

Oakland luring business

Thursday, January 10, 1984 O-61

(O-9A)

By Kathi Parrish
staff writer

Setting up business means a lot of running around. There's land to look at, tax rates and freeway access to check out.

But Oakland County wants to cut out some of the legwork.

To attract businesses, Oakland County Executive Daniel T. Murphy hopes to set up a center filled with information companies need before locating—or relocating.

"We want to make a central place for people who want to do business and expand business," Murphy told members of the Greater West Bloomfield Chamber of Commerce last week.

"That's not possible any other place in Oakland County."

IF APPROVED by county commissioners, the beefed-up Economic Development Division would help companies find the best sites and financing possible.

Plans are to transfer seven to nine more county employees to the division by January 1985. There are now four in the office.

Citing the case of a Rochester business lured away to Indiana because it couldn't get answers from the state about expansion, Murphy said he intends to see that doesn't happen again.

"We had that corporation. We can't

County helps with sites, saves firms legwork

afford to lose a corporation like that because we don't have information."

SPEAKING AT A luncheon in Win Shuter's, Murphy filled the group in on conclusions reached by the Oakland County Business Attraction and Expansion Strategy Committee.

Made up of business experts, financial advisers, educators and government representatives, the 10-member committee suggested ways the county can aid existing businesses. It also offered pointers on how to encourage new businesses to choose Oakland County.

The report also recommends support and encouragement of "destination areas" where similar types of business cluster. Some exist now along I-696 in Farmington and I-275 in Troy. Other developments are planned at Oakland Technology Park adjacent to Oakland University.

"People migrate to areas because business is there," the official explained.

THE COMMITTEE recommendations are not a "quick fix," Murphy said. Instead they emphasize long-term

strategies which could influence the county economy.

"We're interested as the county grows in the next 15-20 years to have a path to go, to keep business here and bring new businesses," he explained.

"We're all concerned about the future. We want to make sure this is going to be a place we want to be and stay."

"We want to make Oakland County the most prosperous place in the nation."

MURPHY SAID all plans will depend on the communities involved. Although he believes industrial parks are very important to high tech firms, much rests with local officials.

"We're not telling people what to do. The zoning belongs to the local unit. We must do all this in conjunction with local units of government. But the county official stressed that Oakland isn't trying to lure companies away either nearby areas.

"We're not going into Detroit to get businesses. If a company locates in Wayne, Macomb or Washtenaw counties, it's good for us," he said firmly. "But we're not going to let companies leave southeastern Michigan and go somewhere else."



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Assets	Liabilities
1. Cash and due from depository institutions (17 from State & C, 2 from U.S. Treasury)	1. Deposits (17 from State & C, 2 from U.S. Treasury)
2. U.S. Treasury securities	2. Deposits of other depository institutions (17 from State & C, 2 from U.S. Treasury)
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Defense firms honored

Nearly 40 Michigan firms have been nominated for Michigan Defense Contractors excellence awards.

The awards program is a project of the Metropolitan Detroit Council, Navy League of the United States. It is co-sponsored by Sen. Carl Levin, D-Mich., and U.S. Reps. Dennis Hertel, D-Troy, Carl Pursell, R-Plymouth, and Bob Davis, R-Gaylord.

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Sterling Heights: Cadillac Products; S & H Products Inc.

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