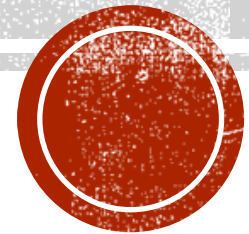


BUSINESS & ECONOMIC DEVELOPMENT YEAR IN REVIEW 2023

Growth Strategy



SOUTHFIELD BUSINESS & ECONOMIC DEVELOPMENT TEAM

Southfield City Council, Mayor &
Administration

All City Departments Assessing,
Building, DDA, Planning, Fire & Police

Oakland County Michigan Works
Southfield

Centrepolis Accelerator at Lawrence
Tech

Southfield Brownfield Redevelopment
Authority

Southfield Area Chamber of Commerce

GOALS FOR 2023

Southfield Business Development, Oakland County Michigan Works Southfield and Centrepolis strategically developed **new and innovative services and alliances to set the stage for a strong future.**

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 Expansions & Attractions



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

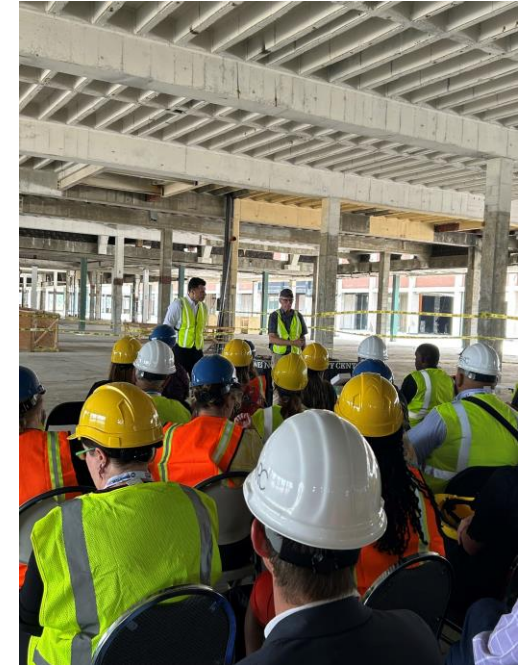
Strengthen the competitiveness of the City of Southfield through redevelopment.

Collaborating with City Administrator Zorn and the Department Heads of Planning, Assessing, Building & Downtown Development Authority to explore alternative uses for our class B and C office spaces. As we look to change the dynamics in the community and generate economic opportunities, it is challenging to execute. Ideas have included: Mixed-Use Developments, Creative Workspaces, Retail and Entertainment, Educational Facilities, Healthcare Services, Tech Hubs, Community Spaces and Housing



Redevelopment Projects:

- Northland Redevelopment
- McKinley
- John Grace Arms
- Former Plante Moran Office Building
- Former Michigan Inn Hotel
- Former Embassy Suites



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, Southfield Area Chamber of Commerce & 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.

Sharing new 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.

Events such as:

Trivia: Host a winter activity to bring companies together

City Centre Company Crawl (LTU students): approximately 50 students visit businesses within the City Centre District with a reception to follow at the Skyline Club.

Working with MEDC Pure Michigan Business Connect to two significant events:

Wellness & Health Summit: MEDC/Centropolis Accelerator hosting a buyer/supplier event showcasing "how to" get your business ready for a big break. (10/24/23)

Southfield Procurement: Southfield Area Chamber of Commerce & MEDC Pure Michigan Business Connect. Enabling women and minority small businesses the opportunity to make meaningful connections with large stakeholders in Southfield & Metro Detroit.



Today we are rolling out 8 new SKUs of natural cold process soaps at Meijer Rivertown Market in Detroit. Find our Berry Clean Soaps brand in the flower department & in the health and beauty isle.



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Southfield Community Cup Challenge

APPLIED
IMAGING

CBRE

Southfield
the center of it all™

Clarience
TECHNOLOGIES

MAGNA

COMAU

EATON

epitec
Placing People First

Credit Acceptance
we change lives!

Lawrence Technological University

MARELLI

S&P Global

rh Robert Half®

RXO

REDICO

SUN

SUN COMMUNITIES, INC.®

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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.

Volunteer Activity – Supporting Blessings in a Backpack & helping at Stevenson School

Funds raised: \$5,724.78, including Credit Acceptance Corp matching funds.

In-kind and on-going:

Robert Half – funded a muralist to design and paint a mural.

Valspar Paint & Lowes donated all of the paint and supplies for picnic tables, playscape and rest rooms.

S & P Global - 450 Boxes of Cereal

Sun Communities & Sun Outdoors - 3,000 Snack Packs-- day of event with continuous support year-round.

Clarence Technologies - Supplying bags of food once a month for 10 months for the BIAB students at Stevenson.



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.

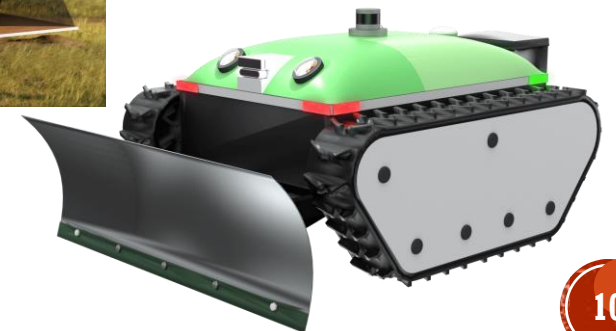
Centrepolis Accelerator plays a crucial role in supporting the growth and development of startups and small manufacturers, particularly in industries as critical as advanced manufacturing and hardware innovation.

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/Evolution Lab has 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

Electric Outdoors, based in Southfield, has been awarded \$325,000 for its EO-Canopy project, a solar-powered and off-grid battery storage destination platform that allows for EV charging at campgrounds and other rural sites.

Snowbotix has been awarded \$200,000 to deploy a fleet of electric and autonomous multi-utility robots that can perform outdoor maintenance tasks like snow removal, power washing, vegetation control, and more.



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.

Staff are regularly invited to participate in business retention and attraction meetings - showcasing the services of this department to bring value to our business community. Reviewing strategy for engaging MI Works in projects. Continually seeking to engage with Southfield Public Schools on initiatives such as Job Fairs, Workforce Preparation, etc. Working to continue the move forward to meet the needs of the community and figure out innovative ways to increase our program and partner participation.



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.

Southfield Chamber of Commerce- Board Member

De Roy Educational Partnership – Board Member

8MBA - Board Member

Centrepolis Board Member

Automation Alley International Committee Member

Salvation Army of Farmington Hills – Board Member





Southfield Community Cup Challenge Summer 2023 Event Recap

October 2023



Program Overview

The Southfield CommUNITY Cup Challenge completed our 7th year. Some of the biggest names in Southfield squared off in 7 events:

- ❖ Outside Games
- ❖ Sand Volleyball
- ❖ Kickball
- ❖ Trivia
- ❖ Goofy Golf
- ❖ Amazing Race Around Southfield
- ❖ Blessings in a Backpack/Stevenson Elementary School Clean Up/Painting

These challenges created fun events that promote team building, wellness and friendly competition. Participants enjoyed meeting work neighbors and building team spirit!

The winners of each challenge received points that are combined with points based on participation on the charity portion of the competition. The company with the most points at the end of the challenge is awarded the Cup and ultimate bragging rights of beating all the other Southfield companies.

Special Thanks HR, P&R, Planning & Southfield Chamber!

Company Participants

APPLIED
IMAGING

CBRE

Southfield
the center of it all™

Clarience™
TECHNOLOGIES


COMAU

Credit  Acceptance
we change lives!

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REDICO

 **Robert Half®**

RXO

S&P Global


SUN COMMUNITIES, INC.®

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verizon✓

Event Overview – Outside Games

June 8

- ❖ Eat to the Beat location (Civic Center & Evergreen)
- ❖ 95 Event Participants & Volunteers



June 21

- ❖ Southfield Municipal Campus
- ❖ 140 Event Participants & Volunteers



Excellent Effort by
Team Southfield



Lawrence Tech wins the event!

Event Overview – KICKBALL

June 28

- ❖ INGLENOOK PARK
- ❖ 150 Event Participants & Volunteers



Event Overview – Trivia

July 20

- ❖ TOWNE SQUARE FOOD & SPIRITS
- ❖ 75 Event Participants & Volunteers
- ❖ Congrats to Clarience Technologies on their win!



Event Overview – Goofy Golf Outing

July 24

- ❖ Evergreen Hills Golf Course
- ❖ 65 Event Participants & Volunteers
- ❖ Congratulations Magna!



Event Overview – Amazing Race

- August 2
 - Detroit Marriot Southfield
 - 65 Event Participants & Volunteers
 - Once again, congratulations Magna!



Event Overview – Charity Wrap Up

- August 16
 - Blessings in a Backpack
 - Stevenson Elementary School
 - 150 Event Volunteers
 - Funds raised: \$5,724.78, including Credit Acceptance Corp matching funds
 - In-kind and on-going:
 - Robert Half – funded a muralist to design and paint a mural
 - Valspar Paint & Lowes donated all of the paint and supplies for picnic tables, playscape and rest rooms
 - S & P Global - 450 Boxes of Cereal
 - Sun Communities & Sun Outdoors - 3,000 Snack Packs day of event with continuous support year round
 - Clarence Technologies - Supplying bags of food once a month for 10 months for the BIAB students at Stevenson



Feeding a child is a simple thing that can be taken for granted. But, for the families served by Blessings in a Backpack, a year's backpacks of food can be life changing. On behalf of the children and their families who will benefit by your actions, we thank you for your support. You have made a difference in the life of a child.

Event Overview – Charity Wrap Up





Event Overview – Charity Wrap Up



And the Winner is:



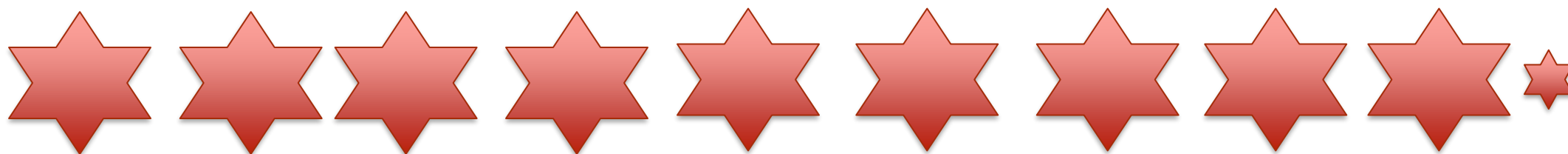
	OUTSIDE GAMES	VOLLEY	KICK	TRIVIA	GOLF	RACE	CHARITY	Points
APPLIED INNOVATION	12	0	2	1	1	2	1	19
CBRE	0	2.5	1	0	4	0	2	9.5
CITY OF SOUTHFIELD 	3	1	1	1	1	3	2	12
CLARIENCE	4	1	2	5	1	0	3	16
COMAU	4	1	2	1	1	4	4	17
CREDIT ACCEPTANCE	4	1	2	1	1	2	2	13
EATON	4	1	2	0	0	0	2	9
EPITEC	4	4	2	1	1	2	2	16
LAWRENCE TECH	8	5	4.5	1	3	2	1	24.5
MAGNA 	10	1	2.5	1	5	6	4	29.5
ROBERT HALF	8	1	2	1		2	4	18
REDICO	0	0	0	1	0	0	2	3
RXO	7	2.5	2	4	1	2	2	20.5
S&P GLOBAL	4	1	4.5	3	0	5	4	21.5
SUN COMMUNITIES	4	0	1	1	0	0	5	11
VEONEER	7	2.5	1	1	1	0	2	14.5
VERIZON	0	1	2.5	1	1	0	1	6.5

Survey Results

On a Scale of 1 to 10, how would you rate your overall experience with the Southfield Community Cup program?

•Answered: 37

•Skipped: 0



9.2

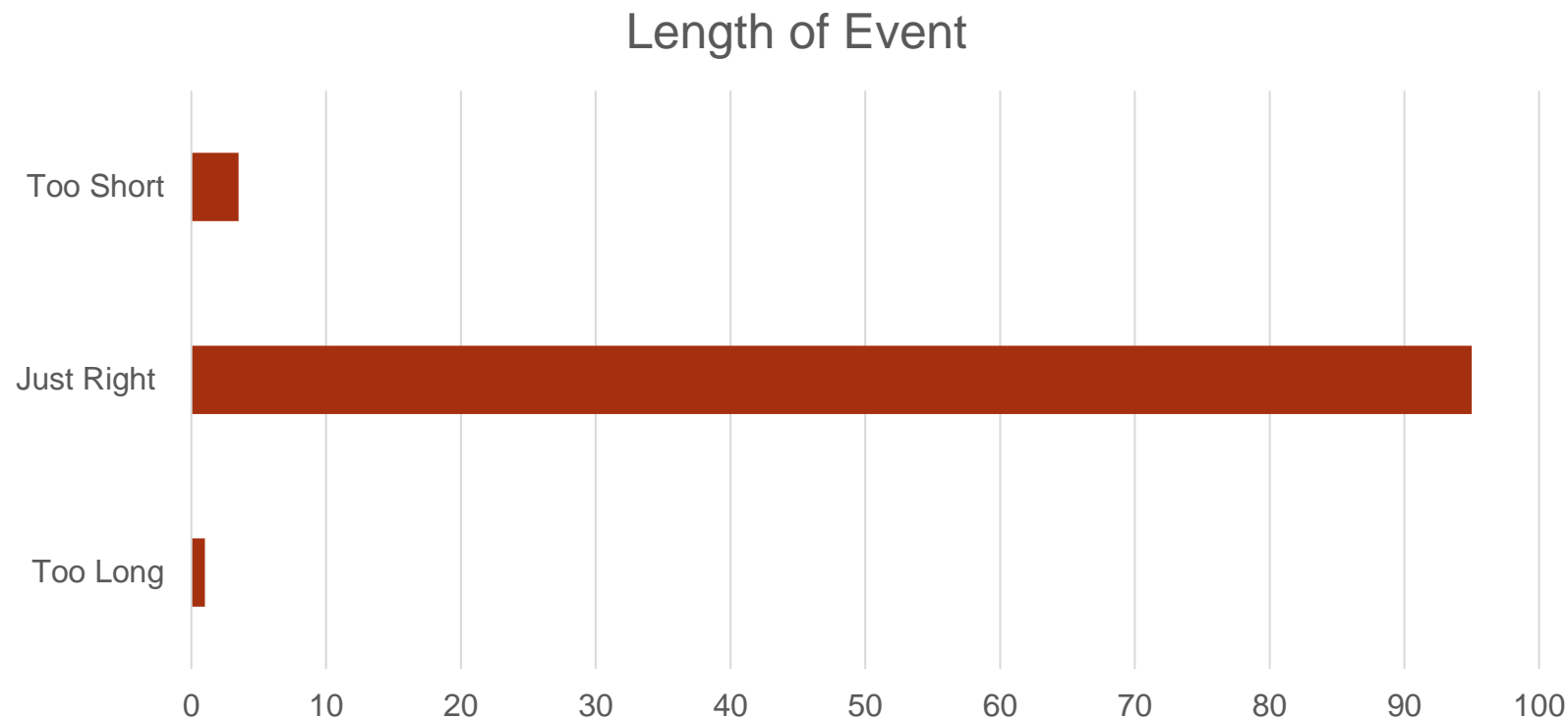
average rating

Southfield Community Cup Challenge 2022 Survey

Survey Results

How did you feel about the length of the Southfield Community Cup (June 9 - August 4)?

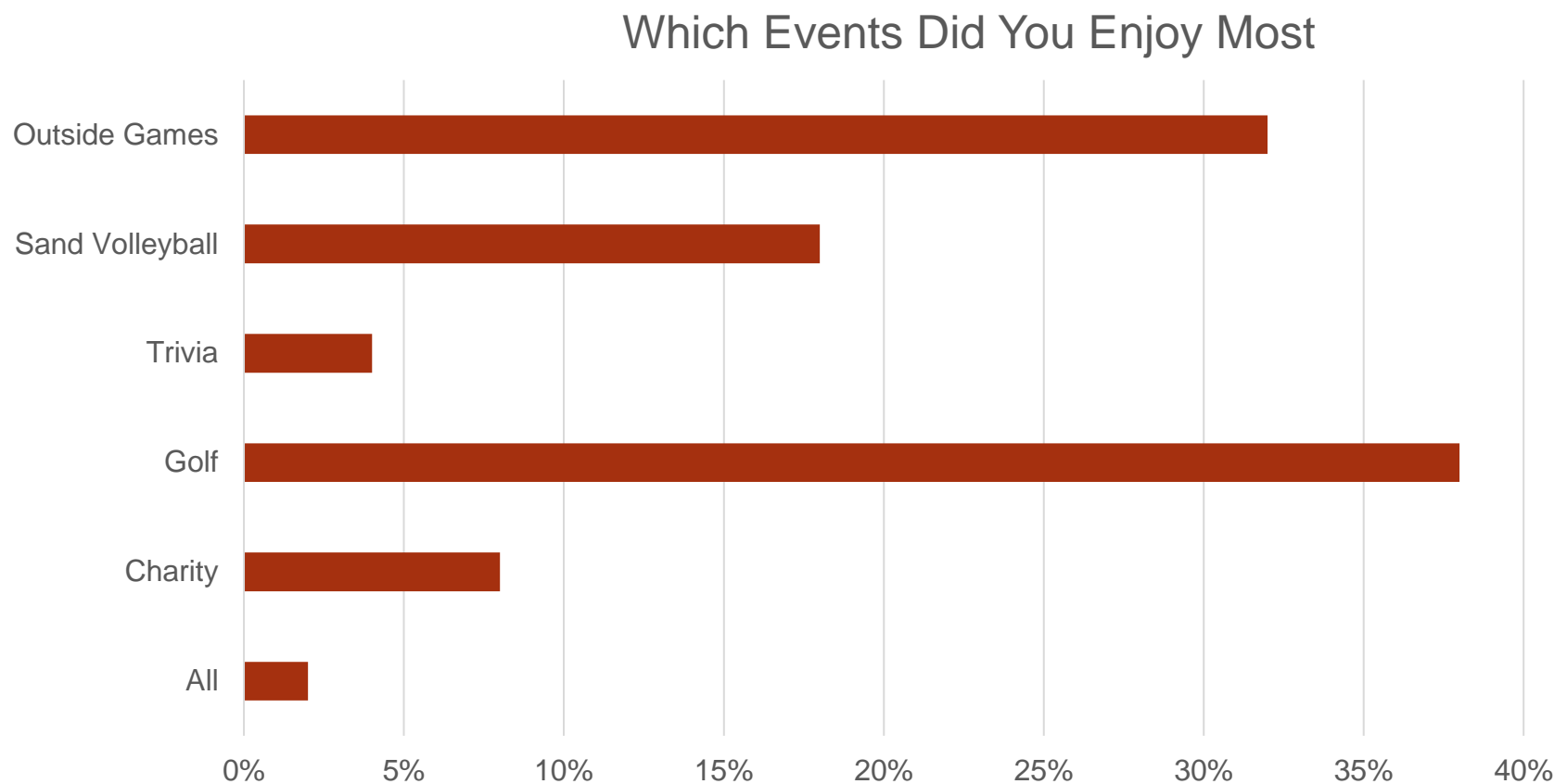
- Answered: 37
- Skipped: 0



Survey Results

Which activity did you like the most in the Southfield Community Cup?

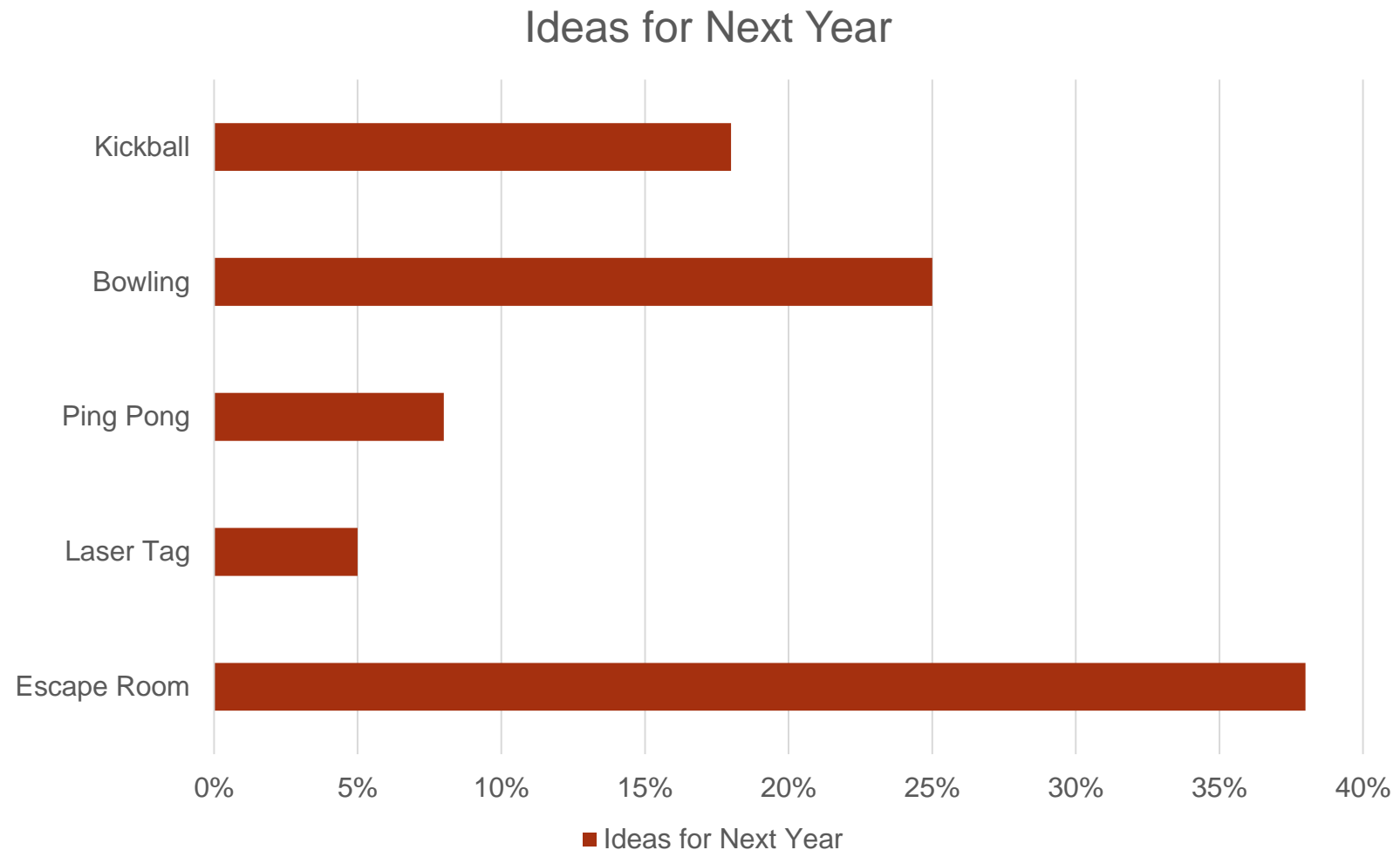
- Answered: 37
- Skipped: 0



Survey Results

What events would you like to see next year?

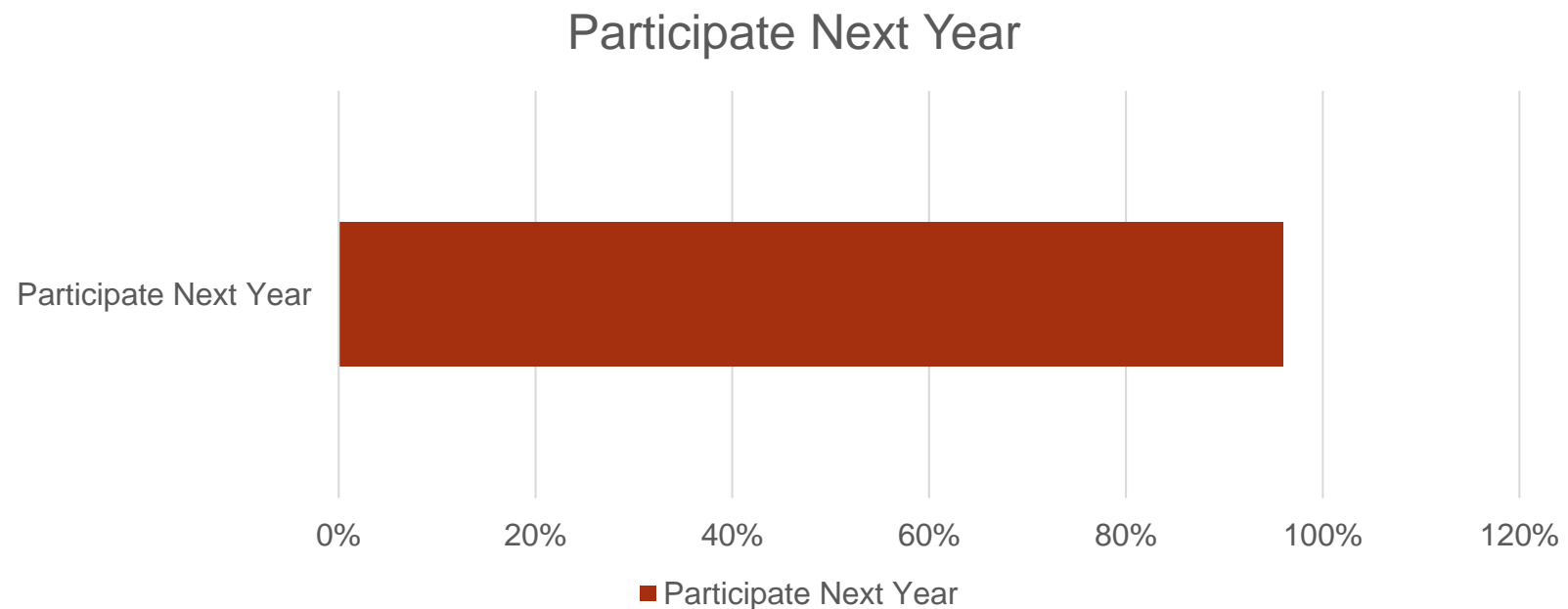
- Answered: 37
- Skipped: 0



Survey Results

What is the likelihood that your company will be participating again next year?

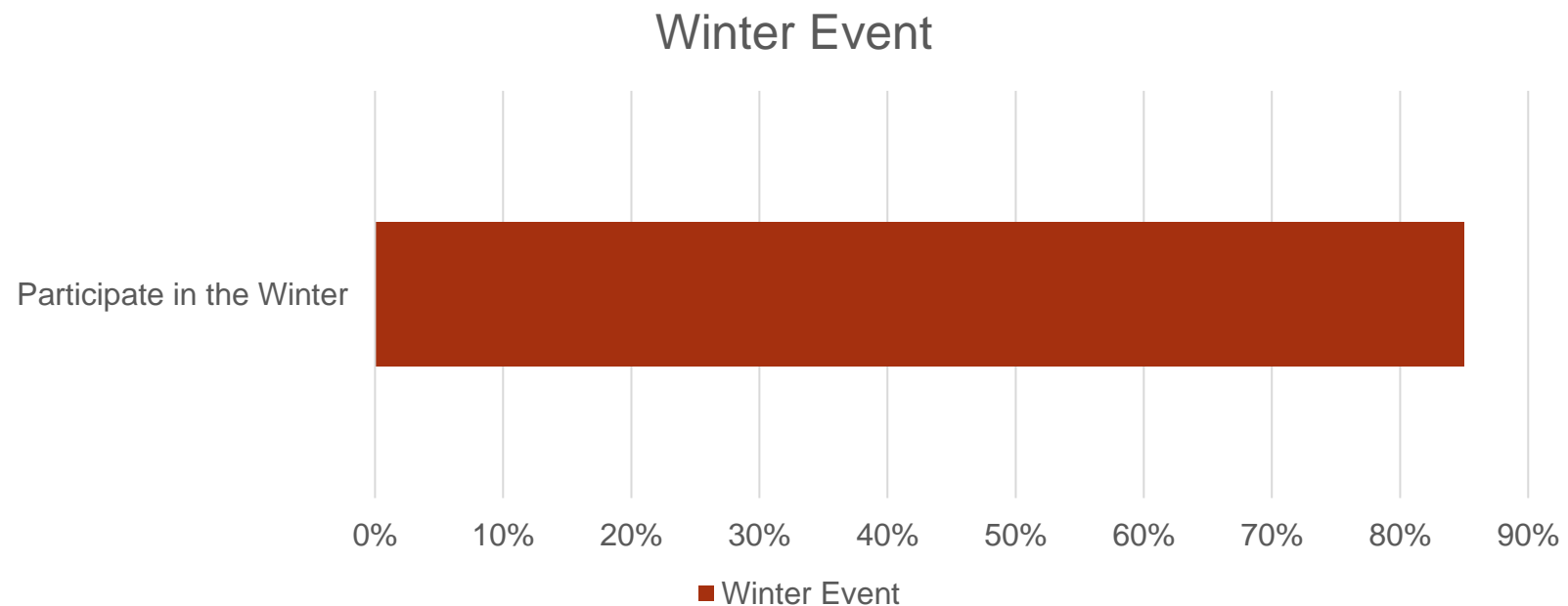
- Answered: 37
- Skipped: 0



Survey Results

What is the likelihood that your company would participate in a trivia contest in the winter?

- Answered: 36
- Skipped: 1



Summary of Comments

- More "happy hour" or social networking events where it's easier to meet and network with people from other companies with a competitive component -- Darts, pool, bowling, etc.
- Maybe shorten the program – it was challenging filling spots late in the summer.