

sharp

*Sterling Heights Area Retention Program:
Giving Sterling Heights Companies the Inside Edge*

a quarterly economic development newsletter offered by the city of sterling heights

Company Focus



Myron Zucker, Inc. in Sterling Heights provides power solutions to a multitude of customers.

Myron Zucker: Helping companies save energy and improve power distribution

Myron Zucker, Inc. is in the business of helping other businesses save energy. The company helps industrial power users utilize energy more efficiently by providing low-voltage power factor correction capacitors and harmonic filters. These products improve power distribution and filter out harmful harmonics in electrical systems.

“Poor power factor in your facility is an indication that you are not getting the most efficient use of the power supplied to your building,” explained company owner Donna

Zobel. “Tripped circuit breakers, nuisance fuse blowing, or overheated transformers are also good indications that there may be harmonics present in your facility’s electrical system. Our line of capacitors and filters are designed to eliminate or reduce these problems while helping you save on your utility costs.”

The company moved from Royal Oak to Sterling Heights in 2005 after researching several locations and attractive incentives. “We happily settled on an area in Sterling Heights that was located close to some of our cus-

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City applies for business incubator zone

Sterling Heights recently advanced its plans for a jobs-creating business incubator by partnering with Macomb County and Oakland University to apply for one of three new SmartZones in Michigan.

If approved by the state, the three partners will launch and manage a business incubator that will stimulate the growth of technology-based businesses and jobs.

“This joint effort between our city, Macomb County and Oakland University is a huge opportunity to help foster economic growth in our community,” said Mayor Richard J. Notte. “With the expansion of defense com-

panies like BAE Systems and General Dynamics in Sterling Heights, this incubator can help create other new companies in that business sector.”

Under the partnership, Macomb County’s new business incubator will be located in Sterling Heights and the city obtains the SmartZone designation for the site. SmartZones require a university’s involvement, so the county and city sought out Oakland University because of its expertise with its own business incubator and proximity to the new site.

The 12 existing SmartZones across

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Industry Smart Briefs

■ MEDA lauds Sterling Heights’ marketing efforts

The Michigan Economic Developers Association (MEDA) recently gave high marks to three city marketing efforts as part of the organization’s annual Marketing Materials Competition.

Judges gave Sterling Heights positive reviews in creativity, graphic design and content for three marketing initiatives:

- The city Web site, which contains a comprehensive section on economic development, including incentives for businesses and listings of land for sale. For economic development purposes, the city has its own economic development Web page. For more information, click on: www.sh-econdev.com.

- SHARP, an economic development newsletter published by the city. The newsletter keeps business owners informed about economic activity in the community. It is mailed to all industrial businesses in the city and is also posted on the city’s Web site as part of Sterling Heights’ business retention efforts.

- A colorful custom made display piece that Economic Development Manager Luke Bonner is able to use at trade shows to help attract new business to the city.

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City assists Casadei Steel with expansion

The City of Sterling Heights recently approved a brownfield plan on behalf of Casadei Steel for the firm's expansion into new offices on Mound Road in the former Insite Industries building.

The property was contaminated and required approximately \$300,000 worth of cleanup and an additional \$1.7 million in renovations. The city's Brownfield Redevelopment Authority and the City Council approved the brownfield plan.

As a result, Casadei Steel was awarded a "mini" Brownfield Tax Credit for \$250,000. The tax credit, approved by the Michigan Economic Development Corporation, can be applied to Casadei's Michigan Business Tax Liability and will help offset the cost of cleanup.

The city's economic development manager assisted Casadei in preparation of the brownfield plan and tax credit application. Casadei will also apply for an Industrial Tax Abatement through the city's Office of Assessing.

Casadei Steel has owned and operated a structural steel fabricating business in Sterling Heights since 2001. The company supplies steel to many commercial and industrial projects, including a City of Troy Fire Station; Henry Ford Hospital in Bloomfield Hills; Toyota



Casadei Steel will bring its corporate office to the former Insite Industries facility on Mound Road.

Research and Development Facility in York Township; and White Lake Oaks Golf Club, White Lake.

Casadei Steel employs approximately 30 people. The firm has remained strongly competitive in their marketplace, resulting in large growth. To accommodate this growth, Casadei Steel will expand into the 60,000-square-foot former Insite building from their current 12,000-square-foot headquarters. Casadei's growth will also result in the hiring of approximately 100 additional employees. The proposed development will include a major rehabilitation of the current obsolete Insite building.

MYRON ZUCKER

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tomers and suppliers and decided this would make a great home for our company." said Zobel. She was impressed with the city's "nice balance" of being a family-based community as well as a home to a mix of businesses and manufacturing facilities. Myron Zucker, Inc. serves a number of customers in the Sterling Heights area including Chrysler, Detroit News & Free Press, HP Pelzer and Control Technique, Inc. One of their key suppliers, Detronic Industries, is also located in Sterling Heights.

Founded in 1950 by Myron Zucker, the company offers a complete range of fixed and automatic low-voltage power factor correction systems and harmonic filters specifically designed to meet customer requirements. With his dedication and enthusiasm, Mr. Zucker became one of the country's most innovative and influential engineers, particularly for the automobile industry.

Today, Myron Zucker, Inc. serves a variety of markets including manufacturing, health care, commercial, and government institutions. Their expertise in low-voltage power quality, electrical design and industrial applications allows them to

provide complete solutions from analysis and design to application, maintenance, and support.

As a result of the gained energy savings, many of Myron Zucker, Inc.'s customers are able to meet requirements of the "green" movement, which stresses energy efficiency and concern for the environment.

"Even though our products themselves are not Energy Star-rated, their application helps users move closer to meeting "green" requirements" said Zobel. "We would like to think that in some way our products are changing the world and helping preserve the environment. Not only do our products help industrial facilities save energy, they also relieve the demand on the utility grid and ultimately improve power distribution to all users."

Myron Zucker, Inc. is located at 36825 Metro Court in Sterling Heights. Donna Zobel, the current owner, transitioned into the business after the passing of her father, William Zobel, in 2003. Previously, Ms. Zobel had been a manager at Pfizer and stepped in for an interim period to help with the business. She discovered that she enjoyed the business and decided to stay. For more information, call (586) 979-9955 or visit www.myronzucker.com.

to create the framework for the business incubator and submit the application to the Michigan Economic Development Corp.

The new incubator will provide support to businesses related to defense, homeland security, advanced manufacturing and other industries.

Oakland University faculty and research staff and its business incubator, OUCubator, will manage the facility and give tenants access to services that help them bring products to market. Sterling Heights has begun the process of establishing a Local Financing District Authority to capture future tax revenue increases within the zone. The captured funds provide revenue for the incubator's ongoing costs.

Help available for Van Dyke businesses



An artist's rendering of the Corridor Improvement Authority's concept for Utica Road at Van Dyke.

Business owners located within the city's new Corridor Improvement Authority district on Van Dyke north of 18 1/2 Mile are invited to apply for a special low interest loan and reimbursement program intended for exterior building improvements.

Information packets on the loan and reimbursement program, including loan and reimbursement guidelines and applications, have been mailed to more than 70 commercial and industrial property owners located within the district.

The program is restricted to commercial and industrial property owners within the Corridor Improvement Authority district, which was approved by the City Council in an effort to modernize the appearance and revitalize Van Dyke north of 18 1/2 Mile Road.

For more information, contact Economic Development Manager Luke Bonner at (586) 446-2386.

Six companies invest more than \$51 million in Sterling Heights in 08

Sterling Heights' progressive tax abatement program resulted in more than \$51million in investments in 2008. To qualify for an abatement, a company must make a minimum \$500,000 investment. The tax abatement is a 50% reduction in taxes that can be applied to new equipment investments and new real property investments.

The following companies were approved for tax abatements this year:

Company	Investment	New Jobs
U.S. Farathane	\$1.3M	30
Acra Grinding	\$803,000	3
BAE Systems	\$41M	460
Bleichert	\$3.6M	25
Orlandi Gear	\$1.1M	2
General Dyanmics	\$2.5M	75
TOTALS:	\$51.08M	595

Visit www.sh-econdev.com for economic development information and previous editions of SHARP.

INCUBATOR

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Michigan are intended to stimulate the growth of technology-based businesses by creating clusters of new and emerging companies that are mainly focused on commercializing ideas, patents and other opportunities surrounding university or private research institute research and development. Public Act 104 allows three new SmartZones to be established by the end of 2008. SmartZones are funded mainly through the capture of increased local and state property tax revenue in the designated area.

Macomb County, Sterling Heights and Oakland University leaders worked together