

Global Oakland

Oakland County Michigan



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The Oakland County Department of Economic Development & Community Affairs works closely with the Oakland County Board of Commissioners to make Oakland County a better place to live, work, play and prosper. The programs of the department are supported and promoted by the 25-member board.

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Oakland County Board of Commissioners –
248-858-0100 or www.oakgov.com/boc

Oakland County is the economic center for the state of Michigan. We are dedicated to providing leading-edge services and programs that will help the county continue to make the transition from a manufacturing-based economy to a knowledge-based economy. These initiatives will spearhead a positive business environment and maintain job growth and a high quality of life for our citizens.



“Since taking office in 1993, I have been committed to attracting, retaining and growing world-class companies that will help build a strong, dynamic and diversified economic base for our citizens.”



L. Brooks Patterson,
Oakland County Executive

are now transforming themselves to service other industries like aerospace, defense and homeland security, alternative energy and other high-tech sectors.

Fortune 500

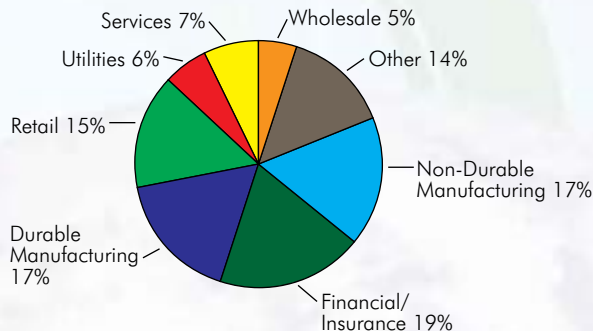
Oakland County is a magnet for Fortune 500 companies because of our advanced manufacturing capabilities, research and development activities, talented work force and world-class colleges and universities.

Business Community

Oakland County is a world-leading center for business, providing diverse industries with a stimulating environment that rivals Silicon Valley, the North Carolina Research Triangle and Route 128 in Boston. The county is Michigan’s economic engine for new business startups and is consistently ranked among the top counties in the nation for business and job creation. More than 676,000 people work in Oakland County’s 40,000 business establishments and government agencies. Oakland County represents over 18 percent of all private sector employment in Michigan.

Historically, companies located in Oakland County have led the world in automotive manufacturing and automotive-related research. These companies

Fortune 500 Companies with Oakland County Locations - Distribution by Industry



Source: CNN, Fortune Magazine & Hoovers
Updated: June 2010



Photo courtesy of Kelly Services



Photo courtesy of LTU



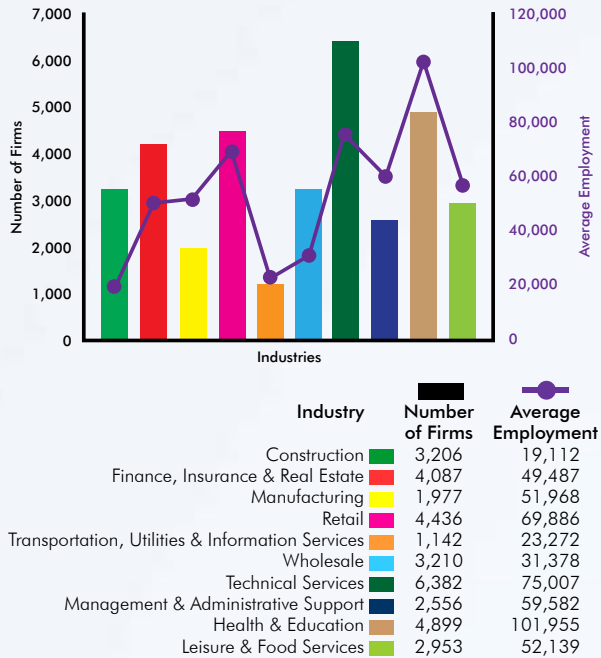
Photo courtesy of Chrysler Group LLC

Fortune 500 Fast Facts:

- Over 57 percent of 2010 Fortune 500 companies have at least one business location in Oakland County
- ArvinMeritor, Chrysler Group LLC, Borg Warner, Flagstar Bank, Kelly Services, Lear Corporation and Penske Automotive Group all have their world headquarters here
- General Motors, 18th highest revenue generating company in the world (15th in the country), is Oakland County’s second largest employer
- Seven of the nine Fortune 500 automotive parts suppliers have locations in Oakland County
- Eighty-six of the region’s top Private 200 firms are headquartered in Oakland County (Crain’s)

Oakland County Firms & Employment

More than 25 percent of Michigan's professional, technical and scientific service firms are located in Oakland County. Below is a snapshot of private employment by industry in the county.



Source: Michigan Labor Market Information
Updated: December 2010

Manufacturing

Michigan is known as the nation's automotive capital – 23 percent of total U.S. vehicle production occurs here. More than 1,000 motor vehicle equipment and parts manufacturers call Michigan home, that's over 50 percent of the North American auto supplier base.

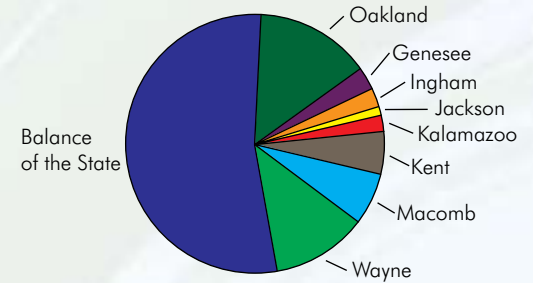
Oakland County has over 1,700 businesses and 107,000 workers that are directly or indirectly involved with automotive manufacturing. At least seven automotive companies employ over 1,000 people each at locations spread throughout the county.

Oakland County features a diverse array of manufacturing firms – both traditional and advanced manufacturers – and is home to 14 percent of all manufacturing firms in the state. These firms comprise more than 10 percent of the state's total manufacturing workforce.

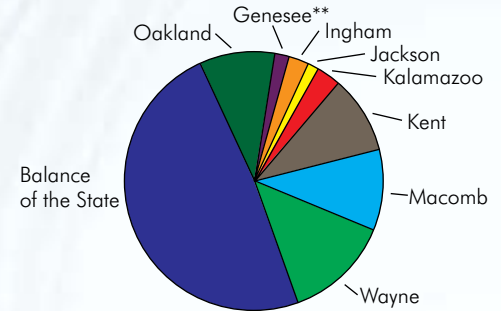


Photos courtesy of the MEDC

Share of All Michigan Firms by County



Share of All Michigan Manufacturing* Employment by County



*Manufacturing firms counted include printing and related activities, plastics and rubber manufacturing, fabricated metal products, machinery manufacturing, computers and electronics product manufacturing, transportation equipment manufacturing, and miscellaneous manufacturing sectors.

** Genesee County employment data is estimated for computers and electronics product manufacturing and transportation equipment manufacturing.

Source: Michigan Labor Market Information
Updated: December 2010



Research & Development

Research and development activities in Oakland County cover a wide spectrum of today's leading technologies including: advanced electronics and controls, aerospace, alternative energy, communications, life science and transportation.

Corporate Research & Development

More than one third of Michigan's R&D facilities are located in Oakland County. That includes almost half of the state's automotive research and development operations. Companies such as Energy Conversion Devices, FANUC Robotics, Altair, Compact Power, Chrysler and many other hi-tech corporations have R&D facilities in the county.

The largest facility in Oakland County is Chrysler Group's Technology Center and World Headquarters in Auburn Hills. The 504-acre facility is the only automotive complex that brings together cutting-edge scientific research, industry-leading creative design, vehicle development, engineering, manufacturing, marketing and corporate leadership all under one roof. The Auburn Hills facility is also the global engineering electrification center for all Chrysler and Fiat vehicles.

The Center houses vehicle product teams, eight design studios, pilot plant and scientific laboratories. The labs include an Aero-Acoustic Wind Tunnel; Emissions Lab; Powertrain Test Center; Noise, Vibration and Harshness Lab; and Electromagnetic Compatibility Facility, in addition to a 1.8-mile test track.

University Based Research & Development Programs

Michigan's universities contribute significantly to our region's knowledge base and cutting-edge research capabilities. Here's a partial list of the programs:

University of Michigan –

Automotive Research Center

Michigan State University –

Automotive Research Experiment Station

Wayne State University –

Center for Automotive Research

Michigan Technological University –

Sustainable Futures Institute

Kettering University –

Center for Fuel Cell Systems and Powertrain Integration

Oakland University –

Product Development and Manufacturing Center

Lawrence Technological University –

Center for Innovative Materials Research

R&D Fast Facts:

- Oakland County has the third-highest number of high-tech workers in the nation and twice the national average of corporate R&D professionals
- Over 23 percent of all automotive R&D facilities in Michigan are located in Oakland County (MEDC)
- More than 70 percent of Michigan's top OEM parts suppliers are headquartered in Oakland County, including more than 2,000 business research facilities
- At \$15.2 billion, Michigan leads the nation in industrial R&D spending (per dollar of gross state product)
- Michigan is the No. 1 state for vehicle-related R&D spending at \$11.8 billion annually
- Over 330 automotive R&D facilities are located in the state and 150 are in Oakland County
- Michigan ranks fourth nationally in research intensity (ratio of expenditures to gross state product)

Photos courtesy of Chrysler Group LLC





Oakland County's Emerging Sectors® business development and attraction strategy recognizes the importance of advanced technologies to ensure the continued growth and development of business.

The strategy, envisioned by Oakland County Executive L. Brooks Patterson in 2004, emphasizes the creation and retention of jobs while expanding and diversifying the employer base as well as attracting international companies to the North American marketplace.

The Emerging Sectors strategy includes such high-tech fields as:

- Advanced Electronics
- Advanced Materials
- Aerospace
- Alternative Energy
- Communications & IT
- Defense & Homeland Security
- Film & Digital Media
- Finance, Insurance & Real Estate
- Medical Main Street
- Robotics

The strategy, which targets companies in the sectors mentioned to the left, has:

- Recruited high-tech businesses from around the world
- Facilitated new partnerships and collaborations between existing Oakland County businesses and outside companies looking to expand into North America
- Promoted new applications for existing technologies in domestic and international markets
- Linked R&D projects at local universities with proven entrepreneurs to accelerate participation in the global marketplace
- Aggressively identified local sources of angel, venture and growth capital
- Developed a highly skilled work force

Program Results

Hundreds of companies have expanded or relocated to Oakland County as part of the Emerging Sectors initiative. These companies have generated investment of nearly \$2 billion, created or retained more than 34,000 jobs, and added millions of dollars in tax revenue for the county since the program began.



Photo courtesy of General Dynamics

Photo courtesy of Radish Creative Group

Photo courtesy of Flagstar Bank

Photo courtesy of FANUC

Photo courtesy of H.F.H.S

Photo courtesy of DSM

Photo courtesy of Siemens



The Emerging Sectors strategy has also spawned another opportunity in the life science sector with the development of Oakland County Michigan's Medical Main Street program. Medical Main Street is a life science initiative in Oakland County that is projected to create over \$1 billion in new investment and thousands of new jobs.

The goal of the initiative is to brand the region as a world-class life science cluster through the growth of health care, medical device and biotechnology firms. The initiative will also market the county's existing life science assets to achieve world-wide recognition, increased state and federal research funding and business opportunities for area life science companies. The county has assembled a team of top executives from health care, education and life sciences companies and organizations to guide the initiative as their board of directors.

Oakland County has impressive credentials in the Life Science and Health Care fields:

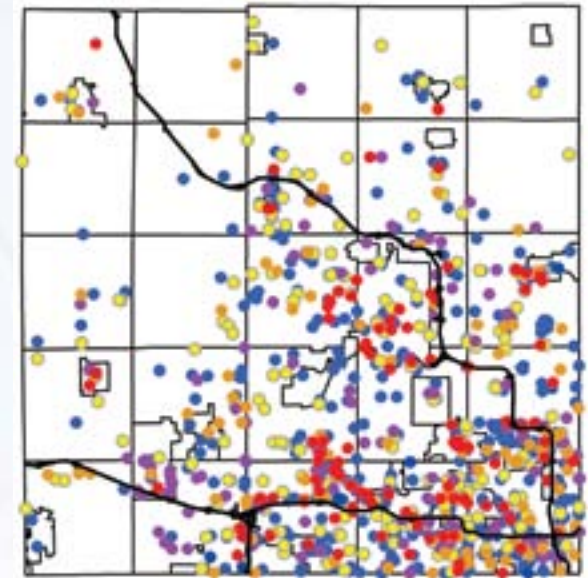
- Employs more than 93,000 people
- Home to the new Oakland University William Beaumont Institute for Stem Cell and Regenerative Medicine
- Life science employment has increased by more than 9 percent since 2000, including more than 8,600 new jobs in scientific research and development

- More than 4,800 active clinical trials are taking place at Medical Main Street firms including William Beaumont Hospitals, Henry Ford Hospitals, Oakland University and Quest Research
- More than 3,300 biotech degrees are granted by Michigan universities every year
- The region is home to 50 hospitals and medical centers
- Since inception in 2008, Medical Main Street has generated over \$60 million in investment and over 1,700 new or retained jobs



Health Care & Life Science Locations

Oakland County has over 4,300 health care and life science establishments. The following cluster map shows their distribution around the county.



- Medical Hospitals
- Pharmaceutical Manufacturing
- Equipment Manufacturing
- Research & Development
- Nursing Care
- Clinics & Labs

Photos courtesy of Beaumont Hospitals



International Appeal

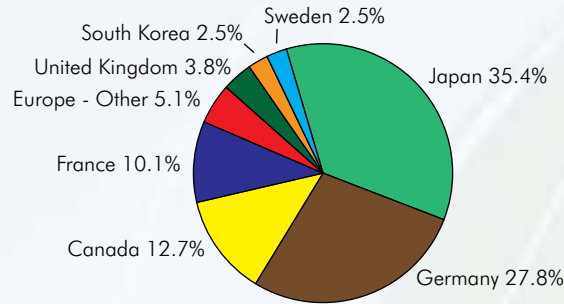
Oakland County's strong business environment provides a gateway for companies looking to expand into the global marketplace. There are over 700 foreign-parent firms representing 37 countries located in the county. The number and prestige of international firms with operations here confirm the maturity and international strength of our local economy. Oakland County's foreign investment represents nearly every sector of the North American Industrial Classification System. Here's a selection of international firms that have operations in the county:

- Robert Bosch
- Chrysler Group
- Continental
- Denso
- FANUC Robotics
- Faurecia
- Hitachi Automotive
- LG Chem
- Magna International
- Siemens
- Tata Motors
- Valeo
- ZF Friedrichshafen AG

Original Equipment Manufacturers (OEM)

Sixty-five foreign-owned OEM part suppliers are located in Oakland County. The following chart shows OEM parts supplier distribution by country.

Top Foreign Owned OEM Part Suppliers



Source: Oakland County PEDS, Hoovers, NHTSA
Updated: June 2010

International Distribution

Japanese and German owned firms comprise 43 percent of all foreign-owned business locations in the county. Here is a list of all 37 countries represented in Oakland County.

Australia	Israel	Saudi Arabia
Austria	Italy	Scotland (UK)
Belgium	Japan	Singapore
Brazil	Korea	South Africa
Canada	Luxembourg	Spain
China	Malaysia	Sweden
Denmark	Mexico	Switzerland
England (UK)	Monaco	Taiwan
Finland	Netherlands	Turkey*
France	New Zealand	United Arab Emirates*
Germany	Nigeria	Wales (UK)
India	Norway	
Ireland	Russia*	

*Countries new to Oakland County's business community

For a complete list of the foreign firms located in Oakland County, please go to www.globaloakland.com and click on the International link.

International Appeal Fast Facts:

- There are more than 850 international business locations in Oakland County representing over 700 foreign-parent firms
- Of the world's leading 100 automotive suppliers, Oakland County is home to 50 owned by foreign-parents with 80 business locations
- Almost 43 percent of Fortune Global 500 companies have business locations in Oakland County
- More than half the Original Equipment Manufacturers (OEMs) located in the county are German or Japanese
- Oakland County's top 20 employers include Fortune Global 500 companies such as General Motors Corp., Robert Bosch LLC, and J.P. Morgan Chase & Co.

Photo courtesy of Magna International



Photo courtesy of Robert Bosch



Business Support Services

Oakland County Film

The county offers a tremendous array of locations for film and video production, from big, urban cities to pastoral country vistas. Our seasoned film office staff is your one-stop shop for all production needs in Oakland County, including permits, state of Michigan tax incentives, public locations and police assistance. Whether you are shooting a feature film, a commercial, a television show or a music video, the Oakland County Film Office serves as an invaluable resource to the entertainment industry.

Our staff connects film, video and digital production companies with specialists in the area, location services and also serves as a resource for the county's 61 cities, villages and townships. For additional information on film and digital media projects in Oakland County, please visit www.OaklandCountyFilm.com.



Small Business Support

There are many advantages for starting a small business in Oakland County. In fact, Michigan ranks in the top 10 states for small business, according to Fortune Small Business.

Since 1985, the Oakland County Business Center has been helping people start, manage and grow small (for profit) businesses. Our experienced business consultants are available by appointment to help you refine your business plan, marketing plan or financial management strategies and discuss business services.

We also offer our renowned Business Assistance Team (BAT). BAT is a group of experienced volunteer members who help existing businesses resolve issues and generate new ideas. On a regular basis, the BAT team visits small business owners to offer support and guidance. Team members are highly experienced, including background with the following organizations:

- Oakland County Business Center
- Area financial institutions
- Chambers of Commerce
- City managers
- Downtown Development Authorities
- Service Corps of Retired Executives (SCORE)

The Oakland County Business Center and the Michigan Small Business & Technology Development Center (MI-SBTDC) have also joined forces to become a full-service MI-SBTDC office. As a result, the Oakland County Business Center offers enhanced services, the MI-SBTDC has expanded coverage within Oakland County and the overall resources available to small businesses has increased.

Financing

Oakland County's Business Finance Corp. (BFC) and Economic Development Corp. (EDC) assist companies with the SBA 504 Loan and Tax-Exempt Revenue Bond programs. These two organizations have fostered the following business growth:

- BFC has funded 376 loans totaling \$423 million in investment and created 15,640 jobs
- EDC has funded 103 projects totaling \$615 million in investment and created 10,058 jobs

The EDC and BFC help local companies with these two major sources of financing:

- The SBA 504 loan program provides viable small and medium size businesses with long-term, competitive fixed rate financing for the acquisition or construction of fixed assets. The maximum dollar amounts are \$5 million for regular or public policy loans and \$5.5 million for manufacturing loans.
- Industrial Revenue Bonds are tax-exempt bonds issued by the EDC to finance: land acquisition, land improvements, building renovation, building acquisition, building construction, machinery, equipment and related soft costs

The Oakland County Microloan program was created through a partnership between Oakland County, the Center for Empowerment & Economic Development and the U.S. Small Business Administration. Microloans are available for start up and expansion of a business and may be used for equipment, inventory, supplies and some working capital. Loan amounts are up to \$50,000. For more information, visit www.oakgov.com/globaloakland/business_services/microloan.html

Business Development Team

Oakland County's Business Development Team will help your company find other potential sources of capital, financing and worker training. They include:

- **Venture Capital** – Over the last five years, more than \$694 million in venture capital has been invested in over 100 businesses in Michigan. For new high-technology industries, the state created the \$150 million Venture Michigan Fund to promote investment in early-stage firms operating here. With the matching requirement, this initiative will attract an additional \$450 million in capital to Michigan for investment in promising new high-technology companies.
- **Angel Networks** – Michigan has three active Angel Networks: The Great Lakes Angels, The Grand Angels and The Ann Arbor Angels
- **State Incentives / Tax Credits** – The business development team provides expert assistance to eligible businesses seeking to obtain property tax abatements from local communities. The staff also offers consultation to those businesses that qualify for incentive programs available from the state of Michigan.
- **Michigan New Jobs Training Program** – The program authorizes community colleges to issue debt on behalf of employers that are creating new jobs and/or expanding operations in Michigan for the purpose of funding job training. The program provides flexible funding to meet a variety of training and development needs, ranging from highly specialized and customized training to basic skill development for new jobs.

- **NextEnergy Tax Incentives and Education Grants** – NextEnergy is a non-profit corporation founded to advance the alternative energy industry in Michigan. Companies that are certified by the Michigan NextEnergy Authority (MNEA) as alternative energy companies have access to several statewide incentives.



The Oakland County One Stop Shop (OSS) provides citizens and businesses with a central point of access for planning and economic development information.

OSS representatives have access to a wealth of information and business development expertise to help you make accurate, more informed decisions about living, working and doing business in Oakland County. Our best customers include:

- Local Municipalities
- Developers
- Environmentalists
- Utilities
- Builders
- Surveyors
- Real Estate Agents
- Engineers
- County Citizens

The OSS provides access to geographic information including current parcel maps, aerial photography (dating back to 1963), as well as demographic information. The OSS offers a computerized system that allows users to create a custom map showing parcel lines overlaid on an aerial photograph in a variety of different sizes. Visit the One Stop Shop's website at www.oakgov.com/oss



Business Support Organizations



Automation Alley, founded by County Executive L. Brooks Patterson in 1999, is a regional technology-driven organization encompassing the City of Detroit and the counties of Genesee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne.

The organization has over 1,000 members in the areas of business, education and government. The association has been a catalyst in promoting an entrepreneurial spirit between its members and technology-based businesses in Southeast Michigan. Automation Alley leads the region in two major areas:

- International initiatives: Automation Alley's business services include assistance for small to medium-size enterprises that would like to reach the global marketplace, as well as support for international businesses that want to establish a presence in Southeast Michigan.
- With support from the U.S. Department of Commerce, Automation Alley has conducted numerous global trade missions to Europe, India, China, Mexico and Israel, garnering more than \$140 million in contracts for participating companies. Automation Alley also provides research assistance, seminars and consulting services for companies considering exporting.
- Accelerating entrepreneurialism: By bringing businesses, education and government together, Automation Alley helps entrepreneurs accelerate the commercialization of new technologies and services. With Automation Alley's support

and resources – including pre-seed funding, mentoring, referrals, seminars, workshops and interaction with venture capitalists – entrepreneurial ideas, innovations and technology solutions are brought to market more efficiently.



The Michigan Economic Development Corporation (MEDC) assists thousands of

Michigan businesses each year. Whether it's a new venture, expansion, relocation or even a concern with another agency of state government, the MEDC can help. The MEDC can supply customized economic development services to help companies and communities – both large and small – find success in a very competitive global economy. The MEDC's experienced staff helps businesses in the following areas:

- Information on Michigan's key industries
- Site development services
- Business financing and incentives
- Labor information
- Permit assistance
- Environmental assistance
- Additional resources and services

The MEDC is a public corporation created through an agreement between state and local governments. It is guided by a board comprised of members who represent a cross section of the state economy, business owners and executives, local economic developers and college presidents. The MEDC brings together supply and demand and matches up resources and services with the needs of business customers.



The Detroit Regional Economic Partnership (DREP), the economic

development arm of the Detroit Regional Chamber, is a unique partnership of the public and private sector working together to improve the economy of Southeast Michigan. DREP offers its members the opportunity to participate in trade missions and expositions in strategically selected locations around the globe.

The work of the partnership is carried out principally through its committees: North American Marketing, European Marketing, Asian Marketing and the Technology Committee. The experienced and knowledgeable DREP staff are experts in identifying and working with investment prospects, as well as providing detailed economic and market data through their Research and Information Center.



Photos courtesy of Automation Alley



Regional Transportation Assets

Southeast Michigan is a global hub for air, sea, rail and ground transportation. The region is located on the Detroit River; an international waterway that connects the Midwest with the Atlantic Ocean. Since 1959, the St. Lawrence Seaway has provided a link between the world marketplace and the industrial and agricultural heartland of North America. The 2,000-mile long Seaway system is responsible for annual commerce exceeding 200 million net tons. Over 30 million people rely on the Great Lakes/St. Lawrence Seaway system, either recreationally or commercially.



The Detroit Regional Chamber is promoting our transportation

assets as part of their TranslinkeD initiative. This new economic development strategy will further develop

the transportation assets of Southeast Michigan, northern Ohio and Windsor, Ontario, Canada into a global logistics hub for moving people, goods and ideas around the world. TranslinkeD has the potential to grow hundreds of thousands of new jobs and billions in investment for the Detroit region.

Ground & Rail Transportation

The region shares the busiest international trade corridor in the world with Windsor, Canada via the Ambassador Bridge and the Detroit-Windsor Tunnel. U.S.-Canadian Border Land-Freight crossings average around 1.7 million per year. The Port Huron Blue Water Bridge crossing with Sarnia, Canada also leads the nation in rail crossings. There is easy access to six interstate highways, a variety of intermodal rail options and the Port of Detroit's cargo terminal has easy access to the interstates.

Air Transportation

The region is a global hub for air commerce. Studies have shown that the region has an advantageous geographical location with ready access to a majority of the North American consumer markets, a shorter flight distance to international markets and a developed infrastructure connecting the air facilities with other regional transportation ports. Four major air transportation facilities are located in the region:

- Detroit Metropolitan Wayne County Airport (DTW) serves over 31 million domestic passengers a year, in addition to over 2 million international passengers. Delta Airlines, one of the main carriers at DTW, offers service to 358 destinations in 66 countries on six continents.
- Oakland County International Airport (OCIA), located in Waterford Township, is the second busiest airport in Michigan. OCIA is a gateway to the world, featuring a 6,520 foot main runway. OCIA is the ultimate corporate and general aviation facility and features a new 13,500 square foot environmentally responsible terminal.
- Detroit Willow Run Airport (YIP) is Michigan's third busiest airport with over 100,000 flight operations per year
- Bishop International Airport (FNT) in Flint, is located just 30 miles north of Pontiac and provides service to 11 major cities



“Oakland County’s greatest strength, according to Standard & Poor’s, is our balanced three-year budget. S&P told us that our three-year budget should be an example for every government in the nation.”



L. Brooks Patterson,
Oakland County Executive

The Oakland County Market Research Group produces a wide array of demographic information designed to promote the county as an outstanding location for domestic and international companies.

County Background

Officially established in 1819, Oakland County has 82 governmental divisions and departments that serve 1.2 million people in 61 cities, villages and townships, as well as 200 public safety agencies that span Southeast Michigan’s seven counties.

With over 40,000 businesses and a population of 1.2 million, Oakland County offers the dream of prosperity to residents and visitors alike. Even in this challenging economy, Oakland County leads Southeast Michigan, the state and the country in many important demographic areas.

Oakland County Fast Facts:

- Oakland County’s 2009 population of 1,205,508 ranks 31st among all U.S. counties
- Fifty-six percent of the county’s population is within the prime working ages of 25 to 64
- Foreign born residents represent roughly 11 percent of the total population while residents born in states other than Michigan represent slightly more than 17 percent of the population base
- In 2009, children under the age of 18 made up 24 percent of the county’s total population
- Oakland County’s total personal income for 2008 was \$64.5 billion, ranking first among all Michigan counties
- Oakland ranks 10th in per capita income of all U.S. counties with a population of one million or more
- More than 45 percent of Oakland County households were estimated to have a yearly income greater than \$75,000 and 32 percent had an income above \$100,000
- Oakland County has more people than each of these states:

Alaska
Rhode Island

Delaware
South Dakota

Montana
Vermont

North Dakota
Wyoming



Work Force

More than 676,000 people work in Oakland County's 40,000 business establishments and government agencies with a payroll over \$34 billion. Educational services, health care and social assistance led employment growth in the county

between 2004 and 2008, increasing employment by over 13 percent and 12 percent respectively. Educational services led all service sectors with over 7 percent growth in new firms during the same period.

Top 20 Oakland County Employers – Ranked by Full-Time Employees

Company	Employees (Jan. 2010)	Business Type
1. William Beaumont Hospitals	13,083	Private, nonprofit hospital
2. General Motors Company	8,843	Automobile manufacturer
3. Chrysler Group LLC	6,170*	Automobile manufacturer
4. Trinity Health Corp.	4,998	Health care system
5. St. John Providence Health System	4,345	Health care system
6. Blue Cross Blue Shield of Michigan	3,959	Health care insurer
7. U.S. Postal Service	3,499	Postal service
8. Botsford Health Care	3,477	Health care organization
9. Oakland County	3,416	Government
10. Henry Ford Health System	2,822	Health care system
11. Comerica Bank	1,885	Financial services provider
12. Rochester Community Schools	1,779	School district
13. Crittenton Hospital Medical Center	1,672	Health care organization
14. Walled Lake Consolidated Schools	1,641	School district
15. Robert Bosch LLC	1,600	Automotive supplier
16. Farmington Public Schools	1,576	School district
17. Troy School District	1,569	School district
18. Huron Valley School District	1,437	School district
19. J.P. Morgan Chase & Co.	1,425	Financial services provider
20. Borg Warner	1,420	Automotive supplier

*Crain's estimate

Source: Crain's Detroit Business

Work Force Fast Facts:

- Currently, over 18 percent of all private sector employment in Michigan works in Oakland County
- Oakland County had the second lowest jobless rate in the seven-county Southeast Michigan region for 2009, behind only Washtenaw County
- The number of unemployed workers in Oakland County has improved by nearly 18 percent since the peak high in July of 2009
- The county is projected to experience a net increase in employment between 2010 and 2011
- Oakland County's employment forecast indicates that the health care and social assistance industry will add more than 6,800 jobs between 2009 and 2011
- Between 2003 and 2008, Oakland County's health care, social assistance and educational services industries increased wage growth by more than 35 percent, compared to 23 percent for all of Michigan



Photo courtesy of Botsford Hospital

Salary Comparisons

Detroit wages compare favorably to other major metropolitan areas including Atlanta, Chicago, San Francisco and Washington D.C.



Photo courtesy of With A Twist Studios

Oakland County Growth Sectors

Professional, scientific and technical service skills are abundant in Oakland County's labor force currently employing 93,450. The next three years show a rising trend in these sectors, with positive job growth in the near future. Oakland County is projected to add new jobs in a variety of fields as shown to the right.



Photo courtesy of the MEDC

Annual Median Salaries

Job Type	Low	High	Detroit
Administrative Assistant	\$42,694	\$52,639	\$47,298
Advertising Manager	\$86,959	\$103,984	\$95,549
Billing Clerk	\$34,139	\$42,351	\$37,945
Computer Programmer	\$70,413	\$83,973	\$74,354
Computer Software Engineer	\$87,006	\$103,293	\$91,775
Electrical Engineer	\$86,104	\$104,256	\$93,600
Graphic Designer	\$54,929	\$66,403	\$58,658
Human Resources Analyst	\$55,196	\$66,598	\$60,444
Information Clerk	\$28,183	\$36,641	\$31,188
Laboratory Technician	\$40,341	\$51,205	\$43,195
Laborer Machine Shop	\$26,739	\$36,630	\$30,534
Loan Officer	\$57,571	\$69,495	\$62,911
Mechanical Engineer	\$78,489	\$95,237	\$85,425
Numerical Control Machine Operator	\$32,898	\$41,184	\$37,798
Physical Therapist	\$70,589	\$88,434	\$76,729
Registered Nurse	\$63,748	\$80,105	\$69,067
Sales Account Manager	\$78,968	\$94,630	\$86,915
Sales Representative	\$48,946	\$59,100	\$53,014
Systems Analyst	\$69,727	\$83,178	\$73,634
Technical Writer	\$62,497	\$75,534	\$66,477

Source: ERI Economic Research Institute, Inc., 2011

Projected Employment in Selected Growth Sectors

Growth Sector	2009	2010	2011	2012	Growth	Average Salary ¹
Scientific R&D Services	1,131	1,150	1,217	1,315	16.3%	\$122,967
Medical Equipment Wholesalers	1,199	1,247	1,312	1,386	15.6%	\$86,038
Medical Equipment Manufacturing	896	931	977	1,025	14.4%	\$43,447
Chemical Wholesalers	1,105	1,104	1,152	1,221	10.5%	\$85,466
Education Services	10,498	10,587	10,805	11,121	5.9%	\$33,714
Business Support Services	4,074	4,025	4,112	4,212	4%	\$43,498
Health Care and Social Assistance	91,900	92,367	93,453	94,833	3.2%	\$46,881
Arts, Entertainment and Recreation Services	9,525	9,556	9,598	9,732	2.2%	\$30,832
Hospital Services	32,868	32,751	32,938	33,162	0.9%	\$53,844

¹. Based on 2009 figures

Source: University of Michigan Institute for Research on Labor, Employment, and the Economy
Updated: July 2010

Population & Age

Oakland County is a wonderful place to start a business, raise a family and enjoy a rich quality of life. Our resident population in 2009 was estimated at 1,205,508. That ranked Oakland County 31st in population among more than 3,100 counties nationwide.

The county saw a population increase of more than 11,000 residents between 2000 and 2009. Foreign-born residents represented roughly 12 percent of the total population in 2009, while residents born in states other than Michigan represented nearly 17 percent of the county's total population.

Population & Age Fast Facts:

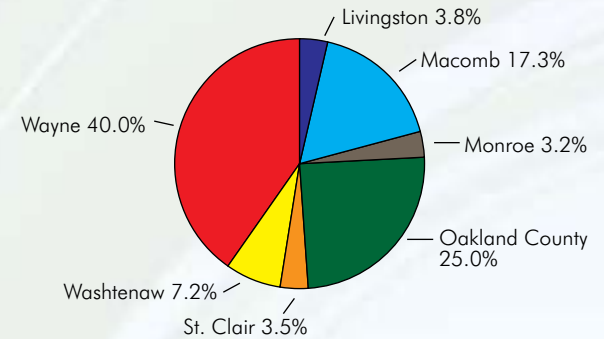
- Beginning in 2010, one in every four Southeast Michigan residents called Oakland County home
- The largest age group in the county is 45 to 64-year olds, representing over half of the total population, while those under 18 make up almost a quarter
- Over the next 30 years, Oakland County will see a substantial increase in residents aged 65 years and older
- Oakland County residents are evenly gendered with a median age under 40

Regional Population Trends

The seven-county Southeast Michigan region is projected to experience an overall increase in population of more than 3 percent between 2005 and 2035. Oakland County is projected to have the largest population growth with 122,000 new residents over that time period. By the year 2035, 26 percent of the region's 18 – 64-year-olds will live in the county.

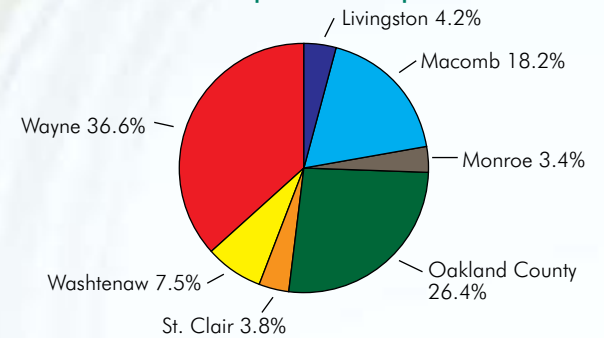
The charts to the right show each county's share of the regional population for 2009 and projected share for 2035.

2009 Census Population



Source: U.S. Census Bureau, Population Estimates Program

2035 Population Projection



Source: Southeast Michigan Council of Governments, 2035 Forecast for Southeast Michigan

Age Trends

The county's median age in 2009 was 39.9 years, up from 39.4 in 2006 and 36.7 in 2000. Since 2000, the Oakland County college-age population (18 – 24) has grown by 11.8 percent, representing the second fastest growing segment of the county's population behind only 45 – 64-year-olds.



Photo courtesy of LTU

Income

Oakland County's dynamic business environment allows its residents the opportunity to earn a good living. There was more than \$64.5 billion in personal income earned in 2008. This is the highest county total in the state and represents 37 percent of the Detroit Metropolitan Statistical Area's personal income and 19 percent of all personal income earned in the state. In a four year period from 2004 to 2008, total personal income increased 7.6 percent.

Per Capita Income

From 2004 to 2008, Oakland County's per capita income rose 7.8 percent to \$53,650. The county's per capita income is 54 percent higher than the state

of Michigan and 34 percent higher than the national figure. The county ranks 10th in per capita income among counties with more than a million residents and 75th among all 3,100 counties in the U.S.

Household Income

In 2009, more than 40 percent of Oakland County households were estimated to have a yearly income of \$75,000 or more and 28 percent had income at or above \$100,000. While the overall Detroit Metropolitan Statistical Area (MSA) has seen a drop in median household income since 2000, Oakland County has experienced growth of nearly 1 percent over the same period.

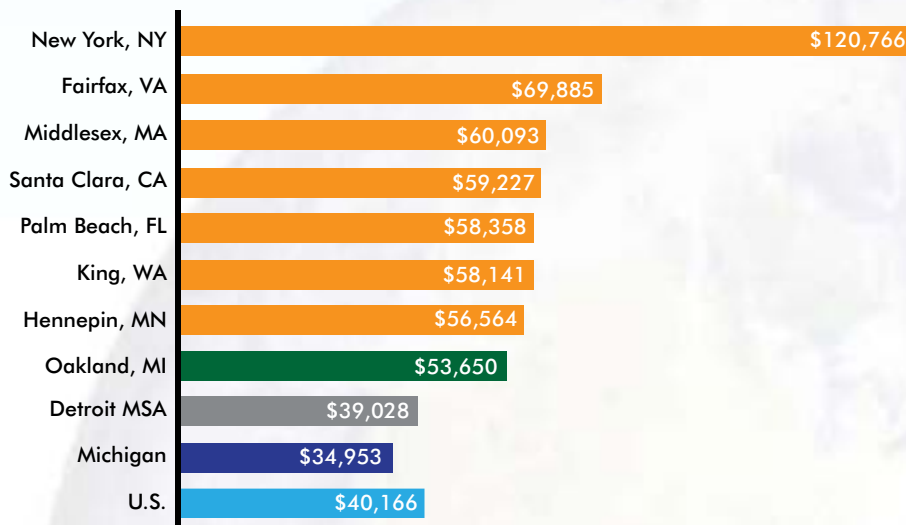
Since 2005, the city of Rochester has led all Oakland County communities with an increase in median

household income of more than 26 percent. More than 85 percent of Oakland County communities, representing over 1 million residents, have median household incomes above the 2009 national figure of \$50,221.

The graph below features a comparison of household incomes between Oakland County, the state of Michigan and the U.S. from 2005 – 2009.

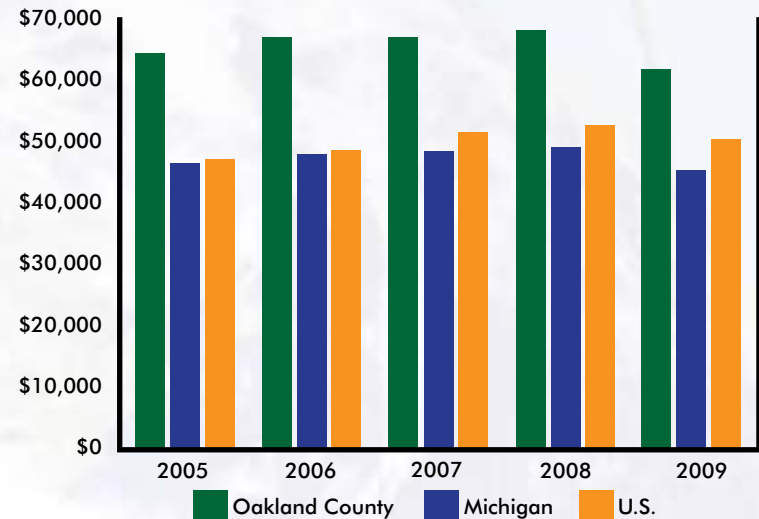


**Top U.S. Counties in Per Capita Income
Among Counties with Populations above One Million in 2008**



Source: U.S. Department of Commerce, Bureau of Economic Analysis

Median Household Income Comparison



Source: U.S. Census Bureau, American Community Survey

Non-Residential & Residential Development

Non-Residential Development

More than nine million square feet of industrial, medical, commercial and retail floor space has been completed in Oakland County since the start of 2007, accounting for nearly 25 percent of all non-residential development in Southeast Michigan. The Business Development team works closely with commercial and industrial real estate brokers in the area and has many resources available to assist in the location and expansion of firms in Oakland County.

Residential Development

Since the start of 2007, Oakland County ranks second in new residential construction permits issued in the Southeast Michigan region with more than 3,000. The county ranks first in permits issued in 2010 with just under 800, representing more than 30 percent of the region's residential development for the year. At 82 percent, single-family units represent the vast majority of the county's residential development, compared to 73 percent for Southeast Michigan.



Top Ten Non-Residential Developments, 2007 – 2010 Ranked by Square Feet

Rank	Community	Project Name	Development Type	Square feet
1.	Pontiac	USPS Processing Center	Warehouse/Distribution	806,000
2.	West Bloomfield Township	Henry Ford Hospital	Medical	677,000
3.	Rochester Hills	Adams Marketplace	Retail	596,000
4.	Pontiac	Raleigh Motion Picture Studio	Other	563,775
5.	Novi	St. John Providence Park Hospital	Medical	500,000
6.	Novi	Uptown Place	Mixed-Use	500,000
7.	Pontiac	Ultimate Sports Arena	Recreation	266,000
8.	Troy	Beaumont Hospital (addition)	Medical	236,000
9.	Auburn Hills	U.S. Farathane Corporation	Office/R&D	214,000
10.	Lyon Township	Meijer	Retail	192,214

Source: Oakland County Planning and Economic Development Services
Updated: December 2010

Top Ten Communities for Residential Developments, 2007 – 2010

Rank	Community	Total New Permits*
1.	Novi	619
2.	Lyon Township	393
3.	Troy	224
4.	Commerce Township	168
5.	Rochester Hills	143
6.	Birmingham	122
7.	Waterford Township	121
8.	Royal Oak	104
9.	Bloomfield Township	100
10.	Southfield	92

* Totals do not include demolition permits

Source: Southeast Michigan Council of Governments
Updated: December 2010



Office Space

According to real estate brokerage firm Grubb & Ellis, office lease and vacancy rates in Oakland County remain competitive with the rest of the metro Detroit market. At 1.7 percent, Birmingham has the lowest vacancy rate in the region. Oakland's major office markets are summarized to the right.

	Total Sq. Ft.	Vacant Sq. Ft.	Vacancy Rate	Class A Rental Rate	Net Absorption*
Auburn Hills	2,320,080	487,867	21.0%	\$19.25	(234,991)
Birmingham	404,654	6,778	1.7%	\$30.75	20,374
Birmingham CBD	878,009	129,243	14.7%	\$30.78	2,355
Bloomfield Hills	2,974,823	447,084	15.0%	\$25.89	(104,461)
Farmington Hills	5,975,106	1,244,544	20.8%	\$22.37	40,491
Novi	1,615,134	385,635	23.9%	\$21.22	(42,660)
Pontiac**	1,904,370	786,898	41.3%	\$15.23	82,956
Southfield	16,698,680	4,378,720	26.2%	\$21.24	(106,129)
Troy	13,144,247	4,158,597	31.6%	\$21.03	(284,929)
West Bloomfield**	554,440	125,592	22.7%	\$17.62	23,401

* Year-to-Date

** Rental rate listed is for Class B office space

Source: Grubb and Ellis, Office Trends Report, Fourth Quarter 2010, Detroit, MI

Industrial & High-Tech Space

More than 112 million square feet, representing more than one-third of the Detroit region's total industrial and high-tech floor space, is located in Oakland County. The county has more than 3,800 industrial and high-tech buildings with more than 5,000 square feet each. Industrial sq. ft. leasing rates range from \$2.50 - \$6.50, while high-tech sq. ft. rates range from \$5.75 - \$15.00 in the communities shown to the right.

	Total Sq. Ft.	Vacant Sq. Ft.	Vacancy Rate
Auburn Hills/Rochester Hills	27,313,565	3,961,507	14.5%
Madison Heights	10,587,556	1,989,979	18.8%
Royal Oak Area*	14,639,369	2,737,074	18.7%
Southfield/Bloomfield Township	6,576,127	966,260	14.7%
Troy	20,795,683	4,343,665	20.9%
Farmington/Farmington Hills	11,442,291	1,667,625	14.6%
Novi	10,022,868	2,421,029	24.2%
Wixom	10,659,343	1,867,471	17.5%

*includes Berkley, Ferndale, Hazel Park, Oak Park and Royal Oak

Source: Signature Associates, 2009 Year End Market Report, Metropolitan Detroit Market

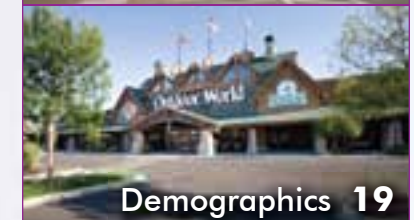
Photos courtesy of Great Lakes Crossing Outlets

Retail Space

Oakland County's retail sub-markets remain competitive with those in the rest of the Southeast Michigan region. Here are the current rates in three of our largest retail sub-markets.

	Big Box (Sq. Ft.)	Community (Sq. Ft.)	Neighborhood (Sq. Ft.)
Novi	\$6.00 - \$9.00	\$12.00 - \$25.00	\$10.00 - \$16.00
Southfield	\$10.00 - \$12.00	\$12.00 - \$16.00	\$14.00 - \$18.00
Troy	\$10.00 - \$12.00	\$12.00 - \$16.00	\$14.00 - \$18.00

Source: Signature Associates, 2009 Year End Market Report, Metropolitan Detroit Market



Infrastructure

Oakland County is committed to the planning, design and maintenance of a high quality infrastructure (telecommunications, broadband, roads, sewer, water, gas and electricity) to support development in the community.

Digital Economy

The county realizes the importance of the digital economy to businesses and residents. The county has developed a Technology Planning Toolkit to help each of the 61 local communities embrace the challenges associated with this ever-changing technology. The county is also leading by example. Oakland County has been named the most digitally advanced county in America by the Center for Digital Government and the National Association of Counties. In the near future, Oakland County will launch its Wireless Oakland initiative to offer free Wi-Fi service to residents.

Electricity & Natural Gas

Residential electricity is provided by Consumers Energy and DTE Energy. Natural gas is provided by Consumers Energy, except in Milford, and parts of Commerce, Highland and Lyon Townships which are provided by MichCon (a subsidiary of DTE) and a portion of Addison Township which is provided by SEMCO Energy.

Roads

Major expressways located in or near Oakland County (as seen below) include I-75, I-96, I-275, I-696 and I-94. These roadways link the county and the surrounding area with all major Midwestern U.S. cities and Ontario, Canada.

The Road Commission of Oakland County (RCOC) maintains more than 2,700 miles of county roads, over 230 miles of state highways and approximately 1,500 county, city and state traffic signals. The RCOC is also developing “smart” traffic signals that employ state-of-the-art computer and communications technologies to improve traffic flow.



—+—+ Railroad
— Federal/State Highway
— Limited Access Highway — Arterial Roads

Water & Sewer

The Great Lakes basin contains nearly 20 percent of the earth's surface fresh water. The Oakland County Water Resources Commissioner's Office is charged with maintaining the county's water supply, to protect this valuable resource. Their infrastructure services include:

- Lake Level Controls
- Pump Maintenance & Retention Treatment Basins
- Sewer & Drain Maintenance
- Wastewater Treatment & Laboratory Services
- Water & Sewer Engineering Support
- Water System Operation & Maintenance



"Because of the high concentration of foreign-owned companies in Oakland County, I actively support the development of international curriculums that will benefit all students as they venture into today's global work force."



L. Brooks Patterson,
Oakland County Executive

Today's students face a very different future than their parents did. Global issues affect their lives in an ever-changing world. Technology allows for instant world-wide communication as the globe has become increasingly interconnected.

Schools are preparing students to be global citizens. International content is being integrated into public and private school curricula, using technology to link students to cultures around the corner and around the world.

The global marketplace and the workplace are evolving as new technologies replace the old. Outsourcing and global competition challenges students to compete and succeed. The educational institutions in Oakland County embrace these challenges as they develop the leaders of the future.



Oakland University William Beaumont School of Medicine

The Oakland University William Beaumont School of Medicine is the first medical degree-granting school in the county and the first new medical school in Michigan in a generation. The school promotes applied research "from the bench to the bedside," assuring that scientific discoveries and new technologies directly benefit patients quickly.

Students learn the art and practice of medicine in one of the country's premier health care delivery systems including a state-of-the-art simulation center where medical teamwork is practiced and perfected. Students receive career advice from faculty-guided mentoring teams allowing the students to develop their niche in the medical field.



Photos courtesy of Oakland University

Higher Education Fast Facts:

- Over 41 percent of Oakland County residents have earned at least a bachelor's degree, placing them in the nation's top counties for educational attainment
- Oakland County outranks both the State of Michigan and the nation in the percentage of the population with a bachelor's degree, graduate degree or professional degree
- Seventeen degree-granting colleges and universities are located in the county
- The Oakland University William Beaumont School of Medicine will open in August of 2011
- Lawrence Technological University ranks 40th in the 2011 edition of Best Colleges in the Midwest
- Oakland's 13 vocational schools offer 38 independent professional apprenticeships

Higher Education in Oakland County

Oakland County is home to a wide selection of top-rated colleges and universities serving more than 74,000 students. Our degree-granting institutions offer students more than 1,000 undergraduate and 700 graduate programs. Colleges and universities with campuses in Oakland County awarded more than 51,000 degrees during the 2009 – 2010 academic years.

Oakland County Degree Granting Institutions

Local enrollment numbers are shown in Green
Total enrollment numbers are shown in Red.

The map on Page 23 identifies school locations in Southeast Michigan.

1. **Art Institute of Michigan – 880/19,620:** AIM provides career-focused education in culinary arts, fashion marketing, design and media arts.
2. **Baker College – 4,175/44,051:** BC offers over 140 certificate, associate, undergraduate, master's and doctoral programs in business, engineering/technology, health, education, human service and computers.

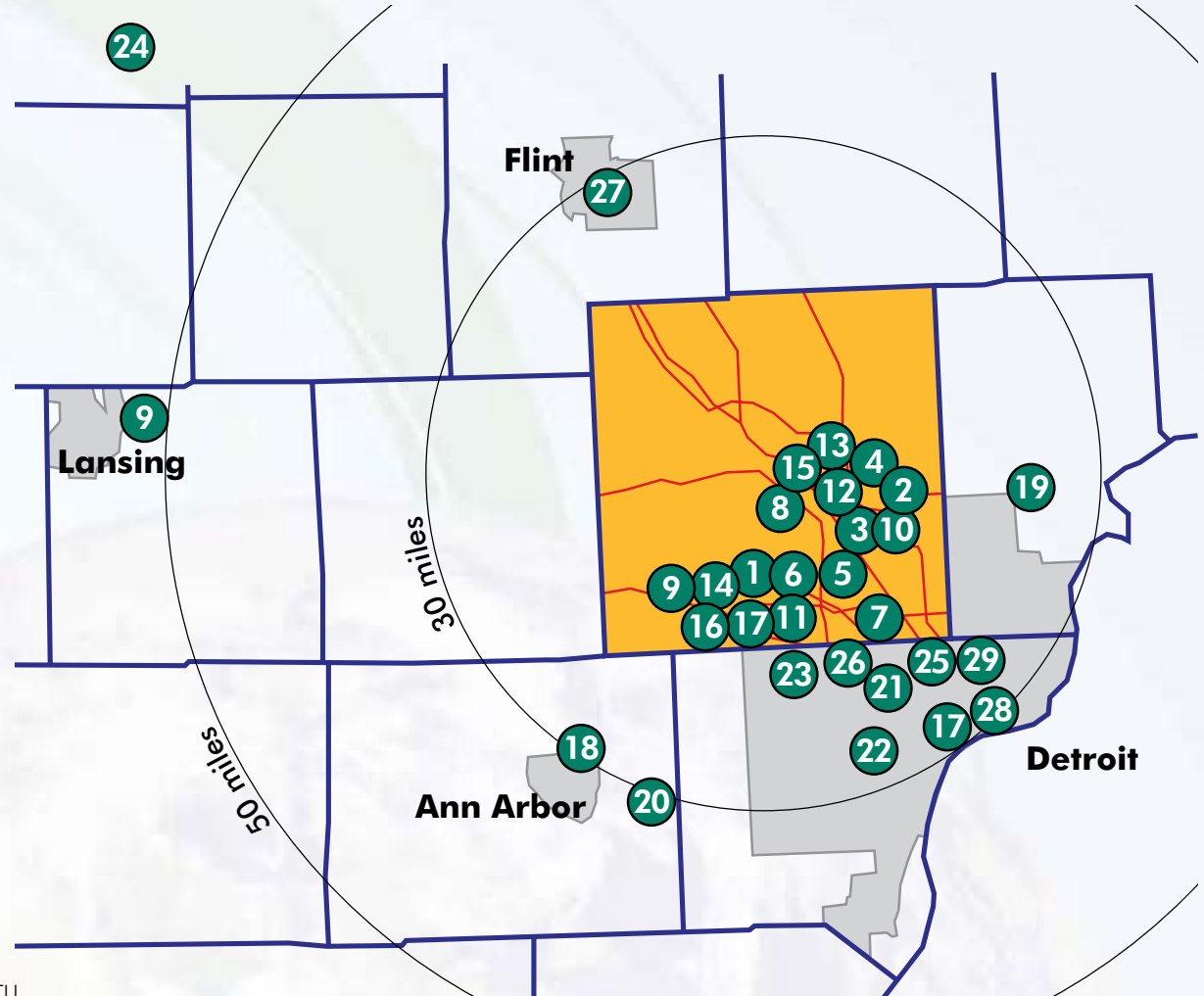
3. **Central Michigan University – 3,518/27,259:** Undergraduate programs are available in the applied arts, administration, information technology, psychology, vehicle engineering design technology, elementary education and integrated science.
4. **Cooley Law School – 892/3,783:** Cooley offers a full 90-credit J.D. program and three LL.M. programs at its 67 wooded acre Auburn Hills campus.
5. **Cranbrook Academy of Art – 157:** The Academy is an independent graduate degree-granting institution offering an intense studio-based experience where artists-in-residence mentor students in art, architecture and design.
6. **DeVry University – 88/77,027:** DU offers undergraduate degree programs in some of today's fastest-growing career fields focusing on clean energy and other technologically advanced business sectors.
7. **Lawrence Technological University – 4,557:** LTU offers undergraduate, master's and doctoral programs in engineering, science, mathematics, architecture, graphic design and business.
8. **Madonna University – 168/4,221:** Undergraduate and certificate programs are available at the Orchard Lake Center.
9. **Michigan State University – 283/47,303:** MSU's Tollgate Center host classes in horticulture, turf and landscape, woodlot management, agriculture and natural resources and waste water treatment.
10. **Northwood University – 300/5,465:** NU offers undergraduate business administration degrees in health care management, business management and marketing.
11. **Oakland Community College – 28,989:** OCC is a two-year college that offers approximately 75 different associate degrees that are transferable to four-year colleges and universities.
12. **Oakland University – 19,053:** OU offers 134 undergraduate degree programs and 117 graduate degree and certificate programs, including the new Oakland University William Beaumont School of Medicine.
13. **Rochester College – 908:** RC provides a vigorous education in liberal arts and professional studies.
14. **South University – 49/5,658:** SU offers undergraduate and graduate programs in business administration, criminal justice, health care management and professional counseling.
15. **University of Phoenix – 2,828/3,133*:** UP offers degree programs in business management, nursing, criminal justice, technology, psychology, human services and education.
16. **Walsh College – 3,147:** WC offers undergraduate and graduate business programs in international business, strategic leadership, information systems and finance.
17. **Wayne State University – 4,373/31,786:** WSU offers 125 undergraduate degree programs, 140 master's degree programs and 60 doctoral degree programs.

*total statewide enrollment

Southeast Michigan Degree Granting Institutions – Total Enrollment:

- 18. University of Michigan – **58,614**
- 19. Macomb Community College – **22,985**
- 20. Eastern Michigan University – **22,173**
- 21. Wayne County Community College District – **21,540**
- 22. Henry Ford Community College – **15,571**
- 23. Schoolcraft College – **12,590**
- 24. Saginaw Valley State University – **9,837**
- 25. University of Detroit Mercy – **5,725**
- 26. Marygrove College – **2,879**
- 27. Kettering University – **2,600**
- 28. College of Creative Studies – **1,358**
- 29. Sacred Heart Major Seminary – **425**

College & University Locations in Oakland County & Southeast Michigan



Photos courtesy of LTU



Photo courtesy of WSU

K-12 Education

In Oakland County, 28 local districts and a growing number of public school academies serve more than 200,000 public school students, and 109 non-public schools serve about 26,000 students.

International Language & Cultural Skills

Oakland Schools has implemented a \$2 million county-wide effort to offer Chinese language and culture to students in all 28 districts. This is the first county-based program in the nation to offer this unique curriculum. The program was also supported by a unique partnership between Oakland County government and area businesses. Nearly \$240,000 in private sector grants was included in the \$2 million total.

Photo courtesy of Oakland Schools



International Academy

The International Academy is a public, tuition-free high school of choice for students of 20 Oakland County school districts collaborating with university and business partners. Commencing with 9th grade, it provides a unique blend of rigorous academic standards, practical and career-related learning as well as personal development opportunities. The International Academy has three local campuses.

As an International Baccalaureate certified high school, the academy offers the full International Baccalaureate diploma program to all of its students and functions as the first all IB diploma public high school in North America. *Newsweek* magazine consistently ranks the International Academy in Bloomfield Hills among the top 100 U.S. high schools.



Photos courtesy of Oakland Schools



Photo courtesy of the city of Southfield

K-12 Education Fast Facts:

- More than 200,000 students are enrolled in Oakland County's 500 available public, academies and private schools
- Forty-one Oakland County schools have been recognized as Michigan Blue Ribbon Schools; eight are recognized as national blue ribbon winners
- Sixteen public high schools, from nine different school districts, are listed in the top 6 percent of high schools in the country
- All 28 public school districts in the county provide preschool programs including Head Start, Michigan School Readiness, Early Childhood Special Education and tuition-funded preschool
- Beverly Elementary School, a public school for kindergarten through fifth grade located in Beverly Hills was named a 2010 National School of Character, one of only 15 schools in the U.S. to receive this prestigious designation

"If you are looking for a place to pursue the American dream, there is no finer place than Oakland County, Michigan."

L. Brooks Patterson,
Oakland County Executive



Oakland County is rich in history, culture, diversity and natural wonders. It provides state-of-the-art programs and services that bring government together with citizens, businesses and educational communities to create the model community of the future.

The county enjoys an unmatched variety of water resources, parks, shopping, recreational sports, cultural activities and community services within diverse neighborhoods. Oakland County communities offer a wonderful environment where you can raise your family, build a home, grow your business and find many ways to spend your leisure time. Some highlights include:

- Oakland County has more natural lakes than any other county in the Great Lake State. There are approximately 1,450 inland lakes, headwaters of five major rivers, eleven county parks and 89,000 acres of parkland within the 910 square mile area of Oakland County.
- Entertainment venues like DTE Energy Music Theatre, The Palace of Auburn Hills and Meadow Brook Music Festival
- Museums, zoos and historical sites including: Detroit Zoo, Cranbrook Institute of Science and Art Museum, Meadow Brook Hall, Holocaust Memorial Center and Olde World Canterbury Village

- Shopping options include The Somerset Collection, Great Lakes Crossing Outlets, Twelve Oaks, Oakland Mall, the Village of Rochester Hills and the downtown shopping destinations of Birmingham, Royal Oak and Rochester
- The National Center of Charitable Statistics identifies 470 institutions of art, culture, and humanities in Oakland County
- In 2009, Money Magazine named Rochester as one of its 100 Best Places to Live
- Oakland County ranked third in e.Republic's Center for Digital Government 2010 Best of the Web and Digital Government Achievement Awards

Award-Winning Medical Care

- Oakland County's nationally recognized hospitals provide over 4,400 overnight-stay beds for routine procedures and critical care
- Hospital and medical center employees total more than 46,000
- The region's medical training facilities lead the way in robotic surgery and advanced care technologies
- 17 major hospitals and over 30 urgent care facilities and medical centers
- Home of the Oakland University William Beaumont School of Medicine



Photo courtesy of Palace Sports & Entertainment



Photo courtesy of the city of Southfield



Photo courtesy of Palace Sports & Entertainment



Main Street® Oakland County (MSOC) is a unique economic development program that allows communities to revitalize their commercial districts by leveraging local assets – from cultural and architectural heritage to local enterprises and community pride. There are four key areas in the Main Street strategy:

1. Organization: Building consensus and cooperation among public and private groups and individuals and identifying sources of funding for revitalization activities.
2. Design: Enhancing the district’s physical appearance through building rehabilitation, compatible new construction, public improvements and design management systems.
3. Promotion: Marketing the commercial district through events and advertising to attract customers, potential investors, new businesses, residents and visitors.
4. Economic Restructuring: Strengthening the district’s economic base and creating new opportunities through careful analysis and appropriate mixed-use development.

MSOC works with 11 of Oakland’s 30 traditional downtowns and has generated \$560 million in public and private investment since the program’s inception in 2000. Our MSOC communities are:

- | | |
|------------|-------------|
| Farmington | Ortonville |
| Ferndale | Oxford |
| Franklin | Pontiac |
| Highland | Rochester |
| Holly | Walled Lake |
| Lake Orion | |

Main Street® Oakland County Mentoring Program

This one-of-a-kind program is designed to educate local communities about the benefits of the Main Street program. Mentored communities establish a relationship with an existing Main Street community, receive a select set of services and are exposed to the national Main Street philosophy. Current MSOC Mentoring communities include:

- | | |
|------------|------------|
| Berkley | Leonard |
| Clarkston | South Lyon |
| Clawson | Waterford |
| Hazel Park | |

In addition to the \$560 million in investment, MSOC downtowns have seen the following activity and investment:

- More than 5,100 new jobs created
- Over 550 new businesses established
- 2.8 million square feet of new floor space was constructed
- 169,000 hours of volunteer support
- Over 2,500 special events were held
- More than \$7 million in cash sponsorship obtained



26 Quality of Life



Natural Wonders

Oakland County's landscape was carved out as part of the last ice age around 20,000 years ago. The result gave the county a wondrous array of natural features, including 1,450 lakes and five river systems.

There are more than 800 pristine natural areas, with many of the largest, most significant natural areas falling within Oakland County Parks. That gives county residents almost 90,000 acres of parkland and 55 square miles of water to enjoy. The Oakland Trails Advisory Council is in the process of developing almost 400 miles of additional trails within the county.

Managing our natural resources is a labor of love. Oakland County Parks, along with the Water Resources Commission, Oakland County Planning & Economic Development Services and the Michigan State University Extension Service work to coordinate environmental stewardship and conservation efforts across the region.

Groveland Oaks is the first park in Michigan to be environmentally certified by the Michigan Turf Grass Environmental Stewardship Program, which increases environmental stewardship and water quality management at golf courses.

Oakland County's Green Infrastructure Program focuses on identifying an interconnected network of green space that conserves natural ecosystem functions, guides sustainable development and provides associated economic and quality of life benefits to our communities.

Natural Resources in Oakland County



Photo courtesy of Cranbrook Institute



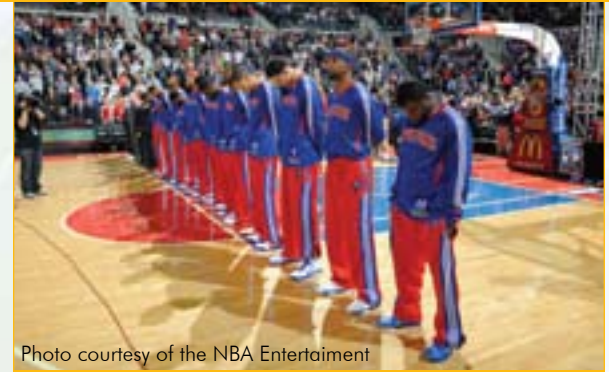
Recreation, Entertainment & Events

Oakland County promotes an active lifestyle for its residents and visitors. County Executive L. Brooks Patterson supports many of the activities and events throughout the county. He believes strongly that physical activity is the key to keeping future generations healthy and productive. His "Count Your Steps" program has changed the behavior of thousands of Oakland County school children to develop good habits that will benefit them for years to come.

Whether you're an avid outdoor enthusiast, weekend duffer, downhill or cross-country skier or just enjoy a leisurely walk in the woods, Oakland County has an outstanding selection including:

- The county has 82 public and private golf courses with more than 1,400 holes. The county is home to world-renowned courses like Oakland Hills Country Club (as seen below) and Indianwood Country Club, which is hosting the 2012 U.S. Men's Senior Open.
- Skiers can enjoy three downhill sites: Pine Knob in Independence Township, Mt. Holly in Holly and Alpine Valley in White Lake Township
- Sports fans cheer for the NBA Detroit Pistons at The Palace of Auburn Hills

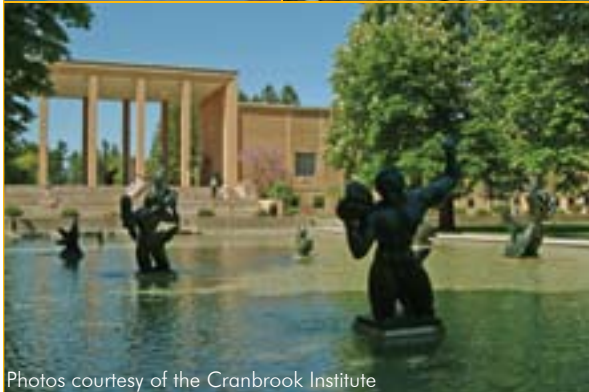
- DTE Energy Music Theatre in Independence Township and Meadow Brook Music Festival in Rochester Hills feature concerts by some of the leading musicians in the world
- Nearly 30,000 people attend the three-day Quake on the Lake inboard hydroplane races at the Pontiac Lake State Recreation Area
- The Woodward Dream Cruise attracts over 1 million visitors and 40,000 custom or classic cars to the communities along Woodward Avenue each year
- The Arts, Beats & Eats festival is held in downtown Royal Oak and features great food, music and local artists
- The Brookside Way Half Marathon and 5K Race/Walk is held in October and features a 13.1 mile run through some of the most beautiful trails in the county
- The Fire & Ice Festival in Rochester is held in January. The free outdoor winter event includes dog sled rides, sledding, snow shoeing, ice carving demonstrations and fireworks.
- In April, the Onyx Ice Arena in Rochester hosts the three-day Oakland Edge amateur hockey tournament for men and women players of all skill levels



Culture

Oakland County has a world-class selection of professional theaters, art museums, cultural destinations and historical sites. Here's a sampling of the facilities:

- The Cranbrook Institute in Bloomfield Hills includes the Cranbrook Art Museum, Cranbrook Institute of Science and Cranbrook House and Gardens. The art museum offers a permanent collection of works by world-famous artists. The Institute of Science includes a planetarium and a collection of scientific artifacts including a skeleton of a Tyrannosaurus Rex. Cranbrook House features an architectural design by Albert Kahn and a 40-acre garden.



Photos courtesy of the Cranbrook Institute

- The 125-acre Detroit Zoo in Royal Oak is one of the finest in the nation. The Arctic Ring of Life features the world's largest polar bear display.
- The Holocaust Memorial Center in Farmington Hills is the nation's first freestanding museum dedicated to the memory of the Holocaust
- The Walter P. Chrysler Automotive Museum in Auburn Hills features over 60 antique, custom and concept vehicles and tells the story of the automaker's contributions to automotive design and innovation
- Meadow Brook Hall in Rochester is the fourth largest historic house museum in the country. Built between 1926 and 1929 as the residence of Matilda Dodge Wilson (widow of auto pioneer John Dodge) and her second husband, lumber broker Alfred G. Wilson, the 110-room, 88,000 square-foot Tudor-revival style mansion is complete with a vast collection of art and furnishings.



Photo courtesy the Detroit Zoo



Photo courtesy of W.P.C. Museum

Shopping

Oakland County is home to a large collection of shopping centers and malls ranging from small village malls and downtown shopping districts like Birmingham and Royal Oak, to multi-floor regional malls. Here's a partial list of the major facilities:

- The 1.7 million-square foot Great Lakes Crossing Outlets in Auburn Hills is one of the county's major retail and entertainment destinations with 185 manufacturer's outlets, restaurants, movies and specialty stores
- The 1.4 million-square foot Somerset Collection in Troy features over 180 upscale stores, restaurants and four department stores
- The Village of Rochester Hills features 375,000 square feet of retail space with 50 stores
- Twelve Oaks Mall in Novi is a major regional shopping center featuring nearly 200 distinctive specialty stores and restaurants



Photo courtesy of Twelve Oaks



Photo credit Vito Palmisano



Housing

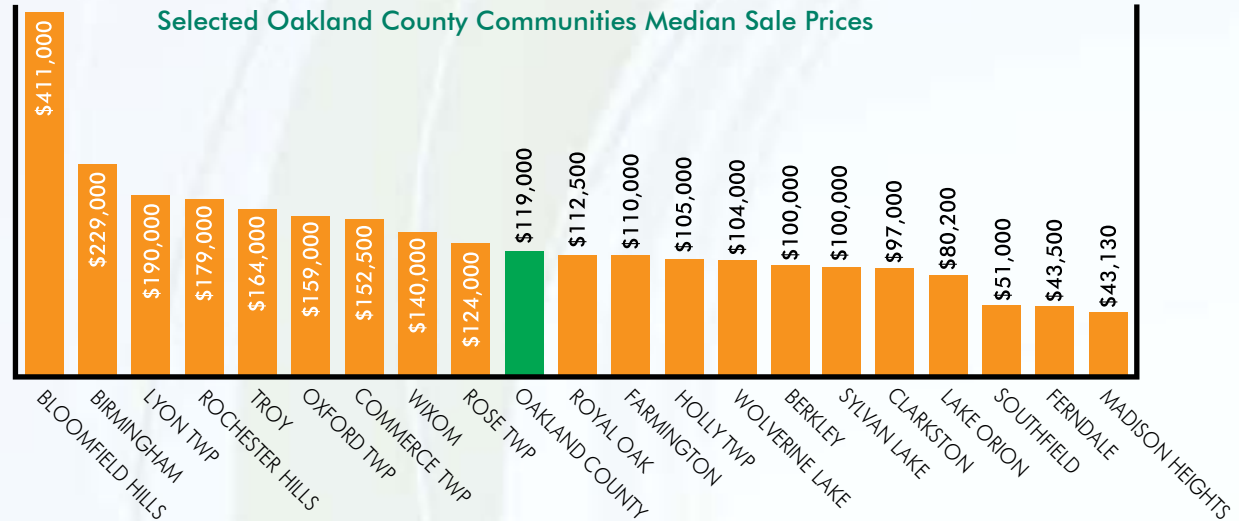
Oakland County's diverse living accommodations ensure a broad selection for every budget and lifestyle. Urban living offers classic homes and townhouses in older, well-established areas. Numerous new housing developments allow buyers to build their dream homes, while wide-open acreage in northern and western Oakland County provides the finest in rural living with nearby comforts of the city. Homes on the county's 1,450 lakes offer year-round activities. Here are some important housing details for Oakland County:

- One third of Oakland County's 478,449 households have children
- Currently, the cost of living index for the Oakland County region (Detroit – Ann Arbor – Flint) falls 5 percent below the national average
- Thirty-nine percent of the land in Oakland County is used for single-family residential with almost 90 percent on lots less than one acre in size



Photo courtesy of the city of Southfield

- There are over a half million housing units
- Home ownership rate (76.5 percent) is higher than both Michigan (75.9 percent) and the U.S. average (67.8 percent)
- The county has over 900 miles of shoreline between the lakes and rivers
- There are over 16,300 lakefront home sites
- Low property taxes increase housing affordability and attractiveness. The Oakland County average homestead tax rate is \$36.91 per \$1,000 in assessed value.
- Seventy percent of Oakland County communities have average housing sales between \$80,000 and \$230,000



Source: Realcomp II Ltd.; 2010 Real Estate Market Trend (December)



30 Quality of Life



Oakland County Information Resources

Whether you represent a business seeking information about expanding in Oakland County or you're a citizen looking for health tips, building permits or simply a calendar of events, check out our comprehensive website at www.oakgov.com.

Oakland County Web Sites

Oakland County Business Finance Corporation
www.globaloakland.com/bfc

Oakland County Economic Development Corporation
www.globaloakland.com/edc

Oakland County Planning & Economic Development Services
www.oakgov.com/peds

Oakland County Emerging Sectors®
www.emergingsectors.org

Oakland County Medical Main Street
www.medicalmainstreet.org

Oakland County One Stop Shop
www.oakgov.com/oss

Global Oakland Economic Development
www.globaloakland.com

Oakland County Business Roundtable
www.oakgov.com/brt

Destination Oakland
www.destinationoakland.com

Main Street Oakland County
www.mainstreetoaklandcounty.com

Other Resources

Finding out more about Oakland County's superb quality of life and great business environment is easy. Here's just a sampling of additional resources and contact information.

Automation Alley
www.automationalley.com

Michigan Talent Bank
www.michworks.org

Michigan State University Extension
www.msue.msu.edu/portal

Oakland County PROSPER Magazine
www.ocprosper.org

Oakland County PROSPER eNewsletter
www.oaklandcountyprosper.com

Selected Attractions

Cranbrook Art Museum
www.cranbrook.edu

Detroit Zoo
www.detroitzoo.org

Holocaust Memorial Center
www.holocaustcenter.org

Meadow Brook Hall
www.meadowbrookhall.org

Motorsports Hall of Fame and Museum
www.mshf.com

National Shrine of the Little Flower
www.shrinechurch.com

Shalom Street
www.shalomstreet.org

Walter P. Chrysler Museum
www.chryslerheritage.com

Signature Events

Brooksie Way Half Marathon & 5K Run
www.thebrooksieway.com

Oakland Edge Adult Hockey Tournament
www.oaklandedge.com

Rochester Fire & Ice Festival
www.destinationoakland.com/fireice

Woodward Dream Cruise
www.woodwarddreamcruise.com

Ford Arts, Beats & Eats
www.artsbeatseats.com

Michigan Renaissance Festival
www.michrenfest.com

Outdoor Recreation

Oakland County Parks Golf Courses
www.golfoakland.us

Velodrome at Bloomer Park
www.velodromeatbloomerpark.com

Malls

Great Lakes Crossing Outlets
www.shopgreatlakescrossing.com

Oakland Mall
www.oaklandmall.com

Olde World Canterbury Village
www.canterburyvillage.com

Somerset Collection
www.TheSomersetCollection.com

Twelve Oaks
www.shoptwelveoaks.com

The Village of Rochester Hills
www.villageofrochesterhills.com

Entertainment, Sports & Event Venues

Baldwin Theatre
www.stagecrafters.org

DTE Energy Music Theatre
www.palacenet.com

Magic Bag
www.themagicbag.com

Meadow Brook Music Festival
www.palacenet.com

Meadow Brook Theatre
www.mbtheatre.com

Palazzo di Bocce
www.palazzodibocce.com

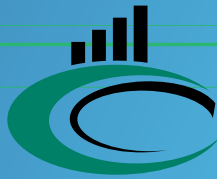
Palace of Auburn Hills
www.palacenet.com

Suburban Collection Showplace
www.suburbancollectionsowplace.com

Silverdome
www.silverdomeevents.com

Find out more about the great things you can do in Oakland County by calling Destination Oakland at -1-888-OCPARKS.

Oakland County is home to over 700 foreign firms representing 37 countries.



WHERE PEOPLE & TECHNOLOGY PROSPER

Oakland County
Michigan

L. Brooks Patterson | Oakland County Executive
Economic Development & Community Affairs

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