

Develop an Aerotropolis/ Global Logistics Hub.

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Goal

Develop the area between and surrounding Detroit Metro Airport and Willow Run Airport into an Aerotropolis or "airport city," serving as a global logistics hub for the movement of people, products and information and providing thousands of jobs.

- Greater Detroit has an advantageous geographical location with ready access to a majority of the North American consumer market, a shorter flight distance to international markets and a well-developed infrastructure connecting its transportation ports.
- 40% of the value of world trade is now transported by air. World air cargo traffic is expected to triple by 2020.

Implementation Steps

1. Declare the value proposition and intent.
2. Establish leadership options to spearhead the initiative.
 - Short-term: a public/private task force will champion the initiative and ensure implementation.
 - Long-term: a governing entity will work with all stakeholders to oversee development of the Aerotropolis.
3. Conduct a study that benchmarks Detroit against global best practices for an Aerotropolis and against U.S. competitor regions; inventory current assets and develop a preliminary economic impact analysis.
4. Prepare a comprehensive master plan that includes a site analysis, market analysis and policy assessment.
5. Develop a business-attraction strategy and marketing/outreach plan for the short- and long-term.

Organizational Home: Public Private Partnership with Wayne County