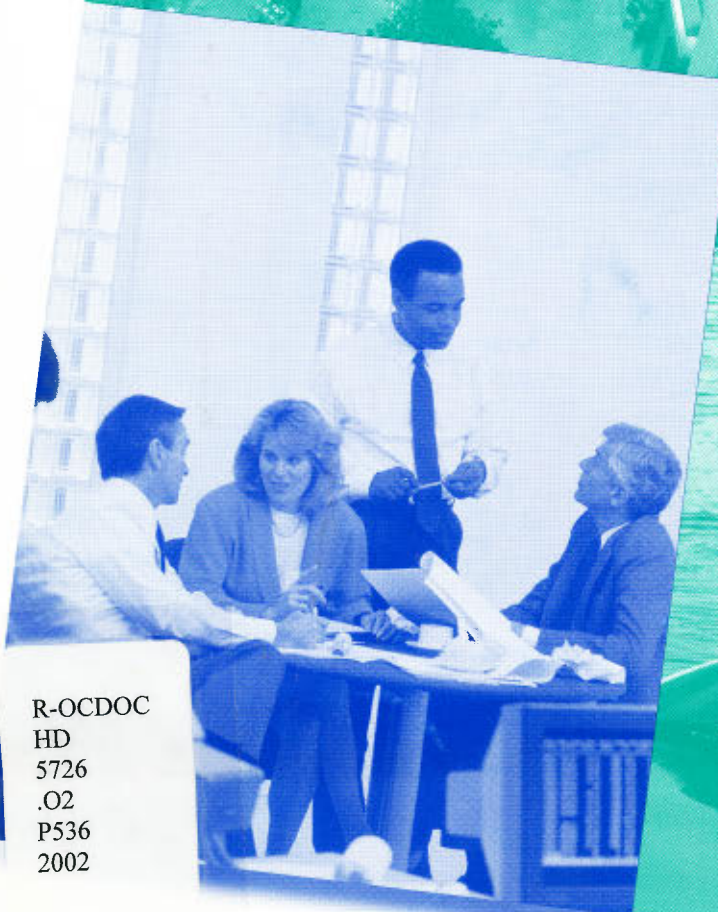


PLANNING & ECONOMIC DEVELOPMENT SERVICES

2002



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2002 Annual Report

The Oakland County Planning & Economic Development Services (PEDS) is a division within the Community and Economic Development Department of Oakland County, Michigan. PEDS is comprised of five service teams:

- Business Development
- Financial Services
- Information Services
- Marketing & Research
- Community Planning and Consulting

Each of these teams is responsible for one or more of six identified public services:

1. Business Consulting - supports existing businesses in the County as well as attracts new businesses desiring to locate in the County.
2. Community Consulting - provides expert advice on local and County planning considerations for community groups, planning agencies and other not-for-profit organizations.
3. Marketing - promotes the various assets and facets of the County to individuals and groups.
4. Financing - provides loans in support of enhancing economic activity to specific businesses and non-profit organizations.
5. Educating - provides expert advice on a variety of topics as well as networking together with different interest groups to a host of business and residential community affiliations.
6. Product Sales - provides materials and information about the County, its services, features and assets to the general public.

Vision Statement

Oakland County is the premier county where people can live, learn work and play; businesses can prosper and communities can thrive in a healthy, vibrant and safe environment.

Mission Statement

Oakland County Planning & Economic Development Services is a division committed to promoting economic vitality, supporting distinct communities and conserving environmental resources through knowledge, cooperative initiative and consultation services.



OAKLAND COUNTY RESEARCH LIBRARY
 1200 N. TELEGRAPH ROAD DEPT 453
 PONTIAC, MICHIGAN 48341-0453



It is a real pleasure, on behalf of the 40 plus dedicated and professional staff, to report that the year 2002 was a year of many successes. I measure this not only in terms of whether we met our goals throughout the Division but also in whether we contributed to our mission of promoting economic vitality, conserving environmental resources and supporting distinct communities. I can unequivocally say yes in all three related areas.

The good news in a year that just could not seem to get going was that our Economic Development and Financial Service Units contributed significantly to help Oakland maintain its #1 development ranking of Michigan Counties. The 30 projects our team assisted with yielded new investments of \$234 million. Adding in the new jobs generated by our Small Business Center resulted in the total creation and retention of 6,600 jobs. This brought our 5-year total to \$1.4 billion invested, over 27,000 new/retained jobs and over \$28 million in new property taxes. Thank you to our business customers and the strong private sector in Oakland County.

Economic good news continued with the Oakland County Main Street program concluding its second year by welcoming the vibrant communities of Farmington and Pontiac. The 6 initial downtowns in the program have generated \$73 million in new public/private investment with over 300,000 square feet of new space.

Efforts to assist communities in understanding their natural environment got a huge boost when staff, in conjunction with the Michigan Natural Features Inventory, completed a Countywide inventory and mapping of our natural areas. This Best of Class study discovered 658 potential significant natural areas covering 76,000 acres.

Customer service was taken to a new level in our One Stop Shop with the unveiling of OAKMAP. This one of a kind computerized mapping system allows customers to self-serve and custom build their own parcel and aerial maps. Thanks to our Info Tech group for a big assist; we are now over 90% digital in the OSS.

Other accomplishments: a new PEDS web site on the new county site; the 17th Annual Economic Forecast Luncheon and Report; 41 miles of trails were completed by year's end with another 110 miles under development; assisted in obtaining a National Scenic Byways Grant of \$536,000 for Woodward Avenue; awards from the National Association of Counties for the Shiawassee Huron Resource Preservation Project and the Automation Alley Trade Mission to Germany.

Thanks to the strong leadership and support of the County Executive and the Board of Commissioners. Thanks also to the many other governmental, community and business partners who continue to provide stellar support to our efforts. All in all, a very busy and productive year in serving our customers, driving results and achieving a high Return on Investment.

Sincerely,

Daniel P. Hunter
 Manager
 Oakland County Planning & Economic Development Services

REFERENCE BOOK
 For Room Use Only

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The Business Development Group provides services to enhance the economic base of Oakland County. The group is comprised of the Economic Development Team, the Business Center and the Export Assistance Center.

The Economic Development Team is focused on business attraction, retention and expansion. During Fiscal Year 2002, these efforts resulted in \$215.5 million in new investment for the county, 2,682 new jobs and the retention of 3,004 jobs.

A key component of the Business Development Program is a proactive outreach program to Oakland County companies. The Business Retention staff meets with local firms to offer business development services and to understand specific company issues and trends. This past year, 522 local companies were visited and many had specific problems resolved with assistance from the Economic Development Team.

The attraction team aggressively pursues opportunities to attract new national and international businesses to Oakland County through an active marketing program. Efforts revolve around getting the word out about the strategic benefits of an Oakland County location to multipliers and key business decisionmakers. In 2002, the team participated in 11 trade shows/marketing missions resulting in 63 leads. This is done through participation in many business organizations, as well as partnering with the Detroit Regional Economic Partnership and the Michigan Economic Development Corporation.

A total of 162 new business projects qualifies Oakland as the #1 Michigan County for Business Development. Sixteen projects receiving significant Economic Development Team assistance (as noted at right) resulted in **\$499,899 additional revenue** to the County General Fund and a combined tax revenue generation to area taxing authorities of **\$5,330,760**.

The Business Center helps business owners develop and build successful businesses in Oakland County. The Business Center provided over 50 workshops and seminars during 2002 to 731 participants. 2,205 small business owners and entrepreneurs were counseled during the year resulting in estimated 419 business start-ups and 462 new jobs.

Among the successful programs developed this year were the Success Strategies Retail Forum, the Painless Prospecting Seminar, the Small Business Innovative Research Grant Information Day, and a revamp of the Business Basics Program.

Individually, businesses can have their business plan reviewed by staff or the Service Corps of Retired Executives (SCORE) counselor, or meet to discuss specific business issues. In addition, staff has served as a guest lecturer at Oakland Community College, Baker College, and Oakland University in several business courses.

The Export Assistance Center is a program offered by Oakland County in co-operation with the U.S. Department of Commerce, U.S. Commercial Services. The Center's mission is to increase sales of small and medium sized Oakland County businesses through exporting.

In 2002, the Export Assistance Center, in cooperation with Automation Alley, conducted a Small Business Export Initiative trade mission to China (Beijing, Shanghai and Suzhou). Representatives from 14 Oakland County companies met with potential business partners.

2002 Projects

Company	Community	New Jobs	Retained Jobs	Investment
Automold	Auburn Hills	50	0	\$5 million
Borg Warner	Auburn Hills	450	0	\$30 million
DaimlerChrysler Wind Tunnel	Auburn Hills	10	0	\$37.5 million
Dana Commercial Credit	Auburn Hills	40	160	\$5 million
DELMIA	Auburn Hills	111	160	\$9.2 million
Dow Automotive	Auburn Hills	100	500	\$8 million
AKG Acoustics	Farmington Hills	7	0	\$200,000
Chrysler Financial Center	Farmington Hills	1,294	1,900	\$51.5 million
Owens Corning	Novi	104	0	\$10 million
Wright Enterprises LLC	Southfield	4	0	\$200,000
R.L. Polk	Southfield	300	150	\$5.5 million
Axle Tech	Troy	50	34	\$5 million
Behr	Troy	105	20	\$34 million
Cercan Tile	Troy	6	0	\$150,000
INA USA	Troy	50	80	\$14 million
Jacobsen X-Ray Machinery	Wixom	1	0	\$200,000
TOTAL		2,682	3,004	\$215.45 million

Future programs include the CeBIT Technology Show in Hannover, Germany, and the PAACE Trade Mission in Mexico City, Mexico. In addition, the Export Assistance Center will host a China Reverse Trade Show in August, 2003 in Oakland County.

This past year also saw the formation of the Automation Alley Trading Company and unveiling of the "toolbox" Interactive CD-ROM to help local firms who are interested in international trade.

Special Projects

Awarded \$100,000 Link Michigan Grant to conduct a broadband needs analysis study for Oakland County.

The Business Development Team serves on the following Boards/Committees: Michigan Global Partnership, Detroit Regional Economic Partnership, Oakland County Business Roundtable, and Michigan Economic Developers Association.

Provided staff support for the Automation Alley Education Committee, Membership Services Committee, Business Forum sub-committee, International Trade Committee and Annual Seminar sub-committee.

Examples of Recent Client Activity

INA BEARING USA - TROY

INA Bearing USA is a German based firm with a technical center currently in Troy, and was planning to expand their facilities in the area. The company preferred to stay in Oakland County. The Economic Development Team assisted them in their site search, state job training funds, high tech tax abatement, as well as to facilitate some local issues related to their site plan. The company will be moving into a new 95,000 square foot, \$10 million research and development center in Troy, add \$4 million in new technical equipment, and add 50 new employees in the first phase of their project. Eighty jobs were retained.

AXLE TECH - TROY

The Economic Development Team worked with Axle Tech to secure a Michigan Economic Growth Authority (MEGA) grant. The Economic Development Team assisted in coordinating the local contribution portion of the MEGA with the City of Troy. Axle Tech will employ 84 people and invest \$5 million in Troy.

KOREAN DELEGATION

A delegation of over 43 Korean companies, headed by Korean Congressman Park, attended the Society of Automotive Engineers Trade Show in 2002. The purpose of the trip was to sign a memorandum of understanding between the State of Michigan and the Korean province represented by Congressman Park, which is at the heart of Korea's automotive parts supplier community. Oakland County gained a marketing advantage over other Michigan communities by hosting the delegation at a special meeting with L. Brooks Patterson and as guests at a special reception hosted by Automation Alley during SAE Week.

R.L. POLK - SOUTHFIELD

Assisted R.L. Polk, a premier provider of automotive intelligence solutions, with securing the first ever five-year Automation Alley foundation membership to be used as the local contribution for their MEGA grant. R.L. Polk was contemplating shutting down their Southfield office and moving the operation to their Ohio facility. Due to the Economic Development Team's partnership with the City of Southfield and Automation Alley, R.L. Polk is now investing \$5.5 million here in Michigan and will employ 300 employees within the next 3 years.

AUTOMOLD - AUBURN HILLS

Worked with Automold, a UK based company that was considering setting up their first US operation. The Economic Development Team assisted on site location work, including several site tours, introduction to the community, answering specific concerns regarding signage and site plan approval, and introduction to the Oakland County Economic Development Corporation financing. Automold was recently approved for a \$4.1 million Industrial Revenue Bond to purchase equipment for their new facility, which will be in Auburn Hills.

For more information on the services offered by Oakland County Business Development, please see http://www.co.oakland.mi.us/peds/division_committee/bus_dev.html

FINANCIAL SERVICES

The Oakland County Business Finance Corporation (BFC) helps businesses obtain fixed asset financing at favorable rates through the U.S. Small Business Administration (SBA) 504 loan program. Also, manufacturing companies and non-profit organizations can finance projects with low-interest Industrial Revenue Bonds (IRB) available through Oakland County's Economic Development Corporation (EDC).

BFC Loans: Completed 13 BFC loans, representing new capital investment of \$14.5 million.

EDC Loans: Completed 1EDC loan, representing new capital investment of \$5 million.

Jobs Created: BFC and EDC loan funding assisted in the creation of an estimated total of 214 jobs and retained a total of 309 jobs.

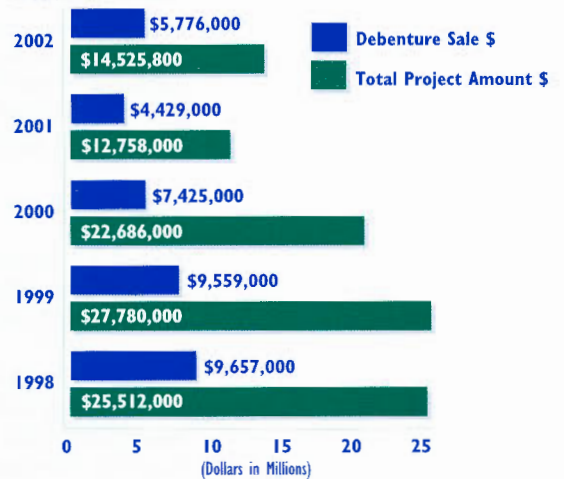
Presentations: Staff made presentations to 12 lenders.

Awards Banquet: Hosted the 2002 BFC/EDC Annual Employer & Lender Awards ceremony at Pine Lake Country Club in June with 233 participants.

Hosted the BFC/EDC Annual Meeting held at Forest Lake Country Club in Bloomfield Hills in October.

For more information on the services offered by Oakland County Financial Services, see http://www.co.oakland.mi.us/peds/division_committee/fin_svcs.html

**Oakland County Business Finance Corporation
SBA 504 Loan Portfolio
Debtore Sales**



Oakland County Financial Services Loans or Bonds Funded in 2002

BDs Mongolian BBQ – Auburn Hills
DFC Financial Group – Oxford
Everest Academy – Independence Twp.
Global Home Care – Troy
Grace Christian Learning Center – Troy
Guardian Angel Home Care – Rochester Hills
JD's Key Club – Pontiac

J.D. Plating Company – Madison Heights
Kruse and Muer Lake Orion – Lake Orion
Little Scholars of Oxford – Oxford
Market Basket of Franklin – Franklin
Mr. Mechanic Auto Center – Southfield
Renee's Bella Casa Interiors – Oxford
Shakeel Niazi, DDS – Rochester Hills

Total EDC Portfolio 1980 - 2002: \$411 million invested 74 projects

Total BFC Portfolio 1982 - 2002: \$242,788,661 invested 252 projects

INFORMATION SERVICES

The Information Services group provides customer service through the Oakland County One Stop Shop. Through the One Stop Shop, users have access to a wealth of information and experts to help them make accurate, more informed decisions about living, working and doing business in Oakland County.

The One Stop Shop specializes in providing citizens and businesses access to current geographic information including current parcel maps, aerial photography and demographic information. Also available in the One Stop Shop is "OAKMap", a computerized mapping system that allows users to create a custom map showing parcel lines overlaid on an aerial photograph at a variety of different sizes. After 4 years of hard work, historic aerial photography is available on this system, allowing users to compare development over time for any area in Oakland County dating back to 1963.

The One Stop Shop also makes this information available in digital format for a fee. Users can import these digital files into their own Geographic Information System (GIS) for analysis in order to make accurate, more informed decisions. In 2002, over 5,500 citizens and businesses took advantage of the One Stop Shop's products and services generating \$104,689 in revenue to Oakland County's General Fund.

The One Stop Shop is located in the Oakland County Executive Office Building, 1200 North Telegraph Rd., Pontiac and is open Monday through Friday between 8:30 a.m. and 4:30 p.m.

For more information on the products and services offered by the One Stop Shop, please see http://www.co.oakland.mi.us/peds/program_service/one_stop_shop.

The Marketing & Research group promotes Oakland County as the place to live, work, play and prosper for businesses and citizens. The Division's team of experts and its resources are promoted to residents and to the business community as part of and support for the customer's team. Data about Oakland County and its competitors is analyzed and synthesized to form the basis of marketing strategies. Demographic, socio-economic and business information products produced by Marketing & Research support and assist communities, business and governments with their information needs. Marketing support is provided to several County departments and divisions as well as Automation Alley and the Business Roundtable, and promotional materials are developed to assist the County in its missions and programs.

Major Projects

Held the 17th Annual Economic Outlook Luncheon and press conference for more than 600 attendees; produced and distributed Forecast reports to more than 4,000 business and education professionals.

Launched the new Division Web site with current event information, publications, press releases and new data.

Produced the 2001 Business Roundtable Annual Report and provided support at the annual meeting.

Received National Scenic Byways Grant of \$536,000. Received National Scenic Byway Designation for Woodward Avenue by the Federal Highway Administration.

Provided PR and marketing services for "Bid & Breakfast" procurement workshop with 160 attendees.

Coordinated 6th Annual Consuls General Invitational Golf Outing.

Produced a CDROM for use in marketing Oakland County as the place to be in business.

Produced PowerPoint presentation given to Wall Street bonding agencies by Executive Staff.

Data Products

Marketing & Research staff serviced information requests. These requests were for highly customized lists of firms and some economic and Census data.

Published to the Web Census profiles, list of foreign firms, new County data book, Oakland Focus, Planning Oakland, and updated Fast Facts, to name a few. Developed Web article tracking database. Completely updated Web site and updated map information on the web site.

Research

Published the 2001 Oakland County Manufacturing Wage & Salary Survey results.

Updated the Development Projects Database and profiled the new development project listings. Worked with MEDC and SEMCOG on lists of qualified development projects which supported the State of Michigan's designation by Site Selection Magazine as the #2 state for economic development in 2002.

Generated and distributed new Census 2000 information products.

Developed a database of County attractions.

Revised, updated and published to the web the County Data Book. Began development of a database map of business parks and golf courses.

Promotional Materials

Produced and distributed the Oakland Focus and Planning Oakland newsletters and placed them on the Division's Web site.

Business Services brochure and inserts were produced to support economic development marketing efforts.

Produced and distributed the English, Chinese, Korean and German version of the Oakland Overview brochure.

Produced the 2001 Annual Report for PEDS.

Revised extensively the Box Lunch PowerPoint presentation and presented a "Box Lunch with Brooks" program to the Young Entrepreneurs Organization.

Produced and distributed press releases on small business seminars, Main Street programs.

Wrote one of five articles on Woodward that are published in the TravelHost Magazine, available in 11,000 hotel rooms in Oakland County, and an article for the Main Street News.

Historic Preservation

Planned and produced the "Tourism Means Business" conference on October 3, 2002 at Cranbrook.

Auto Heritage: Wrote copy for MotorCities Upper Woodward Hub Brochure. Coordinated Auto Heritage Research Committee meetings.

Automation Alley Support

Provided a revised Competitive Analysis Chart, current lists of businesses in various industry sectors, and assisted with the Automation Alley membership development and retention activities.

SPECIAL PROJECTS

Provided staff support to the Quality of Life and the Workforce and Education committee of the Business Roundtable. Set up and maintained the database for Quality of Life indicators, prepared and presented an economic update on Oakland County to both committees. Began work on the Annual Report and the presentation for the Annual Meeting.

Worked with United Way Oakland County and the Census Council to implement a data service center for the not-for-profit organizations in Oakland County.

Assisted in the creation of the State of the County message.

Initiated development of profiles for each new 2002 commissioner districts using 2000 Census data.

For more information on the services offered by Oakland County Marketing & Research, see http://www.co.oakland.mi.us/peds/division_committee/marketing.html



The Community Planning and Consulting Team assists local governments by providing planning, community, and economic development services. Programs and services focus on environmental stewardship, historic preservation, land use & zoning, and downtown & commercial redevelopment.

Community Planning also develops digital and map products and offers training and educational programs.

Environmental Stewardship

Received a National Association of Counties (NACo) award for the Shiawassee & Huron Resource Preservation project.

Completed natural area identification/mapping with Michigan Natural Features Inventory. Distributed 87 copies of the MNFI Natural Area Report, 15 large scale plotted maps, and made 5 presentations to local municipalities, workgroups, property owners, etc.

Participated in the Clinton River Trail Master Plan study and the Woodward Corridor Greenway study. Completed the Clinton River in Rochester and Rochester Hills: A Greenways Opportunity Plan.

Ongoing work with SE Michigan Greenways to coordinate a regional Greenways. Supported southeast communities, Clinton River Trail, and Polly Ann Trail for Greenway Grants. Attended Clinton River Trail Grant Award Ceremony where they received multiple grants for trail acquisitions.

Conducted a Stream Buffer Workshop for 77 participants.

Ongoing participation with Oakland County Parks on the trail system. Ongoing participation with Huron River Watershed & Stoney Creek Subwatershed studies.

Assisted the City of Madison Heights in local trail/path initiative.

Developed a trail/path planning checklist as part of the countywide trail guidelines.

Supported City of Rochester for a DNR Trust Fund & Land & Water Conservation Fund grant applications.

Downtown & Commercial Redevelopment

Selected two new Main Street Oakland County communities: Pontiac and Farmington. Continued working with six Main Street Oakland County (MSOC) communities of Walled Lake, Royal Oak, Rochester, Lake Orion, Ferndale and Holly Village, and the NMSC to deliver technical services and training. Provided quarterly workshops on Main Street project.

Continued development of a graduate level program for commercial revitalization with LTU to be offered in fall 2003.

Completed work on façade improvement sketch for Pontiac, and façade improvement studies in the cities of Royal Oak and Walled Lake. Completed work on a street closure improvement sketch of a Royal Oak site for WA3.

Assisted the City of Pontiac in being selected by the National Trust for Historic Preservation and the James L. Knight Foundation to be part of the Preservation Development Initiative (PDI). The PDI will provide strategic assessment, planning, technical assistance, loans and grant to 8 pilot cities nationwide to build preservation-based economic development strategies.

Completed and delivered schematic concept drawings for a Walled Lake Site as part of the Design Assistance Program and met with a second Walled Lake property owner.

Land Use and Zoning

Reviewed Master Plans from Addison Township, Oxford Township, Highland Township, Springfield Township and Waterford Township according to Act 168 of the Public Acts of 1959.

95 zoning cases were received from local Townships and 13 Zoning cases were reviewed according to the Township Rural Zoning Act and presented to the Coordinating Zoning Committee according to County Board Policy.

Prepared and distributed Land Use information on CD's to all Oakland County communities.

Continued work on ERDAS historic aerial project. Completed 1974 flight and continued rectification of 1963 flight.



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Education and Training

Hosted the fifth annual "Heritage Conference" focusing on the preservation of Oakland County's environmental, economic and community heritage. The conference theme was "Preserving Our Economic Heritage" and it was held at Orchard Lake St. Mary's. Over 100 people involved with planning and development in Oakland County from both the private and public sectors attended.

Hosted quarterly *Planners' Gatherings* of planning professionals in Oakland County and published the quarterly newsletter *Planning Oakland*. Combined both efforts reach over 1600 local officials, municipal planners and consultants every quarter. Topics included Land Use, West Oakland Corridor Study by the Road Commission, SEMCOG 2030 Population Forecasts.

Hosted Michigan Society of Planning Basic Training Workshop.

Made presentations on:
Natural Areas to Clean Water Fund in Macomb County and Oakland Land Conservancy Spring Meeting

Walkability to City of Birmingham Homeowners Association

Environmental Information to Rochester College Environmental Science Class

Zoning & Community Assistance programs to Commerce Township Board

Trail acquisition to Sylvan Lake City Council

Natural Area Planning to public at Brandon Township Library

Main Street Program & Downtown Design Studio at MSP Annual Conference at Mackinac Island, and

Main Street Oakland County Program to: Leadership Oakland, Livingston, Macomb and Genesee County.

Special Projects

Provided assistance to Solid Waste Division in applications for two brownfield grants.

Continued participation on the Orchard Lake Road Study Committee.

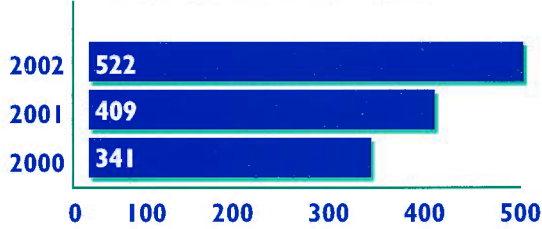
Assisted with updating of Auto Alley data base and membership map and associated boards.

Continued participation in the County Executive's Business Roundtable in the "Transportation" committee and "Quality of Life" subcommittees, including the identification of natural resource indicators.

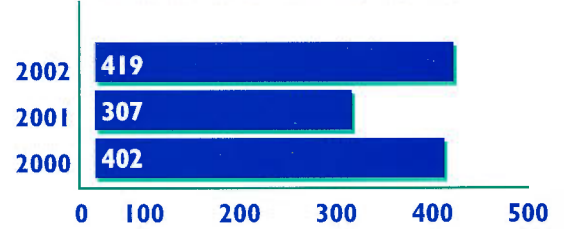
For more information on the services offered by Oakland County Community Planning & Consulting, see http://www.co.oakland.mi.us/peds/division_committee/planning.html



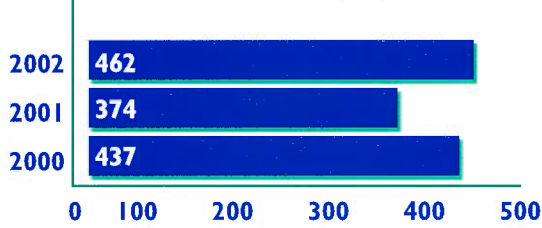
Business Retention Calls



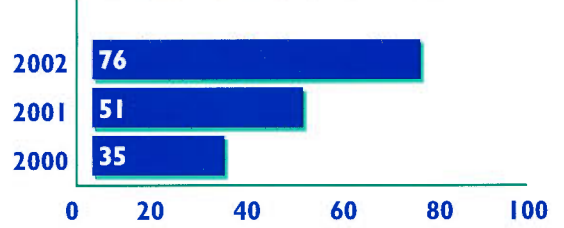
Estimated Business Starts



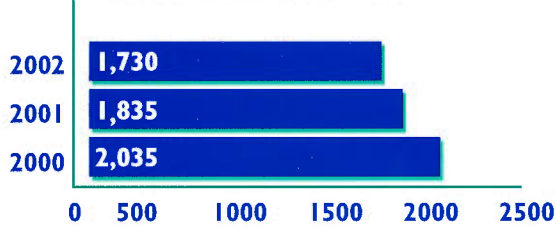
Estimated Start-Up Jobs



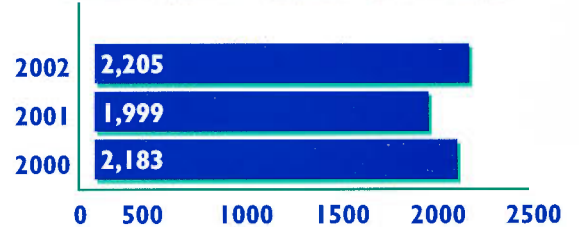
Export Clients Counseled



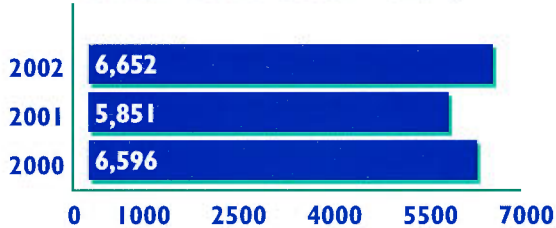
Information Requests



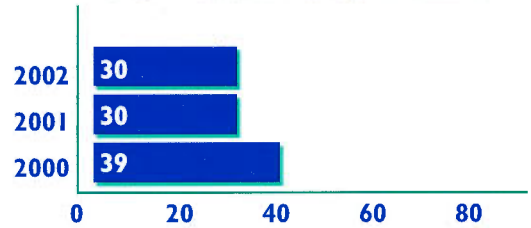
Small Business Clients Counseled



Total Jobs Created/Retained



Total Number of Investments



Total Capital Investment



Ms. Fran Amos
Ms. Michelle Friedman Appel
Mr. William E. Brian
Mr. David B. Buckley
Ms. Brenda A. Causey-Mitchell
Mr. Eric Coleman
Mr. Hugh D. Crawford
Ms. Nancy Dingeldej
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Mr. Peter Webster



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Dennis R. Toffolo, Director, Department of Community and Economic Development
Daniel P. Hunter, Manager

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