



cityofnovi.org

CITY of NOVI CITY COUNCIL

Agenda Item 1
January 4, 2010

SUBJECT: Approval of Resolution for Adoption of the 2010 City of Novi Economic Development Strategies/Goals.

SUBMITTING DEPARTMENT: Economic Development

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

The attached 2009 Economic Development Report and 2010 Economic Development Strategies/Goals are for City Council approval and adoption.

RECOMMENDED ACTION: Approval of Resolution for Adoption of the 2010 City of Novi Economic Development Strategies/Goals.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Crawford				
Council Member Fischer				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Staudt				



THE CITY OF NOVI

RESOLUTION OF ADOPTION 2010 ECONOMIC DEVELOPMENT STRATEGIES/GOALS

CITY COUNCIL

Mayor
David B. Landry

Mayor Pro Tem
Bob Gatt

Terry K. Margolis

Andrew Mutch

Kathy Crawford

Dave Staudt

Justin Fischer

City Manager
Clay J. Pearson

City Clerk
Maryanne Cornelius

WHEREAS; economic development has been identified, by the Novi City Council, as a priority; and

WHEREAS; economic development must gain the attention, resources, and innovation efforts of the entire City government; and

WHEREAS; a strong diversified tax base is the foundation for financing of municipal services, in addition to the jobs created; and

WHEREAS; the City of Novi must continue to invest in attracting businesses nationally and internationally; and

WHEREAS; effective strategies will be important for economic development of the City of Novi; and

NOW THEREFORE, BE IT RESOLVED, that the Novi City Council has adopted the attached 2010 Economic Development Strategies/Goals.

CERTIFICATION

I, Maryanne Cornelius, duly appointed Clerk of the City of Novi, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the City Council of the City of Novi at a Regular meeting held this day, January 4, 2010.

Maryanne Cornelius
City Clerk

MEMORANDUM



TO: CLAY J. PEARSON, CITY MANAGER
FROM: ARA TOPOUZIAN, ECONOMIC DEVELOPMENT DIRECTOR *AT*
SUBJECT: 2009 ECONOMIC DEVELOPMENT REPORT
2010 ECONOMIC DEVELOPMENT STRATEGIES/GOALS
DATE: DECEMBER 18, 2009

This report is a summary of the economic development activities accomplished in 2009 as measured by the adopted goals and objectives set forth by the Novi City Council on January 5, 2009. Also included in this report are recommendations for the City Council's consideration in moving forward in 2010 and beyond.



Michigan's prospects for an economic turnaround have improved this past year, but the pace of recovery will continue to be slow. *Forbes* magazine (Nov. '09) reported Michigan losing over 280,000 jobs this past year, the largest drop in over 70 years. Job losses for 2010 are predicted to be large, but smaller than 2009 with 85,000 and 36,000 predicted in 2011, according to George Fulton, director of U-M's Research Seminar in Quantitative Economics.

Thus, according to many observers, the worst in the national economy is nearly over -- in its wake, the national economy has taken the largest hit since the 1930s. A headwind in the financial world continues to be the impeding economic development as credit remains constrained. Consumer spending confidence has affected the retail climate resulting in many small business closures throughout the state; as well as the loss of 27,000 jobs in the construction sector which directly impacts the new business and expansion efforts in Michigan.

The corner seems to have turned as both General Motors and Chrysler have come out of a quick bankruptcy and many auto suppliers seem to have survived and are moving forward. Novi continues to fare better than many other cities in Michigan. Business continues to locate in Novi. Two great examples of Novi businesses succeeding in this economy is Lotus Bank and the soon-to-be renovated Baronette Renaissance Hotel. Currently, Lotus Bank has close to \$50 million in outstanding loans, double from the previous year and does not represent any loss. As a community bank, it continues to lend money to qualified businesses. The Baronette Renaissance Hotel will hire 25+ new workers in 2010 once the hotel renovation is complete. The hotel owners have made sure the majority of their

major purchases for the renovation come from Michigan companies such as the guest room furniture and beds.

Efforts during these turbulent economic times mean that continued focus on business retention is paramount as it is the 1,600+ businesses in Novi which will greatly aid in the recovery. It is widely viewed in economic development that 70% of all business comes from repeat clients. Our businesses must still be viewed as our business partners and a continued effort towards sustaining a business-friendly environment is important for our future.

As a strong community, Novi needs to continue to think in a forward fashion, with strong economic development with quality jobs, when trying to set itself apart from other communities. We do so with strength in our international contacts and need to take a lead in global business attraction.

**2009 City of Novi
Economic Development Report**



InvestNovi.org

Updates in **blue** were provided to Council on **June 25, 2009**

Updates in **red** were provided to Council on **September 30, 2009**

Final updates are notated in **green**.

Expansion, Attraction, and Retention, Strategy #1.0

Economic development within the City of Novi is still an important and vital component to overall sustainability. Continuation of retention, expansion, and attraction efforts must be an ongoing process.

- 1. Focus on major employers in Novi with personal retention visits and support (linking to resources) to our existing Novi businesses. Results will be tabulated in ACT! software and quarterly report to be provided.**

Retention visits have focused on the major employers and automotive suppliers in Novi. To date, 36 personal retentions visits have been conducted (See addendum #1).

- 2. Utilization of a new marketing package for use in attraction efforts.**

a.) In June, 2009, the marketing package was mailed to 20 award recipients of the Telematics conference held on June 2nd in Novi.

b.) Marketing kit has been used on various potential new businesses coming to Novi.

c.) Marketing package utilized during City Manager trip to Germany and United Kingdom.

d.) Seven new prospects have been identified and provided marketing kits.

- 3. Attraction efforts opportunities in intelligent transport systems (ITS) & logistics (capitalizing upon Aerotropolis initiative) firms.**

a.) Established a connection with the Connected Vehicle Proving Center (CVPC) in order to learn more about ITS standards and potential partnerships. Through these conversations (CVPC and UMTRI), the conclusion has been made that there needs to be more education of what ITS within the region before substantial attraction to the area can occur. California is a hub for ITS firms and until legislation is passed allowing federal funding for the ITS industry, attraction to our area may be difficult. Further work from Novi can be used to assist in promoting of the ITS industry in order to spark additional interests.

b.) We were instrumental in having the Novi Chamber of Commerce adopt a resolution in support of Aerotropolis. City Council also adopted a similar resolution.

c.) Established a connection with the Connected Vehicle Association, a non-profit business league established to facilitate the interaction, and advance the interests, of the entities involved in the vehicle communication environment. Currently, discussion of collaborating is in the works that would both assist the association and provide potential leads to Novi.

d.) Continued efforts to have US-DOT allow a third party to operate and maintain an active test bed within the City of Novi.

e.) Subscription to *ITS International*, considered the most important publication pertaining to ITS (Produced in the UK). Utilization of its contents for the purpose of advertising Novi to a targeted audience.

a) Capitalize and promote the ITS-Michigan Annual Meeting at Rock Financial Showplace.

Hosted a meeting on May 15th for over 30 economic developers from Oakland County to educate on ITS. The speaker was Dave Acton, a member of the IntelliDrive Task Force for ITS-America, a Board member of Convergence, the ITS representative for the IEEE Vehicular Technology Society Board. Received sponsorship from DTE Energy and partnered with the CVPC and CARHS. (See addendum #4)

b) Facilitate meetings between economic development expertise with the educational/technical expertise ITS-MI, U of M Transportation Institute.

Upon several conversations with both ITS-MI, CVPC, and the UofM Transportation Institute (UMTRI), the conclusion is that each group is still in the research stage of ITS and therefore there would be difficulty in creating/forming joint partnerships with other economic developers.

c) Quantify and identify the talent advantage of the region for engineers and separately for engineers with ITS experience. Build an education and awareness program for existing engineers to gain ITS experience.

This process has not yet been approached; as the ITS is still in the research stage, it is unclear if building such an awareness program for engineers is premature.

4. I-96 Corridor Study

The City of Novi is committed to a mini-corridor study of I-96 (from I-275 to Wixom Road). The study warrants serious consideration to use ITS techniques. As the application rises to list of early possibilities as expensive widening options are not realistic. More appropriate will be signage, signals, timing, and targeted work to move traffic more quietly and safely.

The I-96 Area Transportation Study selection team met in May to recommend a consultant to perform the study. The team determined that the proposal submitted by The Corradino Group (engineering firm) would best meet project goals and objectives. The State Administrative Board will consider the team's recommendation in August, and it is expected that Corradino will be under contract by September/October.

The consulting contract has now been approved by the State, and Corradino will be leading a steering committee/project team kick-off meeting with MDOT and Novi after the Holidays. Then Corradino will begin interviewing all stakeholders, calibrating the traffic demand model, and working with the steering committee to finalize the evaluation methodology to be used in the study. Data collection and field investigations are set to begin in spring 2010. The final study report is anticipated to be presented to the City of Novi Council by the end of 2010.

Incentives, Strategy #2.0

On July 28, 2008, Council adopted a strategy for participating in Hi-Tech MEGA projects. Funds will be allocated for public infrastructure improvements such as drive approach, road curb-cuts, pervious asphalt, traffic signage and/or bioswale/rain garden, to be determined upon submission of a final site plan. Review of MEGA projects with status on businesses that received local contribution.

Currently, one MEGA project for 2009 (Patrick Energy Services) has located in Novi.

From January-September, there were no MEGA projects because the Michigan Economic Development Corporation (MEDC) ran out of credit years to continue projects. The State legislature (in September) approved an extension that would cover statewide projects until 2010. Novi may see an additional one or two MEGA projects by the end of 2009.

Several of the businesses receiving MEGA credits have postponed their plans to come to Novi due to the current economic conditions. Two of the businesses have reengaged and hopefully will make the move in 2010.

Internal Structure of Neighborhood and Business Relations Group, Strategy #3.0

- a) It is recommended that a yearly meeting (at the end of the mainstream construction season) between Community Development and local developers take place to allow for continued evaluation of Novi's plan review process and to obtain feedback and suggestions for continued improvements.

A November/December breakfast meeting will take place at the Civic Center and developers and major property owners will be invited to review Novi's processes and offer feedback to Community Development/Engineering and Economic Development. We will also utilize this opportunity to share updates on any of our Novi-related initiatives. The following firms/individuals would be invited:

Amson Dembs Development, Blair Bowman, Bruce Reid/Tom Zabor, Fountain Walk, Cunningham-Limp, David/Pierre Nona, Mainstreet, Frank Jonna, Gary Jonna, JB Donaldson, Minasian Development, Northern Equities, Novi Town Centre Investors, Rich Abbott, Providence Hospital, Singh Development
Taubman Inc.

A breakfast meeting was held on November 18, 2009. A memo outlining the outcome was provided to Council on November 19, 2009.

- b) Participant city survey is important to Community Development and to understand and recognize the issues concerning the 1,600 local businesses in Novi. Creation of an online survey and allowing for businesses to identify issues they face on a normal basis will help identify future goals for the Business Relations Group.

This survey may roll into the above (a) goal for consistency.

Marketing, Strategy

- a) **Promoting investnovi.org website, Strategy #4.0**

Investnovi.org was created as both a search engine for site selectors to learn more about the Novi business climate and also for the local business community to communicate its accomplishments. Visibility of this site is vital for its usefulness.

a.) eBiz was formed as not only a tool to help promote what local business is doing, but to also drive interest to InvestNovi.org. See addendum #2 for a chart showing how ebiz has substantially grown in 2009 (over 400 new email addresses have been added to our

database) and an average of 30-35% of those emails opened within the first week of being sent.

b.) A 7ft banner was created earlier in the year for the purpose of promoting the website and since has been used at Walsh College, Novi Chamber expo and also the Oakland County Economic Forecast lunch. Presence of banner and information will be at the upcoming (July 22nd) regional International Council of Shopping Centers show at Rock Financial Showplace. Additional venues will be targeted for this placement.

c.) Since it is costly to place ads in magazines or websites promoting InvestNovi.org, inexpensive forms of media (Ch. 13, cable shows, LinkedIn, etc.) are being used until research is complete (by August, 2009) and an action plan can be devised. Currently, other avenues of promoting the website are being investigated.

d.) InvestNovi banner was utilized for Fall for Novi event.

e.) InvestNovi.org website added to the Economic Development National Directory and highlighted for one month.

f.) InvestNovi.org is currently being tracked thru Google Analytics and has seen an average of 1100 visits per month. (See addendum #3 for July 1st-October 1st reporting)

b) Distribution of Why Novi? DVD and Marketing Package, Strategy #4.1

Promotional visits to the local large realtor/broker firms including CB Richard Ellis, Friedman Real Estate Group, Grubb & Ellis, Signature Group and Colliers International will be conducted. Visits will include distributing the DVD and marketing package to these firms. Ara has visited Grubb & Ellis, CB Richard Ellis and Signature Associates to date. Most brokerage firms are not interested in meeting and have indicated poor economic conditions have slowed their business. All communications have encouraged promoting their properties on InvestNovi.org.

c) Advertising, Strategy #4.2

Advertise and promote InvestNovi.org in a national publication, SITE Selection. The magazine is mailed to over 44,000 high level site selectors around the globe and this issue (January/February, 2009) will focus on Michigan with additional distribution to four trade shows, three of which are overseas.

Advertisement was placed in SITE Selection magazine (through cooperative program with City and larger property developers). Measurable results are unclear. Looking into specialized advertising opportunities as they pertain to pertinent trade shows and airline/airport publications.

d) Business Recognition Awards, Strategy #4.3

The Business Recognition Awards program will continue into 2009 with a small task force consisting of members from the EDC, Chamber, and local media (Novi News). Awards will be given to five local (small and large) businesses with a reception and special awards presentation from City Council.

Nomination forms were due on September 30th and a team of judges consisting of Linda Daly (Novi Chamber), Todd Kuzma (Novi EDC), Maureen Krauss (Oakland County), and Cal Stone (Novi News) have been assembled to review all the nominations. Winners to be announced at a future City Council meeting.

On November 23, 2009, a reception followed by recognition awards were presented to Hotel Baronette, Sheraton Detroit Novi, Novi Youth Hockey Association, Lotus Bank, Advanced Vein Therapies. A special Mayor's Ambassador of the Year award was presented to Sho Nakahama, Executive Director of the Japanese Business Society of Detroit.

Business Assistance Teams (BAT), Strategy #5.0

BAT visits have been very successful in Novi with a total of 57 visits since inception. New goals for future visits involve restructuring and creating specialized business visits to the small business community.

1. Increase BAT visits to monthly with a minimum of 50 visits in 2009.
2. Create additional BAT teams that will allow for the ability to increase involvement of local business professionals and targeted industries. It is suggested that each BAT team contain a certified public accountant.
3. Prior to any BAT visit, a biography sheet of BAT professionals will be furnished to the business along with advance questions that will be discussed in order to make the most of each visit.
4. Notifications of all future BAT visits will be done via email.
5. Measure results by compiling information that would include business name, type of business, issues that a business faces, recommendations given, and feedback from the business.

On July 21st, six BAT visits were conducted.

A town hall style meeting will take place this fall and the entire local business will be invited to hear what a BAT team does and how they can help businesses. At this same meeting, businesses will be encouraged to sign up for a BAT team visit. This method has worked in neighboring communities and may yield greater results.

Discussions with the original members of the Novi BAT team took place in October to discuss the next steps for BAT visits in 2010. It was decided to start fresh in 2010 with a town hall format.

Retail Signage Issues for Ordinance Review, Strategy #6.0

Retail businesses have indicated difficulties with Novi's sign ordinance, such as the ability to allow additional signage promoting an event or special offer from the store. It is proposed that "Sandwich Saturday," the first Saturday of the month, businesses will be allowed to have a sandwich board in front of their business.

In order to help the Novi business community and to assist in promoting the City-wide Fall for Novi event, a one time permit was valid between September 21, 2009 – September 26, 2009. The sign would in the nature of a business sign, as defined in Section 28-1 of the City Code, which means it must direct attention to a business or profession conducted or to a product, service, or activity sold or offered upon, the premises where such sign is located, and may only reference the name of the business at the premises, and the profession conducted thereon, or the product, service, or activity sold at the premises.

A similar sign ordinance waiver was approved by Council to allow the one time permit to be valid from November 26, 2009 – December 26, 2009 in order for businesses to take advantage of the holiday retail season. 38 businesses took advantage of this sign waiver.

Coffee & Conversations, Strategy #7.0

Focus on five future seminars will carry the thinking locally theme and pertain to present day issues businesses are experiencing. Programming will include sessions on updating a resume', marketing your company on the Internet, and understanding unemployment (co-sponsor with Michigan Works!)

This program was discontinued due to the number of Novi Chamber functions/lunches which offer similar topics. Assistance has been given to the Chamber for potential speakers that would bring value to local businesses.

Economic Development Certification CEcD, Strategy #8.0

Through the Michigan Economic Development Association (MEDA), courses and testing to become a Certified Economic Developer (CEcD) will become available for 2009-2010. This will reduce the overall cost of travel expenses and speed up the overall process of becoming certified. Expenses would be over a two-year period. There are 5 remaining courses. Courses range from two to three days in length and there is a written and oral exam at the end of the process. The cost will be at a discounted rate of \$2500 per person for the remaining courses. (This is a \$600 savings due to IEDC membership).

Classes have been made available through MEDA allowing a savings in travel expenses.

Ara has signed up for all five remaining courses to be completed by 2010.

First course on Business Retention/Expansion begins in October, 2009.

Second course on Real Estate Reuse was held on December 10, 2009.

Film Office, Strategy, #9.0

As film companies utilize Novi as a location shoot, a compiled list of Novi business resources will be available on the Novi Film Office website (www.investnovi.org/film) and available as a PDF download.

A complete list of Novi-based resources is now available on the InvestNovi.org website under the Novi Film Office link. To date, no films have submitted application to film in Novi; however two still photography shoots took place earlier in the year.

Pam Antil gave a presentation to the MML in September regarding Hollywood Novi and promoting a film friendly environment.

Ara Topouzian gave a similar presentation to the Michigan Economic Developers Association on December 4, 2009.

Small Business Expo, Strategy #10.0

The City of Novi and the Novi Chamber will partner to host and organize a small business to business expo.

This was the first time the Novi Chamber has held a business-to-business expo and the City of Novi co-sponsored the event held in April, 2009. A successful event with over 200 attendees, held at the Hotel Baronette.

Coordinating with the Novi Chamber for a Retail to Consumer expo which will take place this December at Rock Financial Showplace.

Retail to consumer expo held on December 2nd was a success with over 500 patrons in attendance.

Additional Economic Development Projects (Not specified in January, '09 adopted goals)

Redevelopment Survey

City Council's ordinance review committee identified certain properties within Novi which were felt ripe for redevelopment. Realizing that these are difficult current economic times, we asked these questions expressing best-case scenarios. In June, 2009, Neighborhood & Business Relations conducted the survey of the telephone to each property owner in order to answer and compile the following questions:

1. Please list in order of importance what features (i.e., landscaping, parking, façade, etc.), if any, you would like to update on your property.
2. What is preventing you from updating the features mentioned above?
3. What could the City do to better assist you with any renovations you wish to make?
4. Please list any other concerns you have regarding redevelopment or renovation of existing building sites.

The compiled data was provided to Council in July, 2009.

Council of Local Authorities for International Relations (CLAIR) Visit to Novi

In April, organized a week-long program for ten Japanese governmental officials as they visited Novi.

Local Auto Supplier Survey

Currently in the process of compiling a database of Novi based automotive suppliers in order to contact each of them to inquire how their business has been affected by the Big Three auto industry.

Completed memo that was provided to Council on September 24, 2009.

Trade Mission

In order to be proactive in business attraction practices, developing a trade mission or actively participating in an existing trade mission has become essential. Currently in the process of researching trade shows/conferences that take place around the USA and overseas.

Focus of the trade shows will center on industries: alternative energy, automotive, medical devices, and Intelligent Transportation Systems (ITS – car connectivity). Shows will have wide appeal (large attendance/diversified audience) for potential leads for business attraction.

One trade show in particular, Hannover, Messe held in Hannover, Germany, (http://www.hannovermesse.de/homepage_e) is being seriously considered as this is a show which features eight different industries under one event. (ie. Automotive, energy, hi-tech, and more). Oakland County and the Detroit Regional Partnership has participated in this show for several years and highly recommends participation in it.

As we look to diversify our marketing, it is becoming increasingly apparent that lead generation will come from personal retention visits and participation in global networking opportunities. (See addendum #4)

Novi EDC approved to send the Economic Development Director to Germany in April 2010 for the purpose of a trade mission. Currently coordinating efforts with Oakland County to take full advantage of this trip. Trip will include both prospecting and retention efforts.

Novi Technology DVD

Novi has a rich abundance of high technology firms that would be featured in this DVD for business attraction and promotion. Firms such as Autodesk, Harman/Becker, Carcoustics, ITC, Vector CANTech all have unique aspects in their business that integrate the latest in technology. The DVD would focus only on the hi-tech businesses in Novi and promoted at trade shows, YouTube and InvestNovi.org.

Due to the difficulty in scheduling with businesses, this goal will be added to the 2010 Economic Development goals.

New Cable Show – Small Business

The show will consist of a brief interview with the business owner/manager, and also footage of the business. Each episode will be themed and businesses involved will be asked to showcase their products and services.

To date, two shows have been completed and have aired on Novi Television.

Addendum #1: Retention Visits for Major Employers (50 and more) / Automotive Suppliers - January through December 2009

Retention visits have been made to the following major employers in Novi:

Alcan
Art Institute of Michigan
Autodesk
Camaco
Caparo
Comau
Cooper-Standard Automotive
CVS of Michigan
Eberspacher
Federal APD
Fox Run
Frank W. Kerr
Freescale
Harada
Harman/Becker Automotive
Intier/Magna
JAPIA
Learning Care Group
MCD North America
Means industries
Michigan CAT
Miracle Software
Molecular Innovations
Numatics
Omron
Patrick Energy Services
Rock Financial Showplace
Ryder System
SCA
St. John/Providence Hospital
Sumitomo Bakelite
SunGlo
Systems Technology
TATA
Trane
Trek
Trinity Health / Data Center
Underwriter Lab
Vector CANTech

2010 City of Novi Economic Development Strategies/Goals



InvestNovi.org

Expansion, Attraction, and Retention, Strategy #1.0

Around 65-80% of new jobs are created by existing businesses within a community. Retention continues to be a key goal in local economic development.

1. Local Business Retention, Strategy #1A

Focus on major employers in Novi with personal retention visits and support (linking to resources) to our existing Novi businesses.

Ongoing strategy. Updates to be provided quarterly

2. Intelligent Transportation Systems (ITS), Strategy #1B

ITS improves transportation safety and mobility and enhances productivity through the use of advanced information and communications technologies.

- a. Continue building relationships within the ITS community by participating in potential marketing opportunities.
- b. Novi is a natural for future business development of the ITS industry. Continued participation with letters of support to USDOT and similar entities in order to implement the operation of the test bed which encompasses most of Novi.
- c. The US Department of Transportation issued a long-awaited RFP for "Michigan IntelliDrive Test Bed Operations and Maintenance." IntelliDrive, as is the national V2V and V2I deployment employing DSRC and cellular technology to improve safety, mobility and the environment. That Test Bed is centered in Novi with an existing infrastructure of devices. The City is seeking to remain aware and support the effort to capitalize upon this infrastructure.
- d. Participate in Telematics and other ITS related shows/expos that create a networking potential.

Ongoing strategy. Updates to be provided quarterly

3. I-96 Corridor Study, Strategy #1C

The ultimate goal of the I-96 Corridor Study is to establish the framework as a gateway into the City of Novi. As part of the venture teams established in 2008, the Land Use & Transportation Study: The Victory Plan group was formed. It provides the initial findings of an actionable transportation area study by June 30, 2009. The study area encompasses several major state, county and local thoroughfares (including I-96, M-5, I-696, I-275, Grand River Avenue, Twelve Mile Road, Novi Road, Beck Road, and Wixom Road), and is bounded by Grand River Avenue on the south, Twelve Mile Road on the north, Napier Road/Wixom's west city limits on the west, and I-275 on the east. The study will involve active participation from public and private stakeholders and result in the development of transportation system improvement alternatives that, when implemented, will reduce traffic congestion, improve traffic safety and foster economic growth in the study area.

The consulting contract has now been approved by the State, and Corradino will be leading a steering committee/project team kick-off meeting with MDOT and Novi in 2010. Then Corradino will begin interviewing all stakeholders, calibrating the traffic demand model, and working with the steering committee to finalize the evaluation methodology to be used in the study. Data collection and field investigations are set to begin in spring 2010.

The final study report is anticipated to be presented to the City of Novi Council by the end of 2010.

4. **Networking, Strategy #1D**

The ability to promote far and wide the advantages of locating a business in Novi has to include focused and targeted networking that achieves our goal.

- a. The international Chamber of Commerce community plays a vital role in business attraction. Memberships with the German, Italian, Japanese, and Swedish Chambers link Novi to the international community.

Ongoing strategy. There is also an opportunity for Novi specifically with the strong Japanese links to participate in the 42nd Annual Joint Meeting of the Midwest U.S.-Japan Association, September 12-14, 2010 at the Detroit Marriott at the Renaissance Center. Updates to be provided quarterly

- b. Investigating and evaluating quality attraction networking opportunities within the developer/broker and automotive engineering industries. (ie NAIOP, SAE respectively)

Ongoing strategy. Targeted major technical events include the Automotive Testing Expo, October 26-28, 2010 at the Rock Financial Showplace and the SAE 2010 World Congress, April 13-15 at Detroit's Cobo Center. Updates to be provided quarterly

5. **International Business Attraction, Strategy #1E**

The practice of business attraction needs to change for Novi in order for us to maximize potential opportunities of development. In the past, we have relied on the state and county for lead generation, but these leads seem to be on the decline as well. For example, Oakland County does more in international attraction than the Michigan Economic Development Corporation (MEDC). Taking business attraction into our own hands, establishing potential connections with the international business community will play a vital role in growth for Novi.

- a. **Hannover, Messe 2010**

Trade missions facilitate access to decision-makers or potential partners that would not normally occur otherwise. The world's leading showcase for industrial technology is staged annually in Hannover, Germany. The strategy is to partner with Oakland County and utilize this trip for prospecting. For more information on this show:

http://www.hannovermesse.de/homepage_e

By May 2010 with full report of trip

- b. **International Market Research**

Additional research into databases of international firm investments and assets to use for targeting attraction efforts. Also examine other exhibitions/shows that Novi can participate in as an exhibitor, attendee or sponsor.

Ongoing strategy

6. **Monitor efforts and opportunities involving the Aerotropolis initiative, Strategy #1F**

The Detroit Region Aerotropolis is intended to become a creative logistics and supply chain hub that moves people, products and information. In 2009, both City Council and the Novi Chamber endorsed the concept of Aerotropolis which capitalizes on the strengths of the area's major airports, land, and location. As bills supporting initiative continues thru the state legislature, it will be monitored in order to seek additional opportunities for support beneficial to Novi and the region.

Ongoing strategy

Marketing/Advertising, Strategy #2.0

1. Novi-biz newsletter (Print), Strategy #2A

In 2009, were introduced two separate direct mailings to the entire Novi business community in order to promote a variety of upcoming events and ordinances which positively affect the business community. Realizing some businesses do not have access to the internet or e-mail, it is important to occasionally print a newsletter, providing another layer to our communication efforts. The benefits of this strategy will be implemented in 2010 with a bi-yearly publication that will promote programs, sign waiver ordinances and other pertinent information for the business community.

Ongoing strategy; Bi-Yearly (Spring, Fall)

2. e-biz Newsletter (Electronic), Strategy #2B

Continue the monthly e-mail blasts to over one thousand businesses in Novi and around the world. eBiz doubled in size in 2009 (see *Addendum A*) and has a 35% open rate, 20% is an average good response rate. (the electronic version contains current events/calendar items)

Ongoing strategy; Monthly

3. InvestNovi.org Redesign, Strategy #2C

InvestNovi.org was created in 2008 as a portal for business attraction, as well as to satisfy the needs of the local business community. A good website should reassessed every few years and the focus of the redesign will solely be on business attraction. Forms and information for the Novi business community will be found at cityofnovi.org.

By May 2010

4. Scope out benefits of In-flight Airline advertising, Strategy #2D

In-flight airline advertising can offer an advantage to Novi for international business attraction. A single in-flight magazine advertisement can reach 1.7 million passengers per issue. (Reported by InterAir Media Placement Services)

By December 2010

5. Novi Technology DVD, Strategy #2E

Novi has a rich abundance of high technology firms that would be featured in this DVD for business attraction and promotion. Firms such as Autodesk, Harman/Becker, Carcoustics, ITC, Vector CANTech all have unique features in their business that integrate the latest technology. The DVD would focus only on the hi-tech businesses in Novi and will be promoted at trade shows, YouTube and InvestNovi.org.

By September 2010

Incentives, Strategy #3.0

On July 28, 2008, Council adopted a strategy for participating in Hi-Tech MEGA projects. Funds will be allocated for public infrastructure improvements such as drive approach, road curb-cuts, pervious asphalt, traffic signage and/or bioswale/rain garden, to be determined upon submission of a final site plan. Review of MEGA projects with status on businesses that received local contribution will be provided to Council once a year.

By December 31, 2009

Internal Structure of Neighborhood and Business Relations Group, Strategy #4.0

1) Economic Development Certification CEcD

Through the Michigan Economic Development Association (MEDA), courses and testing to become a Certified Economic Developer (CEcD) became available in 2009. This reduced the overall cost of travel expenses and accelerated the overall process of becoming certified. There are four remaining courses ending in August 2010. A final exam has yet to be scheduled but slated for 2010.

Ongoing strategy (February, May, June, August)

Small Business, Strategy #5.0

Continued efforts to focus on assisting the small business community as their needs are different from the larger business community.

2) Business Assistance Teams (BAT) , Strategy #5A

The mission of the Business Assistance Teams (B.A.T.) is to identify small and medium sizes businesses within the Novi community that would benefit from the business and planning experience the team is able to offer. The goal is to provide knowledge, guidance and useful tools for these businesses to utilize in order to maintain and grow their business in an effective and efficient way.

A redesign of the BAT program is in order to maximize outreach to the business community and achieve measurable results. The redesigned program will also have the ability to utilize city staff as part of visits that may warrant their expertise to a business.

Ongoing strategy (Town hall kick-off of BAT program in February 2010)

3) Novi CEO Roundtable, Strategy #5B

Partnering with the Novi Chamber of Commerce, the concept of this new program is to establish a greater connection between the larger corporate business communities within Novi. Firms such as ITC, Ryder System, and Toyota-Boshoku are excellent corporate citizens and have much to offer one another. CEO Roundtable will bring together the upper management of our larger business community and foster lasting relationships. Mayor Landry has graciously offered to be the first speaker at this new initiative.

Quarterly strategy, March is scheduled for the initial event.

4) International Council of Shopping Centers (ICSC) , Strategy #5C

ICSC is a global trade association of the shopping center industry. Its 60,000 members in the U.S., Canada and more than 80 other countries include shopping center owners, developers, managers, marketing specialists, investors, lenders, retailers and other professionals as well as academics and public officials. ICSC has their annual RECon (Global Retail Real Estate Convention) in Las Vegas, NV from May 23-25, 2010; approximately 1,000 retailers participated last year. Retail has been hit hardest in this economy and establishing potential networking connections may assist us in development in the future for such areas as the Mainstreet development. Retail developments remain amongst Novi's top ten property tax payers, employers, and economic drivers.

By May 2010

5) Survey of Small Business Community, Strategy #5E

A comprehensive survey to over 2000 Novi businesses that will gather data on business challenges they currently face as well as how the City can improve and help them sustain and grow for the future.

By September 2010

6) Business Recognition Awards, Strategy #5F

The Business Recognition Awards program will continue into 2010 as co-sponsorship with the Novi Chamber. Awards will be given to local (small and large) businesses with a reception and special awards presentation from City Council.

By Fall 2010

7) Retail Signage, Strategy #5G

In an effort to help our Novi business community during the holiday season, City Council approved a “temporary promotional event” signage authorization in the sign ordinance from November 27 – December 26. The provision allowed the City Council to permit special City-wide business signage on private property. Once again, this was received very positively throughout the business community with **38 businesses** taking advantage of this opportunity.

By Winter 2010

Film Office, Strategy, #7.0

In 2008, Novi became established policies that would be film-friendly and encourage film productions in our area.

Novi Film Crew discount card

In partnership with the Novi business community, a discount card would be created specifically for film crews to utilize while they film in Novi. Businesses that participate wouldn't be charged a fee to participate, but must offer a specific discount to film crews to shop at their business. This would work for dry cleaners, restaurants, hotels, etc.

By Spring 2010

Addendum A: Monthly eBiz Blast Reports

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
12/9/2009	December09- eBiz	1465	12.4% (181)	0	0.1% (1)	34.0% (437)	11.4% (50)	0
11/23/2009	NBR Holiday 2009	1454	12.5% (182)	1	0.1% (2)	47.7% (607)	0	0
11/12/2009	November09- eBiz	1443	12.7% (183)	0	0.1% (1)	38.0% (479)	11.1% (53)	0.2% (1)
10/14/2009	October09 - eBiz	1416	11.6% (164)	1	0.2% (3)	36.1% (452)	25.9% (117)	0
9/16/2009	SpecialEdition_September09 - eBiz	1156	10.9% (126)	0	0.3% (3)	34.7% (357)	7.3% (26)	0
9/8/2009	September09 - eBiz	1224	0	0	0	33.3% (408)	32.1% (131)	0.2% (1)
8/4/2009	August09 - eBiz	1153	0	0	0.1% (1)	28.5% (329)	21.6% (71)	0
7/6/2009	July09 - eBiz	1121	12.1% (136)	0	0.5% (6)	35.3% (348)	31.0% (108)	0
6/25/2009	Road Construction - eBiz Update June2509	1002	10.6% (106)	0	0.2% (2)	33.3% (298)	13.4% (40)	0
6/8/2009	June09 - eBiz	1085	10.4% (113)	0	0.2% (2)	40.3% (392)	30.4% (119)	0
4/24/2009	Novi Expo/OC Economic Lunch - eBiz Suppl.	1005	10.5% (106)	0	0	28.3% (254)	6.7% (17)	0
4/16/2009	April/May09 - eBiz	1004	10.6% (106)	0	0.1% (1)	35.7% (321)	32.7% (105)	0.3% (1)
2/17/2009	Jan/Feb09 - eBiz	863	11.5% (99)	0	0.5% (4)	37.3% (285)	27.4% (78)	0
1/12/2009	StateoftheCity2008	744	11.6% (86)	0	0.4% (3)	39.7% (261)	12.6% (33)	0