



STATE OF MICHIGAN  
OFFICE OF THE GOVERNOR  
LANSING

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GOVERNOR

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## **Governor Announces ParkingCarma Inc. Pulling High-Tech Jobs into Flint**

*Michigan Wins \$4.6-Million Customer Contact Center, 155 Jobs*

Governor Jennifer M. Granholm today announced that ParkingCarma Inc. will invest \$4.6 million to locate its customer contact center at the Great Lakes Technology Center in Flint. The project will create 155 new jobs, including 110 directly by the company. Assistance offered through the Michigan Economic Development Corporation helped convince ParkingCarma to choose Michigan instead of competing sites in California and North Carolina.

“ParkingCarma’s decision to locate here shows we can bring high-tech, 21<sup>st</sup> Century jobs to Flint,” Granholm said.

ParkingCarma Inc. was established in 2006 to commercialize the ParkingCarma™ parking guidance service that allows drivers to secure parking spaces through cell phones, the Internet or next generation on-board navigation systems. The product was developed by Emeryville, CA-based ACME Innovation Inc. with its partners: Microsoft, AT&T, Intel, Navteq, and Sensys systems and tested in the San Francisco Bay area with Caltrans, BART, and UC Berkeley leading the Congestion mitigation testing.

The MEDC approved a Single Business Tax credit valued at \$979,000 over seven years to win the company’s investment. The Genesee Chamber of Commerce is considering a \$500,000 loan to assist with start-up expenses. Automation Alley and Ann Arbor SPARK have each proposed \$250,000 high-tech investments to support the project.

“More and more high-tech companies are realizing the advantages of locating in Michigan,” MEDC President and CEO James C. Epolito said. “Our corps of talented and educated workers, combined with our strong business climate, is helping companies thrive in today’s ultra-competitive global economy.”

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An economic analysis conducted by the MEDC estimates that increased economic activity created by the new customer contact center will generate an additional 45 indirect Michigan jobs, in addition to the 110 created directly by the company. The project is expected to generate more than \$37 million in personal income for Michigan workers over the life of the tax credit.

Built on the latest Web 2.0 and wireless technology, ParkingCarma's parking guidance service (PGS) makes parking convenient in major metropolitan areas, while improving our nation's energy efficacy. At the completion of successful PGS commercial tests in California, the company made a strategic decision to look for a location in the United States where it could expand nationally. After looking at several options, it was clear that Michigan had the environment within which ParkingCarma could best operate its business and provide outstanding service to its customers.

"Michigan has a unique set of offerings: an abundance of good people who understand customer service, a strong desire to support technology companies, and it is the heart of the auto industry," ParkingCarma Inc. CEO Rick Warner said. "We look forward to expanding the ParkingCarma PGS around the nation and world from Michigan."

The ParkingCarma project is one of five economic development projects the Governor announced today. In all, they are expected to create and retain a total of 1,790 Michigan jobs.

"Bringing ParkingCarma Inc. to Genesee County is a turning point in the history of jobs creation in our community," Genesee Regional Chamber of Commerce CEO Tim Herman said. "The new jobs being created will be high-tech and high-pay. The cooperation between the state and our economic development team has turned a great opportunity into a significant reality and is providing the Chamber a chance to execute a pilot project for our newly established Jobs Creation Loan Fund developed with the C.S. Mott Foundation."

In her 2006 State of the State address, Granholm emphasized the importance of making Michigan a global economic powerhouse in the 21<sup>st</sup> century. Since January 2005, the Governor and the MEDC have announced the creation or retention of more than 164,000 jobs as a result of targeted assistance provided by the MEDC.

The Michigan Economic Development Corporation, a partnership between the state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life. For more information on the Michigan Economic Development Corporation's initiatives and programs, visit the Web site at [www.michigan.org](http://www.michigan.org).

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**ParkingCarma Inc.**  
Economic Analysis  
Summary Estimates  
(All estimates in 2007 dollars)

<b>TOTAL JOBS CREATED</b>		<b>155</b>
Direct		110
Indirect		45
<b>NET POSITIVE STATE REVENUE IMPACT</b>	\$	1,891,000
Revenue Foregone	\$	979,000
Revenue Gain	\$	<b>2,870,000</b>
Average Weekly Wage	\$	986
Personal Income Generated Over Life of the Seven-Year Tax Credit Agreement	\$	37,275,000

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