



# Business & Beyond

A Quarterly Publication of Saginaw Future Inc.

Summer 2002

301 E. Genesee - 3rd Floor

www.saginawfuture.com

(989) 754-8222

2002

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\*Denotes Executive Committee

## Inside this issue:

**Hoyt Nursing & Rehab Centre**

**Bronner's CHRISTmas Wonderland**

**Deloitte & Touche Fantus**

**SVRC Industries Inc.**

**Hi-Tech Steel Treating, Inc.**

## Saginaw Future Inc. Receives Grant from SBC/Ameritech

The president of SBC/Ameritech Michigan, Gail Torreano, presented a \$25,000 check to Saginaw Future Inc. on July 26, 2002. Saginaw Future's Past Chair, Grant Schaefer, received the check on behalf of Saginaw Future Inc.

The grant will be used to further SFI's efforts in competitively marketing Saginaw County in order to attract new corporate investments.

The 2002/03 marketing plan will primarily target four industries: Advanced Industrial Machinery and Equipment, Automotive Electronics, Medical Instrument



(left to right: Steve Jonas, SFI's Executive V.P.; Grant Schaefer, SFI's Past Chair; Gail Torreano, SBC/Ameritech Michigan President; Gavin Goetz, SBC/Ameritech External Relations Manager; and Steven Black, SFI's V.P.)

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## Now On Showcase The Saginaw Art Museum

The Saginaw Art Museum, formerly the Ring Home, donated by the Ring family in 1947, will be expanding its wings by 16,000 square feet.

The expansion emphasizes the Museum's mission to provide art through education, exhibition, collection and preservation.

The new wings will include gallery space to accommodate traveling exhibitions, two education classrooms, a popular hands-on children's gallery, a lecture theater,



shipping receiving area, an enhanced Museum Shop, and a catering kitchen.

The Museum's staff and Board of Trustee members pledged more than \$227,000 towards the \$7M project. Completion is slated for December 2002. SFI is assisting the Saginaw Art Museum with tax exempt financing.

## Job Opportunities

On July 12, 2002 SVRC Industries, Inc. received its ISO 9002 and QS 9000 certificate of registration. SVRC Industries, Inc. is a local not-for-profit organization committed to creating job opportunities for people with disabilities while providing vocational rehabilitation services and rehabilitative community support.

The certificate will allow SVRC the ability to open doors for people and provide more skilled workers for Mid-Michigan.

SVRC is one of five rehabilitation organizations in Michigan to be ISO/QS Certified for its manufacturing divisions, and have approximately a dozen rehabilitation organizations nationally.

## SFI Staff

JoAnn Crary, President

Steve Jonas, Executive Vice President

Steven Black, Vice President

Delena Allen, Manager Procurement & Exporting

Sabrina Dore, Accountant

Stephanie Szarapski, Marketing Coordinator

Lisa Dobbins, Administrative Assistant

## Hoyt is More Than a Home

The Hoyt Nursing Home has recently changed its name to **Hoyt Nursing & Rehab Centre**. The name change more accurately reflects the fact that many of their residents are discharged back into the community after short rehabilitative stays in addition to residents with long-term care needs.

In June the Hoyt Nursing & Rehab Centre celebrated the grand opening of a new addition and embarked on a renovation project of the existing facility.

This project totals more than 31,000 square feet and includes seven private rooms and 35 semi-private rooms.

The \$5.5 million project was completed by Pumford Construction and includes a new nurses' station, state of the art bathing room, day/dining areas, food preparation area and removal of the existing kitchen.

SFI and the City of Saginaw assisted with a Brownfield Rehabilitation tax incentive.

## CHRISTmas Just Got Bigger

Bronner's CHRISTmas Wonderland, the world's largest Christmas store is now bigger than ever. The Frankenmuth landmark opened an additional 30,000 square feet of salesroom to the public on May 1, 2002.

Bronner's CHRISTmas Wonderland all began in 1945. The business grew from three downtown facilities in Frankenmuth to its current location at 1515 S. Main. Most of the addition will provide behind the scenes improvements including receiving, customer service, warehousing, office, and meeting space.

The additional 30,000 square feet of space has increased Bronner's salesroom by 50% - from 62,000 square feet to 92,000 square feet in size. The majority of the store has been completely rearranged, and many new displays are in place. The additional space is filled with ornaments, trims, lights and trees ready for early Christmas shoppers.



## **Saginaw Future Inc. Receives Grant from SBC/ Ameritech**

*(Continued from page 1)*

Manufacturing, and Information Technology (IT). The targeted industries were selected based on the strength of the manufacturing and medical sectors in Saginaw County, and to further seek diversification through IT recruitment.

SFI's marketing plan will include a vital element, a virtual tour of potential sites in Saginaw County available through the SFI website, [www.saginawfuture.com](http://www.saginawfuture.com). Site decision makers (CEOs, corporate real estate executives, site consultants, etc.) will have the ability to tour available sites in Saginaw County through their own computers.

With the help of SBC's grant award, SFI will purchase an IPIX Camera, which takes photographs allowing a 360-degree view of the interior of buildings and surrounding properties. To further expose Saginaw

County's availability to potential investments, selected virtual sites will be available on cd-rom and will be distributed at nationwide trade shows and upon request.

Continuing market awareness by generating leads and prospects, advertisements will also be placed in publications, including Site Selection, Business Facilities, Expansion Management, Michigan Business Sites, and others. This is all made possible through SBC's generosity and motivation to continue the growth of Saginaw County.



## **Feasibility Study for Saginaw County**

Saginaw Future has been working with Deloitte & Touche's Fantus Group in conducting a business park and Super Site feasibility study for Saginaw County. The goal of this proposed project is to create base jobs, improve the local economy and increase the tax base through the creation of sites that attract new businesses and permit local businesses to grow.

Deloitte & Touche's Fantus Group is one of the most well recognized site consultant firms sought for their expertise in site locations for new businesses. To fund the \$118,000 feasibility study, SFI secured \$72,800 through a CDBG Grant, and \$45,200 was invested by the local Saginaw County Revolving Loan Fund.

**Deloitte  
& Touche  
Fantus**

*(continue to page 6)*

## **New Revenue for the City of Saginaw**

Hi-Tech Steel Treating, Inc. was recently approved for an Industrial Facilities Exemption Certificate (IFT). The approval of an IFT request creates a new revenue generating mechanism for the City of Saginaw.

Hi-Tech Steel is a heat treating manufacturing operation. The company provides hi-speed steel hardening, annealing, carburizing and carbonitriding.

The company is located in an Industrial Development District, which is not a tax capturing district. The approval of the IFT will result in "new" revenue for all jurisdictions levying taxes upon the facility.

Hi-Tech Steel Treating, Inc. requested an IFT for a twelve year, 50% tax abatement for \$324,120.82 for new equipment purchases. Currently, the company employs 89 workers, of which, 45 are city residents. All of Hi-Tech's employees pay City income taxes as well. Two new jobs will be created as a result of the certificate approval.

## Hot off the Presses

SFI produces a monthly single page fax on new developments from throughout Saginaw County. Called the *Good News Snapshot*, this piece helps improve the image of the area. If you would like to be on our list to receive the *Good News Snapshot* or have information to share, please contact Lisa Dobbins with your e-mail address or fax at 989-754-8222  
ldobbins@saginawfuture.com.

## Helping Hands in Downtown

The Saginaw Future staff has been vigorously working to clean and build within Downtown Saginaw.

On Monday, July 15, 2002 SFI's own, Delena Allen and Laura Coyle, spent the day cleaning six blocks in the Downtown Saginaw area.

"***The Future Starts Here***" was the theme for a two-part spruce-up for the future site of the Mid-Michigan Children's Museum. The Museum partnered with Saginaw City Councilperson Roma Thurin to organize this event.

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## SFI ACTIVITY BRIEFS

### Expo Builds Awareness on Local Activities

The Mid Michigan Regional Business Expo is a cooperative effort of Bay Area, Midland Area & Saginaw County Chambers of Commerce. This year's event took place in the Ryder Center on Saginaw Valley State University's campus.

Each year, the entire Saginaw Future staff participates at the expo to inform and answer any questions community members may have regarding economic development activities within Saginaw County.

### JoAnn Crary, SFI's President attends CoreNet's Global Summit:

SFI had a great presence at this year's CoreNet Global Summit by sharing exhibit space with Genesee Economic Development staff. Thousands of corporate real estate executives and site consultant firms attended the four day event and visited the Saginaw County booth. The Michigan Economic Development Corporation (MEDC) also had an exhibit at the show. SFI plans to team up with the MEDC and eight other local economic development organizations for the next CoreNet Conference in November. This is an important and effective way to expose our county to economic development decision makers.

### The World Experiences BIO 2002

Over 14,000 people from around the globe attended this year's BIO 2002 show in Toronto. SFI's Marketing Coordinator, Stephanie Szarapski, took part to help exhibit in the Mich Bio Booth with 26 other Michigan representatives. The expo was a great opportunity to correspond with individuals working within bio technology and to build awareness of Saginaw County.

### Site Consultants Visit Michigan

Each year the MEDC invites targeted Site Consultants to our state to see, first hand what Michigan has to offer. SFI participated in this two and a half day event to showcase the Saginaw County area including available sites and buildings.

## SUB-CONTRACTING OPPORTUNITIES

The federal government is mandated to buy goods and services from small businesses and special small business classifications. The mandated goals are passed down to major contractors. Therefore, major contractors have small business goals to buy goods and services from small business concerns wherever practical. With persistence and marketing practice, selling as a subcontractor can be a good business decision. The following information can be used to help businesses tap into this market.

### SBA's Pro-Net:

Pro-Net is a search engine/database managed by the U.S. Small Business Administration (SBA). It includes 220,000 small, disadvantaged, HUBZone and woman-owned businesses. Information can be searched by SIC code, keyword, location, business type, owner gender, etc. All small businesses should be registered in Pro-Net. It will make small business profile available to federal, state and local contracting officers as well as to private-sector businesses looking for small business contractors and sub-contractors, teaming arrangements or partnerships. For more information go to:

<http://pro-net.sba.gov>

### SBA's Sub-Net:

Sub-Net is a posting site for solicitations and notices managed by the U.S. SBA. Prime contractors often use Sub-Net to post subcontracting opportunities. Small businesses can review this web site to identify opportunities for their areas of expertise. Target your product or service to identify concrete, tangible sub-contracting opportunities by searching SBA's Sub-Net at:

[http://web.sba.gov/subnet/dsp\\_search\\_option.cfm](http://web.sba.gov/subnet/dsp_search_option.cfm)

For instructions on how to search for these opportunities, please contact:

**Delena Allen**  
Procurement Manager  
Saginaw Future Inc.  
[dsallen@saginawfuture.com](mailto:dsallen@saginawfuture.com)



## Upcoming Events

### "Women Getting The Job Done!" (Seminar)

Thursday, Sept. 12, 2002  
8:00 a.m. - 1:00 p.m.  
Frankenmuth Bavarian Inn  
Restaurant  
713 S. Main St.  
Frankenmuth, MI 48734

Cost: \$20.00  
(Includes: Continental  
Breakfast and Chicken  
Lunch)

This seminar is designed to assist women entrepreneurs in getting certified as a woman-owned business, as well as overcoming the barriers that may be limiting their success in procurement.

Sponsored in part by:  
Saginaw Future Inc.

Flint Genesee Economic  
Growth Alliance

Thumb Area Michigan  
Works

Michigan Women's  
Business Council

Contact Person:  
**Delena Allen**  
**Phone: 989-754-8222**  
**Fax: 989-754-1715**  
**Email:**  
[dsallen@saginawfuture.com](mailto:dsallen@saginawfuture.com)

## Corporate Watch Calls

**Saginaw Future visited 37 companies through the Corporate & Critical Watch programs between April 1, 2002 and June 31, 2002.**

Bueker Development  
 Chesaning Manufacturing  
 Hehr International  
 Plastatech Engineering Ltd.  
 Michigan Sugar Company  
 Newly Created Ventures Works LTD  
 William A. Kibbe & Assoc.  
 Rotor Coaters International  
 Independent Bank  
 Hi-Tech Steel  
 B & K Corporation  
 Hemlock Semiconductor  
 Hausbeck Pickle  
 Bavarian Inn Restaurant  
 L & B Transportation  
 Frankenmuth Mutual Insurance  
 Amigo Mobility  
 Davenport Inn  
 Custom Foods  
 MacArthur Roofing  
 Fullerton Tool  
 Visiting Nurses Association  
 SCHI  
 Waste Management  
 Duperon Corporation  
 Thomson Saginaw Ball Screw  
 Alfe Heat Treating  
 DT Assembly Technology & Test  
 B & P Process Equipment  
 Means Industries  
 Memtron Technologies  
 (Continue to page 7)

## City of Saginaw Small Business Summit

**Wednesday, Sept. 18, 2002**  
**8:30 a.m. - 12:00 noon**  
**Andersen Enrichment Center**  
 120 Ezra Rust Drive  
 Saginaw, MI 48601  
**\*Free Admission - Reservations Required**

The Small Business Summit is a conference that addresses key issues concerning individuals and small businesses.

**For reservations, please contact:  
 Saginaw Future Inc.  
 (989) 754-8222**

## Measuring Michigan's Competitiveness

A benchmarking study was recently conducted by Stanford Research Institute International under the supervision of the Michigan Economic Development Corporation (MEDC). Results of the study revealed Michigan as 2nd among Mid-west/northern states and 9th in terms of overall national competitiveness. The study examined the following seven basic factors and determined where Michigan ranked compared to the rest of the states in the nation.

The benchmarking analysis provides an objective assessment

of where Michigan stands against its main competitors within the Mid-west region as well as nationwide. It is an important foundation for the design of economic development strategy, identifies the state's weaknesses and where improvements should be sought.

Michigan's highest scores came in the areas of quality of life, globalization and business vitality, and innovation resources based on the high quality of its education system and strength in industry and university R&D sponsored research programs.

## Feasibility Study for Saginaw County

*(continued from page 3)*

The following are the objectives of this project:

- Determine the feasibility of additional business parks within Saginaw County
- Recommend and rank ten locations for business parks
- Recommend two locations and determine the feasibility of a Super Site
- Suggest the most appropriate size of the parks to be developed
- Estimate the level of private sector involvement and interest
- Identify any unique location issues critical to the development of parks within Saginaw County

Continued site options analyses are currently taking place. Consultants from Deloitte & Touche's Fantus Group have made four trips to Saginaw County to meet with many local government leaders and developers. Once the study is complete, SFI will work with Deloitte & Touche's Fantus Group to help develop and market these sites. Results of the feasibility study will be presented in September.

## Measuring Michigan's Competitiveness

*(continued from page 6)*

The study also revealed that high business costs continue to be Michigan's greatest competitive weakness, ranking 42nd of all 50 states, due largely to the Single Business Tax and high health care costs. "While we have significantly reduced business costs in the past ten years, it is clear this must continue to be a high priority in the future," stated Doug Rothwell, president and CEO of the MEDC.

Benchmarking has led to initiatives such as Renaissance Zones, SmartZones and LinkMichigan that have helped Michigan stay ahead of the competition. The report will create prioritized action plans for further enhancing Michigan's competitive edge. After plans are finalized, they will be submitted to the next Governor and legislature as a blueprint for action.

A copy of the benchmarking study, "Benchmarks for the Next Michigan," can be found on-line in PDF file format through the MEDC web site at <http://medc.michigan.org> under Economic Development Reports.

## Educators Learn about High Skill Jobs

Over 40 Educators from nine school districts and Delta College learned about workplace needs and career opportunities in the medical industry, as well as in the manufacturing and engineering industry.

In April, two workshops were sponsored by Saginaw Future Inc. and facilitated by the Saginaw County Business & Education Partnership. Participants met with industry leaders and heard about the knowledge and skills required to be successful at their workplaces. They also saw first hand the latest in technology and how it is saving lives, as well as creating products that are giving our local businesses a competitive edge.

During the Health Care Careers Connection Workshop, participants heard from Spence Maidlow, President of Covenant HealthCare and Fred Fraizer, President of St. Mary's. The CEOs shared how Saginaw County has become known as the region's health care provider of choice. Health care professionals make up 20,000 jobs within our county and their numbers have increased by 2,000 in just the past two years.

During the Engineering and Manufacturing Career Connection Workshop, participants were able to see why employers insist that employees must have problem solving skills, be able to work independently and as part of a team, communicate effectively and be life-long learners.

Steve Jonas, SFI's Executive Vice President rounded out the day by sharing important data listing Saginaw County's top twenty-five private sector employers how it has changed over the last ten years and why Saginaw County must focus on base jobs. He further explained how their effect on the economy multiplies and creates spin-off jobs.

## Corporate Watch

*(continued from page 6)*

Fast-Tek  
MMR  
Kurek Tool  
Georgetown Logistics  
Topham  
SMS Group

## Helping Hands in Downtown

*(Continued from page 4)*

Over 70 people were out in the 92 degree heat donating their time and energy to tidy-up Genesee Street from Michigan Avenue to Holland Avenue.

For more information regarding "**The Future Starts Here**" contact:  
**Marsha Cooley**  
United Way Volunteer Services  
**755-0505**

SFI's Marketing Coordinator, Stephanie Szarapski, joined forces at this year's **Saginaw Habitat for Humanity (SHFH) Blitz** on June 28, 2002.

The Blitz is an annual event where over 1,000 volunteers build several houses in just two weeks.

For more information regarding SHRH:  
[www.saginawhabitat.org](http://www.saginawhabitat.org)



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**Business & Beyond**

**Business & Beyond** is a quarterly publication published by Saginaw Future Inc.

If you would like more information about articles in **Business & Beyond** or about Saginaw Future, write SFI at 301 E. Genesee, 3rd Floor, Saginaw, MI 48607, or call (989) 754-8222. Saginaw Future's fax number is (989) 754-1715.

**NOTE:** We use multiple lists to mail **Business & Beyond**, and it is not always possible to cross-check these lists. As a result, you may receive a duplicate of this publication. Please pass it on to an interested associate.

**SFI 2002 Performance Report**

	<b>2002 Goal</b>	<b>First Quarter</b>	<b>Second Quarter</b>	<b>Third Quarter</b>	<b>YTD Total</b>
Business Expansions	<b>20</b>	7	5	-	7
Businesses Attracted	<b>6</b>	3	0	-	3
Jobs Created	<b>475</b>	161	41	-	161
Jobs Retained/Retrained	<b>NGE</b>	462/2043	Not Avail.	-	462/2043
# of Gov't Contracts	<b>170</b>	41	47	-	Not Avail.
Value of Gov't Contracts	<b>\$10 M</b>	\$1.01 M	\$1.56 M	-	Not Avail.
Value of New Investment	<b>NGE</b>	\$30.566 M	\$12.199 M	-	\$30.566 M