

1998 Annual Report

PLANNING & ECONOMIC  
DEVELOPMENT SERVICES

R-OCDOC  
HD  
5726  
.02  
P536  
1998

Oakland County

REFERENCE BOOK

For Room Use Only



# Top Ten Services



*Provided by Oakland County  
Planning & Economic  
Development Services*

1. Community assistance for planning projects
2. Small business loans and industrial revenue bond financing
3. Business site location assistance
4. Small business counseling
5. Digital aerial photo and parcel maps with property lines
6. Market research data
7. Customized map reproductions
8. Export assistance
9. Business ombudsman services
10. International videoconferencing services



# 1998

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

## A Blockbuster Year

### 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 initiatives and consultation services.

Once again, Oakland County Planning & Economic Development Services had a stellar year in terms of meeting customer expectations. Nine out of ten customers surveyed by an independent researcher in 1998 rated the division as providing "excellent" services. Recent customer satisfaction ratings are proof that we're doing a good job of anticipating your needs. It also reminds us that we must continue to take an active role in the community if we want to continue our success.

Larry Falardeau, principal planner and landscape architect, is an example in our division of a person who provides exemplary service to the community. Recently, Larry received the first ever "Pioneer in Public Service Award" for his efforts to promote a trailway and greenway network throughout Oakland County. In addition, he received the "Johanna Roskopp Award" for his work in restoring and protecting the Clinton River Watershed.

High on our list of achievements for economic development programs in 1998 is Automation Alley, which is a consortium of high-tech businesses in Oakland County. Automation Alley published *First Class*, a quality-of-life magazine, and a Web site that promotes Oakland County as a premier place to live, work and play. The consortium's efforts in 1998 were aimed at helping companies with their employee recruitment needs.

The biggest leap in services for 1998 was the dollar value of industrial revenue bonds issued to small to medium-size manufacturing companies or non-profit businesses. The Oakland County Economic Development Corporation closed on eight Industrial Revenue Bond (IRB) loans for a total value of \$82,335,000. This represents a more than 500 percent increase over last year's IRB program.

The division also created a three-year strategic plan, a process that spanned several months and resulted in a new vision and mission statement that will guide future activities. A new division name was adopted as well: Planning and Economic Development Services. The division will continue to provide business development assistance, financial services, community planning programs and mapped information.

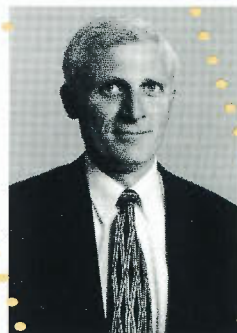
The roll-out of the strategic plan will continue over the next few years. There will be some positive changes in the way we serve our customers. For example, we plan to enhance our One Stop Shop and offer more products and services, which will be available through the use of enhanced computer technology.

Oakland County Planning & Economic Development Services thanks the County Executive, Board of Commissioners and other government, community and business partners who continually provide outstanding support to our division's efforts.

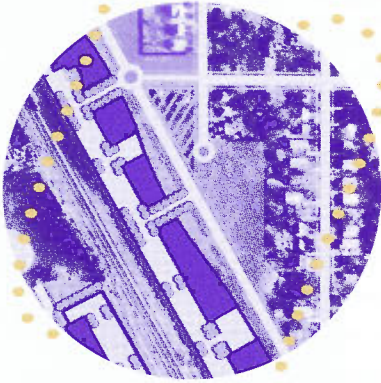
Sincerely,



Daniel P. Hunter, Manager



# Planning



*The County is developing its Geographic Information System (GIS) to deliver mapped products with more information than ever before available from one source.*

The Community Consulting group assists Oakland County local governments with planning and community development projects on issues such as open space and greenways planning, commercial and brownfield redevelopment, zoning review and urban design. Community Consulting also develops map products and offers training and education programs for elected and appointed officials and community planning officials.

*Heritage Route:* Completed work with the Woodward Avenue Action Association, SEMCOG and the County of Wayne in preparation of an application for a Heritage Route designation for Woodward Avenue. The application was submitted to MDOT in December.

*Resource Preservation:* Began one of the largest planning projects ever undertaken by the division. The Shiawassee and Huron Headwaters Resource Preservation project is a community assistance program on behalf of Milford Village and Milford, Rose, Springfield, White Lake and Highland Townships.

*Historic Preservation:* Conducted a seminar in September on historic preservation in Oakland County. The seminar was sponsored by the division, Oakland University and Meadow Brook Hall.

*Trails:* Completed work with the Huron Valley Trail Committee to obtain \$1.1 million from the Michigan Trust Fund Board for the Huron Valley Trail. Also, completed work on a community assistance project preparing a concept plan for the Polly Ann Trail in northeast Oakland County.

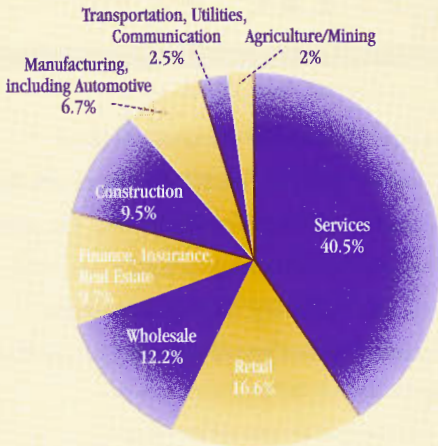
*Awards:* Won “Best of Category” award for Planning-Urban Focus given by National Association of Counties to the division for its work on the Reichhold Brownfield Redevelopment project in Ferndale.





## Types of Oakland County Firms

Oakland County's 1,800 high-tech firms are primarily represented in the manufacturing, services and wholesale industries.



Source: MESIC 1996

The Marketing & Research group analyzes and synthesizes data about Oakland County with an eye on adding value to the information. Marketing support and promotion materials are developed to assist the community, especially the business population, with its information requirements.

*Strategic Plan:* The division completed a strategic plan with the assistance of a consultant and an internal strategic planning team. This plan identifies four major internal change initiatives for three program areas and spans fiscal years 1999-2001.

*Automation Alley:* Assisted in producing the *First Class* magazine and Web site for Automation Alley.

*Customer Satisfaction:* Completed customer satisfaction research project for all departments within the division and began to incorporate suggested changes.

*Image & Awareness Benchmark Survey:* Completed image and awareness benchmark survey to determine what people inside and outside of the area think about Oakland County as a place to live and work.

*Economic Outlook Luncheon:* Produced the 1998 Economic Outlook Luncheon with more than 620 attendees and published the summary and final research reports. Distributed the reports to the community and the media and conducted follow-up activities with the hosts and sponsors.

*Internet Site:* Continued development work and updates to the division's Internet site. Updated the calendar, reformatted the site with frames for easier access within the site, improved the loading speed and continued with other maintenance activities associated with documentation and processes.

*Community Profile Books:* Produced and distributed the updated Community Profile Book and the detailed community profiles. Made the individual community profiles available on the Web site in PDF format.

*Box Lunch Program:* Organized seven box lunch programs to feature the products and services of Oakland County to various community groups.

*Business Roundtable:* The division participated in various committee activities of the newly reformed Business Roundtable.

*County Data Book:* Updated and produced the County Data Book — a compendium of information about Oakland County.



# Marketing & Research

# Business Development

The Business Development group works to increase Oakland County's economic base by supporting existing businesses with their operational needs and attracting new businesses to the area. The Small Business Center helps business owners develop or build a successful enterprise and assists with future planning. The Export Assistance Center develops and implements export strategies to meet the needs of the business community.

*Retention Visits:* Conducted 254 proactive business retention visits in cooperation with the Michigan Jobs Commission and Detroit Edison.

*Capital Investments:* Completed 22 capital investments valued at \$253,501,250 for a total of 1,559 new jobs. Major new investments were from Kmart Corp., W.B. Bohnert, Alliant, Akebono Brake, Valeo and Magna-Vehma International.

*Canada Trade Mission:* Organized the 1998 Oakland County/Canada Trade Mission held November 4-6, 1998, in Toronto. Coordinated activities with the U.S. Dept. of Commerce Toronto office, the Canadian Consulate and Metro Toronto Economic Development offices to secure 68 matchmaking appointments for the nine Oakland County business participants.

*Export Assistance:* A total of 99 clients were counseled regarding export activity. Estimated sales from businesses new to exporting is valued at more than \$2 million dollars.

*Small Business Development:* Created and launched monthly "Professional Days," where businesses or individuals with business-related legal and/or accounting questions can arrange to meet with an attorney or accountant for a confidential one-hour consultation. Also, hosted 18 small business workshops with a total attendance of more than 200 people.

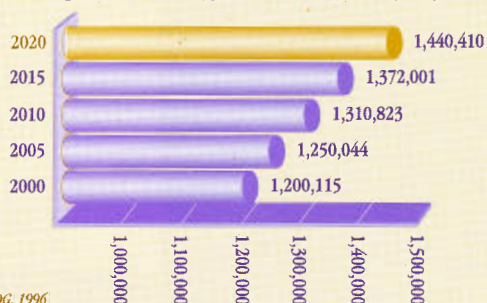
*Small Business Counseling:* Counseled 2,019 small business owners and would-be entrepreneurs, created an estimated 427 business start-ups and 552 jobs.





## Oakland Population Projections

*Oakland County's population is expected to increase by more than 20 percent by the year 2020.*



*Source: SEMCOG, 1996*

The Information Services Group provides customer service through the Oakland County One Stop Shop. The services and information available include everything from demographic and other

market data to aerial photography and digital parcel maps with property lines. Several computerized kiosk systems provide easy, touch-screen access to County data.

*Customers Served:* A total of 9,162 customers received assistance from the One Stop Shop.

*New Map Products:* Introduced new digital orthophoto products in June in the One Stop Shop. Began offering property line overlays to the digital orthophoto products. These products are a result of the County Geographic Information System (GIS) efforts.

*MDEQ Consultations:* Continued monthly consultations on wetland issues in the One Stop Shop with the Michigan Department of Environmental Quality (MDEQ) for residents and businesses. A total of 28 consultations were conducted.

*1998 Map Sales:* 39,423 maps and/or aerial photographs were sold, representing \$259,515 in sales.

*One Stop Shop Tours:* Conducted numerous tours of the One Stop Shop for groups such as Leadership Oakland, D&N Bank, Old Kent Bank, Hazel Park city manager and staff, Groveland Township supervisor and staff, Livonia mayor and EDC, Urban Business Institute and Swedish-American Chamber of Commerce.

*New computer kiosks will be added in 1999 to enhance the products of the One Stop Shop, which utilize the power of the County-wide Geographic Information System (GIS).*



# Information Services

# Oakland County Business Finance Corporation

## *SBA 504 Loan Portfolio Cumulative Debenture Sales*



## Finance

Oakland County's Local Development Company (LDC) is now known as the Oakland County Business Finance Corporation (OCBFC). The OCBFC helps businesses obtain 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 Bond (IRB) loans available through Oakland County's Economic Development Corporation (EDC). Oakland County's BFC ranks in the top 10 percent of the most active Certified Development Companies in the nation and remains the most active in Michigan.

*BFC Loans:* Completed 24 BFC loans, representing new capital investment of more than \$26 million.

*EDC Loans:* Completed eight EDC loans, representing a record-breaking new capital investment of more than \$80 million.

*Jobs Created:* BFC and EDC loan funding assisted in the creation of an estimated total of 441 jobs and retained a total of 1,009 jobs.

*Awards Banquet:* Hosted the 1998 EDC/LDC annual awards ceremony at Oakland Hills Country Club in June with nearly 200 participants and 28 awards presented.

*New Identity:* Adopted a new name for the Local Development Company (LDC), now known as the Oakland County Business Finance Corporation (OCBFC).



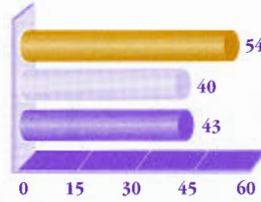


# Annual Statistical Performance at a Glance

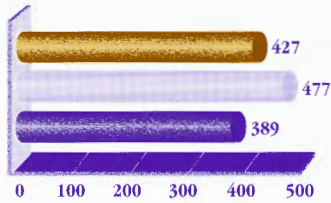
Total Capital Investments



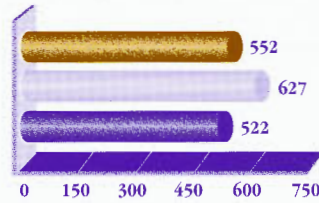
Total Number of Investments



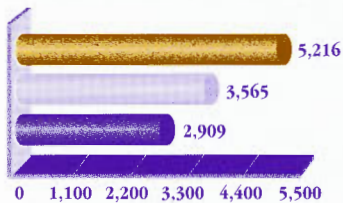
Estimated Business Starts



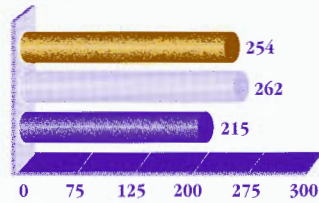
Estimated Start-Up Jobs



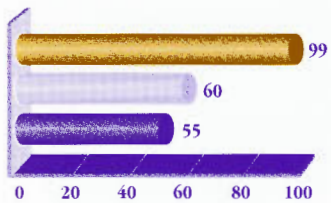
Total Jobs Created/Retained



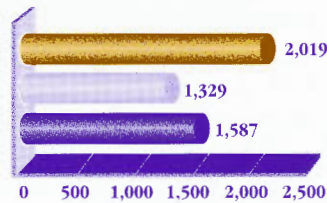
Business Retention Calls



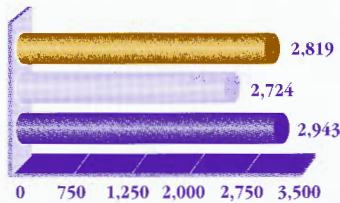
Export Clients Counseled



Small Business Clients Counseled



Information Requests



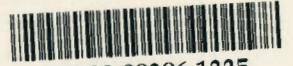


# Top Ten Reasons to Live and Work in Oakland County

---

1. Oakland County ranks as America's third most affluent county in per-capita income (for all counties with over one million in population).
2. Oakland County's 1997 median household income was \$53,212.
3. The payroll of Oakland County's 40,400 businesses exceeded \$24.5 billion — a G.D.P. larger than 19 states in America.
4. Oakland County has the lowest county tax rate in Michigan at 4.19 mills.
5. Six Fortune 500 companies are headquartered in Oakland County: DaimlerChrysler, Delphi Automotive Systems, Kmart, Lear, Kelly Services and Meritor.
6. Oakland County's total retail sales in 1997 were greater than that of 14 states.
7. Oakland County's 394 foreign-owned firms represent 21 countries, creating the largest concentration of foreign-owned companies in Michigan.
8. More than one-third of Michigan's R&D firms are located in Oakland County.
9. Robotics firms in Oakland County account for more than 50 percent of all U.S. robotics sales.
10. There are 450 lakes, 88,000 acres of parkland and more than 75 public and private golf courses in Oakland County. For the trivia buffs — there are more golf holes per capita in Oakland County than in any other county in the USA.





3 9082 09396 1335

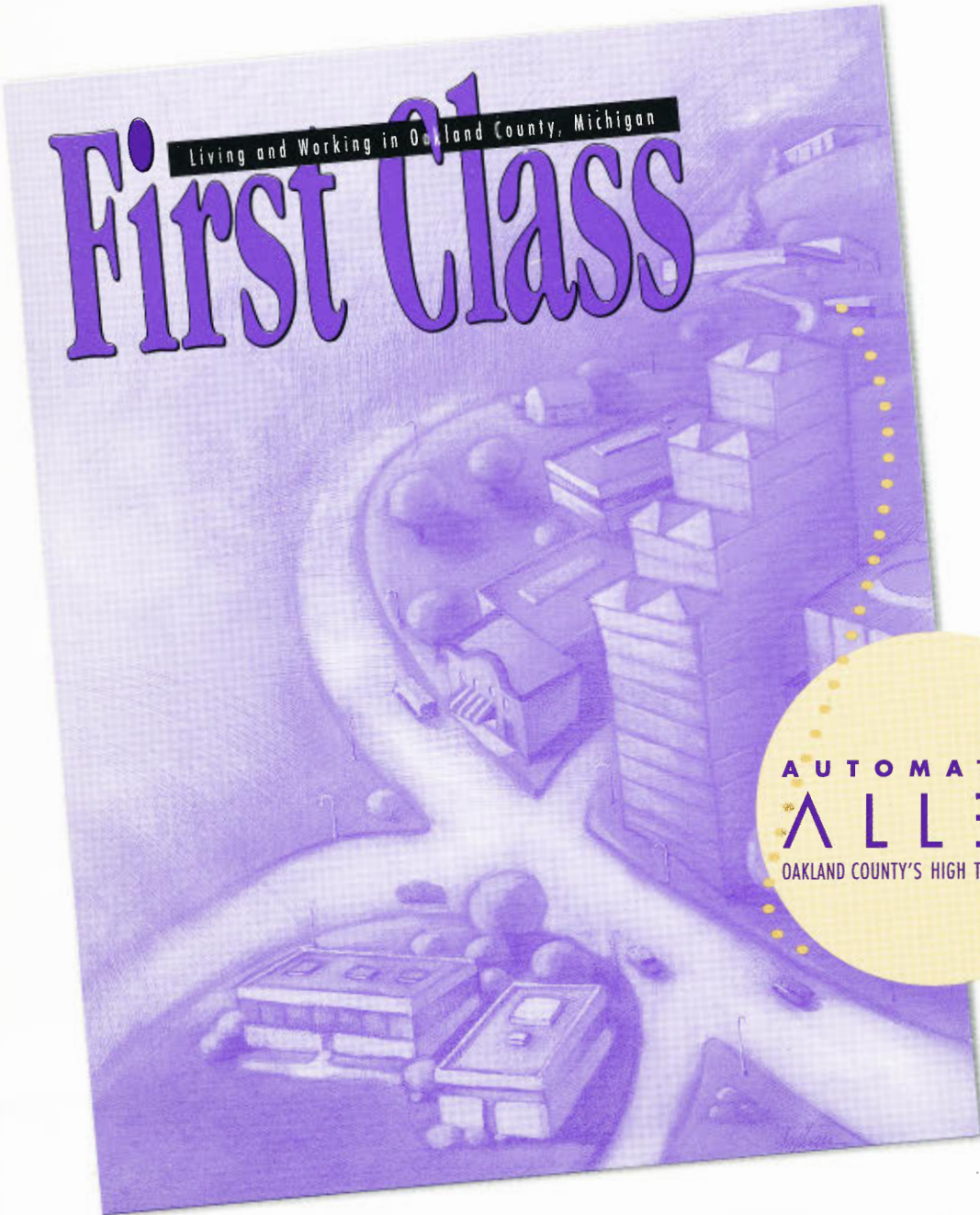
REFERENCE BOOK

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

For Room Use Only

# Home of

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



Living and Working in Oakland County, Michigan

# First Class



AUTOMATION  
ALLEY™  
OAKLAND COUNTY'S HIGH TECH CLUSTER

# Oakland County

## Board of Commissioners

---

|                             |                                 |   |
|-----------------------------|---------------------------------|---|
| Ms. Fran Amos               | Mr. Vincent Gregory             | Mr. Lawrence Obrecht,<br>Vice-Chairperson |
| Ms. Michelle Friedman Appel | Mr. Donald Jensen               | Mr. Charles Palmer                        |
| Mr. Ron Colasanti           | Mr. Thomas Law                  | Mr. William Patterson                     |
| Mr. Eric Coleman            | Mr. John McCulloch, Chairperson | Ms. Kay Schmid                            |
| Mr. Dan Devine, Jr.         | Mr. Ruel McPherson              | Mr. Terry Sever                           |
| Ms. Nancy Dingeldey         | Mr. Tim Melton                  | Mr. George Suarez                         |
| Ms. Sue Ann Douglas         | Mr. Frank Millard               | Ms. Shelly Taub                           |
| Mr. David Galloway          | Ms. Brenda Causey Mitchell      |   |
| Mr. John Garfield           | Mr. David Moffitt               |   |



L. Brooks Patterson, County Executive

Jeffrey A. Kaczmarek, Director, Department of  
Community and Economic Development

Daniel P. Hunter, Manager

OAKLAND COUNTY PLANNING & ECONOMIC DEVELOPMENT SERVICES

1200 N. Telegraph Road, Dept. 412

Pontiac, Michigan 48341-0412

248•858•0720 phone

248•975•9555 fax

[www.co.oakland.mi.us](http://www.co.oakland.mi.us)