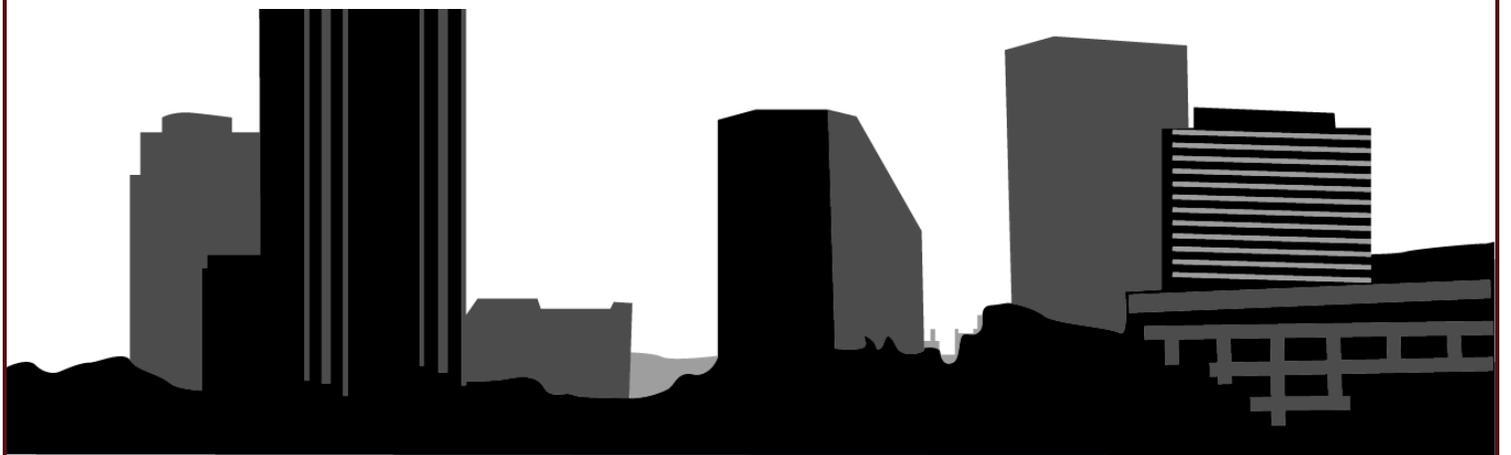


# Southfield

## Economic Profile

Created by Bonner Advisory Group

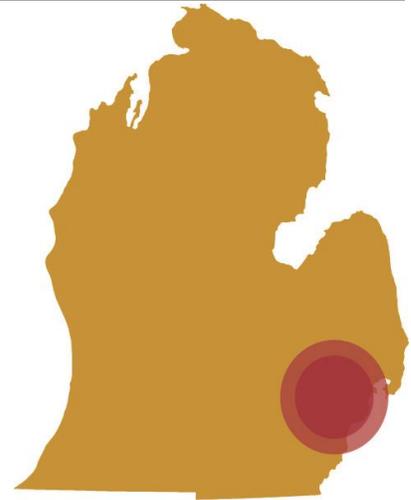
January 2016



# 1 ECONOMIC OVERVIEW

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Located in Oakland County in the Southeast Region of the state, the City of Southfield has a population of approximately 73,000 people living within 26.27 square miles. The city is a major commercial and business center in Southeast Michigan, with more than 10,390 firms and over one hundred Fortune 500 companies located within its borders. Notable companies located in Southfield include DENSO, Lear Corporation, IHS Automotive, and the Michigan headquarters locations for Plante Moran and Federal Mogul. Key industries include the automotive, advanced manufacturing, software and IT, and business services—specifically call centers—industries.



## AUTOMOTIVE AND ADVANCED MANUFACTURING

The City of Southfield is home to tier one automotive suppliers, such as Federal Mogul, Denso and Lear Corporation, and numerous companies supporting the robust automotive industry in surrounding Southeast Michigan. Oakland County has some of the highest concentrations of Engineering & Design workers in the nation, with skilled trades and engineering employment in the region reaching almost 200,000 in 2014. With a location quotient of 9.05, which measures the relative concentration of workers in an area compared to the nation as a whole which uses the baseline measurement of 1.0, Oakland County has an 805% higher concentration than the average US community. The automotive and manufacturing industries continue to be a cornerstone of the city's local, regional and statewide economy.

## SOFTWARE AND IT

With location quotient measures ranging from 0.97 to 1.94, Oakland County and the City of Southfield boast a competitive concentration of software and IT workers than that of the average US city. Wages for IT workers in the City of Southfield are extremely competitive; starting rates average around \$25 per hour for many top occupations, with median rates over \$40 per hour. The demand for software and IT talent continues to grow in the region, and is supported by the presence of Microsoft, IBM, and Cisco Systems.

## BUSINESS SUPPORT SERVICES

The City of Southfield is home to business support service centers for many of Southeast Michigan's major corporations, including Blue Care Network, Michigan Mutual, and Credit Acceptance Corporation. In 2014, there were over 62,809 workers in administrative and business support service positions in Oakland County alone. Occupation titles include analysts, administrative assistants, customer service representatives, telephone call center, telephone answering service, telemarketing and other contact center positions. Employment in the professional and business support sectors for Southfield has increased by 26 per cent from 2010 to 2014, and call center workforce numbers has increased by 46.6 per cent in that same time period. Firms have clearly recognized that Southfield has the location, infrastructure, and talent needed for their business support service centers.

**CITY OF SOUTHFIELD ECONOMIC DATA**

	<b>Southfield</b>	<b>Oakland County</b>	<b>Michigan</b>
<b>Population</b> (2014 estimate)	73,002	1,237,868	9,909,877
<b>Median Age</b>	42.1	40	39
<b>Educational attainment:</b> Associate Degree or Higher (25+)	46.2%	49.6%	25.9% <small>(Bachelor's Degree or Higher)</small>
<b>Median household income</b>	\$49,841	\$65,594	\$48,411
<b>Per capita income</b> (2013)	\$28,635	\$36,458	\$25,681
<b>Number of households</b>	31,452	486,332	3,823,280
<b>Residential Vacancy Rate</b>	5.9%	8.43%	2.7%
<b>Total number of firms</b>	10,390	128,040	816,972
<b>Labor Force</b> (2014)	34,035	627,399	4,747,839

**TOP EMPLOYERS**

<b>Name of Company</b>	<b>Number of Employees</b>
<b>St. John Providence Hospital</b>	3,600
<b>Lear Corp.</b>	1,450
<b>DENSO</b>	1,100
<b>Blue Care Network</b>	1,000
<b>Federal Mogul Corp.</b>	800
<b>Credit Acceptance Corp.</b>	775
<b>Comau</b>	725
<b>Metropolitan Life Insurance</b>	675

**FORTUNE 500 COMPANIES**

<b>Name of Company</b>
<b>Wal-Mart Stores</b>
<b>Exxon Mobil Corp.</b>
<b>Chevron</b>
<b>General Motors Corp.</b>
<b>Ford Motor Company</b>
<b>Citigroup</b>
<b>Bank of America Corp.</b>
<b>AT&amp;T</b>

## 2 OPERATING A BUSINESS IN SOUTHFIELD

The following section provides estimates of various aspects of operating a business in the City of Southfield, as well as information about access and transportation.

<b>Annual Average Industrial Asking Lease Rate</b>	\$5.80 per square foot
<b>Annual Gross Office Asking Lease Rate</b>	\$16.84 per square foot
<b>Average Small Manufacturing Facility Cost</b> (excluding finishes)	\$115 - \$130 per square foot
<b>Average Large Manufacturing Facility Cost</b> (excluding finishes)	\$100 - \$115 per square foot
<b>Average Class A/B Office Facility Cost</b> (excluding finishes)	\$175 - \$200 per square foot
<b>Non P.R.E. Millage Rates</b>	
Southfield Public School District	62.95
Birmingham City School District	63.66
Oak Park City School District	69.32

Type of Use	Water and Sewer Utility Rates (\$ per 100 feet <sup>3</sup> )	Estimated Annual Tax Rate (\$ per square foot)
<b>Water Standard Rate</b>	<b>\$3.838</b>	-
<b>Sewer Standard Rate</b>	<b>\$5.566</b>	-
Corporate Headquarters Estimate	\$9.37	\$1.08
Large Manufacturing Facility Estimate	\$9.51	\$0.60
Medium Manufacturing Facility Estimate	\$8.91	\$0.70
Large Box Retail Estimate	\$9.44	\$2.00
High Tech Center Estimate	\$8.95	\$1.29
Call Center Operations Estimate	\$9.40	\$1.71
Research and Development Center Estimate	\$9.59	\$0.69

### DTE ENERGY UTILITY INFRASTRUCTURE COSTS

*Rate Schedule	Full Service Contract Term, Years					No Full Service Contract
	1	2	3	4	5	
<b>D6, D6.1, D7, D4</b>	\$115/kW	\$220/kW	\$320/kW	\$410/kW	\$500/kW	\$60/kW
<b>D6.2, D3</b>	\$90/kW	\$175/kW	\$250/kW	\$320/kW	\$390/kW	\$60/kW
<b>D8, R1.1, R1.2</b>	\$80/kW	\$150/kW	\$215/kW	\$275/kW	\$330/kW	\$60/kW
<b>R10 Stack</b>	\$50/kW	\$90/kW	\$130/kW	\$170/kW	\$205/kW	\$60/kW
<b>R10 MISO</b>	\$15/kW	\$30/kW	\$40/kW	\$50/kW	\$60/kW	\$60/kW

### TRANSPORTATION AND EASE OF ACCESS

Distance to:	Driving Time:
<b>Detroit, MI</b>	20 minutes
<b>Lansing, MI</b>	80 minutes
<b>Ann Arbor, MI</b>	45 minutes
<b>Flint, MI</b>	65 minutes
<b>Troy, MI</b>	20 minutes
<b>Livonia, MI</b>	20 minutes
<b>Auburn Hills, MI</b>	25 minutes

### AIRPORTS

<b>Distance to:</b>	<b>Driving Time:</b>
<b>Detroit Metropolitan Wayne County Airport (DTW)</b>	30 minutes
<b>Flint Bishop International Airport (FNT)</b>	67 minutes
<b>Oakland County International Airport (PTK)</b>	30 minutes

### PORTS

<b>Distance to:</b>	<b>Driving Time:</b>
<b>Detroit Wayne County Port Authority</b>	18 minutes
<b>Port Huron, MI</b>	67 minutes
<b>Port of Monroe, MI</b>	45 minutes

### MAJOR HIGHWAYS

<b>Distance to:</b>	<b>Driving Time:</b>
<b>I-96</b>	10 minutes
<b>I-75</b>	20 minutes
<b>I-696</b>	5 minutes
<b>I-94</b>	20 minutes

### 3 TALENT

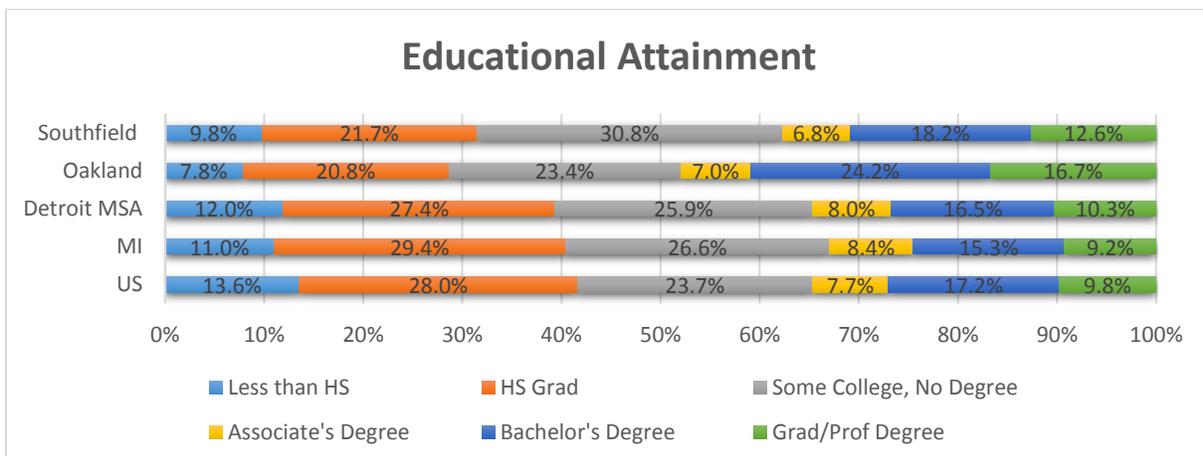


The labor force in the City of Southfield totals 34,035 with employment totaling 30,758 at the end of 2014. At 5.8%, the city enjoys a relatively low unemployment. Employment within the county has grown by approximately 5.8% from 2010 to 2014.

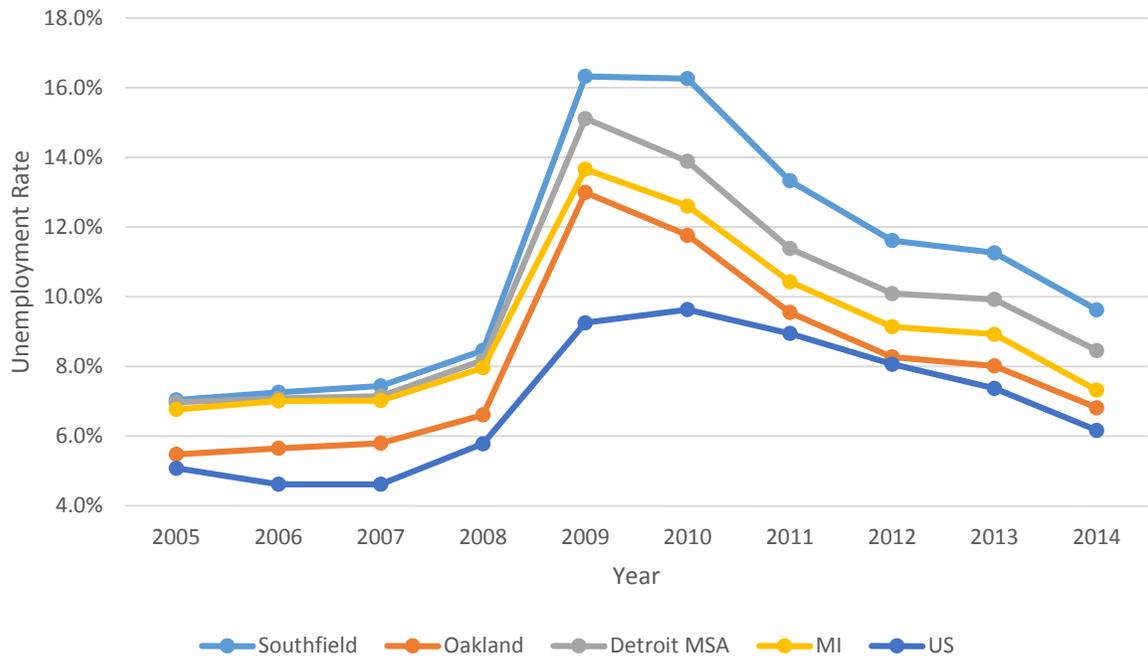
According to the Southeast Michigan Council of Governments (SEMCOG, 2015), 75,295 people commute to the City of Southfield for work, while 25,396 residents commute to neighboring towns and cities for work. Approximately 7,165 people both live and work within the city.

#### TALENT & EMPLOYMENT DATA

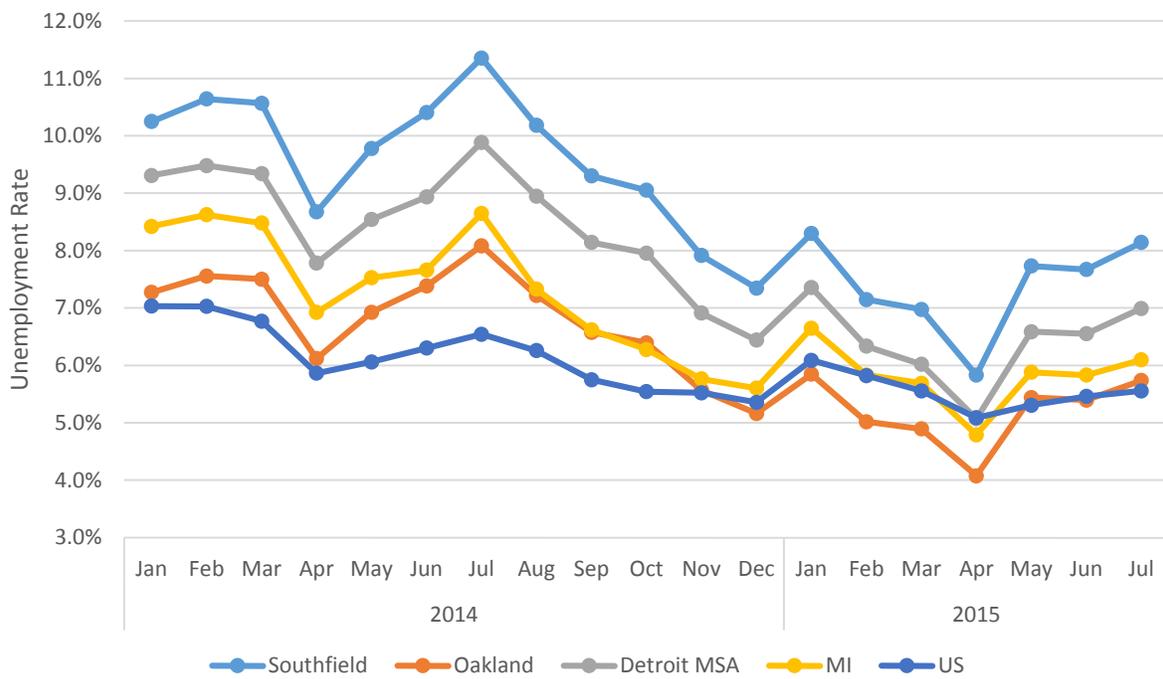
	Southfield	Oakland County	Michigan
<b>Labor Force</b> (2014)	34,035	627,399	4,747,839
<b>Employment</b> (2014)	30,758	584,634	4,442,272
<b>Employment Growth Rate</b> (2010-2014)	5.8%	6.5%	5%
<b>Unemployment</b> (2014)	3,277	42,765	305,567
<b>Unemployment Rate</b> (2014)	9.6%	6.8%	7.3%
<b>Mean travel time to work</b> (age 16+)	25.1 minutes	26.8 minutes	24.3 minutes
<b>Educational attainment:</b> Associates Degree or Higher (18 years old +)	37.6%	47.9%	32.9%
<b>Median household income</b>	\$49,841	\$61,907	\$48,411



### Annual Unemployment Statistics 2005 - 2014



### Monthly Unemployment Statistics January 2-14 - July 2015



<b>Percent Unionized</b> (Bureau of Labor Statistics, 2010)	
<b>Michigan</b>	16.5%
<b>US</b>	11.9%

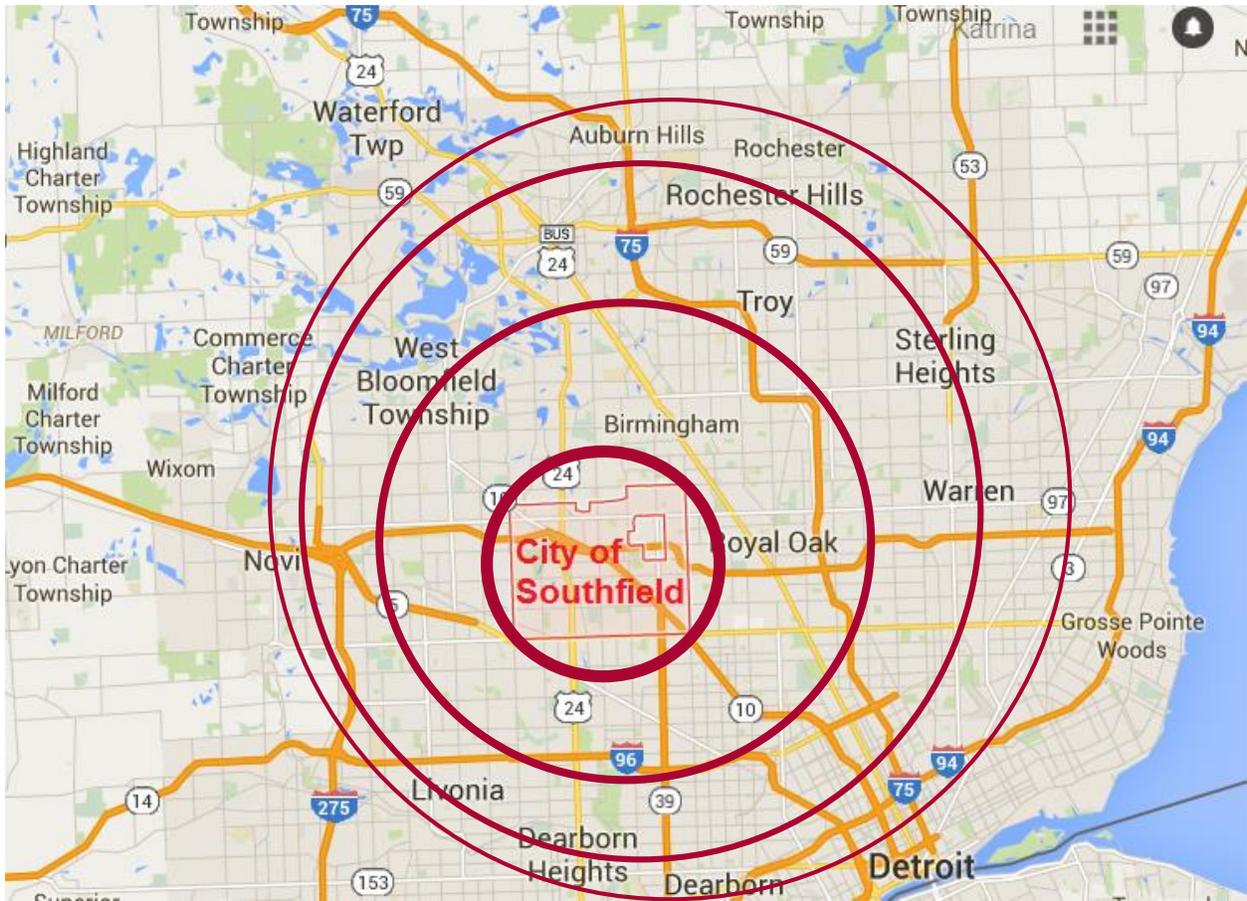
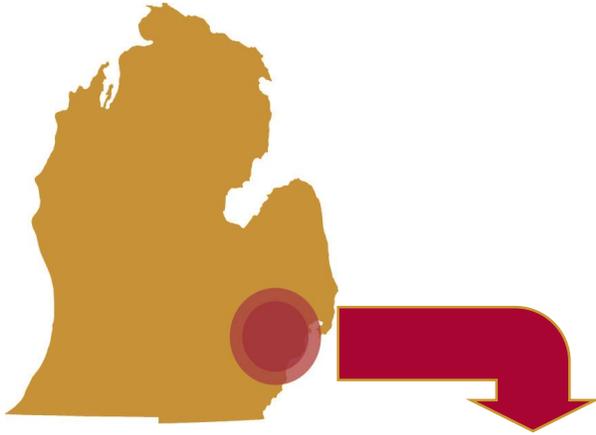
**WHERE WORKERS COMMUTE FROM**

<b>Location</b>	<b>Number of Workers</b>
<b>Detroit</b>	12,595
<b>Southfield</b>	7,165
<b>Farmington Hills</b>	4,250
<b>Royal Oak</b>	2,660
<b>West Bloomfield Twp.</b>	2,610
<b>Livonia</b>	2,480
<b>Novi</b>	2,070
<b>Warren</b>	1,940
<b>Sterling Heights</b>	1,870
<b>Bloomfield Twp.</b>	1,765
<b>Elsewhere</b>	43,055
<b>Total</b>	<b>82,460</b>

**WHERE RESIDENTS WORK**

<b>Location</b>	<b>Number of Workers</b>
<b>Detroit</b>	8,800
<b>Southfield</b>	7,165
<b>Farmington Hills</b>	1,620
<b>Dearborn</b>	1,320
<b>Troy</b>	1,185
<b>Royal Oak</b>	1,105
<b>Livonia</b>	930
<b>Warren</b>	835
<b>Novi</b>	800
<b>Oak Park</b>	655
<b>Elsewhere</b>	8,146
<b>Total</b>	<b>32,561</b>

# WHERE WORKERS COMMUTE FROM AND WHERE RESIDENTS COMMUTE TO

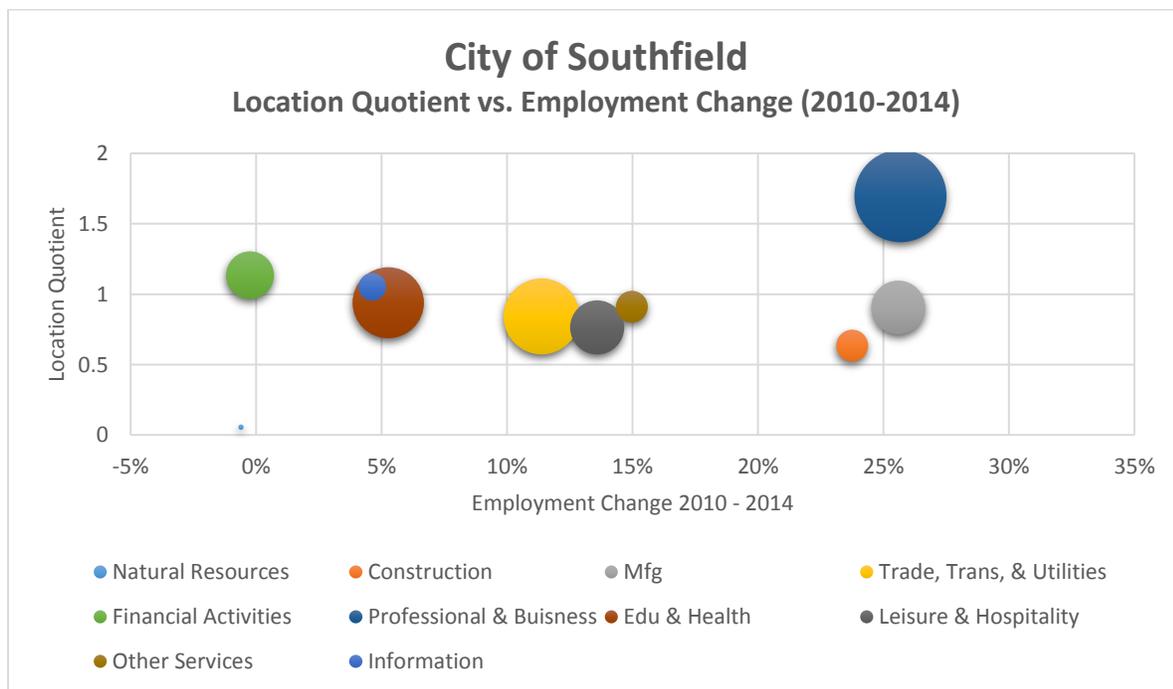


### OAKLAND COUNTY EMPLOYMENT BY INDUSTRY (2014)

Industry	Employment
<b>Professional and Business Services</b>	181,104
<b>Trade, Transportation, and Utilities</b>	122,990
<b>Education and Health Services</b>	108,099
<b>Leisure and Hospitality</b>	62,549
<b>Manufacturing</b>	61,554
<b>Financial Activities</b>	48,681
<b>Information</b>	16,089

### LOCATION QUOTIENT ANALYSIS

A location quotient is a measurement of the concentration of workers in an area compared to the nation as a whole, with a measurement of 1.0 being the baseline. The graph below shows location quotients for various industries as they compare against employment change rates within the City of Southfield. As shown below, there is a high concentration of professional and business service workers in the city already, and the employment rate in this sector continues to climb by 25%.



OAKLAND COUNTY: AVERAGE HOURLY WAGES BY INDUSTRY (2014)

NAICS Code	Industry	2014 Average Hourly Wages
336	Transportation Equipment Manufacturing	\$42.65
51	Information	\$36.52
54	Professional and Technical Services	\$38.15
561	Administrative and Support Services	\$18.48

DETROIT MSA: AVERAGE HOURLY WAGES BY OCCUPATION (2014)

Industry	Occupation	2014 Average Hourly Wages
<b>Automotive and Advanced Manufacturing</b>	Industrial Engineers	\$42.35
<b>Professional Services</b>	Accountants and Auditors	\$35.62
	Financial Analysts	\$39.66
	Insurance Sales Agents	\$38.60
	Management Analysts	\$29.14
<b>Information Technology and Software</b>	Computer Systems Analysts	\$43.83
	Computer Software Engineers, Applications	\$46.08
	Computer Software Engineers, Systems Software	\$42.54
	Network and Computer Systems Administrators	\$37.05
	Computer and Information Systems Managers	\$64.70
<b>Call Centers</b>	Customer Service Representatives	\$16.23

## 4 TALENT RESOURCES

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Southfield businesses, workers, job seekers, and students have access to a number of educational institutions, and workforce training and development resources. These resources help employers identify, recruit, and train current and future employees, and help students and job seekers identify and prepare for career opportunities.

### **SOUTHFIELD MICHIGAN WORKS! SERVICE CENTER OF OAKLAND COUNTY**

The Southfield Michigan Works! Service Center is a division of the City of Southfield Department of Human Services in cooperation with Southfield Public Schools. It is one of eight service centers in Oakland County, and serves as a One-Stop Center providing employment services, Workforce Invest Act (WIA) advisory services, Trade Adjustment Assistance (TAA), and Partnership, Accountability, Training, Hope (PATH) services to job seekers and employers. Together with the City of Southfield's Business Development Department, the Southfield Area Chamber of Commerce, the schools, and local area business, Southfield Michigan Works! aims to develop a system that produces a workforce with the required skills to maintain and enhance the Michigan economy.

[www.CityofSouthfield.com/careercenter](http://www.CityofSouthfield.com/careercenter)

### **LAWRENCE TECHNOLOGICAL UNIVERSITY**

Lawrence Tech is one of the nation's premier schools in engineering, architecture, science and applied technology. Landing spots on Princeton Review's "Best in the Midwest" list and Intel's "Top 50 Unwired Campuses" list, LTU offers over one hundred technology-infused academic programs and applied research components to its over 4,000 undergraduate and graduate students. The university also leverages industry and community partnerships through the LTU Business and Technology Accelerator, where high-tech second-stage companies can find resources to develop and grow, and the Center for Innovative Materials Research, where development and testing of composite materials for defense and infrastructure applications are conducted.

[www.LTU.edu](http://www.LTU.edu)

### **SPECS HOWARD SCHOOL OF MEDIA ARTS**

At its main campus in Southfield and at its satellite location in Farmington Hills, Specs Howard offers a blended curriculum, combining on-campus coursework, hands-on training, and online study designed to build the confidence and skill levels needed to succeed in the world of media arts. Today, over 15,000 Specs graduates are working throughout the world in all aspects of the media arts.

[www.SpecsHoward.edu](http://www.SpecsHoward.edu)

## OAKLAND COMMUNITY COLLEGE

With locations in the City of Southfield and in the neighboring municipalities of Royal Oak, Farmington Hills, Auburn Hills, Bloomfield Hills and Waterford, Oakland Community College is an established leader in providing just-in-time resources that help businesses excel in an ever-changing marketplace. OCC collaborates with employers to provide customized training, skill assessments, and safety and compliance training courses to employees, and internships and co-op's to high school and college students. OCC also provides assistance to businesses seeking to secure government procurement contracts.

[www.OaklandCC.edu](http://www.OaklandCC.edu)



## 5 INCENTIVES

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### TAX INCREMENT FINANCING

The City of Southfield may create a tax increment financing district in eligible areas to capture taxes generated by new capital investment. These funds may be used to finance public improvements to the district, including infrastructure improvements such as roads, water, sewer and site development, as well as new private investment projects.

### LOCAL DEVELOPMENT FINANCE AUTHORITY

Using tax increment financing, the LDFA is a public corporate body created primarily to plan and finance infrastructure and public improvements necessary to attract agricultural processing, manufacturing, engineering, and high technology activity. The City of Southfield may establish an LDFA to encourage local development and job creation related to these activities.

### BROWNFIELD AUTHORITY

The City of Southfield is a core community with an established Brownfield Authority that considers qualifying properties for tax increment financing reimbursement that can be applied towards specific activities pursuant to Public Act 381 (Brownfield Redevelopment Financing Act). Qualifying properties include, but are not limited to, tax reverted, blighted, or functionally obsolete property. Activities such as environmental assessments infrastructure improvements, demolition, lead or asbestos abatements, among others, can be eligible for reimbursement.

<http://www.michiganbusiness.org/cm/Files/Fact-Sheets/BrownfieldRedevelopmentAuthorityPA381.pdf>

### TAX ABATEMENTS

- Personal Property Tax Relief (PA 328) allows distressed communities, county seats and certain border communities to abate personal property taxes on new investments made by eligible businesses.  
<http://www.michiganbusiness.org/cm/files/fact-sheets/personalproptax328.pdf>
- Industrial Property Tax Abatements (PA 198) provide incentives to encourage Michigan manufacturers and high technology companies to make new investments in the state.  
[www.michiganbusiness.org/cm/Files/Fact-Sheets/IndustrialProptaxAbatePA198.pdf](http://www.michiganbusiness.org/cm/Files/Fact-Sheets/IndustrialProptaxAbatePA198.pdf)
- The Commercial Rehabilitation Act (PA 210) encourages the rehabilitation of commercial property by abating the property taxes generated from new investment.  
<http://www.michiganbusiness.org/cm/files/fact-sheets/commercialrehabilitatiionact.pdf>
- The Obsolete Property Rehabilitation Act (PA 146) provides property tax exemptions for commercial and commercial housing properties that are rehabilitated and meet the requirements of the Act. Properties must be located in an established Obsolete Property Rehabilitation District, and the local assessor must provide a statement of obsolescence.  
[http://www.michigan.gov/taxes/0,1607,7-238-43535\\_53197-213177--,00.html](http://www.michigan.gov/taxes/0,1607,7-238-43535_53197-213177--,00.html)

## FINANCING & CAPITAL PROGRAMS

There are a number of financing and capital programs available to businesses in the City of Southfield and throughout the State of Michigan. The following resources provide more information about which programs would be most appropriate for your business:

- U.S. Small Business Administration ([www.sba.gov](http://www.sba.gov))
- Oakland County SBA Program  
(<https://www.oakgov.com/advantageoakland/business/Pages/SBA-504-Loan-Program.aspx>)
- Michigan Economic Development Corporation Capital Programs  
(<http://www.michiganbusiness.org/grow/access-capital/>)
- Michigan Business Development Program (<http://www.michiganbusiness.org/cm/Files/Fact-Sheets/MichiganBusinessDevelopmentProgram.pdf>)

## 6 ECONOMIC DEVELOPMENT RESOURCES

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### CITY OF SOUTHFIELD BUSINESS & ECONOMIC DEVELOPMENT

The Business & Economic Development division at the City of Southfield aims to support the growth of companies in the community that lead to the addition or retention of quality jobs. Business Development staff can assist businesses in navigating the many support opportunities that are available, and help bridge connections to services that help companies grow and thrive.

[www.CityofSouthfield.com](http://www.CityofSouthfield.com) | 26000 Evergreen Rd., Southfield, MI 48037-2055 | (248) 796-4161

### SOUTHFIELD AREA CHAMBER OF COMMERCE

The Southfield Area Chamber of Commerce aims to be a catalyst, creating connections that strengthen and drive Michigan businesses. The chamber provides networking opportunities, educational seminars, luncheons, industry specific events, community-focused events and abundant connections to resources to help build and develop the local and regional economy.

[www.SouthfieldChamber.com](http://www.SouthfieldChamber.com)

### LAWRENCE TECHNOLOGICAL UNIVERSITY COLLABORATORY

The LTU Collaboratory leverages industry and community partnerships in order to accelerate the growth of high-tech second-stage companies, serve as a high-tech “landing zone” for business attraction and investment, and conduct professional, technical and workforce development and training. [www.LTU.edu](http://www.LTU.edu)

### ADVANTAGE OAKLAND: ECONOMIC DEVELOPMENT & COMMUNITY AFFAIRS

Oakland County has earned its reputation as the economic engine that drives Michigan’s economy. With its business-friendly climate and innovative programming, Oakland County’s economic development and community affairs team can assist any business in finding its home within the county’s borders. <https://www.oakgov.com/advantageoakland>

### AUTOMATION ALLEY

Automation Alley is a technology business association and business accelerator dedicated to growing the economy of Southeast Michigan and enhancing the region’s reputation around the world. [www.AutomationAlley.com](http://www.AutomationAlley.com)

### MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC)

The MEDC is the state of Michigan’s marketing arm and lead advocate for business development, talent and jobs, tourism, film and digital media incentives, arts and cultural grants, and overall economic growth. The MEDC offers a number of business assistance services and capital programs for business attraction and acceleration, entrepreneurship, strategic partnerships, talent enhancement, and urban and community development. [www.MichiganBusiness.org](http://www.MichiganBusiness.org)

## 7 KEY DEVELOPMENT DISTRICTS

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### SOUTHFIELD SMARTZONE

The Michigan SmartZone network connects universities, industry, research organizations, government and other community institutions to stimulate the growth of technology-based businesses and jobs. In 2014, the Southfield SmartZone, along with Automation Alley regional partners, was one of three local development finance authorities (LDFAs) in the State of Michigan to receive a 15-year extension from the Michigan Economic Development Corporation (MEDC).

The Southfield SmartZone is a 384 acre certified technology park bordered by Telegraph Road to the east, Inkster Road to the west, and adjacent to I-696 at the northwest corner of the City of Southfield. It is home to 413 business employing over 4,000 total employees. Notable companies located in the Southfield SmartZone include Federal Mogul, Citizens Bank, Grant Thornton LLP, CBS Radio, and AAA Life Insurance.

### SOUTHFIELD CITY CENTRE

The Southfield City Centre, adjacently located south of I-696 and east of M-10, is Metro Detroit's premier business district with a diverse set of companies and talent that supports the vibrancy of the area. Approximately 45,000 employees working in the finance, insurance, real estate, health care, IT and software industries work within a five minute drive of the City Centre district. The district's largest employers include First Merit Bank, Stout Risius Ross, AT&T, Cisco Systems, Blue Care Network, Accenture, New York Life, CBRE, and Colliers International, among many more. The Southfield City Centre district is actively being marketed as a vibrant hotspot for retail and recreation, with the capacity to support 645,000 square feet of retail projected to generate up to \$252 million in gross sales revenue by 2016.

[www.SouthfieldCityCentre.com](http://www.SouthfieldCityCentre.com)

### SOUTHFIELD DOWNTOWN DEVELOPMENT AUTHORITY

The Southfield DDA has fueled the economic development engine for the southeast corner of the City of Southfield since 1988. The DDA aims to create an environment that is attractive, comfortable and secure for businesses, residents, and employees within its boundaries and beyond. The Southfield DDA has attracted numerous companies and organizations to the district, including high tech companies such as IBM, CFI, and two.42.solutions, innovative healthcare facilities, top-ranked educational institutions, and historic retail development projects. In addition, the DDA and city are working together to reposition the Northland Mall to create a modern and walkable lifestyle center supported by additional retail, commercial, medical, research and development, and residential facilities surrounding the existing mall infrastructure.

[www.SouthfieldDDA.com](http://www.SouthfieldDDA.com)

## 8 QUALITY OF LIFE

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The City of Southfield is a family-friendly community known for its exceptional neighborhoods, nationally recognized public school program, wide variety of churches and places of worship, scenic parks and public library.

Family housing is abundant throughout the city and is available in dozens of varieties for every taste, income level and lifestyle. With a Sperling's cost of living score of 84, compared to the US average score of 100, Southfield is an ideal community for individuals and families of all ages.

### ESTIMATED MEDIAN HOUSE/CONDO VALUE (2013, CITY-DATA.COM)

City of Southfield	State of Michigan
\$101,600	\$117,500

### MEDIAN GROSS RENT (2013)

City of Southfield	Oakland County	State of Michigan
\$951 per month	\$774 per month	\$629 per month

### AVERAGE WAGE GROWTH RATE (2009-2012)

Oakland County	State of Michigan
+16%	+4.38%

### RESIDENTIAL VACANCY RATE

City of Southfield
5.9%

## PUBLIC SCHOOLS

### **Southfield Public School District**

*Kindergarten – 12<sup>th</sup>*  
24661 Lahser Road  
Southfield, MI 48033  
(248) 746-8500  
[www.southfieldk12.org](http://www.southfieldk12.org)

## PRIVATE & MAGNET SCHOOLS

### **AGBU Alex & Marie Manoogian School**

*Preschool – 12<sup>th</sup>*  
22001 Northwestern Highway  
Southfield, MI 48075  
(248) 569-2988  
[www.manoogian.org](http://www.manoogian.org)

### **Bradford Academy**

*Kindergarten – 12<sup>th</sup>*  
24218 Garner Street  
Southfield, MI 48033  
(248) 351-0000  
[www.bradfordacademy.com](http://www.bradfordacademy.com)

### **Crescent Academy**

*Kindergarten – 12<sup>th</sup>*  
17570 W. 12 Mile Road  
Southfield, MI 48076  
(248) 423-4581  
[www.crescentacademycharterschool.com](http://www.crescentacademycharterschool.com)

### **Laurus Academy**

*Kindergarten-8<sup>th</sup>*  
24590 Lahser Road  
Southfield, MI 48033  
(248) 799-8401  
[www.laurusacademy.org](http://www.laurusacademy.org)

### **Southfield Christian School**

*Preschool - 12<sup>th</sup>*  
28650 Lahser Road  
Southfield, MI 48034  
(248) 357-3660  
[www.southfieldchristian.org](http://www.southfieldchristian.org)

### **Woodmont Academy**

*Kindergarten – 7<sup>th</sup>*  
25175 Code Road  
Southfield, MI 48033  
(248) 352-1805

### **Yeshivat Akiva**

*Nursery – 12<sup>th</sup>*  
21100 West 12 Mile Road  
Southfield, MI 48076  
(248) 386-1625  
[www.akiva.org](http://www.akiva.org)

### **Yeshiva Beth Yehudah**

*Nursery – 12<sup>th</sup>*  
15751 Lincoln Drive  
Southfield, MI 48076  
(248) 557-6750  
[www.yby.org](http://www.yby.org)

### **Yeshivas Darchei Torah**

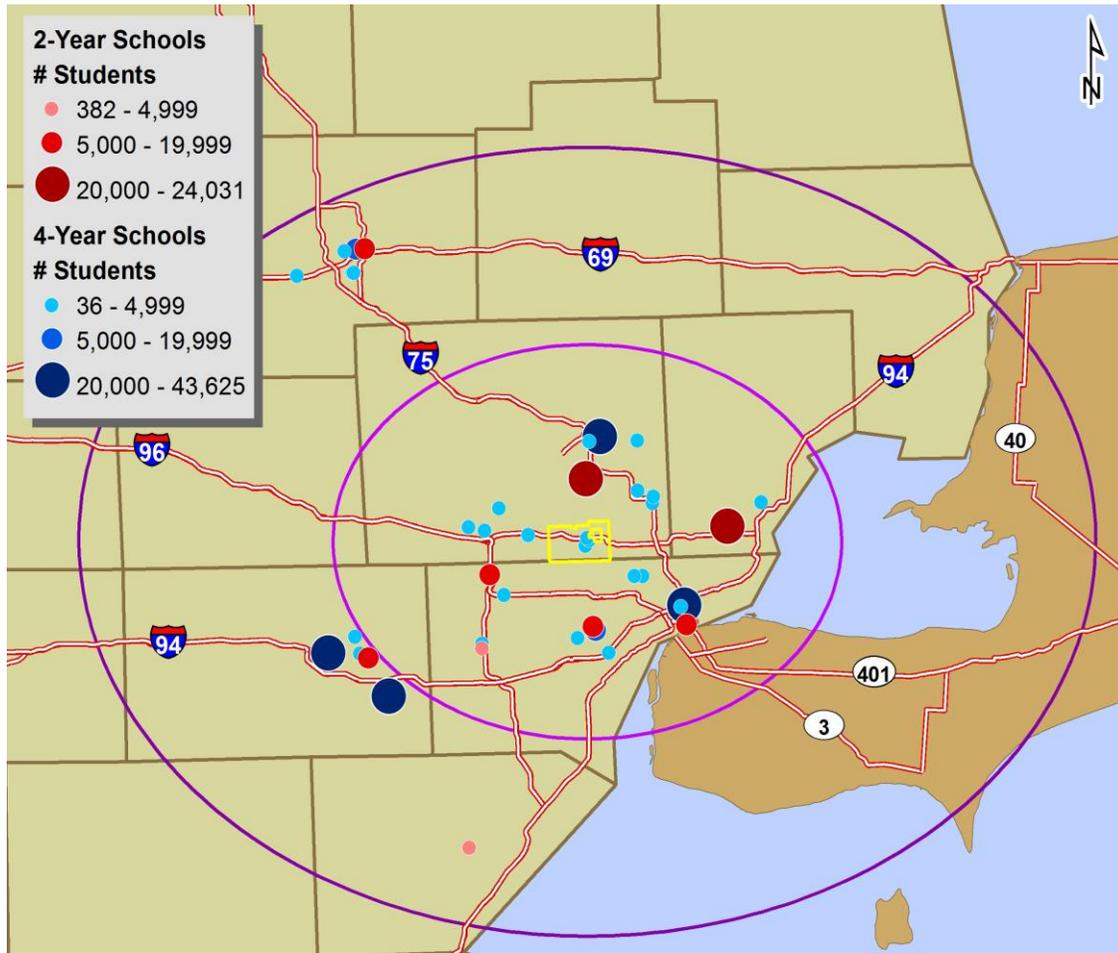
*Kindergarten – 12<sup>th</sup>*  
21550 Twelve Mile Road  
Southfield, MI 48076  
(248) 948-1080  
[www.ydtdetroit.org](http://www.ydtdetroit.org)



## HIGHER EDUCATION

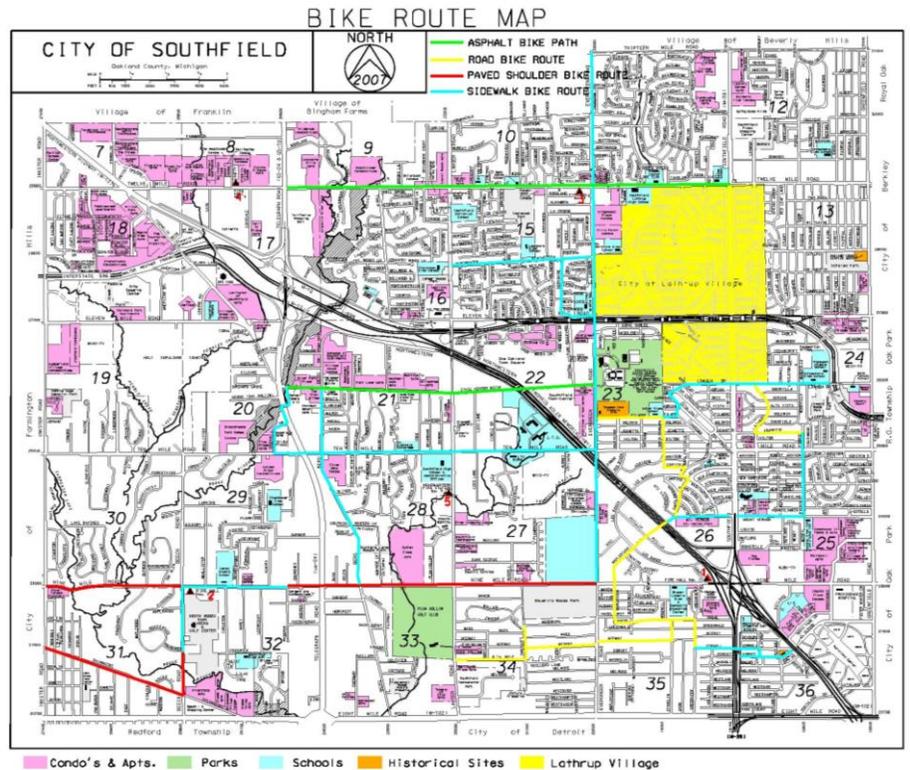
Educational Institution	Student Population
<p><b>Lawrence Technological University</b>                      21000 West 10 Mile Road                      Southfield, MI 48075  <a href="http://www.ltu.edu">www.ltu.edu</a></p>	<p style="text-align: center;">4,015</p>
<p><b>Oakland Community College                      Southfield Campus</b>                      22322 Rutland Drive                      Southfield, MI 48075-4793  <a href="http://www.oaklandcc.edu">www.oaklandcc.edu</a></p>	<p style="text-align: center;">24,031                      (across all campuses)</p>
<p><b>Specs Howard School of Media Arts</b>                      19900 W. Nine Mile Road                      Southfield, MI 48075  <a href="http://www.specshoward.edu">www.specshoward.edu</a></p>	<p style="text-align: center;">200</p>
<p><b>University of Phoenix                      Southfield Center</b>                      26261 Evergreen Road, Suite 500                      Southfield, MI 48076  <a href="http://www.phoenix.edu">www.phoenix.edu</a></p>	<p style="text-align: center;">1,361</p>
<p><b>Oakland University</b>                      2200 N. Squirrel Road                      Rochester, MI 48309-4401  <a href="http://www.oakland.edu">www.oakland.edu</a></p>	<p style="text-align: center;">20,519</p>
<p><b>Wayne State University</b>                      Detroit, MI  <a href="http://www.wayne.edu">www.wayne.edu</a></p>	<p style="text-align: center;">27,578</p>
<p><b>University of Michigan</b>                      Ann Arbor, MI  <a href="http://www.umich.edu">www.umich.edu</a></p>	<p style="text-align: center;">43,625</p>
<p><b>Michigan State University</b>                      East Lansing, MI  <a href="http://www.msu.edu">www.msu.edu</a></p>	<p style="text-align: center;">50,085</p>

# HIGHER EDUCATIONAL INSTITUTIONS WITHIN A 50-MILE RADIUS OF SOUTHFIELD



## CITY PARKS AND RECREATION

The City of Southfield has over 774 acres of park land and open space at 33 sites throughout the city, including 333 acres of dedicated nature preserves. City parks feature a host of activities ranging from ballfields and courts to fitness trails. Two public golf courses, the Beech Woods Golf Course and Evergreen Hills Golf Course, offer group and private golf classes year-round including numerous tournaments throughout the golf season.



## BURGH HISTORICAL PARK



The Burgh Historical Park is a hidden gem located in the northeast corner of the City of Southfield. With its beautifully manicured lawns, vibrant flower gardens, and turn of the century buildings, the park offers a unique escape from the hustle and bustle of the city. The park offers a concert series at its gazebo every summer, attracting residents and non-residents alike. The park is also used for weddings and other special events.

## SENIOR PROGRAMS

For Southfield seniors, the Southfield Adult Recreation Center 50+ offers classes, monthly programs, and trip opportunities to help Southfield residents, ages fifty and above, stay physically and mentally fit and active.

## TEEN PROGRAMS

After school activities for kids ages 17 and under are also available at the city recreation center and at the Boys & Girls Club Field Zone to anyone visiting the Southfield area.

## SHOPPING, LOCAL AND REGIONAL ATTRACTIONS

Southfield's centralized location in southeast Michigan provides access to many exciting local and regional attractions.

### **Tel Twelve Shopping Center**

Telegraph Road and Twelve Mile Road  
Southfield, MI

Located on the southeast corner of the Telegraph and Twelve Mile Road intersection in the City of Southfield, Tel Twelve is home to major big box retailers Meijer, DSW Designer Shoe Warehouse, Lowe's Home Improvement, Best Buy, PetSmart, Office Depot and a number of smaller retailers.

### **Oakland Mall**

I-75 and 14 Mile Road  
Troy, MI  
[www.OaklandMall.com](http://www.OaklandMall.com)

Just a short drive away in the neighboring city of Troy, the Oakland Mall features over 120 retailers including anchor stores Macy's, JCPenney, and Sears.



### **Somerset Collection**

2800 W. Big Beaver Road  
Troy, MI  
[www.theSomersetCollection.com](http://www.theSomersetCollection.com)

Also located in Troy, the Somerset Collection is an upscale, luxury shopping mall offering more than 180 specialty stores. Anchor tenants include Nordstrom, Macy's, Saks Fifth Avenue and Neiman Marcus.

### **Detroit Zoo**

8450 W. 10 Mile Road  
Royal Oak, MI  
[www.DetroitZoo.org](http://www.DetroitZoo.org)

Just a ten-minute drive away in the City of Royal Oak, the Detroit Zoo comprises 125 acres that is home to more than 2,500 mammals, birds, reptiles, amphibians and invertebrates representing 280 different species. Open year-round to the public for a small fee, the zoo offers special events and exhibits sure to delight crowds of all ages.



**PURE MICHIGAN**  
Your trip begins at michigan.org

### **Pure Michigan**

For additional information on regional and state-wide tourist attractions and activities, visit [www.michigan.org](http://www.michigan.org).

## 9 SOURCES USED

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US Census Data (2007, 2013)  
Bureau of Labor Statistics (2014)  
Workforce Intelligence Network (Q2 2015 Report)  
Clustermapping.US  
SEMCOG (2014)