



CITY OF NOVI
Administrative ePacket
May 22, 2025

Council Action/Attention

[Plante Moran Realpoint Update](#)

[Possible Grand River Development Proposal](#)

Departmental Updates

[The Buzz Report](#)

[2024-2025 Winter Maintenance Report - Wiktorowski](#)

For Your Information

[Oakland County Economic Outlook Report 2025 - 2027](#)



City of Novi - Project Status Overview

Status Summary

Novi City Council Weekly Update #17

As of:

5/21/2025

Overall
Status

In progress

PMR Previous Activities (October 2024 – May 2025)

PMR FS #4 Tour (4/1/25)

- FS 4 needs to be assessed later in the program once priority items from PSB/FS3/FS4/Road Construction are addressed.

Site Selection (FS #2 alt site in progress – PMR deliverable)

- ~~PMR confirmed with City that additional parcels for FS #3 are being pursued and that the City has signed a letter of agreement.~~

PMR Presentation/Update to City Council – 5/19/25

- With no objection from City Council, PMR is pursuing a prequalified invite-only procurement approach for architect/engineer and construction management professional services.
- PMR is pursuing Construction Manager as a Constructor (CMc) for the construction delivery method

Upcoming Activities

Royal Oak PD / W. Bloomfield FS Tour to be rescheduled

Education Plan

- PMR providing support for the City.
- City landing webpage is now live
- 2025 Bond Informational Meetings scheduled for 6/10, 6/14, 6/16 and 7/24 at the Police Training Center, FS #2, FS #4 and FS #3, respectively.

PMR Procurement Activities

- PMR to begin drafting RFPs for A/E and CMc, with final review by City Attorney
- PMR engaging A/E firms with public safety experience and national partners

Areas for Discussion

Site Due Diligence / Budget Items Checklist:

- City / PMR to review Due Care Plan and strategize path forward.
- City / PMR to review any outstanding due diligence items for PSB site (Cardenas sent an ALTA survey to PMR for its review).
- A topographic survey (“topo”) is also needed to indicate, at a minimum spot elevations, size & depth of underground utilities, flood plain/wetlands/woodlands, identification of all trees
- PMR has offered to facilitate procuring the topo with CON reps and Spalding DeDecker

Site Selection – Alt FS # 2 Site

Note: We will need reimbursement language so land purchase can be funded from bond proceeds.

On 5/5/25, PMR and CON discussed test fits for alt FS #2 site and the probable need for an adjusted front yard setback.

Next PMR/City Admin meeting is 6/2/24

SUBURBAN COLLECTION SHOWPLACE

CORRIDOR MASTERPLAN

DRAFT

 SUBURBAN COLLECTION
SHOWPLACE

 **GEIS**
COMPANIES

Mayor and Council –

Please see the following proposed development currently being introduced by the owners of the Suburban Collection Showplace. The proposal includes numerous components:

- A Hotel
- Restaurant
- Supermarket (currently slated as Westborn Market)
- Multi-Family Housing
- Senior Living
- Event Space

I'd expect to see something on this initial proposal in the press here soon. There will be a lot more conversation as this plays out.

- Victor



**NOVI CITY WEST
PROPOSED CONNECTED COMMUNITY & SHOWPLACE EXPANSION**



NEW
PULTE TOWNHOMES
TOWNHOMES

**FUTURE CITY WEST
DEVELOPMENT**

NEW
RESTAURANT
DINING

EXISTING
CENTRAL PARK ESTATES
TOWNHOMES

NEW
VIVA BENE
SENIOR APARTMENTS
(55 AND OLDER)

NEW
CAMBIRA HOTEL
225 ROOMS

EXISTING
**SUBURBAN COLLECTION
SHOWPLACE**

EXISTING
**HYATT
PLACE**

NEW
CENTRAL PARK SOUTH
101 APARTMENTS

REHAB EXPANSION
1 SOURCE / SCREEN WORKS
GRAPHIC DESIGN SHOWROOM & TECHNICAL CENTER

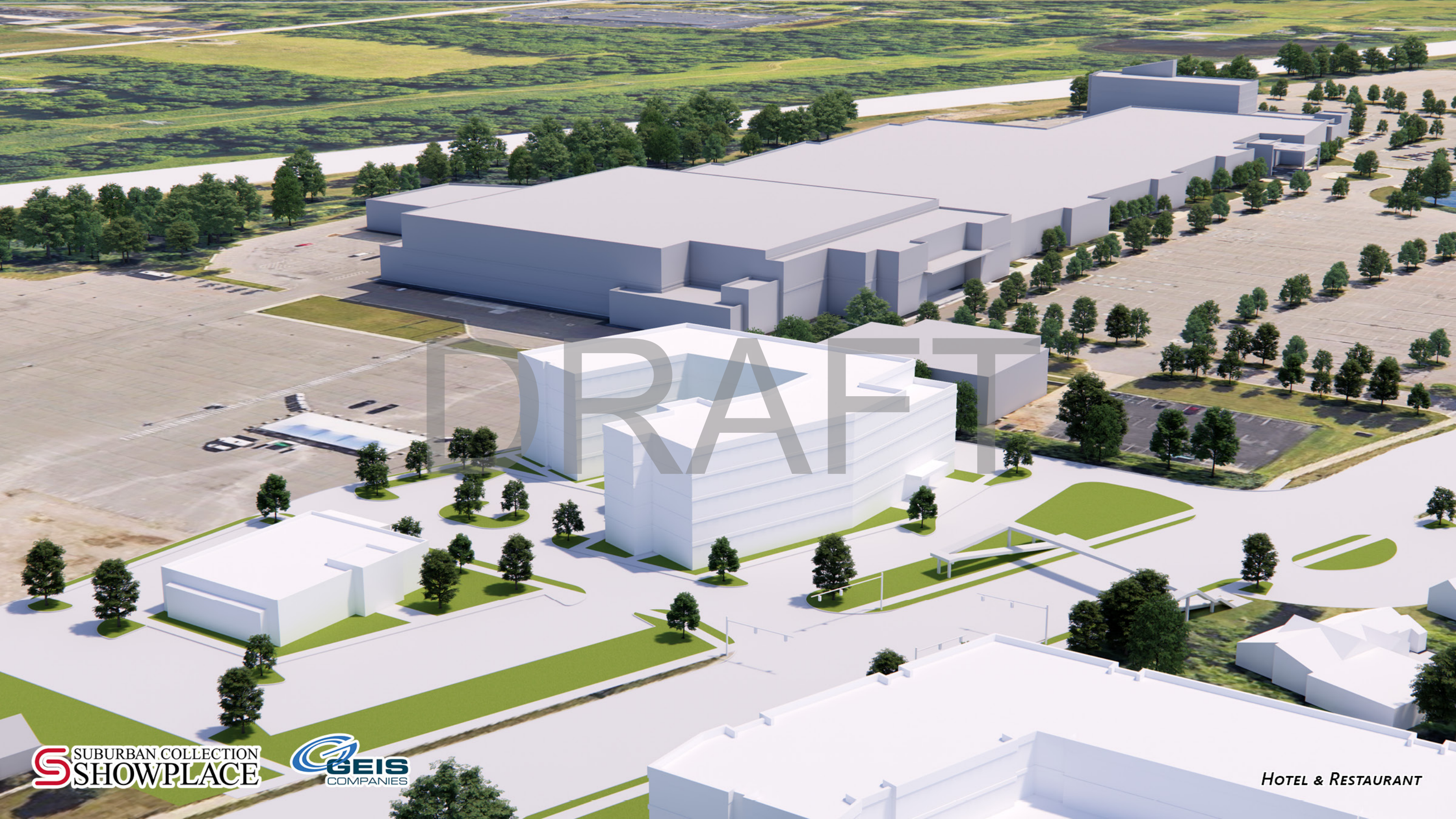
NEW
GROCEER & MIXED-USE
SPECIALTY STORE & 50 APARTMENTS

REHAB EXPANSION
FARM TO TABLE & THE MIX
DINING & RECREATION ENTERTAINMENT CENTER



EXISTING BUILDING CONDITIONS THAT WILL BE DEMOLISHED OR REHABILITATED







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Streetsboro, Ohio 44241
PH: (330) 528-3500
FX: (330) 528-0008
www.geisco.net

DATES AND REVISIONS

03-07-25	CONCEPT LAYOUT
03-14-25	REVISED LAYOUT
05-13-25	REVISED LAYOUT

NOTICE

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GEIS CONSTRUCTION
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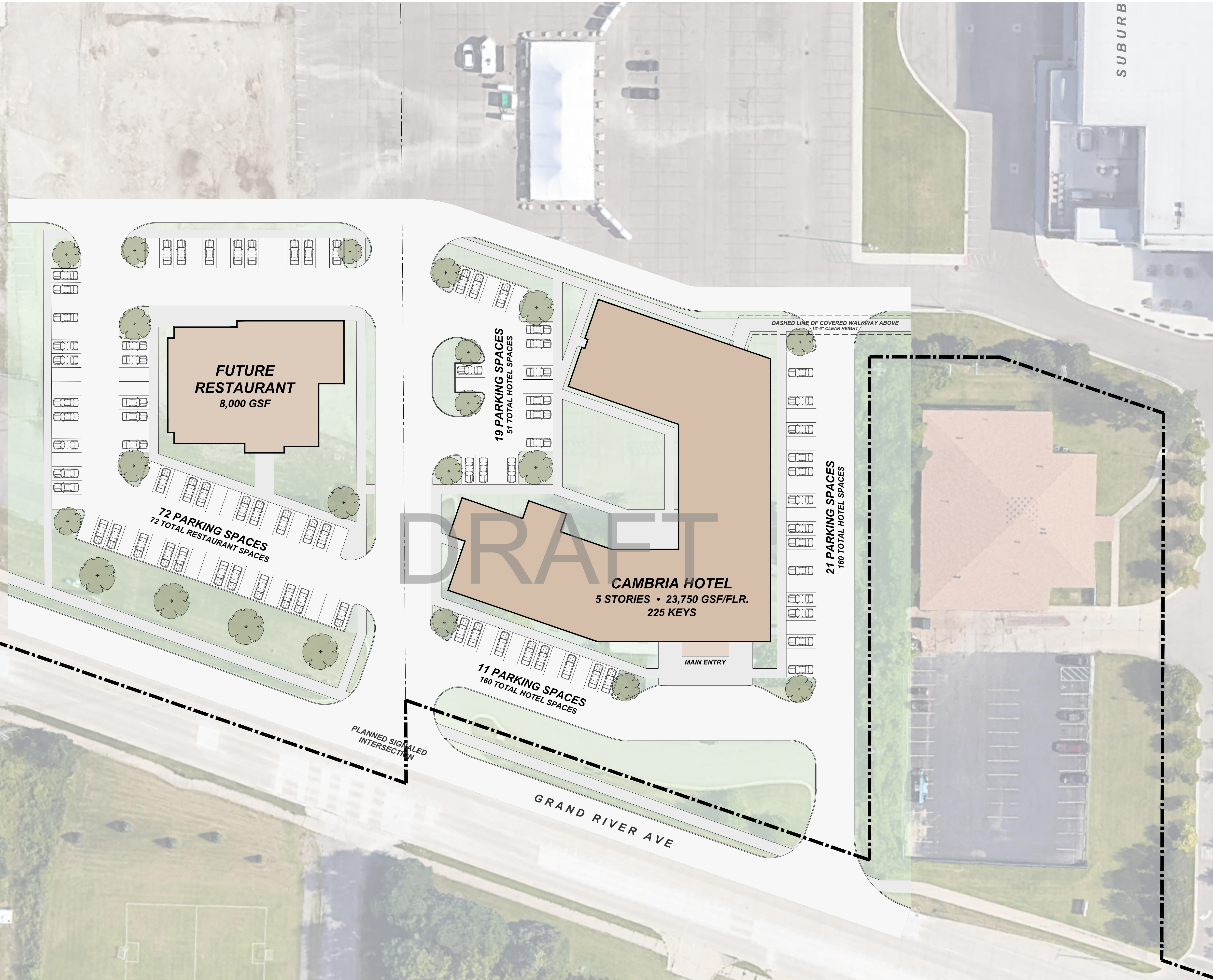
SITE CONCEPT
46100 GRAND RIVER AVE
NOVI, MI

Drawn By
Checked By
Project Number

SITE PLAN
DRAWING NO:

SP-1

SUBURB



CONCEPTUAL SITE PLAN
SCALE: 1" = 30'-0"





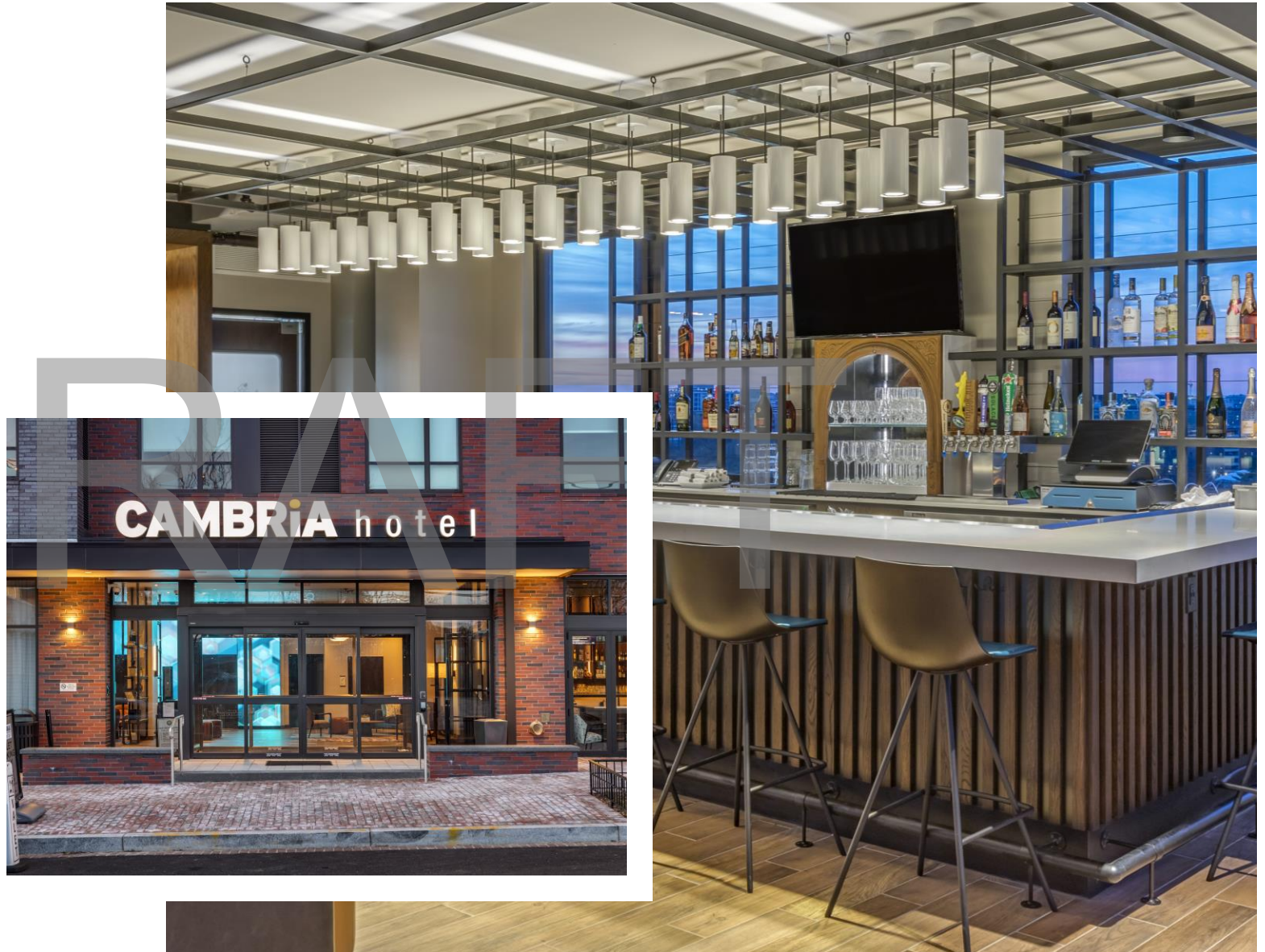
CAMBRIA

DRAFT

WHO IS CAMBRIA® HOTELS

Cambria Hotels is an upscale hotel brand from Choice Hotels—a hospitality leader with a proud legacy in the industry. Now open across top markets and quickly expanding coast-to-coast, each Cambria property is designed to offer guests an experience that's approachable yet sophisticated, with little luxuries that make a big difference when traveling.

And for you? Cambria opens opportunity to grow your portfolio in key markets, with a brand that's been value-engineered to help drive performance in a way that reflects your unique vision.



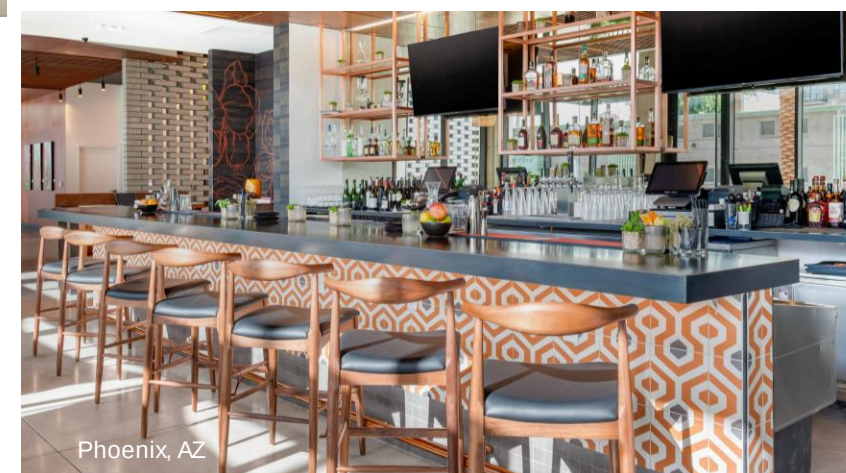
A CASUALLY TAILORED DESIGN PHILOSOPHY UNIFIES THE ON-PROPERTY EXPERIENCE

Guest Arrival

Public Space



Food & Beverage



Guest Room



Our design framework optimizes the use of space on property to enable efficiency and performance, and we're continually value-engineering the experience, designed to delight guests while remaining profitable for owners. This casually tailored design philosophy is anchored around the points of the guest journey that the guest tells us matter most.

CAMBRIA® HOTELS

OUR HALLMARKS

ARRIVAL EXPERIENCE

You're greeted by a sense of space and place and it's easy to orient yourself to make your stay frictionless and easy.

BAR FORWARD

Experience hyperlocal craft beer on tap, bites and small plates with flavors inspired by the destination.

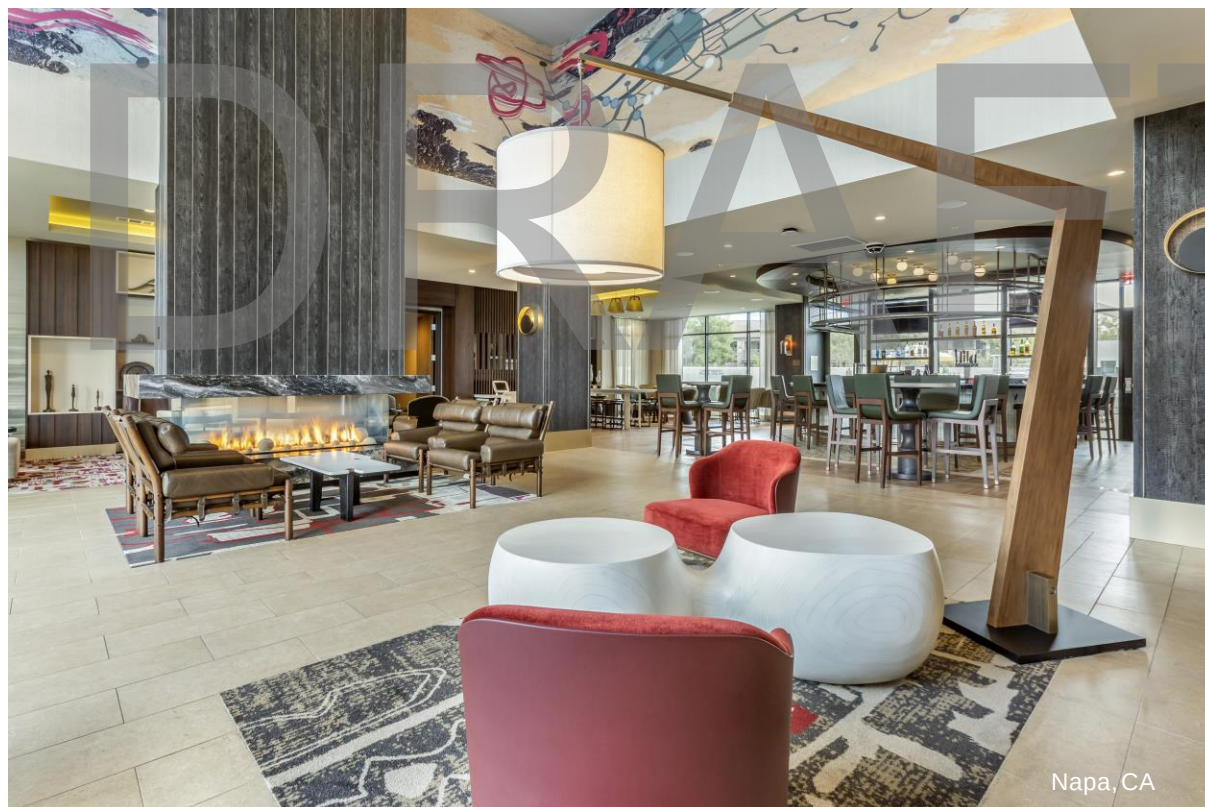
SPA-INSPIRED BATHROOMS

Our bathrooms are a place where you can pamper yourself with premium PURE bath products, Bluetooth mirrors and luxe towels.



GUEST ARRIVAL EXPERIENCE

An initial welcome that makes both first time and repeat guests feel special through design, service and amenities.



SIGNATURE EXTERIOR ELEMENTS







Pulte Townhomes





Know what's **below**.
Call before you dig.

THE LOCATIONS OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING WORK, AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT BE OCCASIONED BY THE CONTRACTOR'S FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.

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NOR THE ENGINEER SHALL BE
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SECTION 16

SECTION 16

TOWN 1 NORTH, RANGE 8 EAST

CITY OF NOVI
OAKLAND COUNTY, MICHIGAN

CLIENT
PULTE HOMES OF MICHIGAN, LLC

TE HOMES OF MICHIGAN, L
GRAND RIVER AVENUE

CONCEPT C

DATE
FEBRUARY 25, 2025

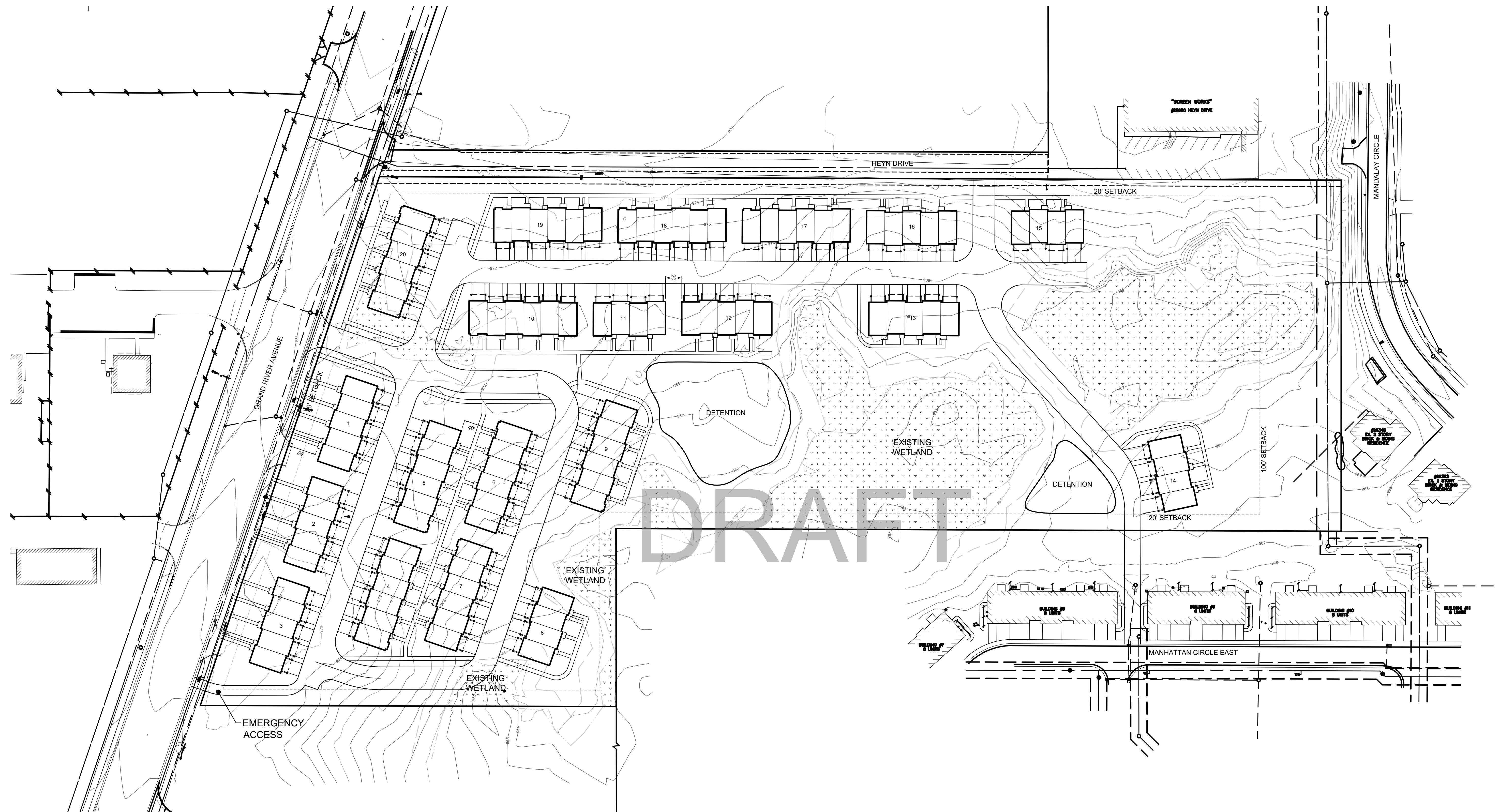
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REVISIONS			
SCALE	0	30	60
			
1" = 60 FEET			
DR.	SK	CH.	SK
P.M. M. BUSH			

JOB 23006213

SHEET NO.

01



SITE DATA:

SITE AREA:	14.82 AC
EXISTING ZONING:	CITY WEST
MASTER PLAN:	CITY WEST
SETBACKS:	
FRONT TO FRONT:	40'
FRONT TO SIDE:	30'
SIDE TO SIDE:	20'
REAR REAR:	40'
DENSITY:	
TOTAL UNITS ALLOWED:	148 UNITS (10 DU/AC)
UNITS SHOWN:	106 UNITS
DENSITY SHOWN:	7.15 UNITS/AC (106 / 14.82)
OPEN SPACE REQUIRED:	2.2 AC (14.82 X 15%)
OPEN SPACE PROVIDED:	6.5 AC (43.9%) 2.6 AC IS WETLAND



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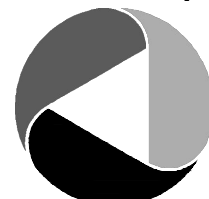


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SECTION 16
TOWN 1 NORTH, RANGE 8 EAST
CITY OF NOVI
OAKLAND COUNTY, MICHIGAN

CLIENT	PULTE HOMES OF MICHIGAN, LLC
	GRAND RIVER AVENUE
	CONCEPT C

DATE
FEBRUARY 25, 2025

REVISIONS
SCALE 0 30 60
1" = 60 FEET
DR. SK CH. SK
P.M. M. BUSH
JOB 23006213
SHEET NO. 01





DRAFT



Viva Bene - Purposefully Active





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FX: (330) 528-0008
www.geisco.net

DATES AND REVISIONS

03-11-25	CONCEPT LAYOUT
03-21-25	REVISED LAYOUT

NOTICE

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SITE CONCEPT
GRAND RIVER RD
NOVI, MI

Drawn By
Checked By
Project Number

SITE PLAN
DRAWING NO:

SP-1

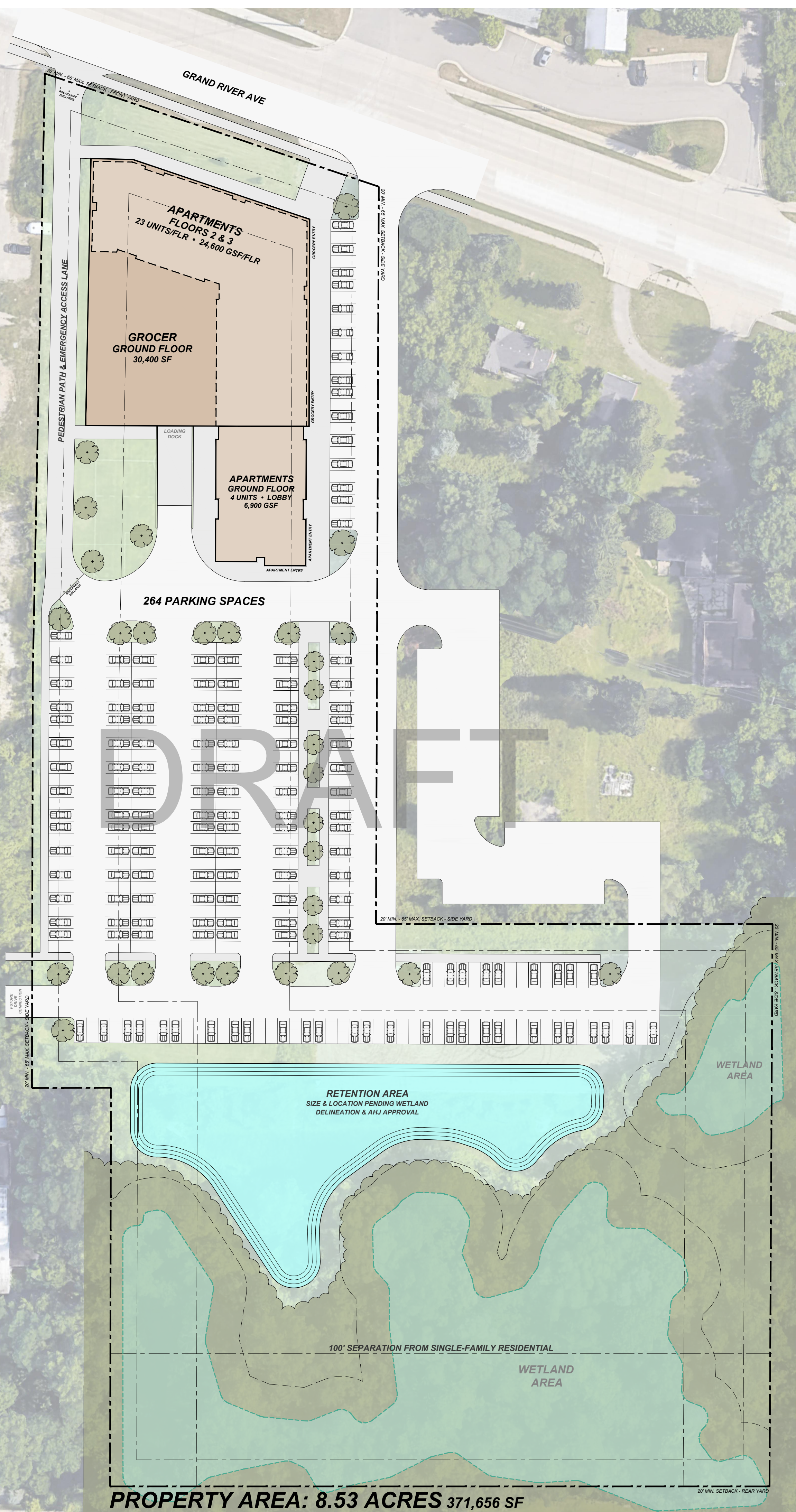
PROJECT DATA

MIXED-USE BUILDING

STORIES	3
FLOOR AREAS	
FIRST FLOOR	37,300 GSF
GROCERY	30,400 GSF
RESIDENTIAL	6,900 GSF
SECOND FLOOR	24,600 GSF
RESIDENTIAL	24,600 GSF
THIRD FLOOR	24,600 GSF
RESIDENTIAL	24,600 GSF
TOTAL AREA	86,500 GSF
TOTAL UNITS	50
STUDIO	5
1 BED1 BATH	16
2 BED/2 BATH	29

PARKING

PROVIDED PARKING	264
RESIDENTIAL SPACES REQ'D	100
GROCERY SPACES REQ'D	122
TOTAL REQ'D	222



PROPERTY AREA: 8.53 ACRES 371,656 SF

CONCEPTUAL SITE PLAN
SCALE: 1" = 50'-0"









CONCEPTUAL ARCHITECTURAL SITE PLAN
SCALE: 1" = 30'-0"



DRAFT













DRAFT





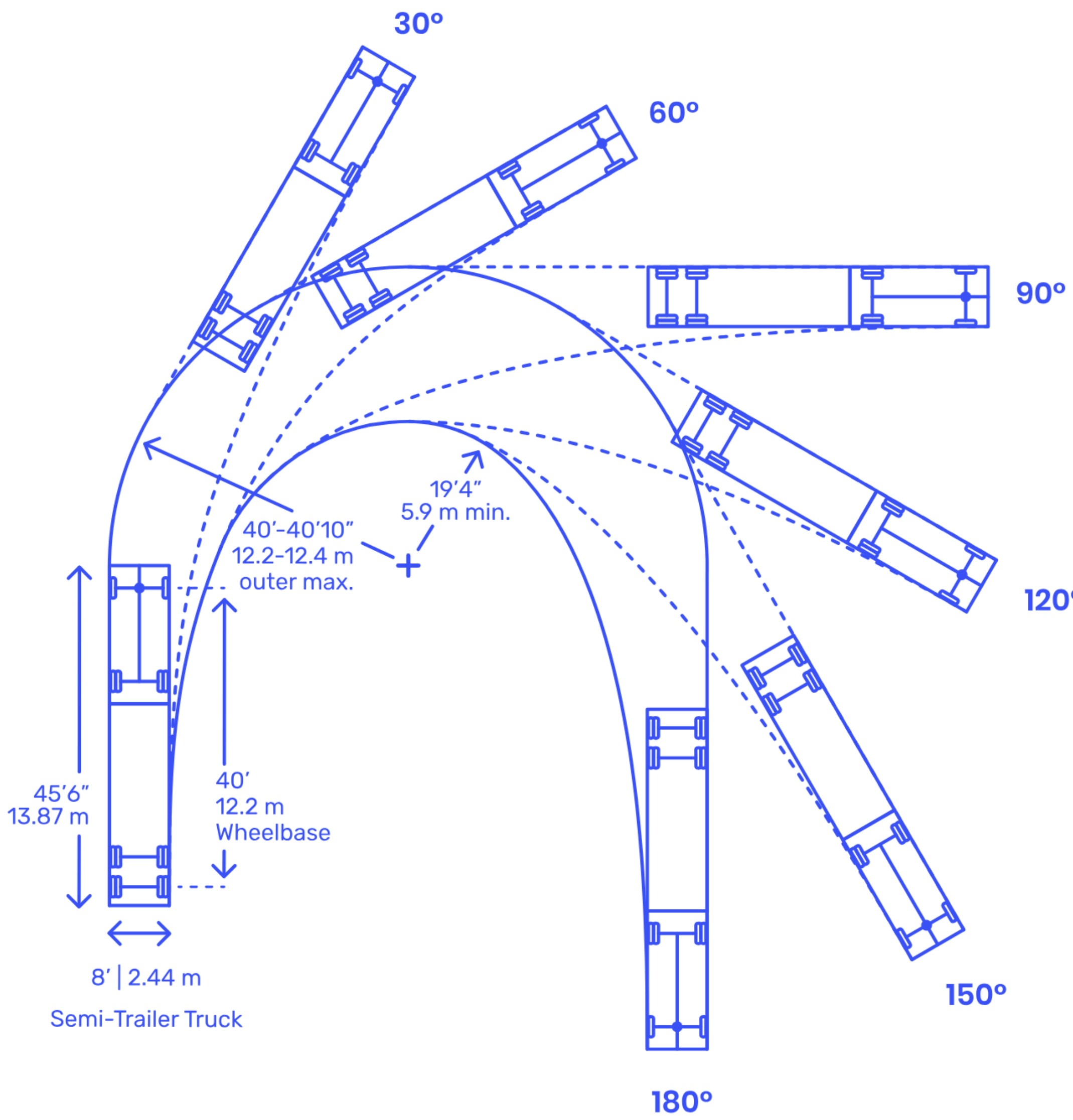
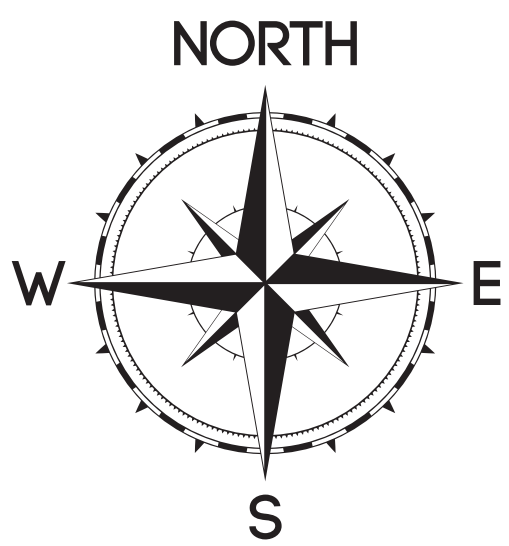
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DIGITAL | PRINT | SIGN

NOVI OFFICE EXPANSION

26600 Heyn Drive, Novi, MI 48374

Site Plan
Scale: 1" = 60'-0"



Semi-Trail Truck Radius Requirements



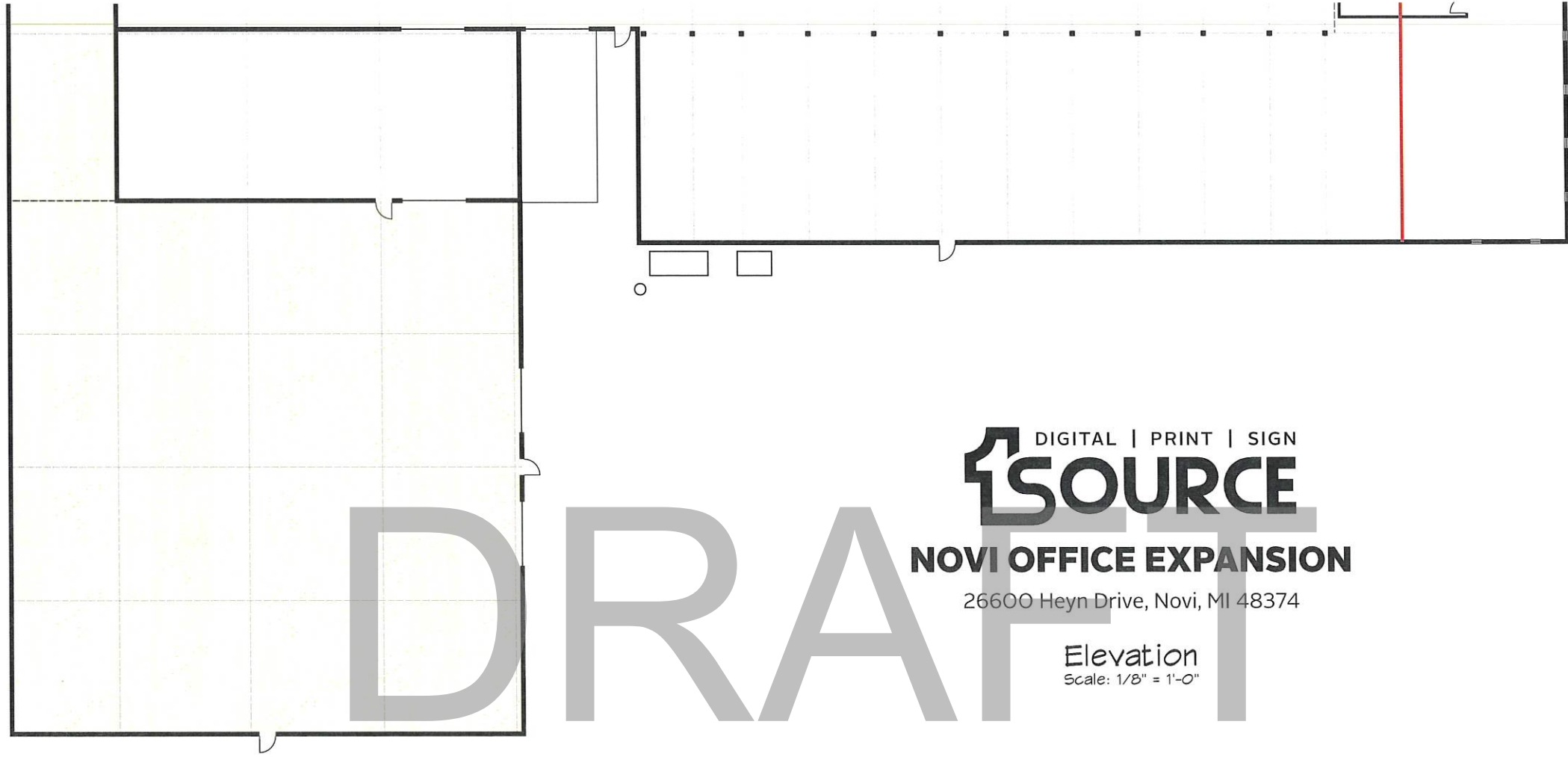
Turns for semi trucks very tight, should have more radius on curb cuts.

Parking lot needs to allow access by semi trucks to the existing truckwell and the two new overhead doors.

Main signaled entry road does not have enough radius for semi trucks to turn.

DIGITAL PRINT SIGN	REVISIONS: 04/29/25
DIGITAL PRINT SIGN  WWW.THE1SOURCE.COM	
TROY OFFICE 570 Kirts Blvd., Suite 221, Troy MI 48084 (248) 649-7330	NOVI OFFICE 26600 Heyn Drive, Novi, MI 48374 (248) 735-9999
CLIENT: 1Source PROJECT: Novi Office Expansion DATE: 04/27/25 JOB: 99999	





New Addition

North Elevation

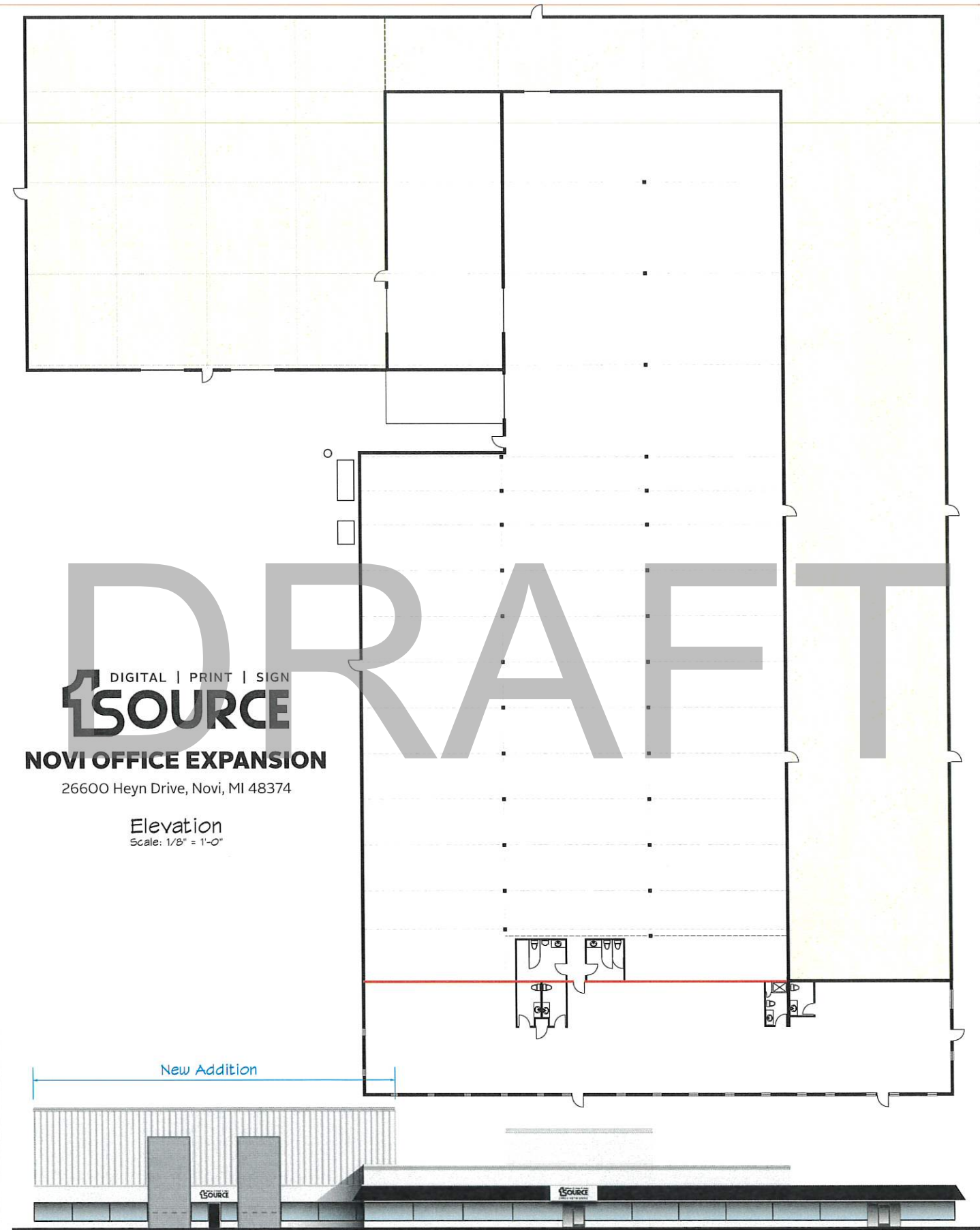
REVISIONS:
04/29/25

CLIENT: 1Source
PROJECT: Novi Office Expansion
DATE: 04/27/25
JOB: 99999

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26600 Heyn Drive, Novi, MI 48374
(248) 735-9999

TROY OFFICE
570 Kirts Blvd., Suite 221, Troy MI 48064
(248) 649-7330

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1SOURCE
NOVI OFFICE EXPANSION

26600 Heyn Drive, Novi, MI 48374

Elevation
Scale: 1/8" = 1'-0"

New Addition

West Elevation

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NOVI OFFICE
26600 Heyn Drive, Novi, MI 48374
(248) 735-9999

CLIENT: 1Source
PROJECT: Novi Office Expansion
DATE: 04/27/25
JOB: 99999

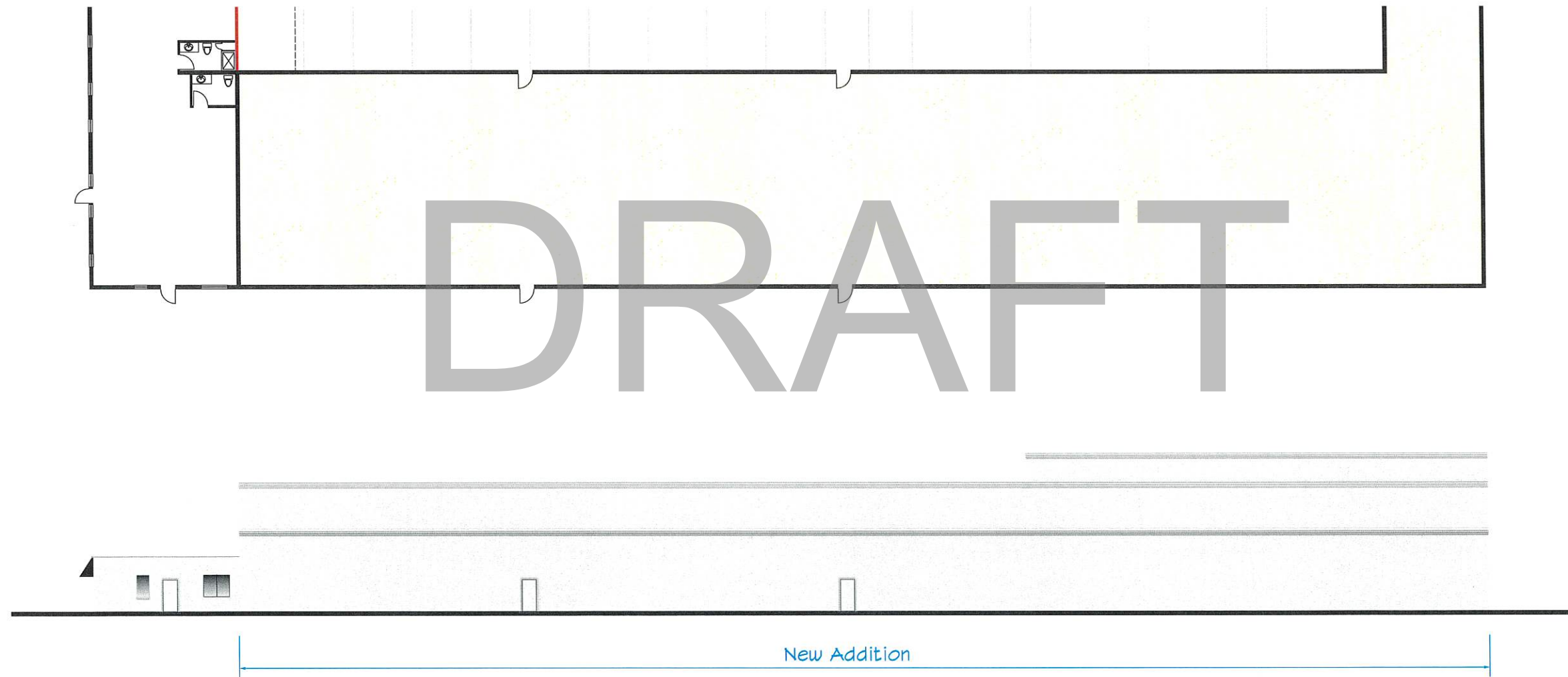
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04/29/25



NOVI OFFICE EXPANSION

26600 Heyn Drive, Novi, MI 48374

Elevation
Scale: 1/8" = 1'-0"



South Elevation

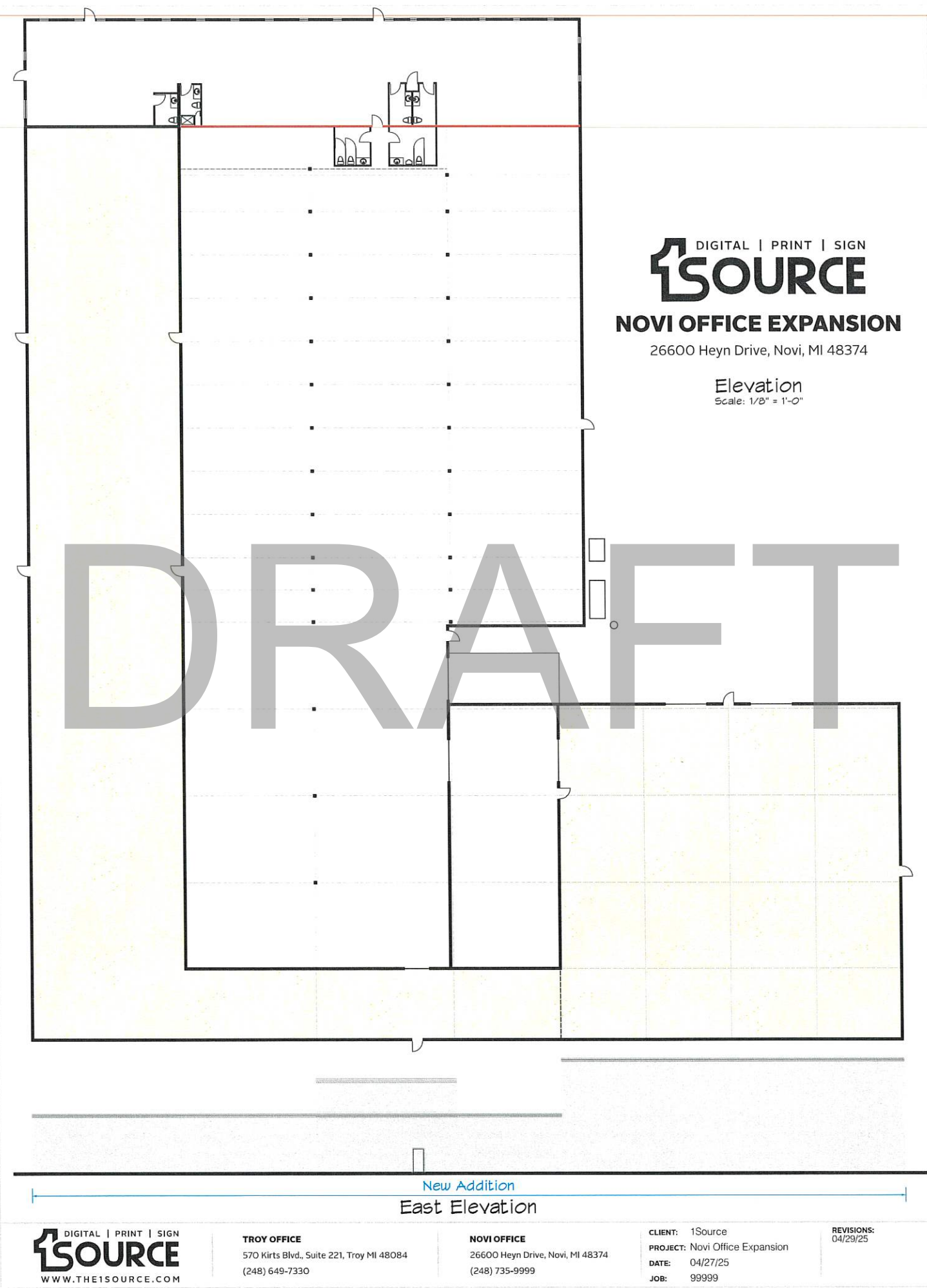
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Elevation
Scale: 1/8" = 1'-0"

New Addition
East Elevation

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(248) 735-9999

CLIENT: 1Source
PROJECT: Novi Office Expansion
DATE: 04/27/25
JOB: 99999

REVISIONS:
04/29/25



PROJECT DATA

APARTMENT BUILDINGS

STORIES	4
TOTAL UNITS	106
STUDIO	11
1 BED/1 BATH	35
2 BED/2 BATH	52
3 BED/3 BATH	8
FLOOR AREAS	
TYPICAL FLOOR	15,580 GSF
TYPICAL BUILDING	62,320 GSF
TOTAL AREA	124,640 GSF
PARKING	
PROVIDED PARKING	224
REQUIRED PARKING	218
PARKING RATIO	2.11 SPCS/UNIT

PROPERTY AREA: 6.99 ACRES 304,381 SF

BUILDING A
4-STORY • 53 UNITS • 15,580 GSF/FLR
62,320 GSF TOTAL

BUILDING B
4-STORY • 53 UNITS • 15,580 GSF/FLR
62,320 GSF TOTAL

224 PARKING SPACES
ADD 11 SPACES FOR 17 MINOR PARKING SPACES
AND ALTERNATE FOR 24 PAVILION PARKING SPACES

RETENTION AREA

RETENTION AREA

EASEMENT AREA

89' SETBACK - 14' ADDITIONAL FOR BUILDING LENGTH

75' SETBACK - CONTINUOUS

EASEMENT AREA

BECK RD

CONCEPTUAL SITE PLAN

SCALE: 1/32" = 1'-0"



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DATES AND REVISIONS

03-28-25
CONCEPT LAYOUT

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SITE CONCEPT

BECK RD
NOVI, MI

Drawn By
Checked By
Project Number

SITE PLAN
DRAWING NO:

SP-1



DRAFT



SUBURBAN COLLECTION
SHOWPLACE

Novi City West

Bringing Together a Connected Community in a Post-Industrial Corridor

Novi, Oakland County, MI
Project Overview

MAY 2025

- Novi City West Project
- Novi City West Project
- Novi City West Project
- Novi City West Project
- Novi City West Project

Program Overview

The Suburban Collection Showplace (SCS), located in Novi, Michigan spans 55 acres and offers over 600,000 square feet of versatile event space, serving as a premier destination in Southeastern Michigan for trade shows, corporate events, public expos, and social gatherings. The convention center is a major anchor, attracting over 2 million visitors annually for various events.

The “Novi City West” project is a \$270+ Million, mixed-use, multi-project partnership master planned by Blair Bowman, owner of the Suburban Collection Showplace, the largest privately-owned convention center in the State of Michigan.

In keeping with the City’s master plan to transform the Grand River Corridor from its industrial origins to a vibrant, mixed-use environment, Blair and his partners are proposing a wide-array of new infill housing development, including 100+ for-sale townhomes, 170+ unit for-rent active adult / senior living community, as well as over 150+ multi-family rental housing units across two mid-rise new construction buildings. Also included is a 225+ key new convention hotel, enabling SCS to attract more events, further increasing its economic benefit to the City of Novi and State of Michigan.

1Source, a leader in the world of print, signage, and digital solutions, plans to expand their existing office headquarters and manufacturing facility, creating 50+ new full-time jobs.

Lastly, the plan calls for a 30,000 SF new grocer anchoring one of the new housing developments and an additional 17,000 SF in a new food and beverage destination called “The Mix”.



ID	Project	Investment (\$)
#1	225+ Key New Convention Hotel & Restaurant	\$51.3M
#2	100+ For-Sale Townhomes	\$47.2M
#3	170+ Unit For-Rent Active Adult (55+) Community	\$65.6M
#4	50+ Unit Workforce Housing w/ Ground Floor Grocer	\$36.9M
#5	The Mix – Restaurant Concept	\$9.0M
#6	100+ Unit For-Rent Apartment Community	\$44.2M
#7	1Source Office Expansion	\$15.3M
Total Investment (\$)		\$271M

Location



Novi City West Development Plan



Suburban Collection Showplace

Location	46100 Grand River Ave, Novi, MI 48374
Opened	August 2005
Total Area	600,000 sq ft
Annual Visitors	2+ million
Notable Events	Michigan State Fair, Motor City Comic Con, Detroit RV & Camping Show

The Suburban Collection Showplace in Novi, Michigan, is a major economic engine for the region, serving as the largest privately-owned exposition, conference, and banquet center in the state. Strategically located off I-96, the facility spans 55 acres and hosts a wide range of events, from trade shows and conventions to community gatherings, including the Michigan State Fair. Its versatility and scale make it a magnet for both local and out-of-state visitors, significantly boosting tourism and hospitality revenues in the area.

The venue's impact on the local economy is multifaceted. It draws hundreds of thousands of attendees annually, which translates into increased business for nearby hotels, restaurants, and retail establishments. The Showplace also supports local employment, both directly through its operations and indirectly through the businesses that benefit from event-driven traffic. In response to growing demand, the facility underwent a major expansion, adding 180,000 square feet of event space, including a new event center hall and banquet rooms. This expansion not only enhances its capacity to host larger and more diverse events but also reinforces its role as a regional economic catalyst.



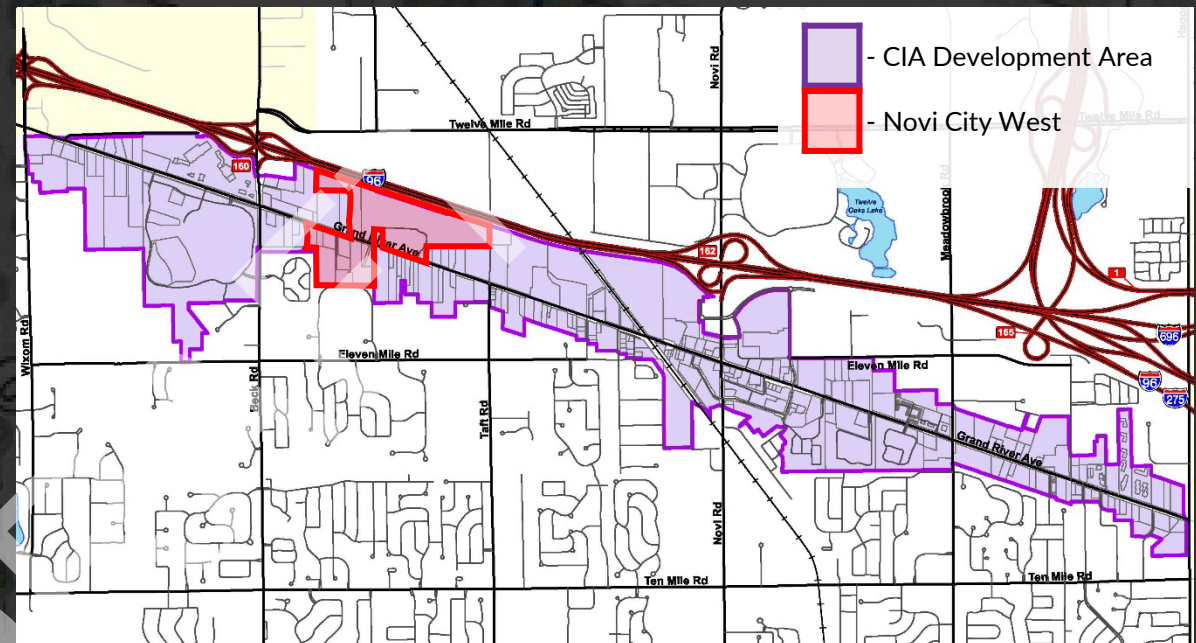
City of Novi Corridor Improvement Authority

Grand River Avenue – Corridor Improvement Authority

On December 4th, 2017, the City of Novi established the Grand River Avenue Corridor Improvement Authority (“CIA”) to redevelopment the commercial corridor and promote economic growth. The CIA is authorized to pay for certain eligible activities and to finance improvements by capturing the property taxes levied on any incremental increase in property values within the Development Area.

The general vision for the corridor proposed in the City of Novi’s master plan is to move it from an auto-oriented suburban roadway to a vibrant, thriving, artery for economic activity that utilizes land efficiently and provides housing, jobs, entertainment, and shopping for Novi residents.

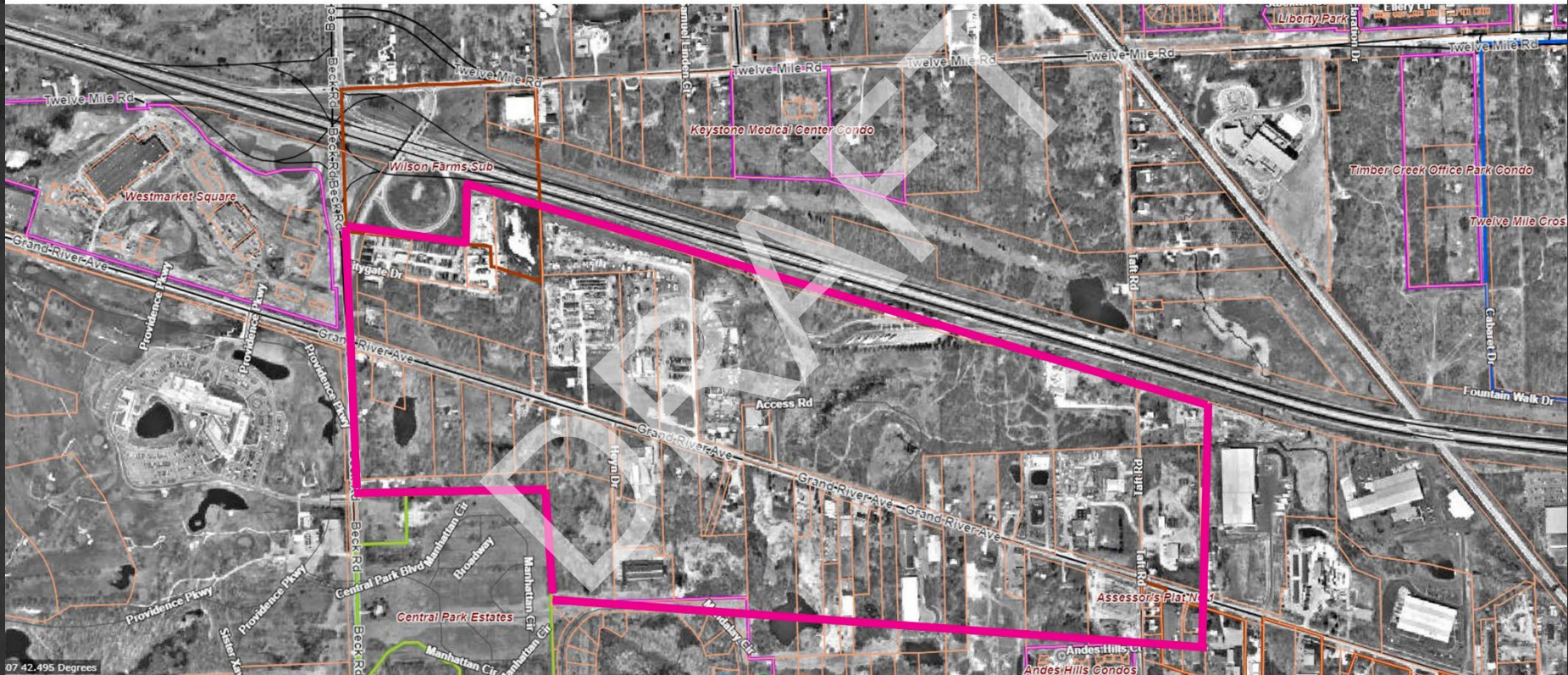
The Novi City West project’s program and location between Taft Rd and Beck Rd makes it’s a vital piece to helping bring the City’s master plan to fruition. Both the project and the CIA have aligned missions in bringing the requisite roadway, utility, public light, stormwater, and pedestrian infrastructure upgrades to making this formerly industrial corridor more accessible residents and visitors alike.



TAXING AREA (\$ in 000s)	\$ TAXABLE VALUE	\$ ANNUAL TAXES	\$ ANNUAL CIA TAXES
CIA Ex Novi City West Area	\$252,661	\$13,676	\$2,082
Novi City West – Current	\$1,898	\$103	\$16
Novi City West – Improved	\$49,503	\$2,679	\$408
Total CIA Area	\$304,063	\$16,458	\$2,506

Historical Site Context

GRAND RIVER, NOVI - BECK RD. TO TAFT RD. A CORRIDOR STAGNATE FOR DECADES



HISTORICAL AERIAL SHOWING FORMER HEAVY INDUSTRIAL AND CONTRACTOR YARD USES
ALONG THE CORRIDOR. MOST OF THESE SITES REMAIN UNDEVELOPED AND UNDER UTILIZED.

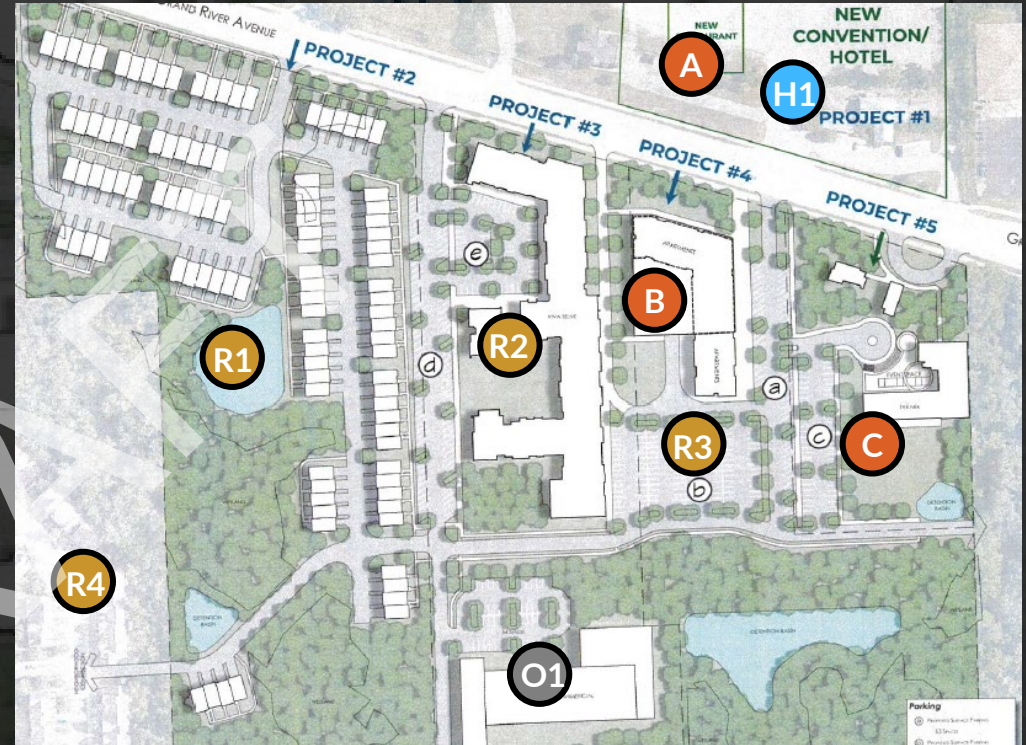
Current Site Photos

EXISTING BUILDING CONDITIONS THAT WILL BE DEMOLISHED OR REHABILITATED



Transformational Mixed-Use Development

	HOTEL	225 Keys	BROWNFIELD STATUS
H1	225 Keys	130,000 GSF	Contaminated Facility
	RESIDENTIAL	432 Units	
R1	106 Units	Townhomes	Contaminated Facility
R2	170 Units	55+ Senior Apartments	Contaminated Facility
R3	50 Units	Workforce Apartments	Contaminated Facility
R4	106 Units	Apartments	Contaminated Facility
	RETAIL	57,400 GSF	
A	10,000 GSF	Restaurant & Bar	Contaminated Facility
B	30,400 GSF	Grocery Store	Contaminated Facility
C	17,000 GSF	New Restaurant	Contaminated Facility
	OFFICE	25,000 GSF	
O1	25,000 GSF	Office Expansion	Contaminated Facility



The “Novi City West” development represents a once-in-a-lifetime opportunity to redevelop large swaths of formerly industrial land in the Grand River corridor. A district-wide redevelopment of this nature requires extensive environmental remediation and public infrastructure investments. It is the Development Team’s expectation that this will not be feasible without the support of State and Local tax incentive and financing resources.

Suburban Collection Showplace

Owner

- Blair M. Bowman is the owner and manager of the Suburban Collection Showplace in Novi, Michigan. Bowman has been instrumental in the development and success of this state-of-the-art exposition, convention, and conference center. The Showplace, which spans approximately 320,000 square feet, includes 30,000 square feet of meeting space and various amenities such as banquet halls, concession areas, and a full-service kitchen. Under Bowman's leadership, the venue has become a premier destination for events in Michigan, hosting everything from trade shows to corporate meetings and social gatherings.
- Bowman's journey with the Suburban Collection Showplace began when he was approached by Irvin Yackness, the president of the Home Builders Association of Southeast Michigan, to develop a convention center in Detroit's suburbs. Instead of constructing a new facility, Bowman opted to lease a vacant warehouse near the I-96 interchange at Novi Road, transforming it into the Novi Expo Center, which opened in March 1992. In 2005, Bowman relocated the Expo Center to a new facility, initially named Rock Financial Showplace, before securing a naming rights deal with the Suburban Collection in 2010.
- Bowman's commitment to providing a top-tier event space has made the Showplace a key player in the region's event hosting landscape. Bowman's efforts have not only enhanced the facility's capabilities but also contributed to the local economy by attracting numerous visitors and events to Novi.



Avenue Development

Development Partner

- Avenue Development is a full-service real estate development, construction, and investment firm that specializes in wellness-centered healthcare and senior living properties. Founded in 2015 and headquartered in Indianapolis, Indiana, the company has carved out a niche in the evolving landscape of healthcare real estate by focusing on innovative, purpose-driven solutions. Their projects are designed to meet the growing demand for integrated, preventive health and wellness environments, particularly in the active adult and senior living sectors.
- Avenue Development is known for its ability to blend traditional real estate fundamentals with forward-thinking strategies, such as value-based care models and demographic-driven site selection. Their portfolio includes medical office buildings, post-acute rehabilitation centers, and active adult communities like the Viva Bene series, which integrates social engagement and wellness services into age-restricted rental living.
- Led by a team of seasoned professionals with backgrounds in healthcare operations, construction, and real estate investment, Avenue Development offers a comprehensive suite of services. These include pre-construction planning, property acquisition, legal risk management, and full-scale development execution.



Pulte Homes

Development Partner

- Pulte Homes, a prominent name in the homebuilding industry, is part of PulteGroup, Inc., which was founded in 1950 by Bill Pulte. Over the decades, PulteGroup has grown to become the third largest homebuilder in the United States, delivering over 800,000 homes across the country. The company operates in more than 45 markets, offering a wide range of home designs and communities tailored to various lifestyles and preferences.
- Pulte Homes is known for its innovative floor plans and consumer-first design approach. They focus on creating functional spaces that cater to the needs of modern living, with versatile living areas and personalized features. Their homes are built with high standards, using premium building materials and incorporating energy-efficient practices to ensure quality and sustainability. Pulte also offers a 10-year limited structural warranty, reflecting their commitment to long-term customer satisfaction.
- Beyond building homes, PulteGroup is dedicated to community involvement and charitable efforts. The company supports various initiatives, including the Built to Honor program, which provides mortgage-free homes to injured veterans. Additionally, the PulteGroup Charitable Foundation contributes to educational programs, housing needs, and military support, donating millions to numerous charities. This commitment to social responsibility underscores Pulte's role as a good neighbor and a leader in the homebuilding industry.



Choice Hotels

Development Partner

- Choice Hotels International, Inc. is one of the largest and most successful lodging franchisors in the world. Founded in 1939, the company has grown to encompass over 7,400 hotels across more than 40 countries and territories. Choice Hotels offers a diverse portfolio of 22 distinct brands, catering to various market segments and traveler needs. These brands include well-known names such as Comfort Inn, Quality Inn, Sleep Inn, and upscale options like Cambria Hotels and Ascend Hotel Collection.
- The company's mission is to provide exceptional value and service to its guests, ensuring a comfortable and memorable stay. Choice Hotels emphasizes convenience and accessibility, with properties strategically located near major attractions, business centers, and transportation hubs. They also prioritize guest satisfaction through their Choice Privileges loyalty program, which offers rewards like free nights, gift cards, and exclusive experiences.
- Choice Hotels is committed to sustainability and corporate responsibility. They implement eco-friendly practices across their properties, such as energy-efficient lighting, water conservation measures, and recycling programs. Additionally, the company supports various charitable initiatives, including disaster relief efforts and community development projects. This dedication to social and environmental responsibility underscores Choice Hotels' role as a leader in the hospitality industry.



1Source

Development Partner

- Founded in 1985, 1Source began as a small but ambitious team determined to redefine the printing industry. Armed with a handful of machines, a few bold ideas, and an unshakable work ethic, 1Source set out on a mission to deliver excellence. What started with a modest lineup of signage and printing services has since grown into a legacy of innovation and success, thanks to the unwavering dedication of 1Source's team.
- Today, 1Source stands as a trusted leader in the world of print, signage, and digital solutions. 1Source's expertise spans a wide array of industries and is continually investing in cutting-edge technology to refine processes to deliver exceptional results. From custom signage to digital campaigns, 1Source pride itself on providing solutions that resonate with their clients audiences.



Geis Companies

General Contractor

- Geis Companies Construction Group is a prominent player in the U.S. construction and development industry, known for its vertically integrated structure and innovative "Full Cycle Approach." Founded in 1967 by Erwin Geis in Ohio, the company has grown from a small construction firm into a national leader in design-build services. Today, it operates across more than 43 states and has completed over 1,700 projects, developing more than 18,000 acres of land.
- At the heart of Geis Companies is its commitment to a comprehensive, in-house model that includes six distinct but collaborative divisions: Geis Development, Geis Construction, GLSD Architects, Geis Property Management, GDOT Design, and a real estate arm. This structure allows the company to manage every aspect of a project—from site acquisition and architectural design to construction and property management—ensuring efficiency, cost control, and quality throughout the process.
- Geis Construction, the core construction arm of the group, specializes in both ground-up developments and complex renovations. Their expertise spans industrial, commercial, and mixed-use projects, with a strong emphasis on client collaboration and tailored solutions. The company's design-build methodology streamlines project delivery by integrating design and construction services under one roof, reducing timelines and minimizing risks.



Atwell

Project Engineer

- Atwell, formerly known as Atwell-Hicks, is a comprehensive consultation, engineering, and construction firm with a rich history dating back over a century. Originally based in Ann Arbor, Michigan, the company underwent significant reorganization and rebranding in 2009, moving its headquarters to Southfield, Michigan. Atwell provides a wide range of services, including real estate and land development, power and renewable energy, and oil and gas. Their expertise spans from program and development services to environmental and natural resources management, making them a versatile player in the industry.
- The firm is known for its innovative solutions and strategic advisory services, positioning itself as a partner rather than just a service provider. Atwell's commitment to creating solutions for the built environment is evident in their approach to each project, ensuring that they meet the unique needs of their clients while adapting to market changes and emerging challenges. Their services include GIS mapping, planning and entitlement, surveying, engineering, and construction management.



Studio M

Design Architect

- Studio M Architecture & Planning is a dynamic architectural firm known for its innovative and client-focused approach to design. Based in Carmel, Indiana, Studio M is licensed throughout the United States, allowing them to work on a diverse range of projects nationwide. The firm specializes in creating spaces that are not only aesthetically pleasing but also functional and sustainable, ensuring that each project meets the unique needs of its clients.
- One of the standout features of Studio M is their comprehensive service offering. They handle all aspects of architectural design and planning, from initial concept development to technical design and construction management. This includes detailed CAD drawings, 3D renderings, and virtual walkthroughs, which help clients visualize their projects before construction begins. Their expertise extends to various sectors, including residential, commercial, and institutional projects, showcasing their versatility and commitment to excellence.
- Studio M also places a strong emphasis on collaboration and communication. They hold regular design meetings with clients to discuss and refine proposals, ensuring that the final design aligns with the client's vision and requirements. This collaborative approach, combined with their technical proficiency and creative flair, has earned Studio M a reputation for delivering high-quality, customized architectural solutions.

STUDIO M
ARCHITECTURE & PLANNING



Plante Moran Realpoint

Economic Development Advisor

- A full-service commercial real estate advisory firm that offers comprehensive services to clients across various sectors. Plante Moran Realpoint (PMR) provides end-to-end real estate services including consulting, transactions, capital projects, development advisory, and incentive procurement.
- Made up of a multidisciplinary team that includes real estate consultants, construction experts, project managers, architects, engineers, CPAs, and attorneys—all working seamlessly to achieve the goals of clients.
- **Detroit Experience:**
 - **Future of Health**– Owner’s Representative & Development Manager for the \$3B development project between Henry Ford Health, the Detroit Pistons and Michigan State University, including major hospital expansion, mixed-income housing and new medical research center.
 - **District Detroit** – Program and Incentive Manager for \$1.5B+ mixed-use development that encompasses 50 blocks in the heart of Detroit. Once complete, the District will offer over 700 residential units, \$1.2M+ SF of commercial office, 100,000 SF of retail and 400 hotel rooms.
 - **Hudson’s Site, Book Tower and the Development at Cadillac Square** – Incentive Advisor for the massive redevelopment of three major projects that will bring over 3M SF of office, residential, hotel and event space to Downtown Detroit.



Buzz Report

May 22, 2025



Hot Topics:

- **Jessica's Splashpad and Lakeshore Park Beach Opening Delayed**

Due to the projected weather forecast, the opening of Jessica's Splashpad and the Lakeshore Park Beach will be delayed until Saturday, May 31 at 10am. PRCS staff will continue to monitor the matter over the coming week and will consider opening earlier if warranted by improved conditions.

- **Wildlife Woods Pickleball Court Repairs**

The pickleball courts at Wildlife Woods will be closed next week, Wednesday, May 28 – Friday, May 30. This closure will accommodate necessary repairs including the replacement of failed joint sealer and re-coating of the entire court surface.

- **August 5th Northville Schools Special Election**

Northville Public Schools' Board of Education has approved an Authorizing Resolution to hold a special election on Tuesday, August 5, 2025. Northville Schools have 3 precincts in Novi that will have their proposal on their ballot: precincts 16, 24, and 25 (approx. 7,000 voters).

Their Ballot Proposal will allow the school district to continue to levy the building and site sinking fund millage that expires with the 2025 tax levy. More specifically, it proposes the renewal of the currently authorized millage rate of .9357 mill for a period of ten years (2026 – 2035) to continue to provide for a sinking fund for the construction or repair of school buildings; for school security improvements; for the acquisition or upgrading of instructional technology; etc.

- **Beehives at Bosco**

A small group of city staff was very excited to participate in the introduction honeybees to their two new hives in the undeveloped "back 30" section of Bosco Fields Park on 5/8. This pilot program, supported by the Beautification Commission, was the brainchild of Fire Cpt. Theisen who will also be the dedicated beekeeper for the hives. We hope to see the bees thrive over the coming year and, should the hives prove viable, will consider related public programming. City Council can expect a more robust memo on this program in the near future.

- **Luna (east side of Main St.) Property Maintenance**

They were given a 90 day (07/03/2025) deadline. The scope of work to be performed:

1. Replace all bollards
2. Remove all planter boxes and replace them with ground-level tree grates. The tree grate style was provided by Rick Meader. City of Novi to replace trees.
3. Repair all concrete.

Staff spoke with a representative from Luna on 5/6/25, and they are on schedule for the deadline.

Development Project Updates:

Map of Development projects

- **Feldman Kia PRO**

Approval was given to Feldman Kia by the Planning Commission at their April 9th meeting. This matter appeared before Council at the May 5th meeting.

- **Station Flats**

The owners submitted a new plan, it has not made its way to the website as staff awaits additional materials. We believe the new name is Novi Acres. The planned project in between Target and Sam's has been scuttled and there are no proposals to continue with it in its current form

- **Camelot Parc/Avalon** by Village of Stonebrook

Townhomes for sale with garages, fewer units (currently zoned under a special land use, which council will have a decision)

- **Porsche of Novi** – Grand River/Haggerty Road

UPDATE – A Temporary Certificate of Occupancy (TCO) has been issued for the 19,170 square foot, two-story Porsche car dealership (next to the Audi Sales Center)

- **El Car Wash # 2 will take over the Original \$6 Car Wash on Novi Road and 96**

- **Audi Sales Center** (Former Jaguar dealership) – 10 Mile/Haggerty Road

UPDATE – A Temporary Certificate of Occupancy (TCO) has been issued for both the Audi Sales Center and the Service Center (located behind Porsche)

- **Elm Creek PRO (Meadowbrook and 12 Mile development)**

The residential development [proposed by Toll Brothers](#) (two-phased 134-unit multiple-family townhome development) has been halted, and they will not be proceeding with construction. It would appear this is a result of a property dispute between the owners of the parcel.

- **El Car Wash** (Former PNC Bank) – Grand River Ave/12 Mile Rd

UPDATE – Permits have been issued, foundations are in, and the building shell is under construction. Estimated Completion Date: Fall 2025

- **Cantaritos Fiesta Mexican Restaurant** (Former Chili's Grill & Bar) – 8 Mile/Haggerty Road

The former Chili's location in the City's southeast corner is planned to soon become a new Mexican restaurant following necessary renovations and upgrades to the interior of the building. The restaurant also has a location in Royal Oak that opened in May 2023. The building plans for the renovation were recently submitted and undergoing review.

Estimated Completion Date: Late Spring or Summer 2025

- **Raising Cane's Chicken Fingers** (Former Wendy's) – Novi Rd/Grand River Ave

The Novi Wendy's location at 26245 Novi Rd recently closed as part of a company plan to shutter 140 locations nationwide. The Louisiana-based fast food chain Raising Cane's is planning to take over the space in the near future. Raising Cane's specializes in chicken fingers, crinkle-cut fries and Texas toast.

Estimated Completion Date: Currently Unknown (no submittals to date, project scope unclear)

- **Primrose School** (Former Whitehall nursing home) – 10 Mile/Novi Road
The former Whitehall nursing home at 43455 Ten Mile Rd has been demolished and Primrose School, a 13,586 square feet private preschool and daycare center, is currently being built on the former site. When completed, is estimated to be able to have 202 children during its peak hours.

The construction was previously limited only to foundation/flatwork while a hydrant was installed to make water available at the site. As of December 4th, the full building permit has been issued, which will allow them to proceed with “vertical” construction.

Estimated Completion Date: Summer 2025

Frequently Asked Questions:

None at current

MEMORANDUM



TO: JEFFREY HERCZEG, DIRECTOR OF PUBLIC WORKS
FROM: MATT WIKTOROWSKI, FIELD OPERATIONS MANAGER
SUBJECT: FY 2024-2025 WINTER ROAD MAINTENANCE REVIEW
DATE: MAY 22, 2025

This memorandum reports on winter maintenance performance data for the 2024/2025 winter season. The data is compared to previous seasons and supported by factors that posed challenges or, conversely, enhanced service, such as abnormal weather and equipment advancements, respectively.

Background and Winter Road Maintenance Results

Southeast Michigan experienced a mild 2024-2025 winter season, responding to only 21 events at an average temperature of 34 degrees, with approximately 32" of total snow accumulation (the historical five-season average is 23 events, 33 degrees, and 29" of snow). The mild conditions contributed to another effective winter road maintenance season.

The exact total of measurable snow received of 32 inches was like the past five season average of 29 inches. This season, neighborhoods were cleared more often to remove hardpack snow/ice, which is often associated with wet snow and warmer temperatures indicative of the recent winter weather patterns.

The attached table shows data from the past 17 seasons. However, this season's statistics are only compared to the records obtained over the previous five winter seasons. Each of these performance measures is discussed in detail below.

Citizen Feedback

DPW received a total of 83 concerns from citizens relating to winter maintenance compared to the previous five-year average of 155. Some of this season's concerns are as follows:

- 8 Driveway Plowed In
- 13 Lawn Damage
- 15 Mailbox Hit
- 3 Not Close Enough to Curb
- 4 Not Close Enough to Mailbox
- 13 Road Missed
- 1 Sidewalk Plowed In
- 21 General Concern

The overall lower number of concerns (83) is likely due to reduced lawn damage complaints. Although Novi experienced a mild winter overall, temperatures were cold enough to freeze the ground, so lawns were not significantly affected by plows. Overall, in 2024-2025, the department averaged less than four citizen concerns per event.

Traffic Crashes

The Novi Police Department provided data that officers responded to 59 crashes this past winter, where snow and ice were listed as being on the road surface. Although there is no data to support whether the roadway condition was the sole contributing factor to any accident, tracking roadway condition provides a benchmark for service and safety. Historically, Public Safety crews have responded to an average of 33 events over the past five seasons.

Salt Use and Liquids Use

DPW is continually looking for new ways to reduce the amount of salt used for melting snow and ice from City-maintained roadways and parking lots. Limiting the amount of salt not only saves on operating expenditures but also reduces the number of chlorides entering our watersheds and infrastructure. Over the 2024-2025 winter season, DPW crews applied approximately 4,362 tons of salt, or \$304,159 of material, at an average of 208 tons, or \$13,122 per event, compared to the five-year average of 199 tons per event.

The Department continues to see benefits from the automated brine maker supplying pre-wetting and anti-icing liquids to roadways. Because the equipment can make several thousand gallons of solution each day without oversight it allowed our team to apply materials more effectively. Through the application of liquids before a storm (anti-icing), our team can rest longer and report closer to rush hour to clear roads for motorists. The Department applied 80,168 gallons of liquid, or an average of 3,818 gallons per event. In future seasons, DPW plans to increase the amount of liquids used per event to proactively address slippery conditions and limit environmental impacts from the rock salt use traditionally applied.

Novi's proactive use of anti-icing materials was highlighted in several interviews (Channel 7, CW 50, WJR 760, and The Detroit News) this winter; qualifying the program as a regional leader.

Labor Costs

Labor costs can vary significantly from season to season given the time and frequency of events. If most storms occur in the middle of the night, or on weekends, the labor cost will be high. Conversely, if most storms happen close to a regularly scheduled shift, the cost will be lower because less overtime is needed. The total labor cost for the 2024-2025 season were higher (\$225,126, or \$10,720) per event, compared to overall seasonal averages of \$168,362 and \$7,513 respectively.

Conclusion

Each season DPW evaluates materials, labor, and equipment used in winter road maintenance to enhance operations. In recent years, the Department has added advancements to trucks' cabs to calibrate material dispersion, wing plow attachments to truck chassis, which quickly clears more snow from roadways and AVL services to best track winter maintenance activity allowing teams to estimate completion times. This season, the Novi City Council approved a new salt dome that replaces a structure over 30 years old. This building will allow us to load salt more efficiently and safely through an external conveyor. The dome will also store approximately 33% more material, minimizing the amount of times delivery trucks visit the site. It is estimated that dome construction will be completed in July 2025.

Many of the new ideas, enhanced practices, and leadership development happen through investment in our team. This season several members from the snow and ice team attended the American Public Works International Snow and Ice Conference in Grand Rapids, with the ability to attend 70 educational sessions, and a 40,000 square foot exhibit hall floor. Team members also attended a Local Technical Assistance Program (LTAP) in Bellaire and the Michigan Road Scholar Program (MRSP) in Mt. Pleasant. Through this continued investment in our team, we will grow and further develop as industry leaders.

WINTER MAINTENANCE PERFORMANCE DATA
For Winter Seasons 2007/2008 Through 2024/2025

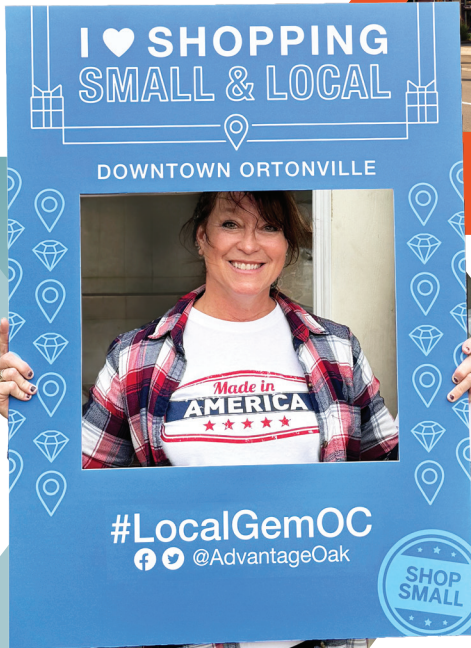
				Citizen Complaints		Traffic Crashes		Salt Use		Liquids Use		Labor		Roadway Contractual Assistance	
Winter Season	Number of Events	Average Temperature	Inches of Snowfall	Number	Average Complaints Per Event	Number	Average Crashes Per Event	Tons of Salt Used	Average Tons of Salt Used Per Event	Gallons of Liquid Applied	Average Gallons of Liquid Per Event	Total Labor Costs	Average Labor Cost Per Event	Total Cost	Average Cost Per Event
2007-2008	47	No Data	71.7	221	4.70	212	4.51	12,621	269	N/A	N/A	\$ 405,787	\$ 8,634	\$ -	\$ -
2008-2009	33	No Data	65.7	148	4.48	163	4.94	9,868	299	N/A	N/A	\$ 420,031	\$ 12,728	\$ -	\$ -
2009-2010	33	No Data	43.7	58	1.76	116	3.52	6,932	210	N/A	N/A	\$ 291,856	\$ 8,844	\$ -	\$ -
2010-2011	63	No Data	67.2	324	5.14	254	4.03	8,653	137	29,375	466	\$ 294,398	\$ 4,673	\$ -	\$ -
2011-2012	24	No Data	24.0	10	0.42	29	1.21	4,665	194	38,520	1,605	\$ 93,548	\$ 3,898	\$ -	\$ -
2012-2013	26	No Data	41.3	67	2.58	42	1.60	3,395	131	67,630	2,601	\$ 156,082	\$ 6,003	\$ -	\$ -
2013-2014	51	No Data	77.25	426	8.35	77	1.51	6,056	119	37,261	731	\$ 360,909	\$ 7,077	\$ -	\$ -
2014-2015	35	No Data	66.4	206	5.89	88	2.51	4,775	136	49,931	1,427	\$ 167,173	\$ 4,776	\$ -	\$ -
2015-2016	26	34°	47.15	222	8.54	58	2.23	4,363	168	53,617	2,062	\$ 127,105	\$ 4,889	\$ -	\$ -
2016-2017	25	34°	29.62	232	9.28	48	1.92	3,687	147	53,862	2,154	\$ 125,021	\$ 5,001	\$ 48,265	\$ 1,931
2017-2018	31	29°	57.05	415	13.39	120	3.87	5,770	186	64,107	2,068	\$ 278,107	\$ 8,971	\$ 55,250	\$ 1,782
2018-2019	31	28°	30.9	150	4.84	62	2.00	4,778	154	N/A	N/A	\$ 174,577	\$ 5,632	\$ 42,457	\$ 1,370
2019-2020	19	32°	28.24	220	11.58	46	2.42	4,096	216	29,569	1,556	\$ 145,997	\$ 7,684	\$ 32,916	\$ 1,732
2020-2021	28	31°	33.2	102	3.64	0	0.00	4,591	164	78,762	2,813	\$ 193,243	\$ 6,902	\$ -	\$ -
2021-2022	28	32°	34.22	95	3.39	52	1.86	4,353	155	47,505	1,697	\$ 177,296	\$ 6,332	\$ -	\$ -
2022-2023	20	33°	32.75	146	7.30	50	2.50	4,202	210	19,654	983	\$ 179,314	\$ 8,966	\$ 1,500	\$ 75
2023-2024	19	36°	18.16	210	11.05	19	1.00	4,716	248	59,564	3,135	\$ 145,961	\$ 7,682	\$ -	\$ -
2024-2025	21	34°	32	83	3.95	59	2.81	4,362	208	80,168	3,818	\$ 225,126	\$ 10,720	\$ -	\$ -
5-Year Historical Averages (19/20-23/24)	23	33°	29.31	155	7.39	33	1.56	4,392	199	47,011	2,037	\$ 168,362	\$ 7,513	\$ 6,883	\$ 361

Complaint Detail	<u>2022/2023</u>	<u>2023/2024</u>	<u>2024/2025</u>	<u>Average</u>
Driveway Plowed In	6	19	8	11
Lawn Damage	70	72	13	52
Mailbox Hit	14	14	15	14
Not Close Enough to Curb	4	14	3	7
Not Close Enough to Mailbox	2	23	4	10
Road Missed	30	23	13	22
Sidewalk Plowed In	6	1	1	3
General Concern	14	40	21	25



DAVID COULTER
OAKLAND COUNTY EXECUTIVE

40th



OAKLAND COUNTY

Economic Outlook

2025-2027



SUMMARY INTRODUCTION

DAVID COULTER

OAKLAND COUNTY EXECUTIVE

As we mark the 40th year of the University of Michigan's Economic Outlook for Oakland County, we do so at a moment of economic transition, not just for our region, but across the state and nation.

While the report acknowledges short-term challenges, including slower job growth and global uncertainty, it also affirms something we've long known to be true: Oakland County's fundamentals are strong, and our future continues to be built on resilience, talent and innovation.

Our strengths are unique. We remain one of Michigan's most vital economic engines, contributing more than 22 percent of the state's GDP. We have a highly educated workforce, one of the lowest poverty rates in the state and a concentration of high-quality professional jobs. Even in the face of economic headwinds, we are seeing signs of progress such as steady real wage growth.

This year we are highlighting the essential role of our small businesses, which account for nearly 90 percent of all firms in Oakland County. These businesses are the heart of our local economy. Nationally, we rank near the top among peer counties for average wages among small firms. We're proud to support these entrepreneurs through initiatives like Oakland Thrive, Business Forward and Main Street Oakland County, which offer one-on-one coaching, business services and direct support for our downtowns.

We're also advancing the next generation of manufacturing innovation. Project DIAMOnD, a cutting-edge digital network of 3D printers, is helping small and mid-sized manufacturers stay competitive. With Phase 2 underway through Automation Alley, we're on track to reach 40 percent of our small and medium manufacturers with additive manufacturing tools and training.

Meanwhile, Oakland80 continues to make progress toward our goal of 80 percent of adults earning a post-secondary degree or credential by 2030. We anticipate reaching 70 percent by this fall, a milestone that speaks to the county's deep commitment to workforce development and economic opportunity.

Our vision remains clear: building an inclusive and sustainable economy for the future. We will meet today's challenges with the same ingenuity and partnership that have powered us for decades. I'm confident that by investing in people, small businesses and advanced industries, Oakland County will continue to lead Michigan and set an example nationally for what economic resilience looks like.

Thank you for being part of this effort to shape Oakland County's strong and shared future.



OAKLAND COUNTY

Economic Outlook

2025-2027



Gabriel Ehrlich



Donald Grimes

PRESENTED BY

Dr. Gabriel M. Ehrlich
and Donald R. Grimes
University of Michigan

MAY 2025

OVERVIEW OF CONTENTS

- Small Business in Oakland County
- Comparisons with Oakland's Peer Counties
- Oakland County's Economy in the Latest Data
- The U.S. Economic Outlook
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 - *Inflation and Local Unemployment*
 - *Oakland Employment Growth Compared with Michigan's*
 - *Employment Growth by Major Industry Division*
 - *Average Real Wages by Industry Groups*

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OAKLAND
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Research Seminar in Quantitative Economics (RSQE)

The Research Seminar in Quantitative Economics (RSQE) is a modeling and forecasting unit that has been in operation at the University of Michigan since 1952. Four times per year, RSQE provides forecasts of both the U.S. economy and the Michigan economy. RSQE hosts the University of Michigan's Annual Economic Outlook Conference, the longest running such event in the U.S., in Ann Arbor each November. RSQE has twice received the prestigious Blue Chip Annual Economic Forecasting Award (AEFA) recognizing "accuracy, timeliness, and professionalism" in economic forecasting.

Dr. Gabriel M. Ehrlich

is the Director of the University's Research Seminar in Quantitative Economics (RSQE). He received his Ph.D. in economics from the University of Michigan. His research focuses on macroeconomics and regional economics. His work has been published widely in academic journals, and he comments frequently in the press on the economic outlook.

Prior to joining RSQE, Dr. Ehrlich worked in the Financial Analysis Division at the Congressional Budget Office (CBO). He earned his undergraduate degrees in finance and economics at the University of Maryland.

Dr. Ehrlich testifies twice per year to the state legislature on Michigan's fiscal and economic outlook. He recently coauthored *The United States Economic Outlook for 2025–2026* and *The Michigan Economic Outlook for 2025–2026*.

Donald R. Grimes

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This Economic Outlook Summary is available online beginning May 22, 2025 at:
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The Oakland County Economic Outlook for 2025–2027 Executive Summary

*Jacob T. Burton, Gabriel M. Ehrlich, Donald R. Grimes, and Michael R. McWilliams
University of Michigan*

Last year presented challenges for Michigan’s economy. Every county in the state began 2025 with a higher unemployment rate than at the start of 2024. Oakland County was not immune from that trend, but the increase in its unemployment rate was the fourth smallest among the 83 counties in Michigan. The number of employed county residents has also dropped noticeably over the past year and a half, and the county’s payroll job count has declined modestly. Despite this recent economic downshift, we believe that Oakland’s long-run fundamentals remain strong. Its well-educated labor force, high concentration of professional jobs, and low poverty rate provide resilience in the face of uncertainty. Nevertheless, we expect job growth to remain subdued and uneven over the forecast horizon, with policy risks casting a long shadow.

One of the most prominent of those risks is the evolving tariff regime, which creates particular headwinds for Oakland given the importance of the local automotive and manufacturing sectors. While recent administrative orders have provided some temporary relief, unsettled tariff policies add an extra layer of uncertainty to our outlook. We expect the tariffs to weigh on vehicle sales, raise input costs, and contribute to slower job growth while adding upward pressure on prices.

Turning to our forecast, we project that job growth in Oakland County will rebound at a modest pace in 2025, averaging 0.5 percent annually through 2027. That growth is slower than the 2 percent

annual growth seen from 2010–2019 and leaves Oakland’s payroll employment about 0.8 percent below its pre-pandemic level at the end of our forecast. The construction and private health and social services sectors continue to provide strength, while finance and insurance settle into steady growth. Manufacturing has struggled recently, and we expect another small employment decline in 2025 before the sector gains back some lost jobs in 2026 and 2027. The recent decline in professional, scientific, and technical services is also concerning, with the sector losing 5,900 jobs combined in 2023 and 2024. We expect another 900 job losses this year before the sector stabilizes in 2026 and 2027.

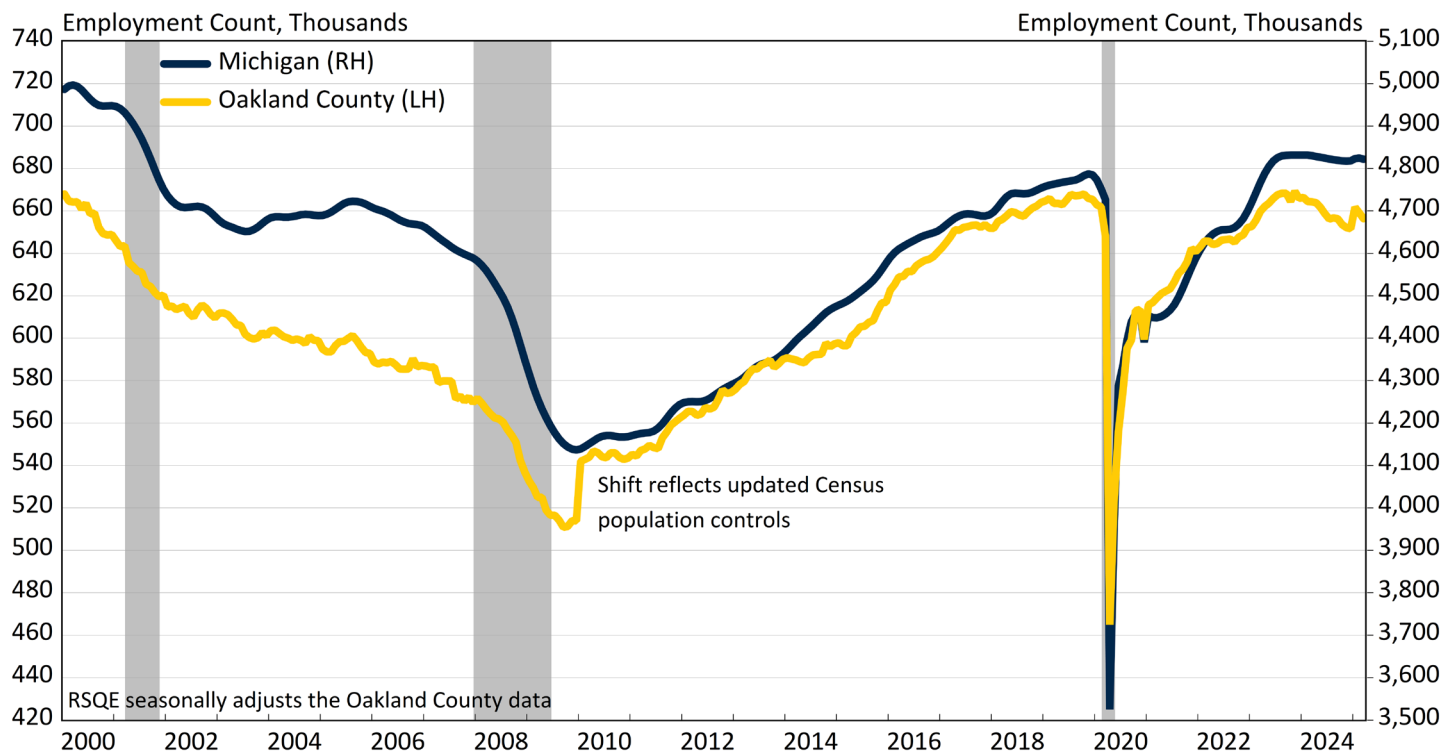
We expect local inflation to decelerate this year due to a decline in prices in late 2024 before reaccelerating as new tariffs begin to push up consumer prices in 2026 and 2027. There is substantial uncertainty surrounding both the final scope of the tariffs and their impact on consumer prices.

Real wages have recently resumed growing after falling following the pandemic. We estimate a 0.9 percent real wage gain in 2024 for Oakland County, with projected average growth of 0.5 percent per year going forward. That growth would bring the county’s average real wage (in 2023 dollars) to \$77,300 by 2027, about \$8,000 higher than the statewide average. Stronger wage growth in lower-wage industries is helping to gradually narrow local income disparities, though large gaps remain.

This year, we also looked at Oakland’s small business landscape. Although firms with 50 or more employees account for nearly 80 percent of the county’s private workforce, small businesses make up almost 90 percent of the county’s total firms. Small firms in Oakland pay very well by national and state standards, ranking fourth out of 27 peer counties for average wages among small businesses.

Oakland County faces a more complex and uncertain economic environment compared to one year ago. We remain cautiously optimistic, but the road to full recovery will likely feature some twists. In the long run, however, Oakland’s strong fundamentals should win out over these short-term challenges, allowing it to remain one of the most prosperous local economies in the country.

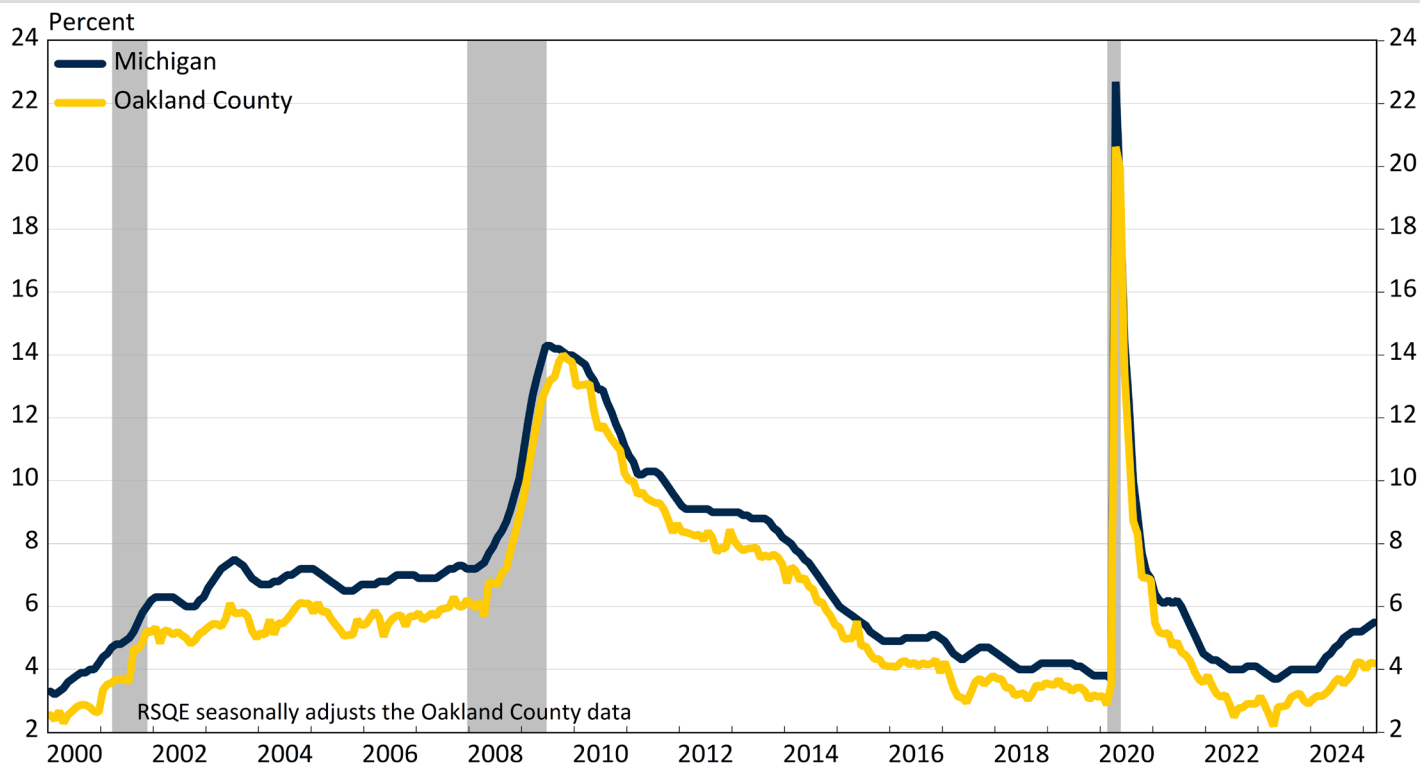
Figure 1
Monthly Household Employment, Michigan and Oakland County



- Figure 1 shows monthly household employment in Oakland County and in Michigan. The household employment data presented in this figure depicts the count of employed residents, regardless of whether they work in Oakland County or elsewhere.
- Household employment in Michigan declined by 1.2 million, or 26 percent, during the initial months of the COVID-19 pandemic. Oakland County residents were hit more severely by the initial downturn, with nearly 200,000, or almost 30 percent of employed residents, losing their jobs.
- Resident employment in both Michigan and Oakland County came roaring back after the initial months of the pandemic, and Michigan recovered to its 2019 level in April 2023, while Oakland recovered in June 2023.
- Resident employment growth slowed significantly in both the county and the state during the latter half of 2023.
- Unfortunately, the recovery stopped there for both the state and the county. Household employment in Michigan declined by 0.3 percent from December 2023 to December 2024. That decline was much more severe in Oakland County than in the state. The county saw its count of employed residents decline by 2.1 percent during that time.
- As of March 2025, the most recent data available at the time this report was written, Michigan's resident employment had surpassed its 2019 average by 1.1 percent. This statewide growth masked uneven local recoveries, as Oakland County remained 1.4 percent below its 2019 level during that time.
- However, looking at the longer run, Oakland County has achieved a feat that the state has not. Oakland County regained its 2000 peak employment level in late 2023. As of March 2025, Michigan remains 3.5 percent below its 2000 resident employment peak, while Oakland, after declining in 2024, sits 1.7 percent below its early-2000s high.
- Although Oakland's long-term economic resilience has been impressive, we are concerned that the direction of federal economic policy, particularly related to tariffs and international trade, will pose significant short-term challenges for the county's economy.

Figure 2

Monthly Unemployment Rate, Michigan and Oakland County



- Figure 2 shows unemployment rates for Michigan and Oakland County. Both series are seasonally adjusted; we have seasonally adjusted the Oakland unemployment rate series ourselves.
- Oakland County's labor market has run consistently tighter than the state's over the past twenty years. Since exiting the Great Recession, Oakland County's unemployment rate has averaged 0.9 percentage points below Michigan's.
- Although the local jobless rate spiked to a peak of 20.6 percent in April 2020, it remained below the state's peak of 22.7 percent during that time. The local unemployment rate declined to 2.9 percent by the end of 2022, or 0.5 percentage points below its 2019 average.
- For comparison, Michigan's unemployment rate had fallen to 4.1 percent by the end of 2022, on par with its 2019 average.
- Oakland County's unemployment rate reached a recent low point of 2.2 percent in April 2023 before gradually rising back to 3.1 percent by the first quarter of 2024.
- Despite its low unemployment rate at the start of last year, Oakland County saw a notable increase in joblessness during the remainder of the year.

The unemployment rate in Oakland rose from 3.1 percent in March 2024 to 4.2 in December 2024.

- This slowdown is not unique to Oakland County. Michigan's unemployment rate rose from 4.0 percent in January 2024 to 5.3 percent in January 2025. Moreover, Michigan's unemployment rate in March (5.5 percent) was the second highest in the nation, just below Nevada's rate of 5.7 percent.
- Additionally, every county in Michigan began 2025 with a higher jobless rate than at the start of 2024. From January 2024 to January 2025, the median increase in county unemployment rates across the state was 2.2 percentage points. Oakland saw a relatively modest 1.2 percentage point increase, tied with Keweenaw County for the fourth smallest increase among Michigan's 83 counties. Still, Oakland had the largest increase in its not seasonally adjusted rate compared to its peers listed in Table 1 on the following page.
- In the latest data, March 2025, Oakland County's unemployment rate remained 1.6 percentage points below its average level during the 2000s. While it is reassuring that the current rate is lower than the 25-year average, we note that the current century has witnessed the Great Recession and the COVID-19 pandemic, which both led to sharp spikes in the unemployment rate.

Table 1
Oakland County Compared with Its Peers*

County	State	Population 2024	Associate's Degree or More	Child Poverty	Median Family Income**	High-Income Persons Aged 65 or Older	Managerial, Professional	Sum of Rankings	Rank of Sum
Fairfax	VA	1,160,925	1	5	1	1	1	9	1
Montgomery	MD	1,082,273	5	3	2	2	2	14	2
Wake	NC	1,232,444	2	6	5	10	3	26	3
Collin	TX	1,254,658	7	4	6	7	4	28	4
Nassau	NY	1,392,438	10	2	4	3	12	31	5
Westchester	NY	1,006,447	9	11	3	5	9	37	6
Travis	TX	1,363,767	6	13	7	8	6	40	7
Denton	TX	1,045,120	13	1	9	9	11	43	8
Fulton	GA	1,090,354	3	20	8	11	5	47	9
Hennepin	MN	1,273,334	4	12	11	13	7	47	9
Oakland	MI	1,296,888	8	8	13	15	8	52	11
Contra Costa	CA	1,172,607	14	9	12	4	14	53	12
Suffolk	NY	1,535,909	16	7	10	6	19	58	13
Mecklenburg	NC	1,206,285	11	14	15	16	13	69	14
Salt Lake	UT	1,216,274	19	10	14	14	16	73	15
Allegheny	PA	1,231,814	12	18	16	18	10	74	16
Palm Beach	FL	1,582,055	18	15	22	12	22	89	17
Franklin	OH	1,356,303	17	23	17	20	15	92	18
Orange	FL	1,533,646	15	17	20	23	20	95	19
Pima	AZ	1,080,149	25	21	18	17	21	102	20
Gwinnett	GA	1,003,869	22	19	19	19	24	103	21
Hillsborough	FL	1,581,426	20	16	23	25	23	107	22
Cuyahoga	OH	1,240,594	21	24	21	24	18	108	23
Duval	FL	1,055,159	23	22	24	22	25	116	24
Philadelphia	PA	1,573,916	24	26	26	26	17	119	25
Fresno	CA	1,024,125	26	25	25	21	26	123	26
Bronx	NY	1,384,724	27	27	27	27	27	135	27

*All counties in the United States with a population between 1,000,000 and 1,600,000 in 2024

**Adjusted for cost of living

Source: American Community Survey 2023. Census Bureau Population Estimates, March 2025.

Oakland County Compared with Its Peers

- Each year, we rank Oakland County among its peers on five measures that we believe provide useful insights into the county's economic well-being. This year, Oakland's peer group includes all counties in the United States with populations between 1,000,000 and 1,600,000 residents in 2024. A total of 26 other counties matched this description, with Oakland's population of 1,296,888 in the middle of the pack.
- Many of the nation's most economically successful counties are included in this group. Like Oakland, many are also among the select group of U.S. counties that have a AAA bond rating with multiple rating agencies.
- In Table 1, we arrange the 27 counties by the sum of their rankings across the five measures to calculate an overall rank. Oakland places 11th overall. We believe that Oakland's ranking among this group of counties reflects its solid and enduring economic fundamentals.
- The five measures we consider are: (1) educational attainment—the share of the population aged 25 to 64 with at least an associate's degree in 2023; (2) child poverty—the share of the population aged 17 and under who lived in families whose income was below the poverty level in 2023; (3) median family income adjusted for the local cost of living in 2023; (4) high-income seniors—the share of persons aged 65 and older with income at least five times the poverty level in 2023; and (5) professional occupations—the share of employed county residents working in professional and managerial occupations in 2023.
- A lower number for a rank indicates a better position among the counties: a rank of 1 is the best and 27 is the worst. Oakland County ranks between 8th and 15th across the various measures (the underlying data for Table 1 is presented in Appendix C).
- Oakland County ranks 8th in several key metrics. It holds the 8th spot for the share of residents employed in professional occupations, as more than half (54.5 percent) hold one of these positions. The county also ranks 8th in educational attainment, with 63 percent of residents aged 25 to 64 holding an associate degree or higher. Finally, Oakland ranks 8th for child poverty, with a rate of 9.6 percent.
- Oakland County ranked slightly less favorably on the share of high-income seniors and median family income. The county ranked 15th for high-income seniors, with 37 percent of its senior population in this category. It also placed 13th for median family income, which stood at roughly \$121,000 after adjusting for the local cost of living.
- Compared to last year, Oakland's ranking improved on child poverty, educational attainment, and high-income seniors, and its ranking stayed even for professional occupations. Its ranking for median family income, however, fell back four spots.
- Oakland County's strong overall performance in these measures indicates that it remains relatively well positioned for the future, despite the current challenges in the local and national economies. Its educated workforce and high standard of living help contribute to a stable economic environment that can support small business development.

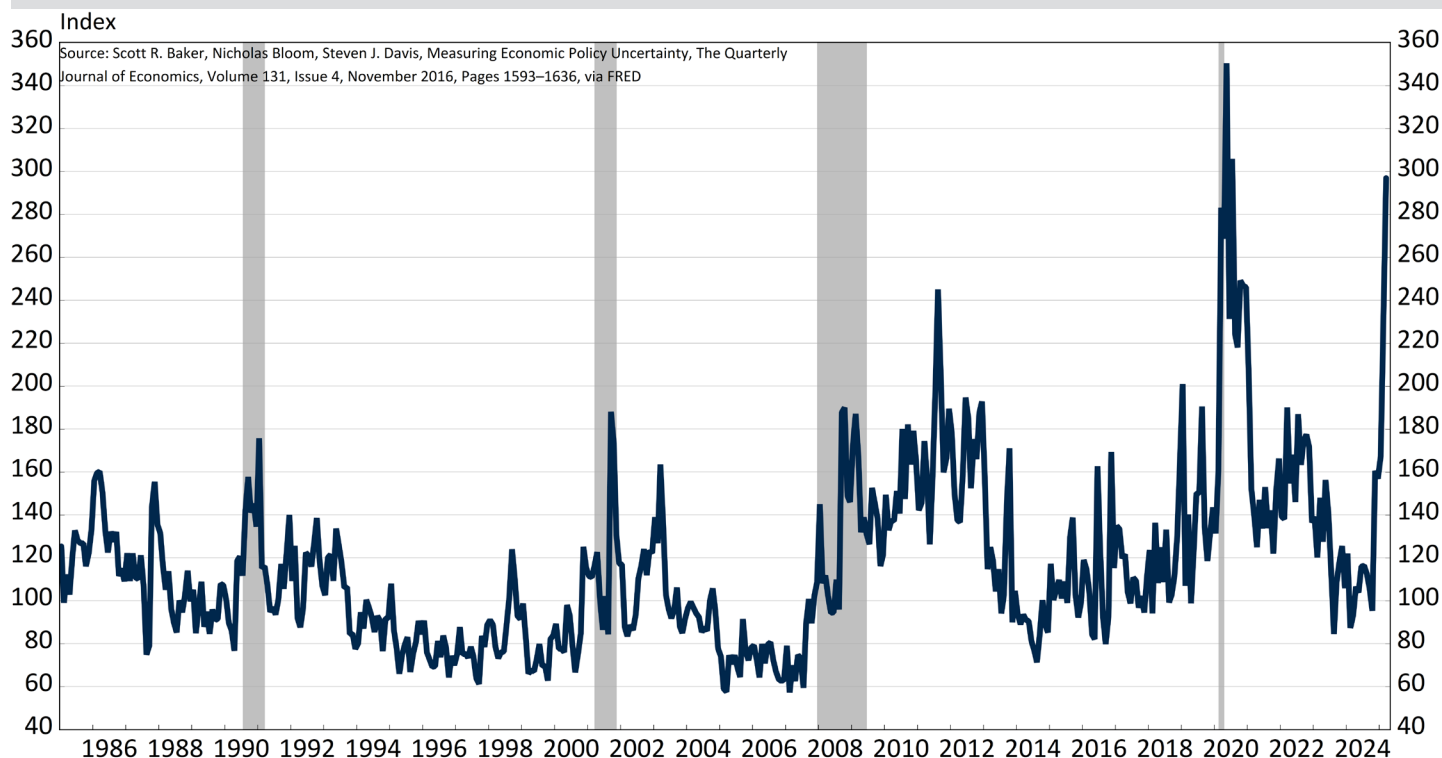
Table 2
Small Business in Oakland County, 2022

	Share of Small Firms	Small Firms' Share of Private Employment	Average Wage Small Firms	Average Wage Big Firms
United States	95.4%	24.4%	\$46,460	\$66,232
Michigan	91.9%	25.0%	\$48,721	\$63,485
Oakland County, MI	87.3%	22.8%	\$52,975	\$67,793
26-Peer County Average	87.4%	22.2%	\$47,293	\$65,792
Oakland County's Rank	10	13	4	15

Note: a small firm employs between 1 and 49 employees. Average wages have been adjusted for cost of living. Oakland County is ranked the same as in Table 1, with 1 being the best and 27 being the worst.

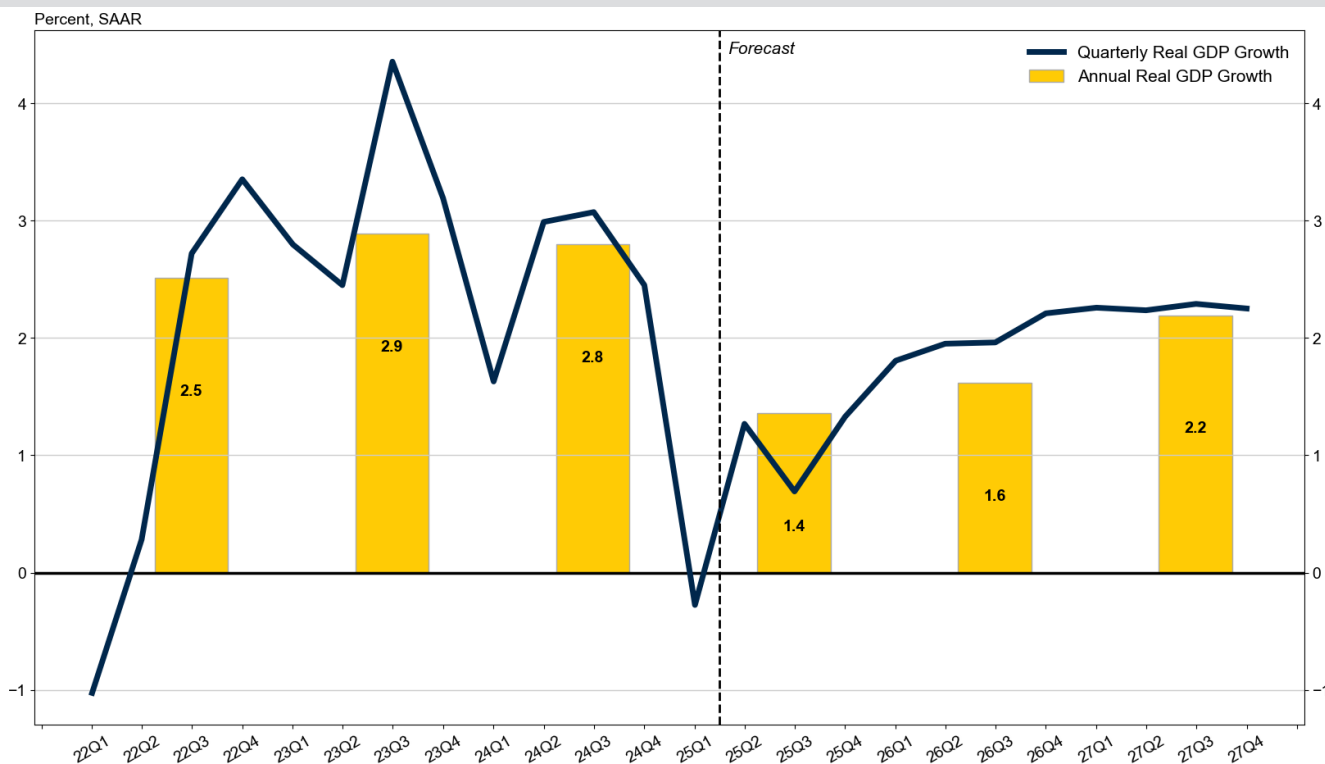
- A small business can be defined either by the size of the establishment itself or by the size of the firm that owns it. Many small establishments are actually owned by large firms, which can complicate the analysis of small business activity.
- Table 2 shows business data statistics categorized by the size of the firm that owns the business for the United States, Michigan, Oakland County, and its 26 peer counties (identified in Table 1). The Census Bureau only recently began compiling this data, so 2022 is the only year currently available.
- In this analysis, a small firm is defined as one employing 1 to 49 workers anywhere in the United States, while a large firm employs 50 or more workers nationwide.
- In 2022, Oakland County was home to 24,478 small firms and 3,571 large firms. Small firms made up 87.3 percent of all businesses in the county. Most small firms operate in only one location, whereas large firms often have multiple locations. As a result, only 0.5 percent of all small firms in the U.S. have a presence in Oakland County, compared to 1.5 percent of all large firms.
- Large firms, however, tend to employ the majority of workers. In Oakland County, 77.2 percent of all private-sector employees worked for large firms in 2022, while only 22.8 percent were employed by small firms. The share of workers employed by small firms is typically higher in smaller, rural counties, where large firms are less prevalent.
- Oakland has a slightly higher share of employees in small firms (22.8 percent) than the average among its peer counties (22.2 percent).
- Small firms tend to pay lower wages than large firms. Nationally, large firms pay an average of \$19,772 (42.6 percent) per year more than small firms. In Oakland County, that difference is significantly smaller at \$14,818, or 28.0 percent.
- In fact, small firms in Oakland County tend to pay significantly higher wages than those in its peer counties. On average, small firms in Oakland pay \$5,682 more—or 12.0 percent higher—than the peer county average. Oakland ranks 4th out of the 27 peer counties for average wages in small firms.
- The most important aspect of small firms is not their current size or wages, but their potential to grow into large firms. This data series does not yet provide insight into how that happens, but we hope to track the evolving health of small business in Oakland County into the future.

Figure 3
Economic Policy Uncertainty Index, United States



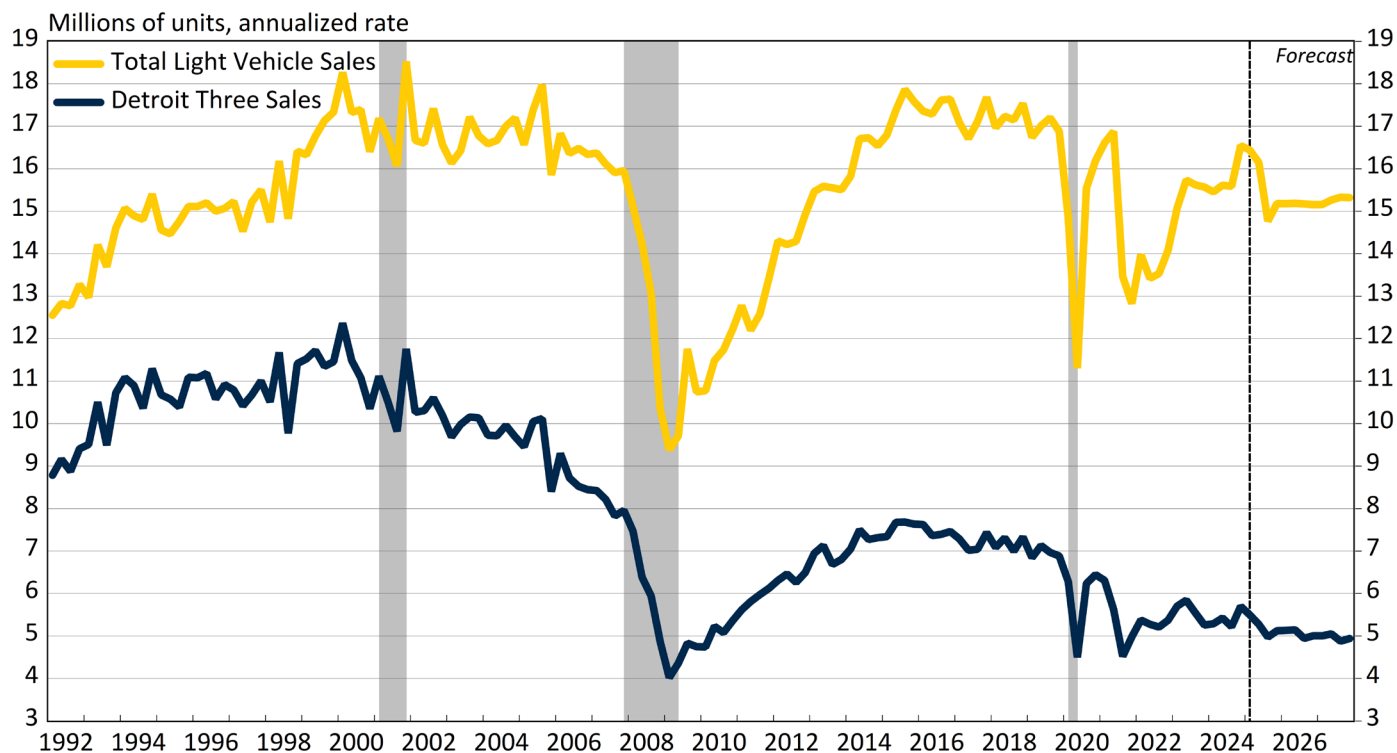
- Figure 3 displays the monthly index of economic policy uncertainty for the U.S. economy as constructed in Scott Baker, Steven Davis, and Nick Bloom, "Measuring economic policy uncertainty," The Quarterly Journal of Economics, 2016, pp. 1593–1636. The March value of the index stood at 297, the most recent data when we wrote this report. That was its highest level on record outside the pandemic period of 2020. Although this measure does not enter directly into our national and regional models, it illustrates the media coverage of uncertainty surrounding the path of critical economic policies going forward.
- Our forecast for Oakland County's economy built on our February 2025 outlooks for the U.S. and Michigan economies, with adjustments to reflect the evolving policy landscape. Given the fast-changing landscape, our assumptions will inevitably differ from the ultimate policy outcomes.
- Tariffs are especially relevant to Michigan's economy given the importance of the auto industry. We currently expect the 25-percent tariffs on imported automobiles and parts as well as steel and aluminum to persist over the forecast horizon, subject to some short-term relief and several caveats. We discuss the potential effects of those tariffs along with our outlook for light vehicle sales in Figure 5.
- The Administration recently offered short-term tariff relief to the auto sector in the form of partial reimbursements for auto parts tariffs over the next two years. It also removed some tariff "stacking" that had threatened to raise costs substantially. We expect that relief to help the industry bridge the gap as supply chains adjust, but the long-term situation remains unchanged.
- We suspect that the current high level of tariffs on Chinese imports is meant to pressure China into negotiations, with the ultimate level of tariffs likely retreating to an effective average of around 60 percent.
- We now expect average broad-based effective tariff rates on most of our trade partners to average 10 percent over the next few years, as some of our trading partners reach deals with the Administration. Yet the elevated level of economic policy uncertainty is likely to be affecting the economy already by creating an incentive to postpone long-term investment decisions.
- The path of the federal budget also presents several uncertainties. We have penciled in substantial personal and corporate tax cuts combined with relatively minor reductions in spending. As of the writing of this report, however, the ultimate passage of a large tax bill remained uncertain, while the likelihood of substantial spending cuts appeared to be rising.

Figure 4
U.S. Real GDP Growth



- Oakland County's economic future is closely tied to the overall health of the national economy. Figure 4 shows our May 2025 forecast for annual and quarterly U.S. real GDP growth.
- Real GDP contracted at a 0.3 percent annualized pace in the first quarter of 2025, but we suspect that measure was distorted by activity intended to front-run tariffs. Real final sales to private domestic purchasers, a measure that strips out several volatile components of GDP and is sometimes considered to provide a better reading of the economy's underlying momentum, expanded at a 3.0 percent annual pace in the first quarter. We believe the economy's underlying strength in the first quarter was between those two readings.
- We expect annualized real GDP growth to rebound to 1.3 percent in the second quarter. Growth then decelerates to 0.7 percent in the third quarter of 2025 as the bite from the tariffs sinks in. We project growth to begin rebounding late this year, reaching 1.3 percent in the fourth quarter.
- The growth pace then accelerates to slightly under 2.0 percent during the first three quarters of 2026 and to a bit above 2.0 percent from the fourth quarter of 2026 to the end of 2027.
- Our forecast translates into calendar year average real GDP growth rates of 1.4 percent this year, 1.6 percent in 2026, and 2.2 percent in 2027.
- Two reasons for our relatively optimistic outlook are our expectation that the Federal Reserve will continue to cut interest rates at a measured pace and that large tax cuts are on the horizon.
- We project the Fed to reduce short-term interest rates by one percentage point from their current level by the middle of next year. Those cuts should lead longer-term interest rates to decline modestly, supporting economic growth over the forecast.
- We forecast personal and corporate tax cuts to amount to approximately \$200 billion per year in 2026–27, cushioning the fallout from the sharply higher import duties.
- We believe that the downside risks to the economic outlook have expanded recently. We continue to believe there is a path for the economy to avoid recession this year, but we acknowledge that a recession is now a distinct possibility. The ultimate outcome will depend on the evolving tariff discussions, the extent of foreign retaliation, and the Fed's reaction.

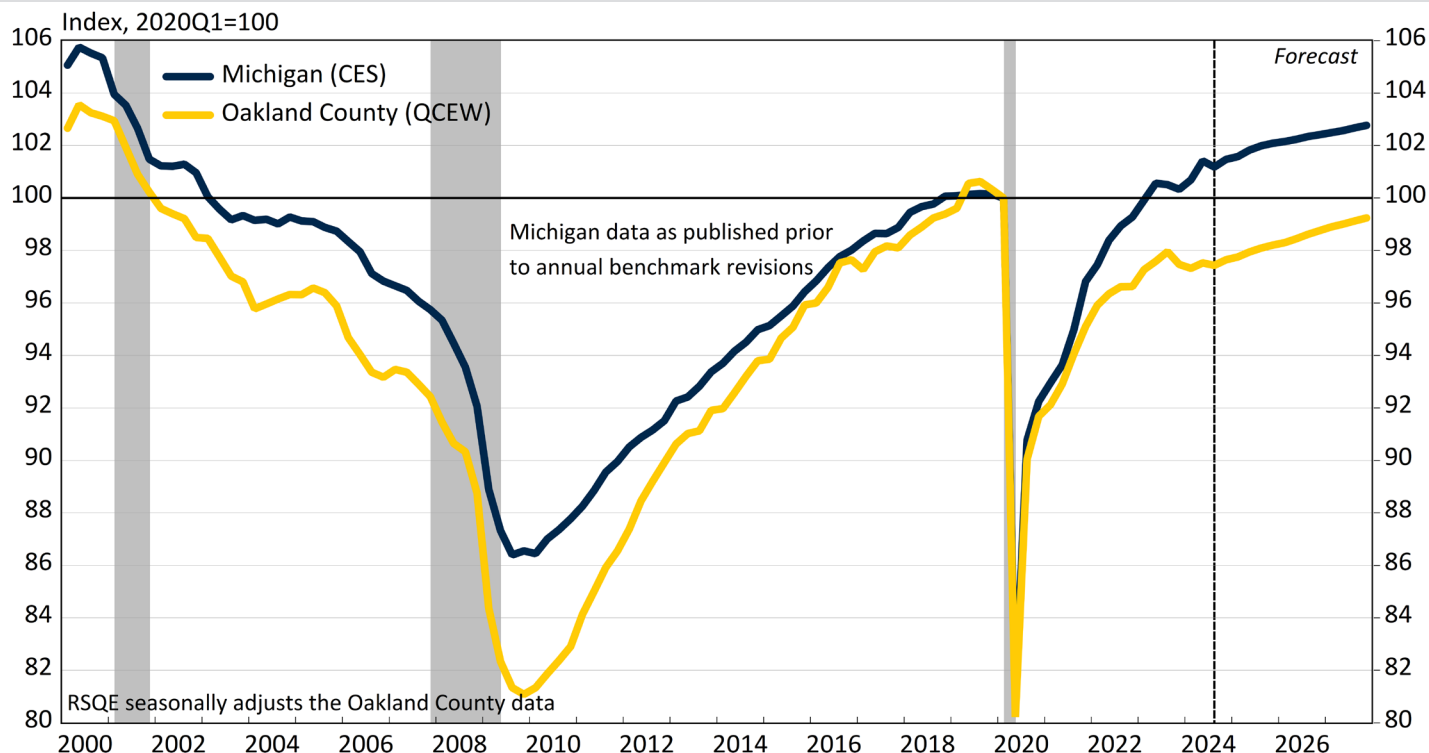
Figure 5
U.S. and Detroit Three Light Vehicle Sales



- Figure 5 shows our quarterly forecast for total U.S. and Detroit Three light vehicle sales. Light vehicle sales totaled 15.8 million units last year, their best showing since 2019. The sales pace exceeded 17 million units in March and April 2025, likely supported by attempts to purchase vehicles prior to the expected imposition of tariffs.
- We are projecting light vehicle sales to fall off sharply in the months ahead as the auto tariffs bite. The sales pace bottoms out at 14.8 million units in the third quarter of this year before beginning a modest rebound. Total sales nonetheless finish at 15.6 million units in 2025 given the strong start to the year. Light vehicle sales then total 15.2 million units next year and 15.3 million in 2027 as tariffs put upward pressure on prices.
- The Detroit Three's share of U.S. light vehicle sales registered 34.2 percent in 2024, down from 36.1 percent in 2023. Although we expect the tariffs to offer some support to the Detroit Three's share of the market, this effect is complicated for several reasons, including that the Detroit Three's share includes many vehicles in the United States that are produced abroad.
- We ultimately project the Detroit Three's share of the market to continue its decade-long contraction, but at a slower pace than recently, dropping to 32.6 percent by 2027.
- We forecast the Detroit Three's unit sales to edge down from 5.4 million units last year to 5.2 million this year, 5.1 million next year, and 5.0 million in 2027.
- Canadian and Mexican parts imports that are eligible for trade preference under the U.S.-Canada-Mexico (USMCA) agreement are currently exempt from the auto tariffs. A process is underway to exempt the U.S. content in vehicles imported from Canada and Mexico that are eligible for USMCA preferences. The recent relief the Administration offered on the auto tariffs should also help the industry to adjust its supply chains before the tariffs take full effect in mid-2027.
- The automotive tariffs are likely to have a complicated effect on Michigan's economy in the longer term, because they introduce three main forces: first, they offer protection to domestically produced vehicles; second, they raise the costs of domestic production; and third, they are likely to incur retaliatory tariffs from our trade partners.
- We estimate that the tariffs related to the auto industry plus those on steel and aluminum will reduce Michigan's payroll job count by around 13,000 jobs over the next several years, but we caution that the range of realistic outcomes around that estimate is very wide.

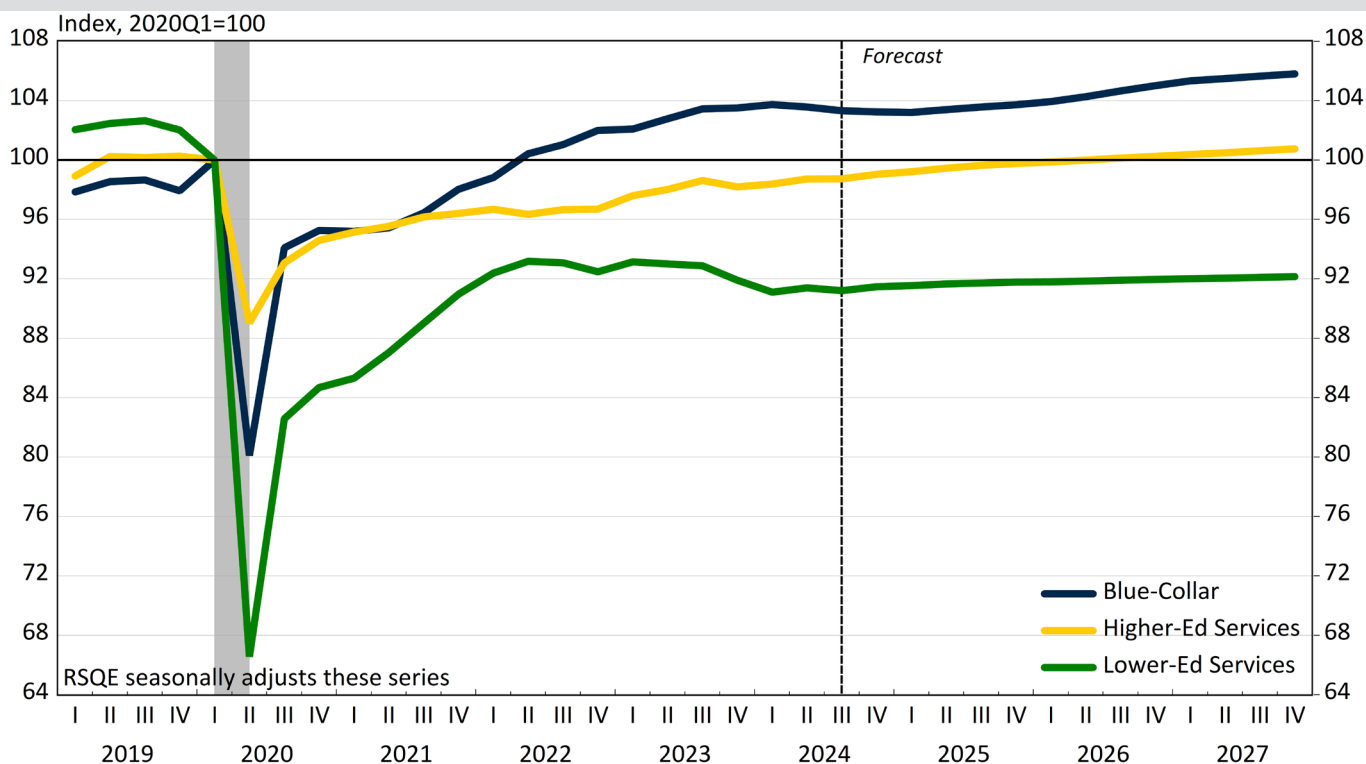
Figure 6

Quarterly Payroll Employment Indices, Michigan and Oakland County



- Figure 6 displays our forecast for Michigan's and Oakland County's payroll employment levels, with values indexed to 100 in 2020q1, just before the COVID-19 recession.
- Oakland County's payroll employment and wage forecasts are based on the Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW) program, whereas our statewide forecast is based on the Current Employment Statistics (CES) program.
- The COVID-19 recession led payroll employment in the state of Michigan to decline by 846,700 jobs, or 19.1 percent, in the second quarter of 2020. Oakland County lost 147,200 jobs, or 19.8 percent, at the start of the pandemic.
- Payroll employment in Michigan came roaring back after the pandemic, returning to its pre-pandemic level by the second quarter of 2023. In contrast, Oakland County's employment recovery lagged behind the state's, remaining 2.0 percent below its pre-pandemic level as of mid-2023.
- We estimate that employment in Oakland County declined by 0.1 percent last year, with job losses in key industries such as manufacturing, professional and technical services, and administrative and support services.
- We forecast that Oakland County and Michigan will grow at a similar pace over the next three years, averaging 0.5 percent per year. That would mark a significant shift from the decade following the Great Recession, when Oakland County's annual growth rate of 2.0 percent outpaced the state's 1.4 percent.
- By the end of our forecast, we expect that Oakland County's payroll employment will remain 0.8 percent below its pre-pandemic level, while Michigan is projected to exceed its pre-pandemic job count by 2.8 percent.
- Our forecast for Oakland County's economy is very sensitive to the evolution of tariff policy. Tariffs are particularly relevant to both Michigan and Oakland County due to the significance of the local auto industry and manufacturing, in general.
- We anticipate that the implementation of tariffs will adversely affect Oakland County's economy, though the extent of the damage will ultimately depend on their final scope and implementation. The tariff landscape remains in flux. We now expect higher tariffs overall than we assumed when we produced this forecast, but we believe the potential remains for tariffs to be reduced from their currently announced rates.

Figure 7
Job Indices in Oakland County by Industry Group



- On the chart above, we categorize each of Oakland's industries into three groups. The graph displays our forecast for each group's total employment level, with values indexed to 100 in 2020q1, just before the COVID-19 recession.
- The **blue-collar** industries comprise mining; construction; manufacturing; and wholesale trade, transportation and warehousing, and utilities. The job count for these industries declined by 20 percent in the second quarter of 2020 but recovered all of those losses by the second quarter of 2022.
- Blue-collar employment increased through the first quarter of 2024, but we estimate that it declined by 770 jobs over the remainder of the year. Job gains are expected to remain modest in 2025, as tariffs continue to weigh on this trade-sensitive sector. Growth is projected to accelerate in 2026 and 2027, with average gains of 400 jobs per quarter, bringing blue-collar employment to 5.8 percent above its pre-pandemic level by the end of 2027.
- The **higher-education** services industries comprise information; finance; professional, scientific, and technical services; management of companies and enterprises; private education and health services; and government (which includes public education). These are industries that tend to employ highly educated workers.
- The pandemic resulted in relatively modest job losses in Oakland County's higher-education services industries, but we estimate that only about 90 percent of those jobs had been recovered by the fourth quarter of 2024. Unfortunately, though, job growth has been quite uneven across major industries. We estimate that private health and social services added 8,900 jobs in 2023 and 2024, while professional, scientific, and technical services lost 5,900 jobs during the same time.
- Over the next three years, we forecast that higher-ed services will add an average of 520 jobs per quarter. Job growth is expected to remain uneven, with private health and social services accounting for 70 percent of those gains. We expect this industry group to complete its recovery in 2026q3 and surpass its pre-pandemic employment level by 0.8 percent by the end of 2027.
- The **lower-education** services industries comprise retail trade; leisure and hospitality; administrative support services and waste management; and other services. These industries tend to employ less well-educated workers. Their recovery stalled for much of 2022 and then reversed, losing 4,500 jobs from 2023q2–2024q3. We expect modest growth to return from 2025 to 2027, averaging 130 jobs per quarter. Even so, employment in lower-ed services is expected to remain 18,100 jobs (7.8 percent) below its pre-pandemic level by the end of 2027.

Table 3

Forecast of Jobs in Oakland County by Major Industry Division

	2023	Forecast Employment				Average Annual Wage 2023 \$
		2024	2025	2026	2027	
Total Jobs (Number of jobs)	726,176	725,514	729,358	733,320	737,303	75,422
(Annual percentage change)	(1.2)	(-0.1)	(0.5)	(0.5)	(0.5)	
Blue-Collar	156,698	157,475	157,492	158,995	160,674	94,729
Utilities	1,560	1,628	1,661	1,678	1,697	156,221
Wholesale trade	37,907	38,234	38,278	38,529	38,787	116,680
Transportation equipment (Motor Vehicles & Parts) manufacturing	22,772	21,973	21,316	21,560	22,211	107,423
Construction	30,978	32,577	32,861	33,236	33,537	90,251
Other manufacturing	47,082	46,720	46,825	47,130	47,272	83,972
Transportation and warehousing	15,295	15,144	15,312	15,586	15,855	60,657
Natural resources and mining	1,104	1,199	1,239	1,276	1,314	48,589
Higher-Ed Services	352,231	354,430	357,311	359,252	361,038	86,739
Management of companies and enterprises	16,528	16,059	15,800	15,615	15,387	130,096
Professional, scientific, and technical services	97,329	93,651	92,738	92,806	92,913	111,443
Finance and insurance	40,710	42,532	43,897	44,362	44,816	111,028
Information	14,034	13,146	13,062	13,107	13,120	107,285
Real estate and rental and leasing	19,130	19,196	19,398	19,530	19,662	71,555
Total Government	45,491	47,134	47,599	47,555	47,600	64,144
Private health and social services	107,392	110,827	112,733	114,143	115,380	62,366
Private education	11,617	11,886	12,085	12,133	12,158	46,920
Lower-Ed Services	214,194	210,865	211,749	212,210	212,671	42,918
Administrative and support and waste management	51,747	49,453	49,086	48,536	47,959	58,283
Other services	21,629	21,712	22,239	22,457	22,669	48,552
Retail trade	72,581	71,704	71,565	71,330	71,092	44,713
Arts, entertainment and recreation	10,679	10,926	11,228	11,376	11,516	31,455
Accommodation and food services	57,558	57,071	57,631	58,510	59,436	26,847
Unclassified	3,054	2,743	2,806	2,862	2,920	59,126
<i>Addendum:</i>						
Total Private	680,686	678,380	681,759	685,764	689,703	76,176

Note: The annual data in this table are seasonally adjusted quarterly averages and may differ slightly from annual published estimates.

- On an annual average basis, employment in Oakland County declined by 72,900 jobs (9.8 percent) in 2020. Oakland County then recovered 72 percent of those job losses in the following three years. We estimate that the county lost 660 jobs (0.1 percent) in 2024 based off the incoming data.
- We project that job growth will return this year and average 0.5 percent annually over the forecast, a sharp contrast to Oakland's average annual growth rate of 2.0 percent from 2010 to 2019.
- The vast majority (11,300) of the net job gains in the county between 2024 and 2027 are forecast to

occur in the private sector. The government sector, which includes Oakland University, Oakland Community College, and the K-12 public schools, as well as general government administration, adds roughly 500 jobs over that period.

- We expect the tariffs and related uncertainty to weigh on the local economy in the short term, though the scale of the impact will depend on their final scope and execution. We are relieved that the auto industry has received some near-term relief as it adjusts to the new trade environment. As noted, we believe the tariff situation remains fluid and that further reductions in the currently announced rates are possible.

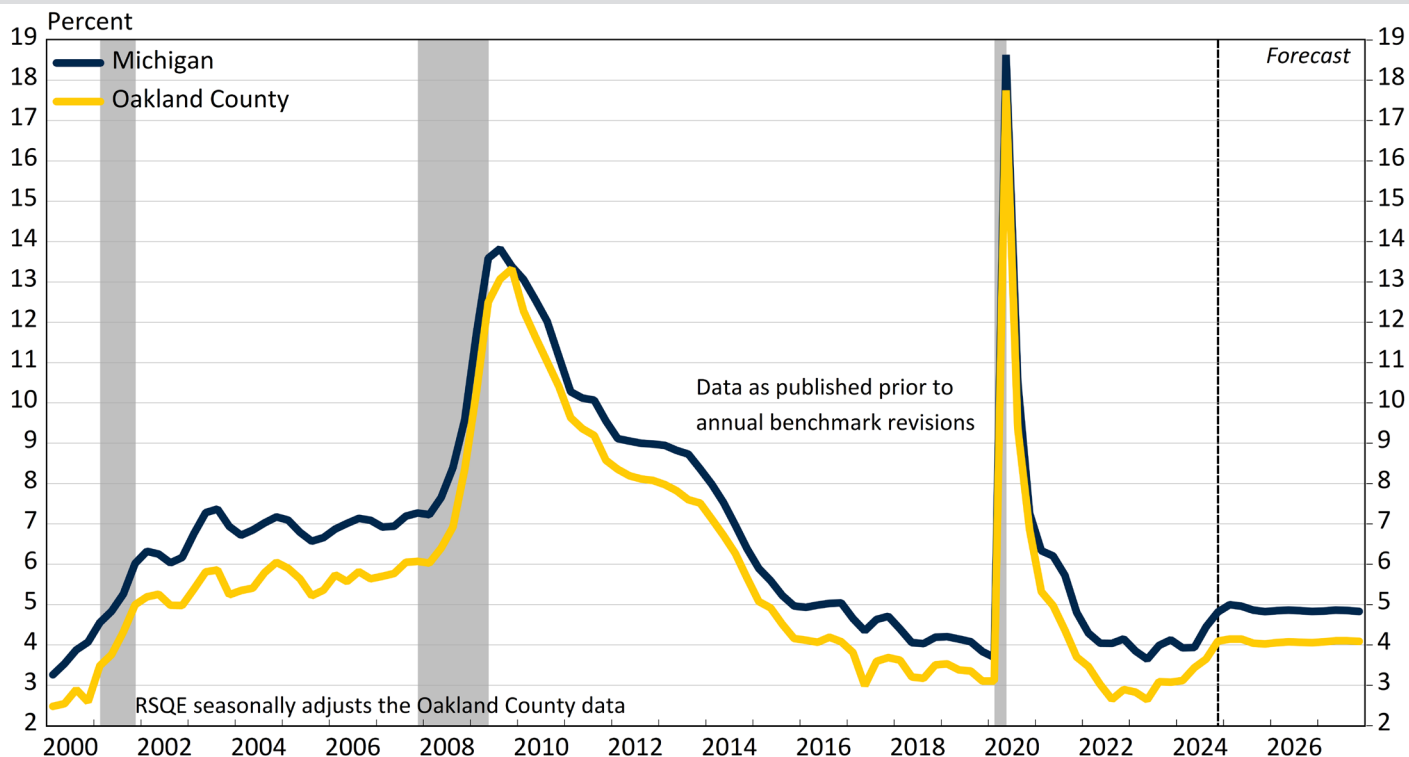
Table 3 Continued

Forecast of Jobs in Oakland County by Major Industry Division

- In Table 3, we divide Oakland's major private sector industries into the three industry categories described previously. Within each category, the major industries are listed in descending order based on their average annual wage in 2023. Appendix B displays a full list of roughly 90 industries, organized by industry code. All data in this section are annual averages.
- Within the blue-collar industry group, motor vehicle and parts manufacturing is estimated to lose 660 jobs in 2025 on top of 800 losses in 2024. However, the industry is expected to regain a total of 900 jobs in 2026 and 2027, driven by the reopening GM's Orion Assembly plant. Even with the plant's reopening, motor vehicle employment in Oakland County would still amount to only half of its level at the beginning of the 2000s.
- We estimate non-automotive manufacturing lost 360 jobs in 2024, but we expect that growth will resume in 2025. By 2027, Oakland's employment in non-automotive manufacturing is forecast to stand only 140 jobs below its 2019 level.
- The construction industry added 1,600 jobs in 2023, and we estimate another 1,600 job gains in 2024. However, employment growth is expected to slow over the next three years, averaging 320 jobs annually. By 2027, construction employment is projected to climb to 6,300 jobs (23.2 percent) higher than its 2019 level.
- Within the higher-education services industry group, the management of companies sector lost 1,200 jobs in 2023 and is estimated to have lost another 470 jobs in 2024. We forecast that this sector will continue shedding jobs, losing 670 jobs over the subsequent three years.
- Even amid high interest rates, employment in finance and insurance increased by 1,800 jobs in 2024. We expect it to gain another 1,400 jobs in 2025, before slowing to roughly 460 job gains per year in 2026 and 2027. In 2027, employment in this industry is expected to be 5,600 (14.3 percent) higher than it was in 2019.
- Employment in professional and technical services—Oakland's second-largest industry—declined by 3,700 jobs in 2024. We anticipate another 910 job losses in 2025, followed by a total of 175 job gains in 2026 and 2027. By 2027, employment in this sector is projected to reach 92,900 jobs, or 15.1 percent below its recent peak of 109,400 jobs in 2016.
- Employment in private health and social services initially recovered slowly from the pandemic but has recently emerged as a bright spot, adding 5,500 jobs in 2023 and an additional 3,400 jobs in 2024. We expect job growth in this sector to decelerate but remain healthy, averaging 1,500 jobs annually over the next three years. Our forecast leaves employment in 2027 roughly 8,200 jobs (7.7 percent) higher than in 2019.
- Among Oakland's lower-education services industry group, employment in retail trade fell another 880 jobs in 2024 after shedding 450 jobs in 2023. We forecast employment in this industry to continue declining over the next three years, losing an average of 200 jobs per year. Our forecast would leave retail trade employment in 2027 nearly 10 percent below 2019 levels.
- Employment in accommodations and food services recovered 77 percent of its 2020 job losses by 2023. The industry experienced a setback in 2024, losing 490 jobs. We project that job growth will return in 2025 and average 790 jobs annually through 2027. However, that would still produce only a partial recovery in 2027, with the industry recouping roughly 90 percent of the jobs lost in 2020 and leaving employment 2.7 percent below its 2019 level.
- The arts and recreation industry lost 39.1 percent of its jobs in 2020. We estimate that it recovered 93 percent of those losses by 2024. Over the next three years, we expect the industry will add 590 jobs, so that employment in 2027 is 270 jobs higher than 2019 levels.
- Administrative and support and waste management services are forecast to lose 1,500 jobs over the next three years, leaving employment in 2027 roughly 13,800 (22.3 percent) less than in 2019.
- Overall, we expect the largest job gains over the forecast period to come from private health and social services and accommodations and food services. Conversely, the biggest job losses are projected in administrative and support services and professional and technical services.

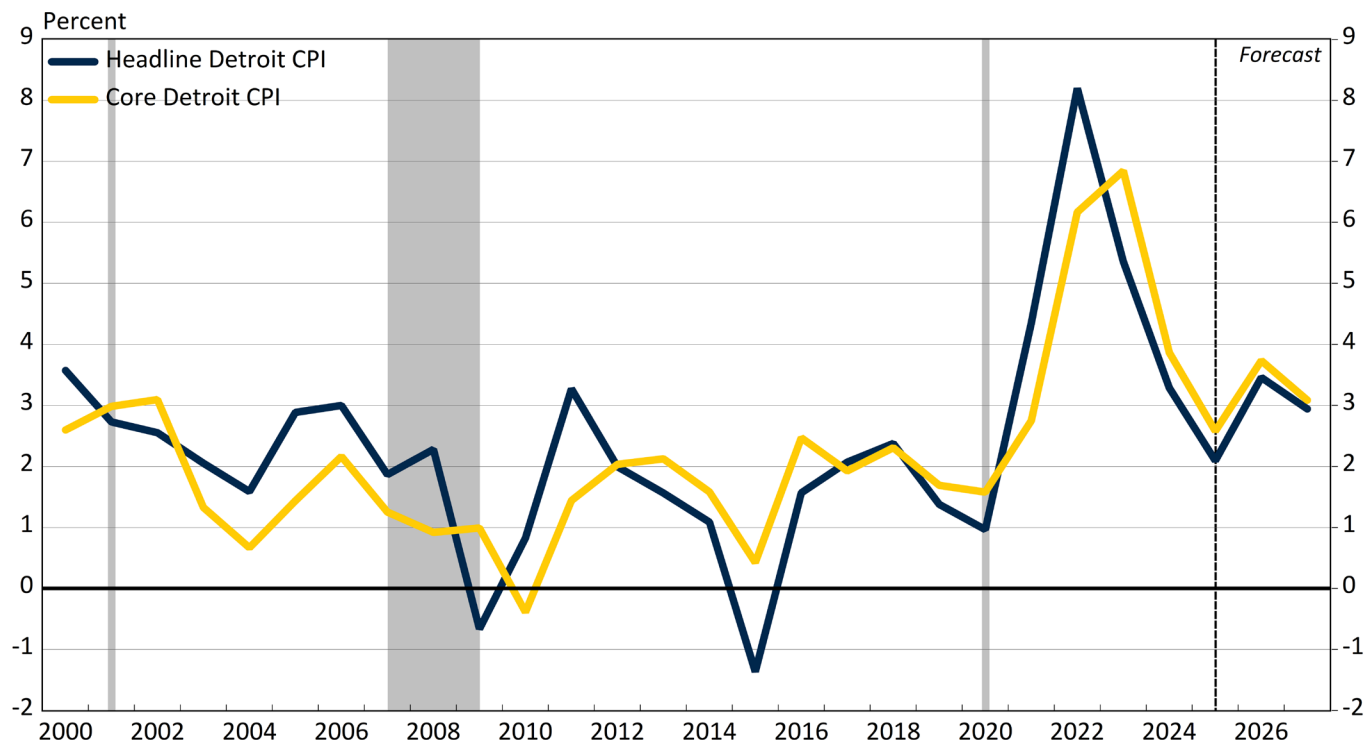
Figure 8

Quarterly Unemployment Rate, Michigan and Oakland County



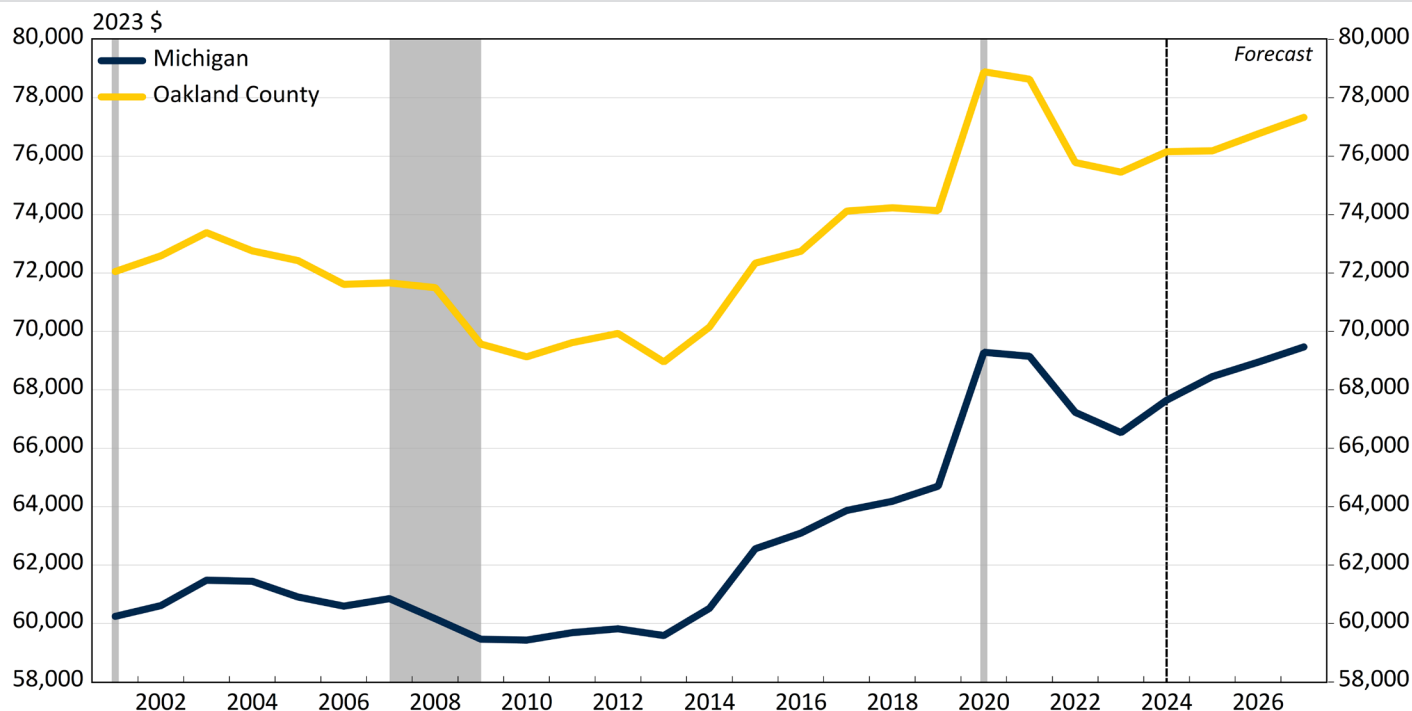
- Figure 8 shows history and our forecast for the quarterly unemployment rates in Michigan and Oakland County. Our forecast for Michigan was completed in February, and our forecast for Oakland County was completed before the annual benchmark revision, so the data in Figure 2 differs slightly from the data in Figure 8.
- Oakland's unemployment rate has historically trended below Michigan's, averaging 1.0 percentage point lower than the state's from 2000 to 2024. However, that gap narrowed leading up to the pandemic (2018–2019), averaging just 0.8 percentage points.
- We project Oakland's unemployment rate will hold steady at 4.1 percent from late 2024 through the first half of 2025, with Oakland's jobless rate staying 0.8 percentage points below the statewide average.
- We forecast limited improvement in Michigan's unemployment rate, declining from 5.0 percent in the first quarter of 2025 to 4.8 percent by the end of 2027.
- Our forecast may prove to be too optimistic in the short run if the tariff situation evolves adversely.
- We project that Oakland's unemployment rate will remain at 4.1 percent through 2027, following a brief dip to 4.0 percent in the second half of 2025.
- The volatile news related to tariffs and trade creates near-term uncertainty that ultimately hinders growth. In the longer term, we expect the tariffs to have complicated effects on Michigan's and Oakland's economies. In our analysis, tariff scenarios that feature substantial retaliation from our trade partners tend to result in net reductions in domestic auto production, creating headwinds for Oakland County's economy.
- Overall, we forecast that Oakland's unemployment rate will stay close to the state's, remaining 0.8 percentage points lower than Michigan's throughout the forecast period, on par with the period just before the pandemic.
- Additionally, we project that Oakland's employed resident count will increase each quarter during 2025–2027. Our forecast of modest growth in resident employment and a stable unemployment rate, allows the labor force to expand steadily. By the end of 2027, we expect the labor force to exceed its 2019 average by 1.4 percent.

Figure 9
Detroit CPI Inflation Rate



- Figure 9 shows the history since 2000 and our forecast of annual headline (all-items, in blue) and core (excluding food and energy, in yellow) Detroit CPI inflation. We measure local inflation by the growth rate of the Detroit Consumer Price Index (CPI), as county-level consumer price data are not available.
- Local headline inflation slowed to 3.3 percent last year, which was welcome relief from the pace of 5.4 percent in 2023 and 8.2 percent in 2022. Local core inflation ran slightly hotter than the headline measure last year, at 3.9 percent.
- We project local headline inflation to decelerate to only 2.1 percent this year, driven by a substantial decline in local prices late last year. We project local core inflation to run a bit hotter at 2.6 percent, but that would still be welcome relief compared to the past few years' experience.
- We expect the recent relief on inflation to give way to some re-acceleration as the tariffs affect consumer prices. We project local headline inflation to climb to 3.5 percent next year and 2.9 percent in 2027. Local core inflation registers 3.7 percent in 2026 and 3.1 percent in 2027.
- There is substantial uncertainty surrounding both the final scope of the tariffs and their impact on consumer prices.
- We again emphasize that the ultimate scope of the tariffs remains fluid. Our sense is that, in practice, many sectors, companies, and countries will obtain exemptions from the tariffs even if the stated rates are maintained.
- We also note that we do not expect the price pressures from tariffs to lead the Federal Reserve to raise interest rates. We expect the downside risks to real economic activity will outweigh the upside risks of higher inflation in the Fed's decision-making, as seen during the 2018–19 trade war with China.
- To summarize, we expect the tariffs to add materially to inflation over the next few years. Nonetheless, we believe it is unlikely that inflation will return to the levels seen in 2021–23, when local inflation peaked over 8 percent and ran above 4 percent for three consecutive years.

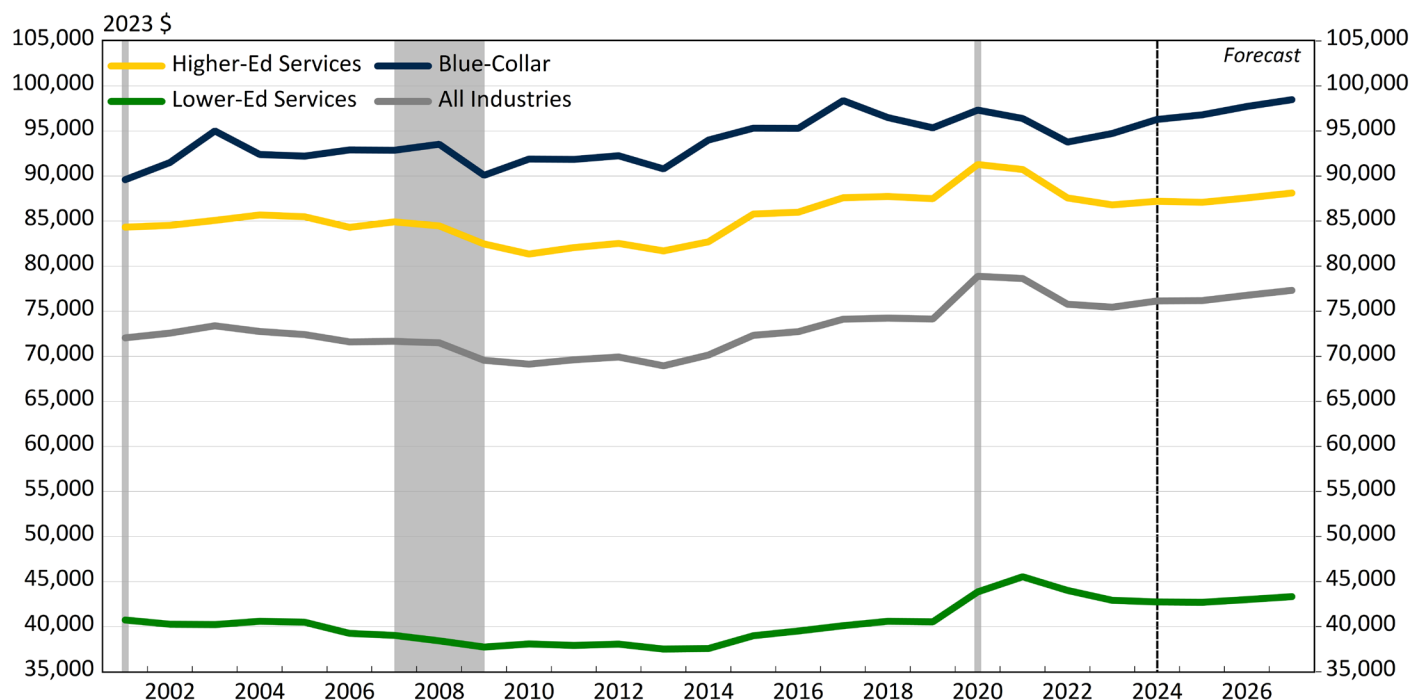
Figure 10
Average Annual Real Wage, Michigan and Oakland County



- Figure 10 shows the average annual real wages for all workers in Oakland County and in Michigan from 2001 to 2027, adjusted for inflation to be expressed in 2023 dollars.
- The average real wage in Oakland County has run consistently higher than in Michigan, but Oakland's advantage narrowed from almost 20 percent in 2002 to slightly less than 15 percent in 2019.
- Both Oakland County and Michigan saw large jumps in average real wages during 2020. Real wages grew by 6.4 percent in Oakland County and by 7.1 percent statewide. Those were the largest single-year increases in real wages on record.
- The jump in average wages in 2020 was caused by the disproportionate loss of lower-paying jobs relative to higher-paying jobs during the COVID-19 pandemic. Few individual workers experienced wage increases of that magnitude.
- Over the next three years real wages fell in both Oakland County and the state. Despite these declines, real wages in 2023 stood 1.8 percent higher than 2019 in Oakland and 2.8 percent higher in Michigan.
- We estimate that real wage growth turned positive in 2024 in both Oakland (0.9 percent) and Michigan (1.7 percent).
- We are forecasting that the gap in average real wages will continue to narrow between the county and state. Over the next three years, the average real wage will increase by 0.5 percent per year in Oakland and by 0.9 percent per year in Michigan.
- In 2027, real wages are forecast to average \$77,300 in Oakland and \$69,500 in Michigan. Thus, Oakland County's average real wage in 2027 will stand 4.3 percent above 2019 levels, while average real wages statewide will stand 7.4 percent higher.
- Real wage growth in the eight years between 2019 and 2027 is expected to be slightly slower than in the prior eight-year period (2011 to 2019). Oakland's real wage gains are forecast to total 4.3 percent from 2019 to 2027, compared to 6.5 percent in the earlier period. Note, however, that real wage growth over this period is expected to beat its performance in the first decade of this century, when real wages fell.

Figure 11

Average Annual Real Wage in Oakland County by Selected Industry Group



- Figure 11 shows the average annual real wage in Oakland County for the same three industry categories as in Figure 7: traditional blue-collar industries, higher-education service industries, and lower-education service industries.
- Average wages in the blue-collar and higher-ed services industries are about twice as high as wages in the lower-education services industries.
- The 2020 pandemic recession caused a spike in average wages in all three industry groups: 2.1 percent in the blue-collar industries, 4.3 percent in the higher-education services industries, and 8.2 percent in the lower-education services industries.
- The relatively large increase for the lower-education services industries reflects the fact that the lowest-paid industries within this group (arts and recreation and accommodations and food services) lost the greatest share of jobs in 2020.
- In 2021, the average annual real wage declined in the blue-collar industries and higher-education services industries, but it increased by 3.9 percent in the lower-education services industries.
- Inflation substantially exceeded wage growth in 2022, leading the average real wage to decline by between 2.7 and 3.5 percent in all three industry groups.
- Real wage growth turned positive for the blue-collar industries in 2023 (1.0 percent), but it continued to decline for the higher-education and lower-education services industries.
- In 2024, real wages grew in blue-collar (1.6 percent) and higher-education services (0.5 percent), but lower-education services industries declined another 0.4 percent.
- Over the next three years, the average real wage is forecast to grow by 0.8 percent per year in the blue-collar industries, by 0.3 percent per year in the higher-education services industries, and by 0.5 percent per year in the lower-education services industries.
- By 2027, real wages are expected to stand around 3.3 percent higher than their 2019 levels in the blue-collar industries and 6.9 percent higher in the lower-education services industries. Over the same period, however, the average real wage is forecast to only grow by 0.7 percent in Oakland's higher-education services industries.
- The faster wage growth recently in the lower-education services industries has helped to slightly narrow wage inequality in Oakland County.

Appendix A: Review of the Forecast

Year of Forecast	% Forecast Error for Total Private Jobs	Year of Forecast	% Forecast Error for Total Private Jobs	Year of Forecast	% Forecast Error for Total Private Jobs
1986	+ 1.4	1999	– 1.2	2012	– 2.6
1987	+ 0.7	2000	+ 0.6	2013	– 1.1
1988	– 1.8	2001	+ 1.9	2014	– 0.3
1989	– 1.9	2002	+ 3.2	2015	– 0.1
1990	+ 2.2	2003	+ 1.5	2016	– 0.1
1991	+ 3.9	2004	+ 2.6	2017	+ 1.1
1992	– 2.0	2005	+ 1.4	2018	+ 0.5
1993	+ 0.5	2006	+ 3.4	2019	+ 0.2
1994	– 1.3	2007	0.0	2020	+ 0.9
1995	+ 0.2	2008	+ 2.3	2021	+ 0.8
1996	– 0.5	2009	+ 5.5	2022	+ 1.3
1997	+ 0.6	2010	– 1.7	2023	+ 0.1
1998	+ 1.3	2011	– 2.5	2024	+ 1.5

(Positive numbers indicate that the forecast was too high; negative numbers indicate that it was too low.)

Average absolute forecast error 1986–2024: 1.5%

	Forecast 2024	Actual 2024
Unemployment rate	3.0%	3.6%
Consumer inflation rate	2.3%	3.3%

Forecast Date: May 2024

- In last year's report, we had forecast that Oakland County would gain 7,900 private sector jobs in 2024, for an increase of 1.2 percent. We now estimate that the county lost 2,300 private jobs last year, a decrease of 0.3 percent. Our forecast error for private employment in 2024 comes to an over-prediction of 10,200 jobs, or 1.5 percentage points.
- That forecast error was even with our average absolute error of 1.5 percent since 1986.
- Our forecast for Oakland County's government sector was off in the opposite direction. Last year, we had forecast that government employment in the county would gain 670 jobs in 2024, an increase of 1.5 percent. We now estimate that government employment gained 1,600 jobs in 2024, an increase of 3.6 percent.
- We had forecast that Oakland's unemployment rate would increase from 2.9 percent in 2023 to 3.0 percent in 2024. Oakland's unemployment rate actually increased to 3.6 percent in 2024.
- Last year, we forecast that local prices would increase by only 2.3 percent. In the end, local prices increased by 3.3 percent last year, as inflation proved more stubborn than we had expected.
- Oakland County's labor market put on a somewhat disappointing performance in 2024, with declines in key industries such as professional and technical services and manufacturing. While we remain confident in the county's long-term prospects, last year served as an important reminder that it is not immune to soft patches.

Appendix B: Forecast of Jobs in Oakland County by Detailed Industry

	Estimate	Forecast			Average Annual Wage
	2024	2025	2026	2027	2023 \$
Total Payroll Jobs (Number of jobs)	725,514	729,358	733,320	737,303	75,422
(Annual percentage change)	(-0.1)	(0.5)	(0.5)	(0.5)	
Total Government	47,134	47,599	47,555	47,600	64,144
Federal government	4,694	4,658	4,635	4,621	76,102
State Government	3,758	3,771	3,780	3,788	67,616
Local Government	38,682	39,170	39,140	39,191	62,276
Total Private	678,380	681,759	685,764	689,703	76,176
Private Goods-Producing	102,469	102,241	103,202	104,335	90,737
Natural resources and mining	1,199	1,239	1,276	1,314	48,589
Construction	32,577	32,861	33,236	33,537	90,251
Construction of buildings	8,461	8,536	8,642	8,725	93,071
Heavy and civil engineering construction	3,133	3,174	3,200	3,217	105,662
Specialty trade contractors	20,982	21,151	21,394	21,595	86,531
Manufacturing	68,693	68,141	68,690	69,483	91,618
Printing and related support activities	1,937	1,910	1,904	1,897	62,483
Chemicals	3,341	3,281	3,296	3,303	109,015
Plastics and rubber products	4,960	4,922	4,953	4,958	67,473
Nonmetallic mineral products	1,179	1,179	1,194	1,206	82,172
Fabricated metals	8,927	8,768	8,711	8,611	79,398
Machinery	11,166	11,283	11,413	11,496	96,095
Computer and electronic products	3,427	3,526	3,577	3,612	91,085
Transportation equipment	21,973	21,316	21,560	22,211	107,423
Miscellaneous manufacturing	3,388	3,431	3,469	3,502	70,763
Manufacturing NEC	8,393	8,526	8,613	8,686	78,890
Private Service-Providing	575,911	579,519	582,563	585,368	73,611
Trade, transportation, and utilities	126,710	126,816	127,124	127,431	69,417
Wholesale trade	38,234	38,278	38,529	38,787	116,680
Merchant wholesalers, durable goods	27,615	27,654	27,888	28,127	114,914
Merchant wholesalers, nondurable goods	7,845	7,876	7,917	7,960	110,908
Wholesale electronic markets, agents, brokers	2,775	2,748	2,724	2,700	149,770
Retail trade	71,704	71,565	71,330	71,092	44,713
Motor vehicle and parts dealers	11,035	11,063	11,043	11,024	84,706
Building material and garden supply dealers	6,539	6,501	6,495	6,489	49,988
Food and beverage stores	12,150	12,285	12,404	12,524	31,491
Furniture, home furnishings, electronics, and appliance retailers	4,520	4,399	4,265	4,128	58,765
General merchandise retailers	14,016	13,998	13,945	13,894	32,142
Health and personal care stores	6,600	6,446	6,374	6,295	44,978
Gasoline stations and fuel dealers	2,364	2,411	2,448	2,484	32,459
Clothing and clothing accessories stores	6,362	6,230	6,115	6,001	29,623
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	8,116	8,232	8,242	8,252	33,660
Transportation and warehousing	15,144	15,312	15,586	15,855	60,657
Truck transportation	3,768	3,785	3,821	3,856	66,334
Couriers and messengers	3,688	3,752	3,810	3,868	44,516
Warehousing and storage	2,898	2,867	2,907	2,947	70,763
Transportation and warehousing NEC	4,790	4,908	5,048	5,184	61,620
Utilities	1,628	1,661	1,678	1,697	156,221
Information	13,146	13,062	13,107	13,120	107,285
Publishing	3,718	3,753	3,807	3,830	117,211
Telecommunications	3,424	3,334	3,259	3,182	98,815
Computing infrastructure providers	2,121	2,086	2,099	2,111	108,796
Information NEC	3,882	3,889	3,943	3,997	104,421

Appendix B:

Forecast of Jobs in Oakland County by Detailed Industry

	Estimate	Forecast			Average Annual Wage
	2024	2025	2026	2027	2023 \$
Financial activities	61,728	63,295	63,892	64,479	98,410
Finance and insurance	42,532	43,897	44,362	44,816	111,028
Credit intermediation and related activities	21,465	22,726	23,125	23,514	97,971
Insurance carriers and related activities	16,110	16,154	16,190	16,226	107,035
Finance and insurance NEC	4,957	5,017	5,047	5,076	177,866
Real estate and rental and leasing	19,196	19,398	19,530	19,662	71,555
Professional and business services	159,163	157,624	156,957	156,258	96,694
Professional and technical services	93,651	92,738	92,806	92,913	111,443
Legal services	11,261	11,298	11,343	11,393	114,275
Accounting and bookkeeping services	6,501	6,526	6,496	6,479	86,371
Architectural and engineering services	34,742	34,463	34,397	34,310	123,539
Specialized design services	3,000	3,005	3,046	3,091	126,420
Computer systems design and related services	15,118	14,515	14,340	14,179	110,683
Management and technical consulting services	10,098	10,001	10,062	10,128	105,365
Scientific research and development services	1,628	1,638	1,664	1,691	166,249
Advertising, PR, and related services	3,342	3,231	3,146	3,065	96,045
Other professional and technical services	7,960	8,062	8,313	8,576	72,350
Management of companies and enterprises	16,059	15,800	15,615	15,387	130,096
Administrative and support and waste management	49,453	49,086	48,536	47,959	58,283
Private education and health services	122,712	124,818	126,276	127,539	60,858
Education services	11,886	12,085	12,133	12,158	46,920
Health care and social assistance	110,827	112,733	114,143	115,380	62,366
Ambulatory health care	46,134	47,009	47,552	48,041	64,989
Offices of physicians	15,720	15,928	16,034	16,119	88,897
Offices of dentists	6,826	6,909	6,989	7,071	63,026
Offices of other health practitioners	7,914	8,146	8,326	8,508	48,177
Home health care services	9,656	9,964	10,123	10,260	42,916
Other Ambulatory Health Care Services	6,018	6,063	6,081	6,084	61,120
Hospitals	33,615	33,908	34,086	34,216	81,505
Nursing and residential care facilities	17,506	17,860	18,133	18,329	40,026
Social assistance	13,571	13,955	14,372	14,794	33,452
Leisure and hospitality	67,969	68,859	69,887	70,952	27,568
Arts, entertainment, and recreation	10,926	11,228	11,376	11,516	31,455
Accommodation and food services	57,071	57,631	58,510	59,436	26,847
Accommodation	4,775	4,883	5,020	5,159	31,967
Food services and drinking places	52,296	52,748	53,490	54,277	26,374
Restaurants and other eating places	46,528	46,882	47,537	48,248	26,010
Full-service restaurants	24,306	24,685	24,887	25,074	28,985
Limited-service restaurants	18,639	18,605	19,022	19,513	22,273
Other Restaurants and Other Drinking Places	3,583	3,592	3,628	3,661	25,522
Special food services	3,251	3,303	3,357	3,402	32,199
Drinking places, alcoholic beverages	2,516	2,563	2,596	2,627	25,711
Other services	21,712	22,239	22,457	22,669	48,552
Private unclassified service-providing	2,743	2,806	2,862	2,920	59,126

Addendum

Unemployment Rate	3.6	4.1	4.1	4.1
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Appendix C:

Oakland County Compared with Its Peers Indicator Values*

County	State	Population 2024	Associate's Degree or More	Child Poverty	Median Family Income**	High-Income Persons Aged 65 or Older	Managerial, Professional
Fairfax	VA	1,160,925	70.7%	7.4%	153,113	60.3%	62.8%
Montgomery	MD	1,082,273	66.4%	6.3%	144,911	57.7%	60.1%
Wake	NC	1,232,444	69.0%	7.6%	136,686	40.1%	59.3%
Collin	TX	1,254,658	65.2%	6.8%	134,788	46.4%	58.0%
Nassau	NY	1,392,438	62.4%	5.1%	136,790	53.2%	50.7%
Westchester	NY	1,006,447	62.5%	11.2%	138,183	47.9%	53.9%
Travis	TX	1,363,767	66.0%	12.3%	132,626	45.4%	56.5%
Denton	TX	1,045,120	59.3%	4.8%	125,282	45.3%	51.5%
Fulton	GA	1,090,354	67.5%	16.2%	127,887	40.0%	57.5%
Hennepin	MN	1,273,334	67.0%	11.7%	123,731	39.1%	55.9%
Oakland	MI	1,296,888	63.0%	9.6%	120,899	37.0%	54.5%
Contra Costa	CA	1,172,607	54.9%	10.5%	122,800	49.5%	48.5%
Suffolk	NY	1,535,909	53.9%	8.3%	124,065	47.0%	43.9%
Mecklenburg	NC	1,206,285	62.0%	13.9%	110,444	33.2%	50.6%
Salt Lake	UT	1,216,274	50.3%	10.8%	117,649	37.4%	46.0%
Allegheny	PA	1,231,814	62.0%	15.7%	108,675	30.6%	52.3%
Palm Beach	FL	1,582,055	51.1%	14.5%	91,849	39.3%	42.6%
Franklin	OH	1,356,303	52.4%	19.8%	98,716	28.9%	48.2%
Orange	FL	1,533,646	54.6%	15.1%	93,573	26.7%	43.8%
Pima	AZ	1,080,149	44.3%	17.5%	94,299	32.8%	43.2%
Gwinnett	GA	1,003,869	47.6%	16.2%	94,282	29.8%	41.1%
Hillsborough	FL	1,581,426	49.9%	14.6%	91,284	26.2%	42.4%
Cuyahoga	OH	1,240,594	48.8%	22.6%	92,318	26.5%	45.1%
Duval	FL	1,055,159	46.7%	18.9%	84,973	27.0%	39.9%
Philadelphia	PA	1,573,916	46.3%	25.0%	70,244	20.0%	45.3%
Fresno	CA	1,024,125	35.5%	23.9%	78,864	27.7%	34.7%
Bronx	NY	1,384,724	33.3%	36.2%	53,053	18.3%	27.3%
<i>State of Michigan</i>		10,140,459	44.9%	17.6%	93,964	25.6%	40.8%
<i>United States</i>		340,110,988	47.1%	16.0%	96,401	30.8%	43.2%

*All counties in the United States with a population between 1,000,000 and 1,600,000 in 2024.

**Adjusted for cost of living.

Source: American Community Survey 2023. Census Bureau Population Estimates, March 2025. Median Family Income adjusted using BEA price parity indices for 2023 and extended to counties by relative gross rent.

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25
— YEAR —
ANNIVERSARY

Oakland County Downtowns & Historic Neighborhood Commercial Corridors

Main Street Oakland County (MSOC) is a coordinating program within the Main Street America network. Launched in 2000, MSOC is the first and only county-wide coordinating program in the U.S. and currently serves 29 Main Street districts in Oakland County.

ECONOMIC IMPACT (2001-2024)

\$1.2 billion

in new public and private investment



Over **1,500** new
businesses established



8,389 net new full-time
jobs created



\$12,711,604 Sponsorships donated to
MSOC community programs



1,426 New housing
units constructed



Some **531,700** volunteer hours have been
invested into Main Street communities—
which includes supporting **7,381** special
events to build community ties and
support local small businesses.



Main Street Oakland County provides
training, design services, consultations,
and partnerships for grant funding to
Main Street communities and
businesses. A new e-commerce platform
was launched in July 2023 to help
downtown small businesses sell online:
ShopOCCMainStreets.com

MAIN STREET DISTRICTS

Auburn Hills

Berkley

Beverly Hills

Birmingham

Clarkston

Clawson

Farmington

Ferndale

Franklin

Hazel Park

Highland

Holly

Holly Township
and Groveland
Township—Dixie
Highway Corridor

Huntington Woods

Lake Orion

Lathrup Village

Leonard

Lyon Township—New
Hudson Corridor

Madison Heights

Oak Park

Ortonville

Oxford

Pontiac—Downtown

Pontiac—Huron
Corridor

Rochester

Royal Oak

Southfield

South Lyon

Wixom

MainStreetOaklandCounty.com
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- ▶ Industry maps
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