

# Southfield

City of Southfield, Michigan • (248) 796-5000 • CityOfSouthfield.com



**73,000**  
PEOPLE  
living within  
**26.27** mi<sup>2</sup>  
IN SOUTHFIELD

THERE ARE MORE THAN  
**10,390 FIRMS**  
LOCATED WITHIN THE  
**City of Southfield**

OAKLAND COUNTY HAS AN **805%**  
higher concentration of  
**automotive &**  
**advanced manufacturing**  
than the average US community.

**6,600**  
CALL CENTER WORKERS  
IN OAKLAND COUNTY IN  
**2014**

## KEY INDUSTRIES



### SOFTWARE AND IT

Oakland County and the City of Southfield boast a competitive concentration of software and IT workers. The demand for software and IT talent continues to grow in the region, and is supported by the presence of IBM, Microsoft, and Cisco Systems.

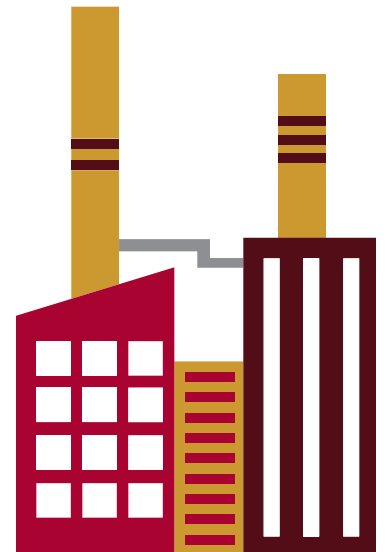
### AUTOMOTIVE & RESEARCH DEVELOPMENT

Oakland County has some of the highest concentrations of engineering and design workers in the nation, with skilled trades and engineering employment in the region reaching almost 200,000 in 2014. Companies in the area include Denso, BASF, and Lear. The automotive and manufacturing industries continue to be a cornerstone of the economy.



### BUSINESS SUPPORT SERVICES

The City of Southfield is home to business support service centers, including Blue Care Network, Michigan Mutual, and Credit Acceptance Corporation.



## NOTABLE COMPANIES

Southfield is home to growing and innovative companies including:

*DENSO*

*Lear Corporation*

*Microsoft*

*BASF*

*IBM*

## ECONOMIC DATA

	SOUTHFIELD	OAKLAND COUNTY	MICHIGAN
<b>Population</b> 2014 Estimate	73,002	1,237,868	9,909,877
<b>Median Age</b>	42.1	40	39
<b>Educational Attainment</b> Associate Degree or Higher (25+)	46.2%	49.6%	25.9%
<b>Median Household Income</b>	\$49,841	\$65,594	\$48,411
<b>Per Capita Income</b> 2013	\$28,635	\$36,458	\$25,681
<b>Number of Households</b>	31,452	486,332	3,823,280
<b>Residential Vacancy Rate</b>	5.9%	8.43%	2.7%
<b>Total Number of Firms</b>	10,390	128,040	816,972
<b>Labor Force</b> 2014	34,035	627,399	4,747,839



## ECONOMIC DEVELOPMENT RESOURCES

### ADVANTAGE OAKLAND: ECONOMIC DEVELOPMENT & COMMUNITY AFFAIRS

*OakGov.com*

Drives Michigan's economy with innovative programming and a business-friendly climate.

### AUTOMATION ALLEY

*AutomationAlley.com*

Business accelerator dedicated to growing the economy of Southeast Michigan.

### MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC)

*MichiganBusiness.org*

Offering services and capital programs for business attraction and development.

### CITY OF SOUTHFIELD BUSINESS & ECONOMIC DEVELOPMENT

*CityOfSouthfield.com*

Assisting in navigating support opportunities and connecting to services that help companies grow.

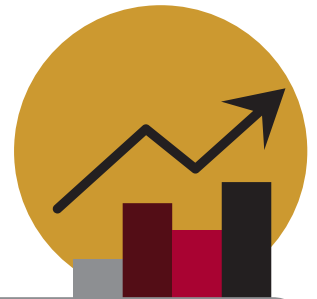
### SOUTHFIELD AREA CHAMBER OF COMMERCE

*SouthfieldChamber.com*

Providing networking and education events to help build the local and regional economy.

### LAWRENCE TECHNOLOGICAL UNIVERSITY COLLABORATORY

Leverages industry and community partnerships to accelerate the growth of high-tech companies.



## INCENTIVES

### TAX INCREMENT FINANCING LOCAL DEVELOPMENT FINANCE AUTHORITY BROWNFIELD AUTHORITY TAX ABATEMENTS

PA 328, PA 198, PA 210, AND PA 146

### FINANCING AND CAPITAL PROGRAMS

U.S. SMALL BUSINESS ADMINISTRATION

*sba.gov*

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION CAPITAL PROGRAMS

*MichiganBusiness.org*

MICHIGAN BUSINESS DEVELOPMENT PROGRAM

*MichiganBusiness.org*



## TALENT RESOURCES

### SOUTHFIELD MICHIGAN WORKS! SERVICE CENTER OF OAKLAND COUNTY

*CityofSouthfield.com/careercenter*

Together with the City of Southfield's Business & Economic Development Department, the Southfield Area Chamber of Commerce, the schools, and local area business, Southfield Michigan Works! aims to develop a system that produces a workforce with the required skills to develop the Michigan economy.

### LAWRENCE TECHNOLOGICAL UNIVERSITY

Princeton Review's "Best in the Midwest" list and Intel's "Top 50 Unwired Campuses" list

*LTU.edu*

One of the nation's premier schools in engineering, architecture, science and applied technology, LTU offers over one hundred technology-infused academic programs and applied research components to its over 4,000 undergraduate and graduate students.

### OAKLAND COMMUNITY COLLEGE

*OaklandCC.edu*

As an established leader in providing just-in-time resources that help businesses excel. OCC collaborates with employers to provide customized training, skill assessments, and safety and compliance training courses to employees, and internships and co-ops to students.

### SPECS HOWARD SCHOOL OF MEDIA ARTS

*SpecsHoward.edu*

Specs Howard offers a blended curriculum with on-campus coursework, hands-on training and online study to students pursuing careers in the media arts.



## DETROIT MSA: AVERAGE HOURLY WAGES BY OCCUPATION (2014)

INDUSTRY	OCCUPATION	2014 AVERAGE HOURLY WAGE
Automotive and Advanced Manufacturing	Industrial Engineers	\$42.35
Professional Services	Accountants and Auditors	\$35.62
	Financial Analysts	\$39.66
	Insurance Sales Agents	\$38.60
	Management Analysts	\$29.14
	Computer Systems Analysts	\$43.83
Information Technology and Software	Computer Software Engineers, Applications	\$46.08
	Computer Software Engineers, Systems Software	\$42.54
	Network and Computer Systems Administrators	\$37.05
	Computer and Information Systems Managers	\$64.70
Call Centers	Customer Service Representatives	\$16.23

## TALENT COMPARISON

Labor Force 2014	34,035
Employment 2014	30,758
Employment Growth Rate 2010-2014	5.8%
Unemployment 2014	3,277
Unemployment Rate 2014	9.6%
Mean travel time to work Age 16+	25.1 minutes
Educational attainment Associates Degree or Higher 18 years old +	37.6%
Median household income	\$49,841



## OPERATING A BUSINESS IN SOUTHFIELD

TYPE OF USE	WATER & SEWER RATES \$ per 100 feet <sup>2</sup>	ESTIMATED ANNUAL TAX RATE \$ per 100 feet <sup>2</sup>
Water Standard Rate	\$3.838	—
Sewer Standard Rate	\$5.566	—
Corporate Headquarters	\$9.37	\$1.08
Large Manufacturing Facility	\$9.51	\$0.60
Medium Manufacturing Facility	\$8.91	\$0.70
Large Box Retail	\$9.44	\$2.00
High Tech Center	\$8.95	\$1.29
Call Center Operations	\$9.40	\$1.71
Research and Development Center	\$9.59	\$0.69

## LEASING & CONSTRUCTION

Annual Triple Net Industrial Average Asking Lease Rate	\$5.80 per square foot
Annual Gross Office Asking Lease Rate	\$16.84 per square foot
Average Small Manufacturing Facility Cost <i>excluding finishes</i>	\$115 - \$130 per square foot
Average Large Manufacturing Facility Cost <i>excluding finishes</i>	\$100 - \$115 per square foot
Average Class A/B Office Facility Cost <i>excluding finishes</i>	\$175 - \$200 per square foot

\*Estimates based on city water department.



## PUBLIC SCHOOLS

**SOUTHFIELD PUBLIC SCHOOL DISTRICT**  
[Southfieldk12.org](http://Southfieldk12.org)

## 9 PRIVATE & MAGNET SCHOOLS

## HIGHER EDUCATION

**LAWRENCE TECHNOLOGICAL UNIVERSITY**  
[ltu.edu](http://ltu.edu)

**OAKLAND COMMUNITY COLLEGE**  
[oaklandcc.edu](http://oaklandcc.edu)

**SPECS HOWARD SCHOOL OF MEDIA ARTS**  
[specshoward.edu](http://specshoward.edu)

**UNIVERSITY OF PHOENIX**  
[phoenix.edu](http://phoenix.edu)

**OAKLAND UNIVERSITY**  
[oakland.edu](http://oakland.edu)

**WAYNE STATE UNIVERSITY**  
[wayne.edu](http://wayne.edu)

**UNIVERSITY OF MICHIGAN**  
[umich.edu](http://umich.edu)

**MICHIGAN STATE UNIVERSITY**  
[msu.edu](http://msu.edu)

## KEY DEVELOPMENT DISTRICTS

### SOUTHFIELD SMARTZONE PURE MICHIGAN

The Southfield SmartZone is a 384-acre certified technology park bordered by Telegraph Road to the east, Inkster Road to the west, and adjacent to I-696 at the northwest corner of the City of Southfield. It is home to 413 business employing over 4,000 total employees.

### SOUTHFIELD CITY CENTRE

**645,000 SQFT OF RETAIL CAPACITY PROJECTED TO GENERATE UP TO \$252 MILLION IN GROSS SALES REVENUE BY 2016**  
[SouthfieldCityCentre.com](http://SouthfieldCityCentre.com)

Metro Detroit's premier business district with a diverse set of companies employing approximately 45,000 professionals in the finance, insurance, real estate, healthcare, IT and software industries.

### SOUTHFIELD DOWNTOWN DEVELOPMENT AUTHORITY

[SouthfieldDDA.com](http://SouthfieldDDA.com)

The Southfield DDA aims to create an environment that is attractive, comfortable and secure for businesses, residents, and employees. It is home to high tech companies, healthcare facilities, educational institutions, and historic retail development projects.



## PARKS

The city has over 774 acres of park land and open space at 33 sites throughout the city, including 333 acres of dedicated nature preserves. The city is also home to Burgh Historical Park, a hidden gem that offers a unique escape from the hustle and bustle of the city, and two public golf courses.

## TEEN & SENIOR PROGRAMS

For seniors, the Southfield Adult Recreation Center 50+ offers classes, monthly programs, and trip opportunities to help city residents ages 50 and up stay physically and mentally active. After school activities for kids up to 17 years old are available at the city recreation center and at the Boys & Girls Club Field Zone to anyone visiting the area.

## SHOPPING, LOCAL & REGIONAL ATTRACTIONS

**TEL TWELVE SHOPPING CENTER** | *Telegraph Road and Twelve Mile Road, Southfield, MI*

**OAKLAND MALL** | *412 West 14 Mile Road, Troy, MI*

**SOMERSET COLLECTION** | *2800 West Big Beaver Road, Troy, MI*

**DETROIT ZOO** | *8450 West 10 Mile Road, Royal Oak, MI*

## QUALITY OF LIFE

The City of Southfield is a family-friendly community known for its exceptional neighborhoods, nationally recognized public school program, wide variety of churches and places of worship, scenic parks and public library.

Family housing is abundant throughout the city and is available for every taste, income level and lifestyle. With a Sperling's cost of living score of 84, compared to the US average score of 100, Southfield is an ideal community for individuals and families of all ages.

	SOUTHFIELD	MICHIGAN
Estimated median house/condo value 2013, <i>Source: City-data.com</i>	\$101,600	\$117,500
Median gross rent 2009-2013	\$951	\$629
Average Wage Growth Rate 2009-2012	+16%	+4.38%