



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

MEMORANDUM

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Date: December 15, 2009
To: Michigan Economic Growth Authority
From: Amy Deprez, Manager
Packaging Team
Phil Santer, Project Specialist
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Subject: Briefing Memo – Morley Companies, Inc.
Standard MEGA Credit

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COMPANY NAME

Morley Companies, Inc.
One Morley Plaza
Saginaw, MI 48603

HISTORY OF COMPANY

Morley Companies, Inc. is a diversified marketing organization that provides marketing, travel, recognition and communication solutions to a range of clients. The Company coordinates and produces corporate meetings and special events, business theater, press previews and product launches, trade show exhibits and auto show services, direct marketing and database management activities, and incentive travel and merchandise programs. The company was established in 1863 and is based in Saginaw, Michigan.

Morley Companies, Inc. currently has 692 employees in Michigan.

PROJECT DESCRIPTION

will invest approximately \$ and create jobs over the next five years as a result of this project. The average weekly wage for the newly created jobs will be \$ The company also offers healthcare benefits, and plans to pay a portion of the benefit cost.

BENEFIT TO STATE

According to the economic analysis done by the Michigan Economic Development Corporation utilizing Regional Economic Models, Inc. software, it is estimated that this facility will generate a total of jobs in the state by the year 20. Total state government revenues through the year 20, net of MEGA costs, would be increased by \$ (current dollars) due to the presence of this facility.

BUSINESS CASE

OTHER STATE AND LOCAL ASSISTANCE

RECOMMENDATION

Based on the factors described above, the Michigan Economic Development Corporation recommends a 100 percent employment tax credit for 10 years for up to 700 net new employees in excess of the company's established base of . Should the company fail to secure approved local support (e.g. a property tax abatement), the credit percentage will be lowered to 80 percent.