

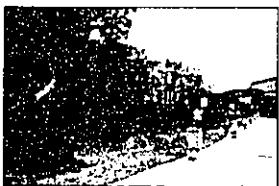
Troy describes itself as "The City of Tomorrow...Today." Troy is indeed a relatively young, modern, well-planned city of more than 76,000 residents and of more than 93,000 jobs for people to work here each day.



*Somerset Collection*

K-Mart Corporation's decision in 1972, to locate its headquarters on Big Beaver Road is generally credited with beginning Troy's transition to a modern city. However Troy's reputation as an elite corporate boom town did not become clearly established until after the 1982 recession. That is when so many other corporations—such as Kelly Corporation, Standard Federal Bank, Ameritech Publishing and the Budd Company—joined K-Mart along Big Beaver Road that it became known as the "Golden Corridor." To be located in Troy was to be "located where the action is among high tech companies."

Two miles north at another Troy exit on I-75 the Northfield Hills Corporate Center developed with companies such as EDS, Vickers, Lucas Industries and PPG Industries locating operations there. Troy was predicted to be one of twenty "go-go growth



*K-Mart's International Headquarters*

**TROY**

**TROY CITY OFFICES**

500 West Big Beaver Road, Troy, MI 48084  
524-3300

<p><b>SERVICES</b></p> <p>Police ..... 524-3477 Fire ..... 524-3419 Trash Removal ..... 524-3399</p>	<p><b>MAJOR EMPLOYERS</b> (# OF EMP.)</p> <p>EDS (6,600) K-Mart HQ (4,000) Entech Service Inc. (1,600) Ameritech Publishing Inc. (1,475) BASF Corp. (1,000) GTE Valente (1,000)</p>
<p><b>PROFILE</b></p> <p>1992 Population ..... 76,572 1989 Per capita income ..... \$23,249 1992 Total labor force ..... 38,701 1992 Unemployment ..... 5.2% 1990 Avg. housing cost ..... \$131,209 1991 tax rate/ \$1,000 SEV ..... \$43.24-\$56.59</p>	

towns" in the United States through 1993 in a study reported by the Wall Street Journal in March 1989.

More evidence of Troy's youth is that two regional shopping centers function as its city center shopping district. The Oakland Mall area, anchored by several national retail chains such as Hudson's, J. C. Penney's and Sears, has been one of the highest volume mall areas in the United States for over 20 years.

The recently expanded Somerset Mall probably best represents the way Troy sees itself, as a blend of chic sophistication and trendiness. The Somerset Collection, as it is now called, has "the best names at the best address" and includes stores such as Neiman Marcus, Saks Fifth Avenue, Barney's and the Crate and Barrel.

Troy is also a desirable place to live, and many have chosen so they can live and work in the same city. Troy has houses and some apartment and condominium complexes to fit a range of budgets and lifestyles. The people who settle here seem to be exceptionally warm and friendly and take great pride in their neighborhoods.

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