



FUTURE INC.

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SFI FAX UPDATE

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Saginaw MSA in Top 30% for Health Care Economic Impact

The Saginaw MSA ranked 97th out of 317 MSAs nationwide in a 2002 study examining the impact that the growing health care sector has on regional economies.

How important is the health care industry to the economy? Health care consumption in the U.S. has doubled since 1970, from 7% of GDP to 14%. It is expected to reach 17% by 2011 as our country's senior population grows.

The study by the Milken Institute, an independent economic think tank, examined more than 300 metropolitan areas as well as all 50 states to quantify the importance of this sector to regional, state and U.S. economies.

Milken Institute researchers examined employment in 13 health care industries, from hospitals, drugs and medical supplies to health insurance and medical research.

The Saginaw Valley - Image Campaign Update

The Saginaw County Vision 2020 Image Alliance has been busy this summer!

First, Michigan Travel Commissioner Ken Horn took the marketing material to the MEDC's Michigan Travel Commission. They were thrilled to be able to market the entire region instead of individual communities.

In addition, the Saginaw County Convention & Visitors Bureau (CVB) is currently running an ad campaign in the Ohio market promoting "The Saginaw Valley." The CVB is also using the material in its tourism literature.

The Image Team hopes you have heard some of the ads now playing on the radio and television and printed ads in newspapers. Businesses still have the opportunity to get involved with the advertising campaign.

In addition, companies are encouraged to use "The Saginaw Valley" logo and catch phrase for signage or product usage at no cost. For more info, please contact Veronica Horn at 989-752-7161 or e-mail veronica@saginawchamber.org

MEDC Appoints New CEO

The Michigan Economic Development Corporation (MEDC) Executive Committee recently announced that veteran state and community economic development leader, Donald E. Jakeway, was hired as the corporation's new president and chief executive officer.

This position is responsible for leading the MEDC's 270-member staff in economic development efforts. Jakeway also will be charged with developing and implementing a strategic plan, annual operating goals and performance objectives for the MEDC.

Jakeway has more than 30 years of economic development experience at both the state and community levels. For the past six years, Jakeway has been president and CEO of the Regional Growth Partnership based in Toledo, Ohio. Since 2001, the Growth Partnership that includes 11 northwest Ohio counties helped to create more than 3,800 new jobs and spur more than \$1.1 billion in private investment.

Environmental Assessment Project Awarded Funds

The Saginaw Area-Wide Site Assessment Fund project has been awarded \$201,538 by the Michigan Department of Environmental Quality.

Saginaw Future Inc. applied for the grant amendment on behalf of the City of Saginaw. The funds will exclusively be used for the following environmental testing:

- Phase I - historical land use overview
- Phase II - drilling, sample taking and lab work as necessary for site redevelopment
- Baseline Environmental Assessment - liability protection for new owners

Only sites with redevelopment potential in the City of Saginaw are eligible for assessment funds.