



# GLOBAL DETROIT

**Immigration and Michigan's Economic Future**

**IPPSR Forum**

**Opening Michigan's Doors to Immigration**

**Steve Tobocman, Director, Global Detroit**

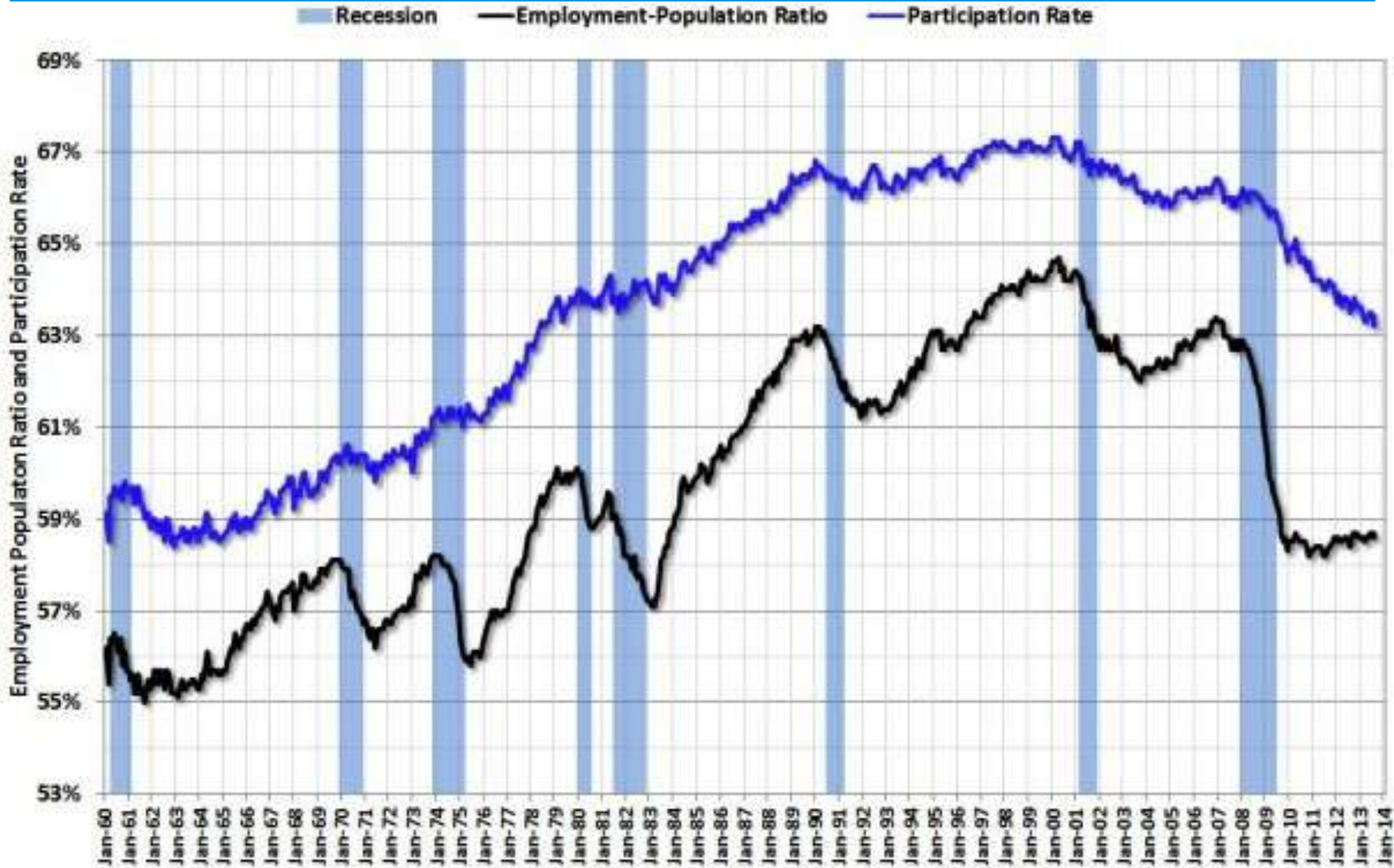
# The Michigan Crisis

Nearly one million lost jobs (4.7 million to 3.9 million June 2000 to July 2009—21% loss).

Michigan's per capita income rank: 17<sup>th</sup> (1999) to 40<sup>th</sup> (2009).

26% loss in average home sales price. 33% of mortgages under water. \$63 billion loss of wealth from Michigan families.

# Employment Population Ratio and Participation Rate



**Where do we go from here?**

# Where do jobs come from?



# STARTUPS:

## New employment paradigm

- **ALL** net job creation in America over the last 25 years comes from **STARTUPS**—creating 40 million new jobs
- **NEW FIRMS** add an average of 3 million jobs in their first year annually
- Older companies average losing 1 million jobs on an annual basis

--Kauffman Foundation



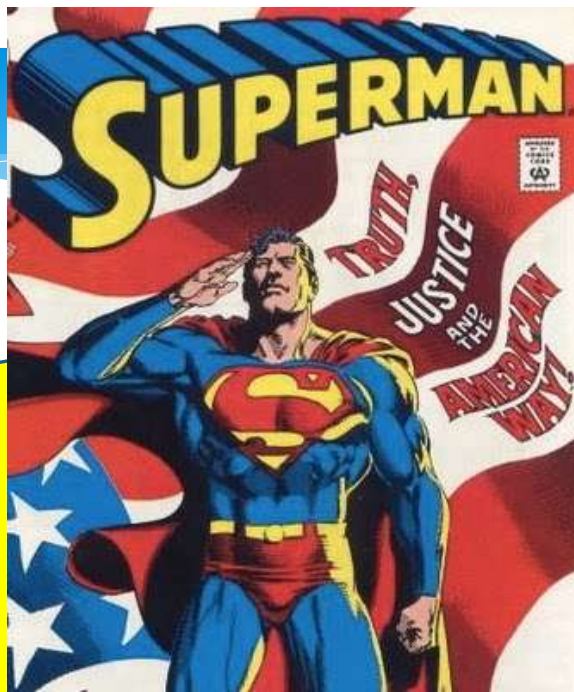
**When it comes to job  
growth, **STARTUP**  
companies aren't  
everything.....**

**they're the ONLY THING!**



**So WHO are  
behind the  
startups in  
America?**





**We welcome the  
job-creators**

**28%**

**OF U.S. SMALL BUSINESSES  
STARTED IN 2011 WERE  
FOUNDED BY IMMIGRANTS**

**[WWW.RENEWOURECONOMY.ORG](http://WWW.RENEWOURECONOMY.ORG)**

# Immigration and The Economy

**7 of 10** of the **most valuable brands in the world** were created by U.S. immigrants or their children

\* **Ford**

**Google**

**Intel**

\* **GE**

**Budweiser**

**Home Depot**

\* **AT&T**

**McDonald's**

**U.S. Steel**

\* **Boeing**

**IBM**

**Dow**

\* **Disney**

**Kraft**

**UPS**

\* **Apple**

**Procter & Gamble**

**Estee Lauder**

\* **Hertz**

**Levi's**

**DuPont**

\* **Pfizer**

**Bank of America**

**Heinz**

# Immigration and The Economy

- More than **40%** of the 2010 **Fortune 500** companies were founded by immigrants or their children, employing more than 10 million people worldwide.
- These companies boast **revenues of \$4.2 trillion** – a figure greater than the GDP of every country in the world except the U.S., China, and Japan.



# Immigration and The Economy

## Immigrant-Founded Companies



# Immigrants Are Driving U.S. Innovation

- Immigrants filing patents at **twice rate** of U.S.-born.
- Immigrant patent filings: 72% Qualcomm, 65% Merck, 64% GE, 60% Cisco



# U.S. Immigrants Are Driving Innovation

Immigrants are estimated to comprise **>50%** of the listed **inventors** for all **international patents** filed from Michigan in 2006, suggesting that immigrants are **more than 8 times** as likely to invent something seeking an international patent.

--Research by Vivek Wadhwa  
Duke University

School of Business



# U.S. Immigrants Are Driving Innovation

**In 2009, 8 of the 9 Nobel Prize winners in science were Americans, and 5 of those 8 Americans were foreign born.**

**In fact, foreign born Americans won more Nobel Prizes in science in 2009 than all the other nations of the world combined.**





# Global Detroit Study Results: Immigration and The New Economy

**Immigrants created 25% of all high-tech firms nationally 1995-2005**

--52% of Silicon Valley's high-tech firms

**--32.8% of Michigan's high-tech firms**

(ranking Michigan #3 after CA and NJ and making them **six times** as likely to create a high-tech firm)

--Duke University and UC-Berkeley



# Global Detroit Study Results: Immigration and The New Economy

**Account for 25% of all venture-backed firms that had public offerings 1995-2005.**

National Venture Capital Association



# Global Detroit Study Results: Immigration and The New Economy

- \* International students are **3 times** (38% vs. 14%) as likely to major in STEM fields
- \* Immigrants make up:
  - \* **50%** of all new U.S. Ph.D.s in engineering;
  - \* **45%** of all new U.S. Ph.D.s in life sciences, physical sciences, and computer sciences;
  - \* **40%** of all new U.S. master degrees in computer sciences, physical sciences, and engineering; and
  - \* **25%** of all practicing physicians





**“To immigrate is  
an entrepreneurial  
act”**

**--Ed Roberts, Founder  
MIT Entrepreneurship Center**

# Global Detroit Study Results: Immigration and The Michigan Economy

- \*Nationally, immigrants start businesses at **twice the rate** of native born Americans
- \*In Michigan, immigrants have entrepreneurship rates **three times** the native born



# Global Detroit Study Results: Immigration and The Michigan Economy

Immigrants are younger and have higher labor force participation rates.

In Michigan, **64.4% of immigrants are working age** vs. 50% of the native born population, an incredibly important statistic in a rapidly aging state and the only state to have lost population between the 2000 and 2010 Censuses.





Nearly  $\frac{2}{3}$  of America is an immigrant, a child or grandchild of an immigrant, or married to an immigrant

**We don't talk about  
immigrants as the Dream-  
Keepers, the Job-Creators,  
the Bedrock of Family-  
Values, the ENGINE that  
makes America work!**



# Creating Prosperity

**“The richest regions are those with the highest proportion of immigrants.”**

--President's Commission on Immigration,  
1953



# The



# GLOBAL DETROIT

# Story

- February 2009 - Study Commenced
- June 2010 - Study Completed
- January 2011 - Global Michigan Announced
- July 2012 - Global Detroit Incorporated
- April 2013 - **5 Fully-Launched Initiatives; a Dozen Initiatives in Development or Prototyping; Over \$5 Million Committed; Nationally Recognized** (Migration Policy Institute; National League of Cities; Governing Magazine; Washington Post; Wall Street Journal; Money; The Financial Times; etc.)



The



GLOBAL  
DETROIT

Story

new economy  
initiative  
for southeast michigan



**Knight Foundation**



W.K.  
KELLOGG  
FOUNDATION



FORD FOUNDATION



**Detroit Regional Chamber**

*Powering the economy  
for Southeast Michigan*

**The Skillman**

FOUNDATION

A voice for Detroit children since 1960



# Global Detroit Strategic Outcomes

1. Attract and retain **international talent** in the region.
2. Make the region **welcoming** to the international community and immigrants.
3. Attract **international investment** and businesses that create jobs.
4. Cultivate immigrant/ethnic **revitalization of neighborhoods** in the city of Detroit and the region's core communities.



# Revitalizing Neighborhoods



- **Micro-Enterprise** Training, Lending, and Support Program Targeting 5 Detroit Neighborhoods, 140 Graduates
- Modeled on Neighborhood Development Center in Minneapolis/St. Paul
- Targeting Untapped African-American and Immigrant Talent



# Cultural Ambassadors

- Modeled after program developed by Ann Arbor SPARK
- Goal - to leverage existing international populace to attract international talent and businesses, and promote integration

@ann arbor usa



# Make the Region Welcoming

- Welcoming Michigan
- Global Detroit Welcome Mat
- Leadership Detroit, Leadership Oakland, Leadership Macomb, and Leadership Ann Arbor
- New Michigan Media

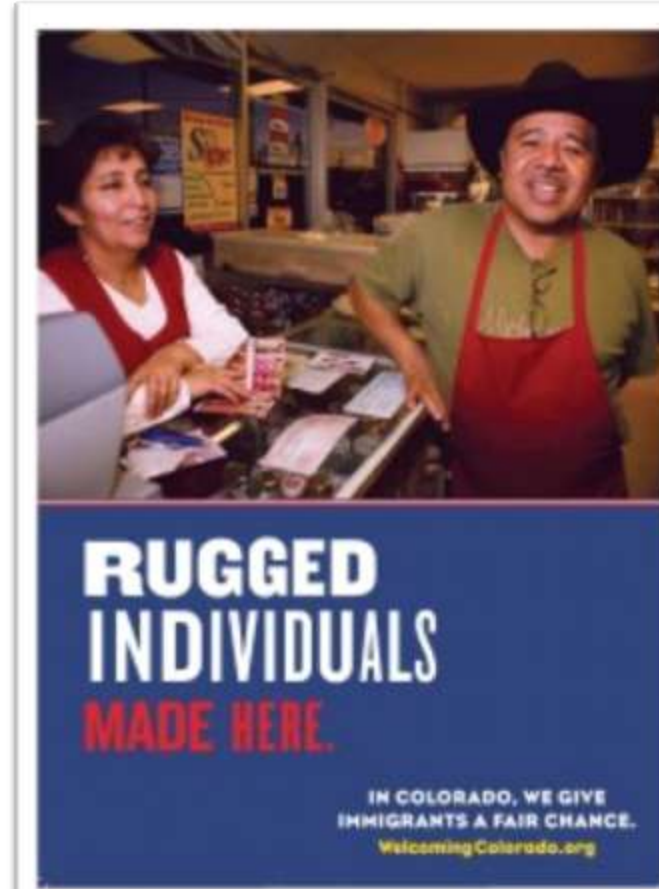
Hello,  
Neighbor!



Hello,  
Neighbor!



# Welcoming Michigan Welcoming America





# Make the Region Welcoming

## Welcome Mat Detroit

- Network of 400+ Nonprofit Integration Service and Cultural Organizations
- **Online Searchable Database**
- Building Capacity of Network Organizations
- **Addressing Gaps in Network**



# Global Detroit Talent Initiatives

- **International Student Retention - Global Talent Retention Initiative**
- **Training, Advising, and Placing Work Authorized Skilled Immigrant and Refugee Professionals - Upwardly Global**



**GTRI**  
GLOBAL TALENT RETENTION INITIATIVE  
OF SOUTHEAST MICHIGAN



# Global Detroit Talent Initiatives

Michigan has the 9<sup>th</sup> largest international student population in the U.S. with **26,926** international students at Michigan colleges and universities.

**= \$823 million economic impact**

**= 11,612 net jobs created**



**GTRI**

GLOBAL TALENT RETENTION INITIATIVE  
OF SOUTHEAST MICHIGAN



# Global Detroit Talent Initiatives

## Global Opportunity (GO) Employer program to connect Michigan employers with international student talent

- Direct access to top international student talent at Michigan universities
- Access to immigration and cultural resources relevant to hiring international students and other foreign nationals.
- Assistance with the immigration planning process and referrals to highly qualified immigration attorneys.



# Global Detroit Talent Initiatives

- **Upwardly Global** works with skilled immigrants and employers to eliminate barriers to full employment and use of their skills.
- There are **1.8 million** foreign-educated immigrants in the U.S. who are unemployed, underemployed, and/or working in unskilled jobs.
- Benefits include **millions in additional tax revenue, consumer spending, and thousands of indirect and induced jobs created** from these placements.  
Estimated 300% return on investment.





# Michigan Office for New Americans

Executive Office of Governor Rick Snyder  
Karen Phillippi, Deputy Director



Michigan Office for New  
Americans

# Michigan Office for New Americans

Executive Office of Governor Rick Snyder

Governor Rick Snyder created the Michigan Office for New Americans in January of 2014.

- The Mission of the new office is to help grow Michigan's economy by attracting and retaining global talent, and to promote skills, energy and entrepreneurial spirit of our immigrant communities; and to make Michigan a more welcoming state.



Michigan Office for New  
Americans

## Michigan Office for New Americans

- Supports immigration initiatives for the State
- Coordinates with state agencies providing programs related to services for immigrants
- Analyzes and makes recommendations to the Governor on state and federal policies and programs
- Leads the Global Michigan initiative





Michigan Office for New  
Americans



# Michigan is coming back:

Why Immigration?

Why now?

Why you?

- Value opportunity
- Reverse population decline
  - Melting Pot
  - Quality of life



Michigan Office for New  
Americans

## WHY IMMIGRATION? WHY NOW?

- Between 2000 and 2009, Michigan lost an estimated 800,000 jobs.
- Since 2010, Michigan has gained 255,000 private sector jobs.
- From 2000 - 2010, Michigan was the only state in the nation to lose population.
- In 2013, Michigan population grew by .13% or roughly 13,103 residents.
- By 2040, nearly 25% of Michigan's population will be 65 years or older.



Michigan Office for New  
Americans

## **BENEFITS FROM HAVING A PRACTICAL AND SUSTAINABLE IMMIGRATION STRATEGY**

- From 2006 to 2010, 30,223 businesses in Michigan were immigrant owned.
- In 2010, new immigrant businesses had a total net income of \$ 1.8 Billion, which is 9.2% of all net business income in Michigan
- At UM, two-thirds of the University's patents had at least one immigrant inventor.
- Immigrants founded one-third of the Michigan high tech startups over the past decade. This is 6 times the rate of native born, high tech startups.



Michigan Office for New  
Americans

## IMMIGRANTS EXCEL IN EDUCATION

- 36.6% of Michigan's foreign born population age 25 and older had a bachelor's degree or higher in 2009 compared to 24.7% of native born persons age 25 or older.
- Michigan's 25,551 foreign students contributed \$758.7 million to the state's economy.



Michigan Office for New  
Americans

“One of the Keys that  
made us successful in  
the past is going to  
again be the key to  
our future, and  
that’s...  
**IMMIGRATION.”**

**Governor Rick Snyder**

# Global Great Lakes Network



**Global Great Lakes**

**[globalgl.org](http://globalgl.org)**

# Global Great Lakes Network

## GlobalDETROIT

### Initiatives:

- International Student Retention
- Welcoming Michigan
- ProsperUS Detroit – Micro-Enterprise Training and Lending Neighborhood Revitalization
- Welcome Mat – Network of Integration Service Providers
- Cultural Ambassadors
- Near-Shoring
- Homeshoring
- EB-5 Investor Visa Regional Center Promotion
- Licensing and Credentialing Skilled Immigrants



Global DETROIT



Global Great Lakes

# Global Great Lakes Network

## Vibrant Pittsburgh

### Mission:

- Vibrant Pittsburgh's mission is embrace inclusion, ensure the Pittsburgh region's growth by attracting, retaining and elevating a diversity of talent and promote the region nationally and internationally as a diverse, welcoming region of opportunity.

### Vibrant Pittsburgh will:

- Welcome newcomers.
- Be inclusive.
- Energize the region.



**vibrant**  
PITTSBURGH

*Growing a diverse workforce.  
And a brighter future for our region.*



**Global Great Lakes**



# Global Great Lakes Network

## St. Louis Mosaic

- Regional Prosperity through Immigration and Innovation
- Mayor Francis Slay and County Executive Charlie Dooley
- Together, we welcome newcomers because they bring new energy, ideas and talent with them. Immigrants invigorate our region and take us back to our roots.



St. Louis Mosaic Project



Global Great Lakes

# Global Great Lakes Network

## Welcome Dayton

### Initiatives:

- Community Partner Services and Programs
- Immigrant Community Support Agencies
- Visa Information/Legal Assistance

### Focus:

- Business and Economic Development
- Government and Justice System
- Social and Health Services



Global Great Lakes

# Global Great Lakes Network

## Global Lansing

The Global Lansing “Getting Started” Internship Program is an innovative, first-of-its-kind initiative that matches international students in Greater Lansing to internships and mentorships with area businesses and entrepreneurs.



GLOBALANSING



Global Great Lakes

# Global Great Lakes Network

## Global Cleveland

### Leadership:

- Global Cleveland is lead by a board of directors composed of a wide range of civic and business leaders including Cleveland Mayor Frank Jackson and Baiju Shah, president of Bioenterprise



GLOBAL  
CLEVELAND

### Goals:

- Attracting top talent to the region and filling open jobs;
- Retaining top talent and providing them opportunities to connect the region; and
- Expanding and diversifying community networks to encourage connections and spur innovation.



Global Great Lakes

# Global Great Lakes Network

## Indianapolis Welcoming Center

- Established in 2006 to assist with immigration and integration services
- Actively exploring focusing on regional economic development and economic contribution of immigrants
- Welcoming America affiliate



Global Great Lakes

# Global Great Lakes Network

## Office of New Americans City of Chicago

### Initiatives:

- Expand opportunities for immigrant business owners and entrepreneurs.
- Promote U.S. citizenship by working with organizations that provide immigration and citizenship services.
- Enhance coordination between government and community organizations to increase access to existing government programs.



Global Great Lakes

# Global Great Lakes Network

## Columbus New Americans Initiative

Mayor Michael B. Coleman's **New American Initiative** was created to give all immigrant and refugees living in Columbus access to city services and programs to help improve their lives. The growing new American populations contribute to the cultural richness, and **enhance the economic growth and development of the city.**



**City of Columbus**

Official Website for the City of Columbus, Ohio



**Global Great Lakes**

# Global Great Lakes Network

Additional Local Partners considering Economic Development Initiatives Focusing on Immigrants and/or New Partners to the Global Great Lakes Network:

- **Toledo/Lucas County, Ohio**
- **One Macomb - Macomb County, MI**
- **Fort Wayne, Indiana**
- **Buffalo, New York**
- **Office of Globalization - Louisville, Kentucky**



# Global Great Lakes Network



## Global Michigan



Initiatives:

--Office of New Americans

--Proposal for 50,000 Skilled Workers for Detroit

--EB-5 Regional Center to be Operated by MSHDA

--International Student Retention

--Licensing and Credentialing of Skilled Immigrants



# Global Michigan

“We will establish an exciting new initiative to encourage immigrants with advanced college degrees to come to Michigan to live and work.

**. . . Immigration made us a great state and country. It is time we embrace this concept again as a way to speed our reinvention.”**

**-- Michigan Governor Rick Snyder  
State of the State Address, January 19, 2011**

# A Global America: Securing 21<sup>st</sup> Century America

“Dear America, please remember how you got to be the wealthiest country in history.

...the formula was very simple: build this really flexible, really open economy, tolerate creative destruction so dead capital is quickly redeployed to better ideas and companies,

Pour into it the most diverse, smart and energetic immigrants from every corner of the world and then stir and repeat, stir and repeat, stir and repeat.”

Tom Friedman – “World Is Flat” Guy  
New York Times Editorial Writer and Author





# GLOBAL DETROIT

[Steve.Tobocman@gmail.com](mailto:Steve.Tobocman@gmail.com)

[www.globaldetroit.com](http://www.globaldetroit.com)

**@GlobalDET**

