







MiScorecard Performance Summary

Business Unit: Agriculture Development
Executive/Director Name: Peter Anastor
Reporting Period: Jul 2018

Green >=90% of target
Yellow >= 75% - 90% of target
Red <75% of target
 Date Approved: 8/9/2018

Metric ID	Metric	Status	Progress	Target	Current	Previous	Frequency	Metric Definition
Economic Development								
AgD-01	Increased Partnerships	Green		24	27 Jul	29	Monthly	Total number of partner visits with economic development partners, export partners, and MI wineries.
AgD-02	New Jobs	Green		250	685 FY17	502	FY Annually	Number of new jobs created
AGD-03	Increase in Value Added Agriculture Business	Red		32	20 Jul	32	Monthly	Number of company visits
AGD-04	Company Investment	Green		\$325,000,000	\$396,452,000 FY17	\$387,527,700	FY Annually	Amount of new investment generated by companies
AGD-05	Grant Dollars Leveraged	Green		100%	134% FY17	112%	FY Annually	Measures the amount of dollars leveraged on the grants with a required match.
AGD-06	Increase Web Traffic from Social Media Channels	Green		14,333	20992 Jul	14,772	Monthly	Measures referrals from all social media channels to michiganwines.com
AGD-07	Increase Value-Added Food Manufacturing	Yellow		\$7.5 B	\$6.8 B CY16	NA	CY Annually	U.S. Census Bureau, American Fact Finder Data for Food Manufacturing annual ranking for Value Added. Currently ranked 17th (2016 data), and to get to 14th we would need to surpass \$7.5 billion (2016 data). The ultimate goal is to be in the top 10 by 2025. This measure has a 1-year reporting lag.