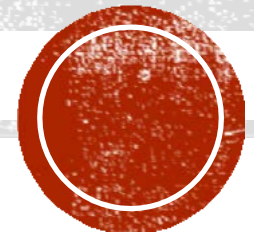
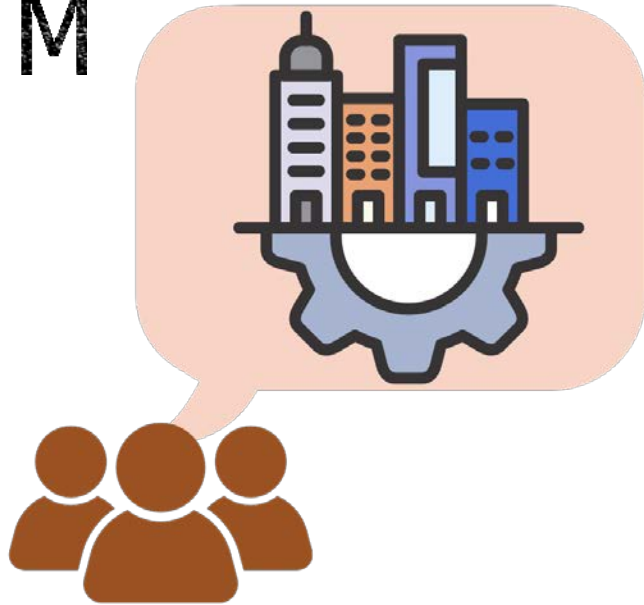

BUSINESS & ECONOMIC DEVELOPMENT

Year in Review 2024



RESILIENCE AND REINVENTION

SOUTHFIELD BUSINESS & ECONOMIC DEVELOPMENT TEAM



- Southfield City Council, Mayor & City Administration
- All City Departments
- Oakland County MIWorks Southfield
- Centrepolis Accelerator
- Southfield Brownfield Redevelopment Authority

RESILIENCE AND REINVENTION

Southfield Business Development, Oakland County Michigan Works Southfield, and Centrepolis have worked with our business community to help them reinvent themselves and remain resilient during the tumultuous times.

- **Adaptability:** Helping businesses **evolve** with innovative strategies, digital transformation, and collaboration.
- **Growth Amid Challenges: Celebrating successes** in overcoming economic pressures—whether by securing investments or launching new initiatives.
- **Community Focus: Highlighting** partnerships, sustainability efforts, and **contributions** that grow Southfield's economic and cultural landscape.

GOALS FOR 2024

Goal #1 Business Attraction: Strengthen the **competitiveness of the City's** existing major business areas to bring about new development in these areas.

Goal #2 Business Retention: Supporting existing **Southfield business employers to become more competitive**, enabling them to expand and grow in the city.

Goal #3: Business diversification: Encouraging and assisting with the future **diversification of the City's economic base** in new growing and innovative industries and occupations.

Goal #4: Educated Workforce: Helping Southfield residents gain a greater competitive edge for **higher skilled and higher wage employment opportunities** in the future.

Goal #5: Public-Private Partnerships: Leverage **leadership involvement of private and public sector** to increase access to high quality **business and job development opportunities** for the city in the future.

GOAL #1 BUSINESS ATTRACTION: STRENGTHEN THE COMPETITIVENESS OF THE CITY'S EXISTING MAJOR BUSINESS AREAS TO BRING ABOUT NEW DEVELOPMENT IN THESE AREAS.

Strengthen the competitiveness of the City of Southfield by attracting new businesses.

Business development works with Centrepolis Accelerator, Oakland County Economic Development, Detroit Regional Partnership & Michigan Economic Development Corporation to market our community across the global with social media, direct mailings, group and individual meetings. Showcasing the opportunities available within the community. A special effort is placed on highlighting Lawrence Technological University, innovative Southfield companies, excellent city services and other positive attributes of the city. We also leverage existing businesses to attract their supply chain and partners.

Examples of groups and events:



Examples of Major Redevelopments, Expansions & Attractions



GOAL #2 BUSINESS RETENTION: SUPPORTING EXISTING SOUTHFIELD BUSINESS EMPLOYERS TO BECOME MORE COMPETITIVE, ENABLING THEM TO EXPAND AND GROW IN THE CITY.

Empowering individuals within a business through education and knowledge contribute to its overall growth, competitiveness, and resilience in the marketplace

Retention Meetings. Southfield, Oakland County and MEDC representatives meet with our business community to gain an understanding of their concerns and needs, brainstorm potential solutions such as tax breaks, grants, workforce development programs, or assistance with navigating regulatory processes. These meetings serve as opportunity to strengthen relationships between the businesses and the city.

Hosting Joint Programming with Oak Park, Lathrup Village & Southfield DDA Oakland Thrive & Oakland County MainStreet Program: Established a series of workshops aimed to educate our business community on a variety of topics including accessing loans, cash flow, business planning & marketing. These programs will rotate between our communities.

Continue Sharing resources with the business community to enhance opportunities for advancement and development from on-line resources. BIZBOX: Working with Community Relations to update City Website to add new tools to expand small business educational programming. Metro Community Development is providing an on-line series to increase education of small businesses.



**GOAL #2 BUSINESS RETENTION:
SUPPORTING EXISTING SOUTHFIELD BUSINESS EMPLOYERS TO BECOME MORE
COMPETITIVE, ENABLING THEM TO EXPAND AND GROW IN THE CITY.**

By combining networking opportunities with programming initiatives focused on team building, skill development, and community involvement, businesses can create an environment where camaraderie and connections thrive, ultimately contributing to employee satisfaction, productivity, and overall business success.



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GOAL 3: BUSINESS DIVERSIFICATION: ENCOURAGING AND ASSISTING WITH THE FUTURE DIVERSIFICATION OF THE CITY'S ECONOMIC BASE IN NEW GROWING AND INNOVATIVE INDUSTRIES AND OCCUPATIONS.

Centrepolis Accelerator plays a crucial role in supporting the growth and development of startups and small manufacturers, particularly in industries as critical as advanced manufacturing and hardware innovation.

Supporting entrepreneurs and small manufacturers with Services include Access to Funding, Expert Guidance, Business Resources, Product Development Support, Networking Opportunities. Overall, the Centrepolis Accelerator's comprehensive support ecosystem can significantly accelerate the growth and success of Michigan's advanced manufacturing and hardware innovation ecosystem, ultimately contributing to economic development and job creation in the region.

Centrepolis Accelerator: 67 Clients; Investment to date: \$538,989,100; Current Client Employment: 723 FTE; Client Revenue (last 6 months) \$34,209,880; Clients Product Commercialized: 175; Client Contracts to MI Suppliers: 286; and Value of Client Contracts to MI Suppliers: \$17,947,000

Focus Areas for Industry Transformation

Driving Change in Key Industrial Sectors

Centrepolis Accelerator is dedicated to fostering innovation in critical sectors that are vital to the future of industry. Our focus areas include:

Clean Energy Powering a sustainable future with renewable energy tech.

Advanced Manufacturing Revolutionizing production processes for greater efficiency.

Circular Economy Promoting sustainable practices and resource efficiency.

Industrial Decarbonization Reducing carbon footprints across industries.

Defense Technologies Enhancing mobility and supply chain security.



Employers: An apprenticeship program provides a long-term solution to your workforce needs and talent gaps

Partner with Oakland County Michigan Works! to launch a U.S. Department of Labor Registered Apprenticeship program

A WIN-WIN OPPORTUNITY FOR EVERYONE

Build a Registered Apprenticeship program to expand your skilled workforce and provide a comprehensive, work-based training opportunity.

Apprenticeships combine classroom study with paid, on-the-job training under the supervision of a journey-level craftsperson or trade professional as a mentor.

The length of apprenticeships vary, depending on the training requirements that you determine are necessary for apprentices to succeed.

Registered Apprenticeship programs may be eligible for federal and state grant support.

WHAT'S IN IT FOR YOUR COMPANY?

- Build a skilled, nationally recognized credentialed workforce
- Knowledge transfer to new generation of workers
- Increase employee productivity and collaboration
- Reduce turnover costs
- Lower recruitment investment
- Expand diversity
- Incentives may be available



OAKLAND
COUNTY MICHIGAN
ECONOMIC DEVELOPMENT
DAVID COULTER
OAKLAND COUNTY EXECUTIVE

**GOAL 4: EDUCATED WORKFORCE:
HELPING SOUTHFIELD RESIDENTS
GAIN A GREATER COMPETITIVE EDGE
FOR HIGHER SKILLED AND HIGHER
WAGE EMPLOYMENT OPPORTUNITIES
IN THE FUTURE.**

Oakland County MI Works Southfield aims to connect job seekers with employment opportunities and provide support services to employers. They are working hard to find innovative ways to offer Job Seeker Services, Training and Education Programs, Employment Services, Workforce Development Programs, Unemployment Assistance and Business Services.



GOAL 5: PUBLIC-PRIVATE PARTNERSHIPS: LEVERAGE LEADERSHIP INVOLVEMENT OF PRIVATE AND PUBLIC SECTOR TO INCREASE ACCESS TO HIGH QUALITY BUSINESS AND JOB DEVELOPMENT OPPORTUNITIES FOR THE CITY IN THE FUTURE.

Public-private partnerships are essential for local governments to efficiently deliver public services, address infrastructure needs, promote economic development, and enhance the quality of life for residents. Effective collaboration between the public and private sectors can unlock synergies, drive innovation, and achieve shared goals for the benefit of communities.

De Roy Educational Partnership – Board Member

8MBA - Board Member

Centrepolis Board Member

Automation Alley International Committee Member

Salvation Army of Farmington Hills – Board Member