



About the Program

The History of Michigan's Certified Business Park Program

Economic developers have long recognized the need for uniformity in the use of the term "business park". The expression designates certain kinds of districts or subdivisions set-aside for sites to be occupied by groups of manufacturing and/or high tech industry facilities.

To give prospective occupants a better idea of what they can expect to find in a business park and assure them of high quality characteristics and

services, the Michigan Department of Commerce and the Michigan Industrial Developers Association, in 1969, adopted a set of standards for qualified developments to be known as **Certified Industrial Parks**.

Beginning with those established criteria, the Michigan Economic Developers Association (MEDA) and the state department now known as the Michigan Economic Development Corporation (MEDC) updated the standards in 2001 and

renewed the voluntary program for certifying business parks. This program today is known as the **Michigan Certified Business Park Program**.

Park developers throughout Michigan use the **CBP** standards in the design of parks and work toward achieving certification. Prospects will find that a **CBP** offers specific advantages that are not available in other parks.



"The State of Michigan is fast becoming a high-tech business corridor. We provide premium sites and the opportunities for growth that impact the success of business ventures. CBPs are important to Michigan's economic future, and as Governor, I want to see them succeed."

— Jennifer Granholm, Governor



MEDA

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Michigan Certified Business Parks

Built for Success!





The Blueprint for Success

Locating your business in Michigan has never been easier. Michigan Certified Business Parks ensure that your business will have all of the amenities necessary to begin operation and flourish in the future. The process of certification was co-authored by dedicated individuals at the Michigan Economic Developers Association (MEDA) and the Michigan Economic

Development Corporation (MEDC) in order to give you the opportunity to locate your business in a state-of-the-art park.

Michigan wants to provide you with the best tools to locate your business so your focus can remain on growing your business.



Stand Out in Your Market

Choosing to locate in a certified park means that you will be situated among the best in the industry. Positioning your business in a high quality site offers many things: qualified workers, good access, and impressive amenities that help you do better business. Certified Business Parks (CPBs) are networked into Michigan's diverse transportation system. Whether moving people or cargo, count on getting what you've got where it needs to go, with ease. Move product and people to and from Michigan by air, ground, rail, or water.

A certified park will also provide you or your clientele with the most modern and attractive business settings and will provide you with a foundation for growth. With Michigan's dedication to industry and its commitment to economic

growth, you can guarantee a life for your business and a home for your employees.

Certified parks provide businesses with features necessary to conduct business. Each park is inspected and approved to provide your company with the following amenities:

- *A landscaped development*
- *Sanitary sewers*
- *Municipal water lines*
- *Electric service*
- *Gas service*
- *Telephone service*
- *Enclosed storm sewers*
- *Class A weather roads*
- *Improved paved parking for your customers*
- *Continuous management to assure your quality location*

Certified Business Parks are built ready to go with well prepared and supplied sites.

The restrictive covenants provide a mechanism to assure buyers that other property owners will adopt a high level of design and maintenance standards. This mechanism directly affects the continuing value of your own real estate investment. Many CBPs also have financial or tax incentives available.

Certified parks meet high standards set out by the State and MEDA. The covenant restrictions, zoning and amenity requirements ensure that the site is ready for business — now!



Michigan – A Home for Your Business

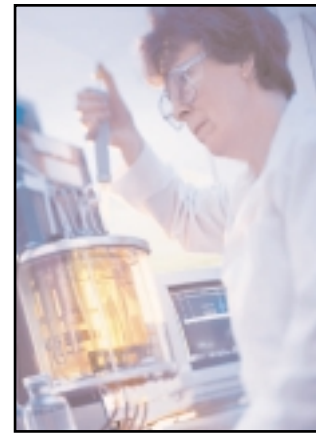
A four-season climate makes Michigan a beautiful backdrop for work or play ... an ever-changing landscape makes living in the Midwest a joy. Head out to one of Michigan's beautiful Great Lakes for a day of fishing and sun, enjoy its inland rural countryside, or attend cultural events in many modern metropolitan areas.

Michigan is not only diverse in climate, but also in industry. If you locate or expand your

business in Michigan, you are within easy reach of customers and suppliers, from automobile manufacturing and high-tech industry, to biotech and pharmaceutical markets. It also occupies a prime location with Canada, Chicago and other major metropolitan areas less than a day's drive away.

Michigan's many universities and colleges produce aspiring professionals ready for employment. The state also

supports higher education and retains 79% of its high-tech graduates. It can also offer the nation's best workforce development system (ranked No. 1 in 1997 by the National Alliance of Business) created to ensure businesses find the talent they need.



"We found that the best workers, the best engineers, the best blended resources, people that have more than one skill set, reside in Michigan ... and that's why people from out of state are moving here to get access to the best resources. You can build a building anywhere, but you can't find the best people and that's what we're looking for — the best people."

— Dwight Morgan, President, The POM Group, INC., on Michigan's Workforce.





