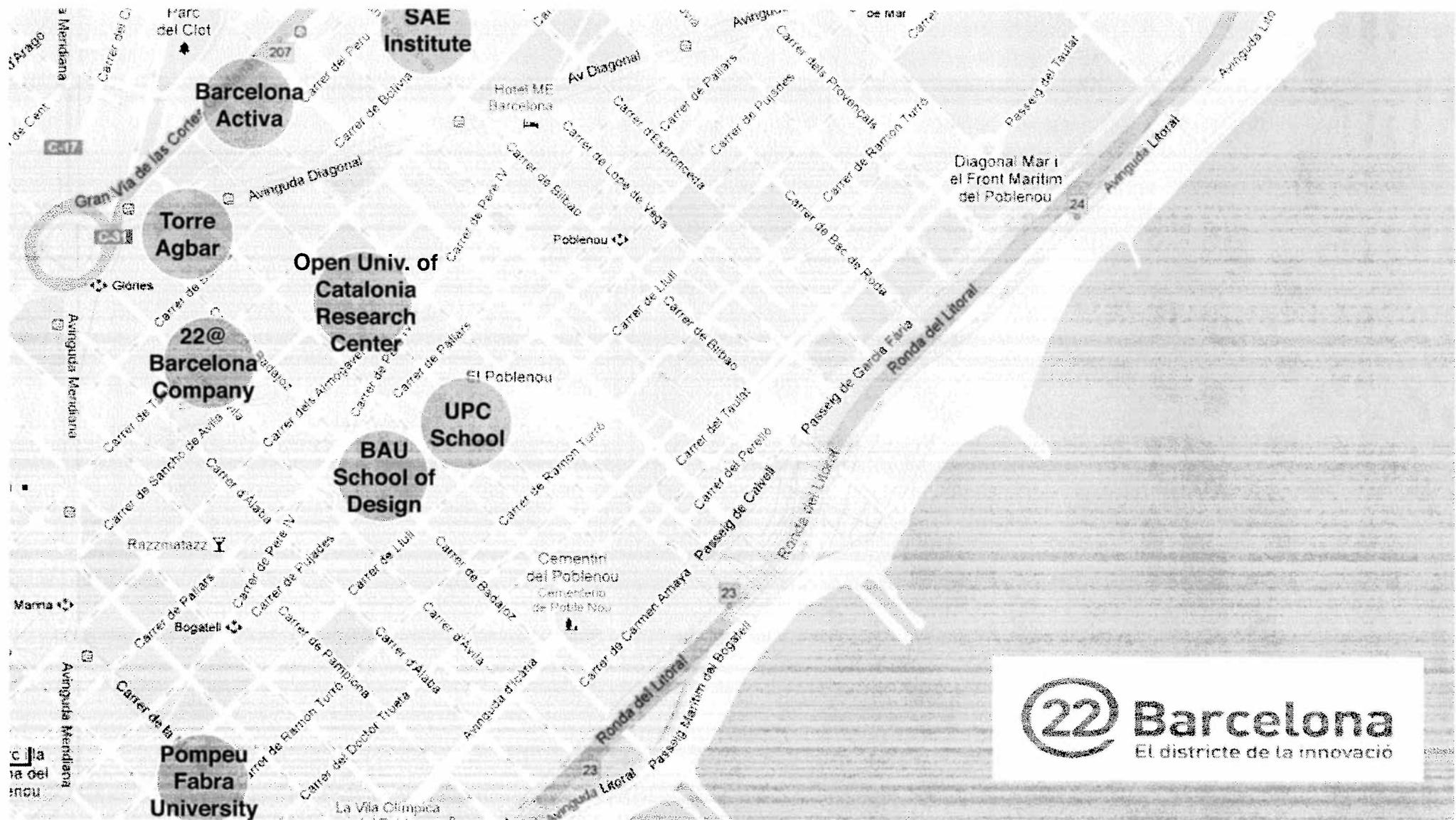
targeted for district - information technology, media, design, medical technology & energy

**4,500 firms**

relocated or established in the district between 2000 and 2010

**22** Barcelona  
El districte de la innovació





**Barcelona Activa**

**Torre Agbar**

**22@ Barcelona Company**

**Open Univ. of Catalonia Research Center**

**BAU School of Design**

**UPC School**

**Pompeu Fabra University**

**SAE Institute**



**Barcelona**

El districte de la innovació

## 5 Lessons from 22@Barcelona Innovation District

- 1** Public-Private Governance Structure
- 2** 22@Barcelona Master Development Plan
- 3** Infrastructure Investments in Service of Master Plan
- 4** Public Investments Leveraged Other Public and Private Investments
- 5** Strong Branding and Marketing of 22@Barcelona Innovation District

## 1. Public-Private Governance Structure



### **City of Barcelona**

Approved 22@ Modification of the General Municipal Plan in 2000 to establish 22@ district

Re-zoned district to create a 22@ services zone within the existing 22a industrial zone

### **22@Barcelona Company**

Granted control over management and administration of land and development within 22@ district

Oversees execution of 22@Barcelona Master Plan and economic development of the 22@ district