

# CITY of NOVI CITY COUNCIL

**Agenda Item 1**  
**January 10, 2011**

**SUBJECT:** Approval of Resolution for Adoption of the 2011 City of Novi Economic Development Strategies/Goals.

**SUBMITTING DEPARTMENT:** Neighborhood & Business Relations 

**CITY MANAGER APPROVAL**  

**BACKGROUND INFORMATION:**

The attached 2010 Economic Development Report and 2011 Economic Development Strategies/Goals are for City Council approval and adoption.

During tough economic times, the City of Novi is still very much "open for business." While conducting ongoing retention visits and reaching out to the business community, I have found that most companies are not only holding their own, but have seen slight increases in their gross sales figures.

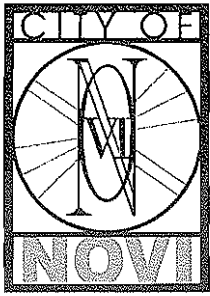
Novi businesses ranging from the automotive market like **Harman Becker** to software developers such as **Elektrobit** and **Autodesk** and from alternative energy firms like **Patrick Energy** and **Novi Energy** are diversifying their client base and offering job opportunities. In October, 2010, University of Michigan published a report indicating that the State of Michigan will see a modest increase in new jobs. For the first time in a decade, the increase is predicted to possibly be 24,500 jobs in 2011 and 63,100 in 2012. Struggling in this economy will continue – but the light at the end of tunnel is visible.

It is important to continue to be a business friendly community, constantly reevaluating our procedures and seeking avenues of improvement. Throughout this report I have included testimonials from the Novi business community. This is not done to demonstrate how great we are, but to show that we have come a long way in gaining the trust of our community by offering value added tools that help their businesses grow.

**RECOMMENDED ACTION:** Approval of Resolution for Adoption of the 2011 City of Novi Economic Development Strategies/Goals.

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

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



## THE CITY OF NOVI RESOLUTION OF ADOPTION 2011 ECONOMIC DEVELOPMENT STRATEGIES/GOALS

### **CITY COUNCIL**

**Mayor**  
David B. Landry

**Mayor Pro Tem**  
Bob Gatt

Terry K. Margolis

Andrew Mutch

Dave Staudt

Justin Fischer

Wayne Wrobel

**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 2011 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 10, 2011.

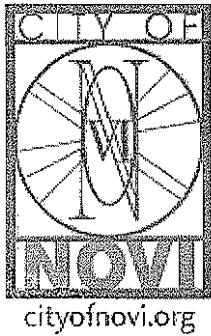
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Maryanne Cornelius  
City Clerk

City of Novi  
45175 W. Ten Mile Road  
Novi, Michigan 48375  
248.347.0460  
248.347.0577 fax

cityofnovi.org

# MEMORANDUM



**TO:** CLAY J. PEARSON, CITY MANAGER  
**FROM:** ARA TOPOUZIAN, ECONOMIC DEVELOPMENT DIRECTOR *AT*  
**SUBJECT:** 2010 ECONOMIC DEVELOPMENT GOALS & OBJECTIVES /  
2011 PROPOSED ECONOMIC DEVELOPMENT GOALS &  
OBJECTIVES  
**DATE:** JANUARY 4, 2011

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This report is a summary of the economic development activities accomplished in 2010 as measured by the adopted goals and objectives set forth by the Novi City Council on January 4, 2010. Also included in this report are recommendations for the City Council's consideration in moving forward in 2011 and beyond.



## 2010 – 2011 ECONOMIC DEVELOPMENT GOAL & OBJECTIVES REPORT

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### City of Novi



Prepared by:  
Ara Topouzian  
Economic Development Director

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*(The cover photos represent new businesses/ renovations in Novi 2010.  
From top to bottom: Kongsberg Automotive, Toasted Oak & Grill/ Baronette Renaissance and Metalsa)*

## Overview of 2010

During tough economic times, the City of Novi is still very much “open for business.” While conducting ongoing retention visits and reaching out to the business community, I have found that most companies are not only holding their own, but have seen slight increases in their gross sales figures.

Novi businesses ranging from the automotive market like **Harman Becker** to software developers such as **Elektrobit** and **Autodesk** and from alternative energy firms like **Patrick Energy** and **Novi Energy** are diversifying their client base and offering job opportunities. In October, 2010, University of Michigan published a report indicating that the State of Michigan will see a modest increase in new jobs. For the first time in a decade, the increase is predicted to possibly be 24,500 jobs in 2011 and 63,100 in 2012. Struggling in this economy will continue – but the light at the end of tunnel is visible.

Within the City of Novi, there are many good stories that aid in the overall quality of economic development. Some of those 2010 milestones include:

- **Novi High School** officially begins offering International Baccalaureate coursework.
- A brand new **Novi Public Library** opens its doors.
- **Cooper Standard** emerges from bankruptcy with reported sales of 32% more than the previous year.
- Hotel Baronette undergoes completed renovations and becomes 4-star **Baronette Renaissance**, part of the Marriot hotel chain.
- **Tata Technologies** moves into LEED certified building and add 200 jobs to its Novi Facilities.
- One hundred five high tech/engineering jobs created in two months through MEGA incentives in Novi.
- Expansion of major automotive suppliers to Novi committed to include **Mando America**, **Metalsa**, and **Kongsberg Automotive**.

Retention continues to be the focus of economic development for Novi. *“Your community’s best companies are your competitor’s best prospects”* - Eric P. Canada, Economic Developer, Blane Canada, Inc. The line between attraction, retention and expansion are very close as one helps breed the other. Retention is generally less expensive for a community and can create new jobs and business through consolidation of satellite offices to Michigan. Reaching out to the business community and offering the tools they need to sustain and grow are crucial in today’s economy.

It is important to continue to be a business friendly community, constantly reevaluating our procedures and seeking avenues of improvement. Throughout this report I have included testimonials from the Novi business community. This is not done to demonstrate how great we are, but to show that we have come a long way in gaining the trust of our community by offering value added tools that help their businesses grow.

Ara Topouzian, Economic Development Director / City of Novi  
December 15, 2010



*eCities / University of Michigan awarded the City of Novi a five-star rating (the highest available rating) based on the performance of economic development efforts in 2009-2010.*

*“The City of Novi is part of an elite group of Michigan communities helping understand and share efforts that foster entrepreneurship and encourage business development”.*

*– Timothy Davis, Director of iLabs / eCities*

# Business Satisfaction in 2010



"This year Metalsa Structural Products expanded its R&D and commercial operations in Novi, Michigan. The support of the City of Novi and the state of Michigan helped Metalsa to finalize its expansion in a short period of time and be able to get a High-Tech MEGA credit incentive. Metalsa is grateful for the support received by the community of Novi during this expansion and will continue looking for the welfare of communities where it operates."

"While Novi has its sets of rules, procedures and expectations that are not much different from other cities there is one key factor that Novi offers a distinct advantage - a commitment to support local businesses throughout the city's organization. Throughout the entire process of renovating the Baronette Renaissance, we appreciate how the City of Novi was our partner!"



"Thank you for all your time and effort that you put in to help us here at Ecco. We could have not taken this first step without your effort and support. My company and I thank you."

"The City of Novi was selected by Kongsberg for its state of the art technical center because the location best suited our key customers. The Novi site also provides an important element in Kongsberg's growth strategy in the North American market. Continued involvement from the City of Novi through all phases of the project helped make the project an outstanding success. Availability of highly skilled technical personnel in the Novi area also contributed to the attractiveness of this location."





## The Novi Six Index: Novi Stock Averages for 2010

### DOW JONES INDUSTRIAL AVERAGE DJIND: Dow Jones Global Indexes

#### 1 Year Chart



#### Upper Indicators

RYDER SYS INC COM

AUTODESK INC COM

COOPER STD HLDGS INC COM

ITC HLDGS CORP COM

TAUBMAN CTRS INC COM

MAGNA INTL INC COM

#### Notable headlines in 2010

- ❖ **Ryder System, Inc.**, a global leader in supply chain, warehousing and transportation management solutions, today announced it has earned Logistics Management magazine's "Quest for Quality" award for the second year in a row in recognition of outstanding performance in the Third-Party Logistics category. (September, 2010)
- ❖ Novi-based **Cooper-Standard Holdings Inc.**, parent of Cooper-Standard Automotive Inc., announced increased profits in its third quarter of 2010 due to the improving global automotive market and the supplier's improved cost structure. Reported net income of \$20.8 million on revenue of \$585.7 million during the quarter, compared to net income of \$10.8 million on revenue of \$517.8 million during the same period in 2009. (November, 2010)



## Expansion, Attraction, and Retention, Strategy #1.0

### **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.*

Our efforts in business retention will not only aid in the sustainability of our existing businesses, but approximately **170% of new business comes from existing business**. Since attracting new business has slowed in our current economy, setting up the infrastructure for future attraction efforts is critical.

#### **One-on-One Retention Visits /Major Employers in Novi:**

In 2010 there were **60 one-on-one retention visits** conducted with some of the major employers in Novi (minimum of 50 employees). These visits comprised of industries such as automotive supplier, light industrial, high technology and life sciences. This does not take into account the number of additional outreach visits to the entire business community - an estimated of 2,000 businesses currently exist in Novi. The economic development team comes in contact with local businesses on a daily basis connecting with **an average of 10 different businesses per month**.



Ribbon Cutting to welcome Kongsberg Automotive (Oct. 2010)

**Ribbon Cuttings:** The City participated in several ribbon cuttings throughout the 2010 year including: **Planet Fitness, Michigan Office Solutions, Kohl's, Tata Technologies, C&L Ward, Northpoint Professional Counselors, Family Dental, and Kongsberg Automotive.**

**Other Retention Activities:** The City and the Novi Chamber of Commerce have been great partners involving ribbon cuttings, networking events, Farmers Market, CEO Roundtable, Business Recognition Awards and much more. Participating at this level allows increased retention efforts

within the small business community. (Ara Topouzian is the Vice Chair of the Novi Chamber of Commerce and has been an active participant with the organization).

**Central Business Database (CBD):** The economic development and IT/GIS teams worked collaboratively to initiate, design, and implement changes to an existing database system (utilizing ACT! software) that collects and maintains information about the Novi business community.

The CBD is constantly being tweaked in order to capture the most accurate information and to have/provide accurate information regarding our business community. A monthly report is generated that captures all of the new/revised information that has been entered into the CBD and made available to other city departments.

It is also important to note that since the repeal of the business registration license, the database of businesses has not only increased in size, but is judged to now be more accurate with up-to-date contact information. **Special thanks to Community Development city staffer, Sarah Marchioni who assists the economic development efforts on a part-time basis in an internal job share arrangement.**

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<sup>1</sup> Birch, D. 1987. *Job Creation in America*. New York, NY: Free Press/MacMillan Publishing

## New Businesses in 2010

The below chart represents new businesses, who have moved to Novi from **January 1 to November 30, 2010**. Please note it is difficult to track every new business entering the city as several of them may be tenant or sub-tenant leases that do not require direct city involvement. Efforts are made by constant research to make this list as accurate as possible. Methods of tracking new business to Novi include: ongoing attraction efforts, building permits, and tracking data through CoStar software.

For the full 2010 tax year, **the City of Novi had the third-highest real property total additions of any community in Oakland County**, representing 8% of the total new additional value in Oakland County.

<u>COMPANY NAME</u>	<u>TYPE</u>	<u>FT EMPL</u>
29 Park	<i>Night club / bar</i>	40
Above All Insurance	<i>Insurance</i>	1
Ameriprise Financial	<i>Financial advisors</i>	1
Art-Is-In-Market North (12 Oaks)	<i>Retail</i>	40
Bagger Dave's	<i>Restaurant</i>	15
Best Buy	<i>Retail</i>	27
Bollfilter	<i>Liquid filtration equipment</i>	10
Bordine Nursery Ltd.	<i>Gardening/Nursery</i>	4
Brow Art 23 (12 Oaks)	<i>Retail</i>	2
Croc's	<i>Retail</i>	4
Excel Rehabilitation Services	<i>Medical</i>	5
Family Drug Pharmacy (Lewis Medical Bldg)	<i>Medical</i>	1
Fifth Third Bank	<i>Bank</i>	5
Francesca's Collections (12 Oaks Mall)	<i>Retail</i>	2
Gigante Catering	<i>Catering</i>	2
Goin Postal	<i>Postal supplies &amp; services</i>	1
Hadley's Towing	<i>Towing - automotive</i>	8
Healthy Hearing Center LLC	<i>Hearing screening</i>	1
Jet's Pizza	<i>Restaurant</i>	2
Kongsberg Automotive	<i>Automotive supplier</i>	107
Marco's Pizza	<i>Restaurant</i>	3
Michael Kors (12 Oaks Mall)	<i>Retail</i>	8
Midwest Skate	<i>Retail</i>	6
Military Recruiting Office	<i>Military</i>	1
Once Upon A Child	<i>Retail</i>	5
Orotex Corporation	<i>Automotive supplier</i>	18
Pandora Jewelry (12 Oaks Mall)	<i>Jewelry</i>	3
Paul's TV	<i>Retail</i>	5
Pineland Restaurant	<i>Restaurant</i>	3
Planet Fitness	<i>Fitness</i>	7
Premier Orthopedics	<i>Medical</i>	1
Rasa Yoga	<i>Fitness</i>	7
South University	<i>Education</i>	13
Toasted Oak Grill & Market	<i>Restaurant</i>	40
Tyler Dumas Reyes Orthodontics	<i>Medical</i>	8
Urban Behavior (12 Oaks Mall)	<i>Retail</i>	1
White House   Black Market (12 Oaks)	<i>Retail</i>	3
Wild Birds Unlimited	<i>Retail</i>	1

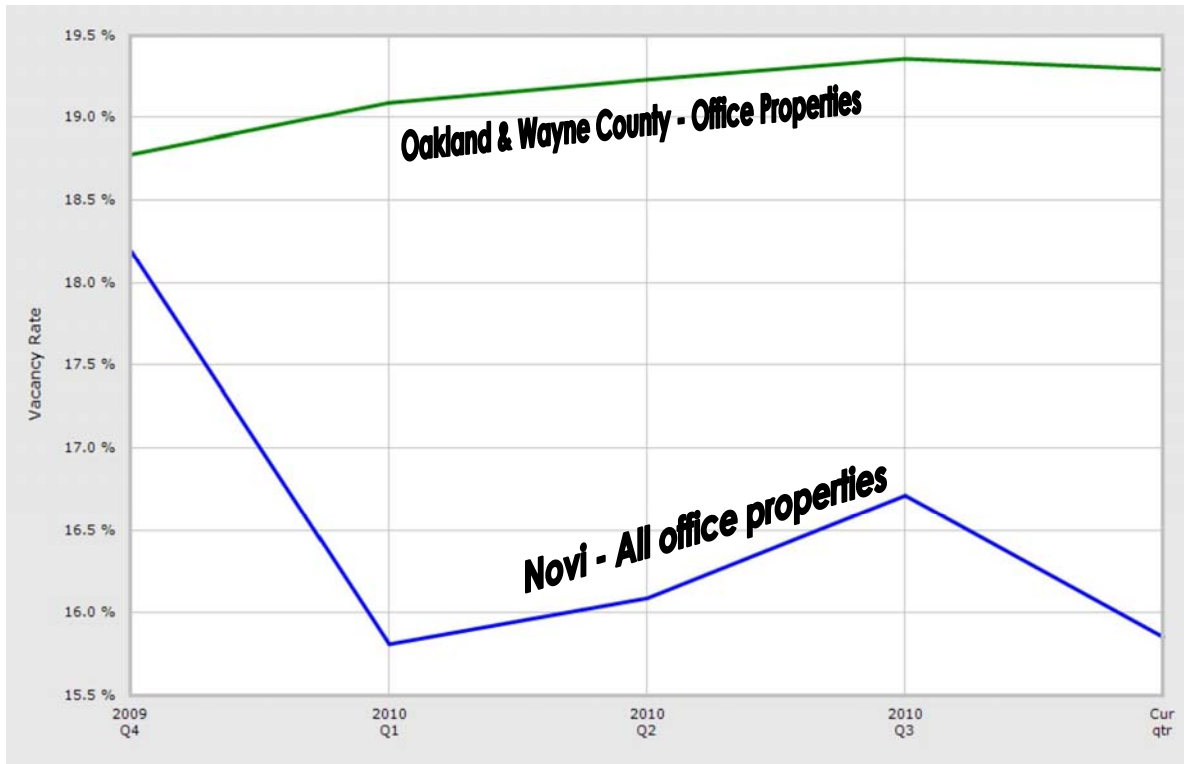
*\*In some cases, businesses that indicate one employee do have more, but we were unable to confirm. These also do not represent part-time or seasonal employment figures.*

**\*TOTAL NEW JOBS to NOVI :** 

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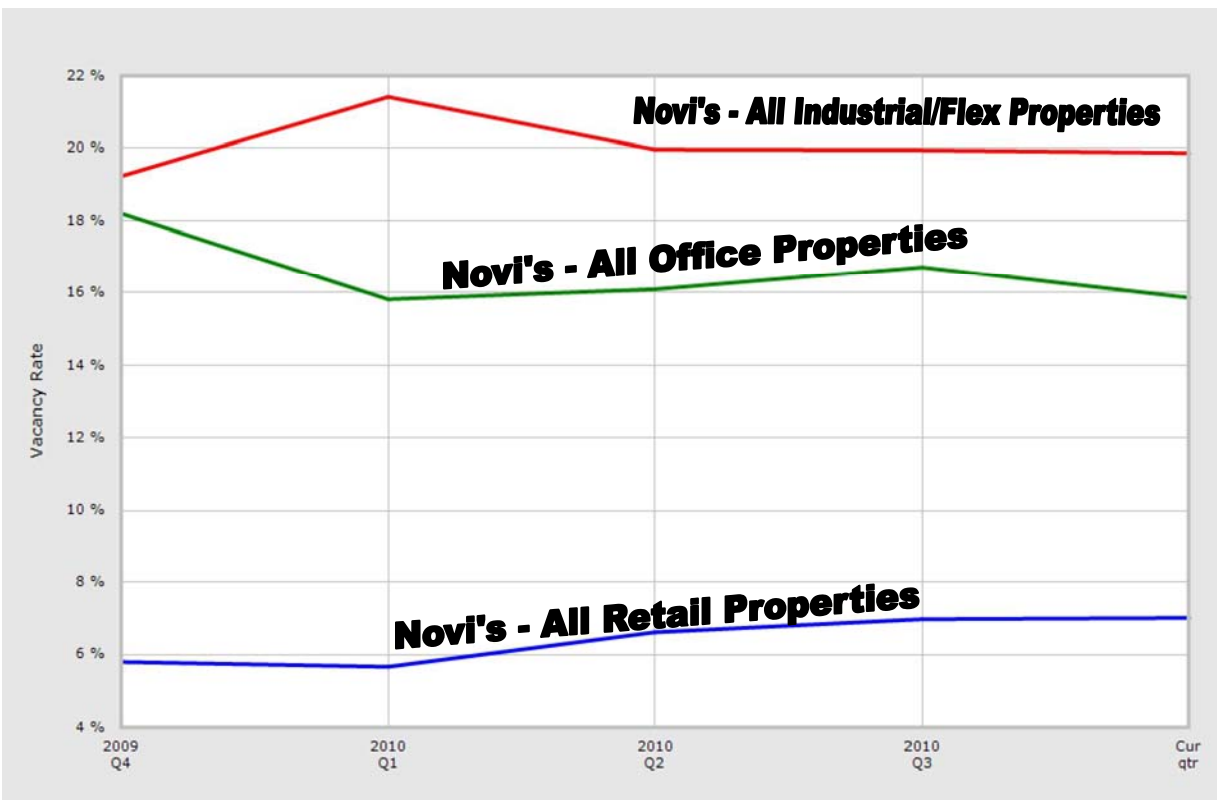
 **411**

## Office Vacancy Rates: Novi compared with Oakland / Wayne County



This chart compares all of the **office property vacancies in Novi** (blue line) compared to Oakland & Wayne County (green line) combined. Novi's office vacancies are well below average within Oakland and Wayne County. (Data provided by CoStar)

## Retail, Office, Industrial / Flex Vacancy Rates in Novi



This chart compares all of the **office, retail, and industrial property vacancies in Novi**. Office properties (green line) is at 15.9%, retail vacancies are up to 7% (blue line) and industrial properties (red line) has been fairly steady at 20%. (Data provided by CoStar)

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

*Continue building relationships within the ITS community by participating in potential marketing opportunities.*

ITS is an evolving global industry, still in the early stages of business attraction for Michigan (much of the existing companies are on the west coast). This continues to be a business sector which has a great potential for growth within Novi and our state. Segments of ITS seem to be growing more than others including navigational systems. This needs to be an ongoing strategy.

**USDOT Michigan IntelliDrive – Test Bed:** The testbed is centered in Novi and USDOT's goal in choosing a new vendor is to make the program an effective facility for continued research, testing, and demonstration of IntelliDrive concepts, standards, applications, and potential products usable by both the public and the private sectors. Recently, Science Applications International Corporation (SAIC) won the Michigan Test bed maintenance contract from USDOT. It is currently unclear as to their overall intentions in utilizing this testbed for ITS research.



Photo taken by the City of Novi and printed in ITS Intl magazine article, Aug. 2010 edition.

### Telematics Detroit Expo:

- The Economic Development Director attended **Telematics Detroit** (June, 2010) expo for the purpose of building ongoing relationships within the ITS industry.
- Prospected 10 telematics firms with ties to the Telematics Detroit show, list provided by Dave McNamara, local connection and Telematics Board member.
- Attended the **Automotive Testing Expo** (October 2010) for the purpose of networking with different set of telematics firms from around the country.

**ITS Michigan:** Attended ITS Michigan in Dearborn in May 2010. The intent was to network with Michigan-based ITS firms. Over 30 connections were established for the purpose of spreading the word about the IntelliDrive test bed.

### Other ITS Efforts:

1. ITS International (the largest international ITS magazine based in United Kingdom) was pitched a story by our City staff on the Michigan IntelliDrive test bed. An article was submitted that also included some information about Novi and our economic development efforts. ITS International readership has the largest qualified circulation of any publication serving the ITS industry with 22,000 copies printed per issue.
2. Clay Pearson was appointed Board Member of ITS Michigan a state chapter under ITS America, which was established in 1991 as a not-for-profit organization to foster the use of advanced technologies in surface transportation systems.

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

*The concept of an I-96 Corridor Study was developed by MDOT from the desire of the cities of Novi and Wixom to improve traffic, not-motorized, and development conditions along the surface street network in the area of the I-96/I-696 interchange up to Wixom Road and to plan for growth in the area. The interaction of Novi and Wixom city streets, county thoroughfares, and adjacent state routes and interchanges will be analyzed in a comprehensive manner as part of the study.*

A complete study will be presented by the Corradino Group to the Novi City Council in January 2011. A supplemental memo will follow.

## Networking, Strategy #1D

*The international Chamber of Commerce community plays a vital role in business attraction. Memberships in the German, Italian, Japanese, and Swedish Chambers link Novi to the international community and allows for investigating and evaluating quality attraction networking opportunities within the developer/broker and automotive engineering industries.*

Creating and maintaining positive relationships for the general purpose of attraction and retention continues to play a vital role in local economic development. Becoming a major resource for our existing businesses along with having the right connections for new prospects is an ongoing strategy. Such a strategy compliments the long term work of Oakland County to expand trade and local development.

Novi has participated in several networking opportunities throughout the year sponsored by the **Detroit Regional Chamber**, trade associations and international chambers. Follow-up connections based on these networking events are ongoing in an effort to stay connected to these organizations.

An added advantage for Novi continues to be a number of industry-specific (for both attraction/retention) events held at **Rock Financial Showplace**. Such as telematics, technology, life sciences and automotive, all of which have yielded positive connections.

### Key networking events:

- April 27, 2010: **Hyperworks Technology Conference** held at Rock Financial Showplace, brings together more than 600 industry professionals from a broad range of industries such as aerospace, automotive, electronics, healthcare, military, rail transit, and ship building.
- April 28, 2010: **Synergy 2010** is presented annually by the Commercial Board of REALTORS (CBOR) and WJR Radio, focuses on the positive attributes of the Michigan business environment and features a full day of panel presentations from business professionals and industry leaders.
- August 18, 2010: **Detroit Regional Chamber** hosted His Excellency Han Duk-soo, the Ambassador of the Republic of Korea to the United States and former Prime Minister of South Korea.
- September 12-14, 2010: The 42<sup>nd</sup> Annual Joint meeting of the **Midwest-US Japan Association** was held in Detroit, and Novi was the only city that was official represented with a booth demonstrating our commitment to partner with the Japanese community.
- February, 2010 / May, 2010: Joined **the Italian American Alliance for Business & Technology** for 2010 and attended two networking functions.
- June 21, 2010: **Taiwan Automotive International Forum & Exhibition (TAIFE)** held their annual expo at the Novi Sheraton. TAIFE showcased the innovative achievements of Taiwan's auto industry and its endeavors to build global collaborative opportunities for the automotive industry.
- June 10: **British American Business Council** held at TechTown featuring Randal Charlton, TechTown's Executive Director.
- July 29: European Chambers event held in West Bloomfield and co-hosted by several international chambers.
- October 13: **Canada-U.S. Business Association's** Roy B. Norton spoke about his position as Consul General of Canada.



His Excellency Han Duk-soo, the Ambassador of the Republic of Korea to the United States and former Prime Minister of South Korea. (Aug. 2010)



## International Business Attraction, Strategy #1E

*a). Hannover, Messe 2010 trade mission in Germany for potential new business. 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.*

Unfortunately, due to a natural disaster, a scheduled trade mission to Hannover, Germany was cancelled. This effort to participate in Hannover, Messe (one of the world's largest expositions) was coordinated with **Oakland County**. Since the trade mission did not occur, attempts were made with the assistance from the **Michigan Economic Development Corporation** (MEDC) (as they were already in Europe and attended the show) to salvage the preliminary connections made. Unfortunately, the natural disaster affected many neighboring countries as well and therefore most of the companies did not attend the show either.



Over the course of 2010, representatives of Hannover Messe have outreached to economic developers throughout Michigan (including Novi) to consider making the trip in 2011.

Additional strategies are ongoing continue to attract Korean-based companies to Novi. **Mando America** and **Trek** are two Korean businesses in Novi aiding in this outreach plan. In March/April, a connection was established with the Korean Trade Office (**KOTRA**), Korean-American Professionals in the Automotive Industry (**KPAI**) and the **Michigan Korean Weekly**, the largest weekly publication marketed to the Korean community. There are tremendous future possibilities of additional Korean firms locating in Novi. Efforts to network within these circles are ongoing.

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

*The Detroit Region Aerotropolis Initiative includes four cities, three townships, two counties, Wayne County's Airport Authority, and private partners. The idea is for everyone to work together as a unified regional alliance to promote the region. In the past few years, almost 6,000 jobs and \$1 billion in investment have been created by projects looking to be in the Aerotropolis.*

On December 3, 2010, the Michigan legislation approved the **Next Michigan Development Act** (NMDA) for Wayne and Washtenaw counties.

NMDA, made up of six bills, includes tax incentives throughout the nine communities, all of which have signed an intergovernmental agreement to be part of the Aerotropolis Development Corporation (ADC). Included in the package are up to 12 Renaissance Zones, pivotal to further development of the 60,000 acre development area.

## Marketing/Advertising, Strategy #2.0

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

*In 2009, two separate direct mailings were sent to the entire Novi business community in order to promote a variety of upcoming events and ordinance 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, provide another tool to our communication efforts. The benefits of this strategy will be implemented in 2010 with a bi-annual publication that will promote programs, sign waiver ordinances and other pertinent information for the business community.*

**Summer:** Novi-biz newsletter was mailed to over **1,600 local businesses** to promote: Novi Business Assistance Team, new social media sites, local business news and the Farmers Market. The size of this newsletter was reduced from an 11x17 to 8.5x11 in order to save money on paper and postage. This edition was mailed first class in order to assist in updating our growing database of businesses. Address and contact information were confirmed. This proved to be cost effective and beneficial to this particular group as it indicated a few hundred businesses in need of updated information.

**Winter:** Novi-biz was mailed to **2,000 businesses** and focused on the temporary sign ordinance (as outlined in Retail Signage, Strategy #5G) along with information pertaining to the State of the City, Business Recognition Award winners and Novi Link (Novi Road construction update).

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

*Continue the monthly e-mail blasts to over one thousand businesses in Novi and around the world.*

eBiz is electronically distributed the second Monday of each month and contains relevant information for the local business community. There are over **1,700 e-mail contacts** in this database. Continuous efforts are made to eliminate or correct bounced or bad email addresses. Constant Contact is the software used to produce these emails and their averages for a government agency are comparable to Novi's statistics. Below is a comparison on eBiz stats with other similar Constant Contact industry-type e-mails.

Business Type	Open Rate	Bounce Rate	Click-Through Rate
Government Agency	23%	6.50%	14.7%
<b>Novi</b>	<b>32%</b>	<b>3.2%</b>	<b>17.5%</b>

### **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 be re-assessed every few years and the focus of the redesign should solely be on business attraction.*

A redesigned website was launched in April 2010. One of the major enhancements is an improved Available Properties section, which utilizes a web-based software called **Catalyst** - an economic development tool that is integrated into the InvestNovi.org site and includes a comprehensive and up-to-date listing of all properties for sale/lease within Novi.

InvestNovi.org is primarily a business attraction website, which focuses on the community attributes, as well as on our overall strategies for business recruitment. Much of the business forms, ordinances and other information pertinent to existing businesses can be found on cityofnovi.org.





## Visitors to InvestNovi.org

Utilizing Google Analytics for web statistics, an average of **800 visitors per month** have visited InvestNovi.org. (See attached comprehensive Google Analytics report at end of this report)

## Social Media

In March, 2010, social media tools were deployed to further Novi's economic development outreach efforts. Facebook, LinkedIn, YouTube and Twitter are the main tools used to globally promote Novi. The success of Novi's efforts has been widely recognized by outside organizations. A presentation of how Novi utilizes social media for economic development was given to the members of the **Michigan Economic Developers Association (MEDA)** as a live seminar and offered as the first webinar for the association by City staffers Robert Petty and Ara Topouzian.



Novi's economic development sites are:

- **Facebook:** <http://www.facebook.com/InvestNovi>
- **Twitter:** <https://twitter.com/investnovi>
- **LinkedIn:** [http://www.linkedin.com/groups?mostPopular=&gid=3380369&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?mostPopular=&gid=3380369&trk=myg_ugrp_ovr)
- **YouTube:** <http://www.youtube.com/user/novitelevision>

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

*In-flight airline advertising can offer an advantage to Novi for international business attraction.*

Novi, Michigan, USA.  
A better place for business.

- Hundreds of international businesses – from Germany to Japan and the United Kingdom to Mexico – call Novi “home” in the USA.
- A highly educated workforce, with more than twice the national average of college graduates, and the largest concentration of engineers per capita in the USA.
- Unparalleled access and proximity to world-class healthcare, technology, telematics, and automotive industry headquarters.

**NOVI**  
InvestNovi.org

- Located at the center of the largest freshwater system on earth.
- Thirty minutes to our international neighbor, Canada.
- Twenty minutes from Detroit Metropolitan Airport – Delta's primary portal for Asia and Europe.
- Award-winning public schools which offer an excellent International Baccalaureate education.

Visit [InvestNovi.org](http://InvestNovi.org) to arrange a customized site search to meet your location needs or email [novibusiness@cityofnovi.org](mailto:novibusiness@cityofnovi.org).

Use your mobile device to scan the code and learn about Novi, Michigan, USA.

For the last few years, **Delta SKY Magazine** has offered a special once a year Michigan-themed section in their in-flight magazine. It was not possible (cost prohibitive) to advertise in that section in 2010 and review and negotiation to advertise in 2011 took place.

Delta SKY will once again offer this special Michigan issue in **February 2011**. Funding for this advertisement was approved by the Novi Economic Development Corporation.

Through the efforts of a professional graphic designer and the Neighborhood & Business Relations group, a full page, full color ad was designed for this upcoming issue. The ad will have a tracking code directing users to a special section on InvestNovi.org. Results of this campaign will be published at a later date.

## Novi Technology DVD, Strategy #2E

Novi has a rich abundance of high technology firms that will be featured in this DVD for business attraction and promotion. Firms such as Autodesk, Harman/Becker, Carcoustics, ITC, Vector CANtech all have unique features 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.

This strategy has been put on a permanent hold due to the reallocation of resources within SWOCC. However, additional concentration on developing the existing **Corporate Review** and

*" 'Corporate Review' gave us the opportunity to have our message delivered in a credible format that resonates with the audience."*

*-- Jean Meyer, President, Providence Park Hospital*

**Business Avenue** cable programming is in progress. In talking to the businesses that have been profiled, most have indicated positive feedback and increased recognition of their business as a result of the cable programs. These cable shows are offered to all Novi-based businesses at no charge. Corporate Review showcases the non-retail, large employee businesses during a 15-minute format; Business Avenue highlights three to four businesses each month.

The following new **Corporate Review** shows aired in 2010:

Laser Mechanisms (Sept/Oct)  
Novi Energy (Scheduled: Jan. 2011)  
OXID (December)  
Providence Hospital (July)  
Rock Financial Showplace (June)

Ryder System (February)  
Tata Technologies (April)  
The Baronette Renaissance (Oct/Nov)  
Walsh College (August)

**Business Avenue** aired 7 episodes featuring 21 small businesses including:

1) Midwest Landscape, Glenda's, Old Maid Cleaning Service (May)  
2) Birmingham Jewelry, Mamola Associates Architects, Elements Therapeutic Massage, Dale Carnegie Training (May/June)  
3) Goodman Orthodontics, Redford Lock Company, Town & Country Eyecare (June)

4) Tim's Glass, Hope Network Insight, Advanced Foot & Ankle Care, Visions Spa Salon (August)  
5) Suzuki Myers & Associates (Sept)  
6) Animal Emergency Center, Seung-ni Fit Club, GolfTech (Sept/Oct)  
7) CRT Medical Systems, Bryce Avery Designs, C & L Ward (Nov)

### ***A note sent to Walsh College after a new student saw a segment of Corporate Review:***

*"I was sitting around one evening thinking about a job change. I kept thinking to myself, with this economy and the amount of people looking for a job, what sets me apart from everyone else applying for the same position? I have a Bachelors degree in management, just like everyone else. I have management experience, just like everyone else. I have sales experience, just like everyone else. I had thought about going back to school, but kept putting it off because I was complacent with my personal life. While flipping through channels looking for something interesting to watch, I came across an infomercial that caught my eye. Turns out, it was Hamsa, the Director for the Novi Campus discussing the different programs and how they were structured to fit someone who is in the exact situation I am in. At that point, I figured it was divine intervention telling me that I need to stop being complacent, challenge myself and go get my Master Degree".*

*-- Douglas Forsyth, Commercial Representative, Waste Management (Wixom, MI)*

## Incentives, Strategy #3.0

*Review of MEGA projects with status on businesses that received local contribution will be provided to Council once a year.*

*"We took a good look at Michigan and decided to expand here instead of elsewhere."  
-- John Adamson, Patrick Energy Services*

### Review of MEGA projects awarded in 2007

#### Ryder System

*Local Contribution:* Infrastructure improvements – Cabot Drive public road extension values at \$483,000.

A Fortune 500 provider of leading-edge transportation logistics and supply chain management solutions throughout North America, Latin America, Europe and Asia. The Ryder Supply Chain Solutions business segment provides contract-based supply chain management services to automotive manufacturers and Tier 1 suppliers, including planning of inbound and outbound logistics networks, procurement of freight and execution of transportation.

*UPDATE:* Since Ryder opened in 2007, they have been a healthy and stable company. Their building is currently filled to close to capacity with 600 employees. All of the MEGA requirements set by the MEDC have been fulfilled which included the creation of 400 full-time jobs and a \$21 million total investment to Novi.

### Review of MEGA projects awarded in 2008

#### Global Wind Systems

*Local Contribution:* None was required

This startup OEM wind turbine assembler initially was awarded a MEGA and was to locate in Novi.

*UPDATE:* Global Wind never located in Novi nor was able to utilize the MEGA credit. To date, it does not seem that this company has gone into business and financial backing seems to have been the reason for this business plan failure. No additional information is available.

#### Harman Becker Automotive

*Local Contribution:* Expeditious review process and inspection times, reduced/reimbursement of portion of permit fees, and staff support.

The project was part of a corporate-wide restructuring effort to streamline Harman International's design and development operations for Automotive OEM audio systems. The proposal included the closure of a site in Indiana, and a partial shutdown of a site in California. The technical resources that are responsible for the design, development, and validation of their automotive acoustics product line will then be co-located in Novi, Michigan. The automotive "Branded Audio" segment of Harman International business continues to grow; consolidation will allow for a more streamlined development cycle and allow the company to leverage co-location benefits for a more efficient overhead structure. This is a consolidation effort and not tied to new product awards. The total estimated number of jobs added in the selected location will be 135.

*UPDATE:* Harman Becker has seen steady business growth in the last year, currently launching a new product line for Toyota and recently announced the infotainment supplier for Fiat Chrysler. There are 150 full-time employees at the Novi office (two other locations exist in Farmington Hills).

### **Howa USA Holdings**

*Local Contribution:* None was required

A Japanese company that specializes in the development, production and sales of automotive interior products, plans to invest about \$712,000 in a new research and development center in Novi. This R&D center will be the Howa Group's first engineering facility in the U.S. and will also serve as Howa USA's headquarters. The project is expected to create 52 new Michigan jobs, including 25 directly by the company.

*UPDATE:* Howa currently employs eight full-time engineers and received special considerations from the MEDC in extending their MEGA credit due to the downturn in the Japanese economy. Howa has seen a modest increase in business obtaining Honda as a new customer in the North American auto market.

### **Mando America**

*Local Contribution:* Expeditious review process and inspection times, up to \$20,000 in funds 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 final site plan, and staff support.

The manufacturer of brake, steering and suspension systems for the automobile and truck industries in North America is planning to move their current Plymouth operations to Novi rather than out of state. Recent work by the state, county and business organization have allowed Mando America to move the current research and development and test activities to Novi.

*UPDATE:* They are currently in the process of constructing their build-out in the Beck North corporate office park. Estimated completion/opening: Fall, 2011.

### **Novixus**

*Local Contribution:* Expeditious review process and inspection times, use of the City of Novi banquet/conference rooms for the purpose of job training, ability to post job openings on investnovi.org website, and staff support.

Novixus is the first national distribution and services center using automated processing of prescriptions for central fill and home delivery. The company announced an investment of approximately \$3.4 million in its Novi center and will create 428 new Michigan jobs, including 192 directly by the company.

*UPDATE:* Novixus had a ribbon cutting at the Novi facility conducted by Governor Granholm in 2009. Several attempts by Novi (since that initial ribbon cutting) to reach the executives for an update have proven unsuccessful. The MEDC confirmed that Novixus is currently not cooperating with the regulations in reporting financials in order to be compliant with the MEGA credit.

## Review of MEGA projects awarded in 2009

### Caparo

*Local Contribution:* \$5,000 application fee was offered but due to a scheduling conflict with the MEDC, the fee was unnecessary and the project was approved.

The manufacturer of steel, automotive and general engineering products will invest \$10.5 million to retain its facility in Novi. The project will retain 398 total jobs, including 117 directly by the company. The MEDC estimates the increased economic activity created by the project will retain an additional 281 indirect jobs.

*UPDATE:* This project was granted in December 2009 and great strides have been made in the past year. Caparo is looking to “pull-ahead” their MEGA tax credit (in order to take an early advantage of their state credit), which is possible if they have met all of the obligations set by the MEDC. Caparo has also exceeded hiring expectations with an additional 60 positions. Their lease is up in 2011 and they hope to negotiate for a longer term. Caparo has diversified into steel precision steel tubes, sections and conduit for automotive, construction and industrial applications.

### Kongsberg

*Local Contribution:* None was required

A global leader in the design, validation and manufacturing of motion control and seat systems, arm rests and head restraints for the automotive industry plans to invest \$4.4 million to expand its technical center in Novi. Kongsberg will employ nearly 60 people in Novi. An \$875,000 tax credit was approved by the MEGA Board to secure expansion in Michigan over a competing site in Texas.

*UPDATE:* Kongsberg project was put on hold for a year due to the automotive downturn. When General Motors came out of bankruptcy, Kongsberg continued with their growth plans. They held their ribbon cutting event in October 2010 and have begun hiring for positions; it is expected that they may exceed their initial new hire estimations.

### Patrick Energy Services

*Local Contribution:* \$5,000 MEGA application fee paid by City of Novi

The provider of engineering, program and construction management services for high-voltage electric infrastructure and smart grid technologies plans to invest \$2.2 million to expand operations in Novi. The project is expected to create 185 new jobs, including 90 directly by the company.

*UPDATE:* New business has been steady and they have hired 12 new employees this past year. They continue to open satellite offices throughout the country to serve their growing clients. ITC Holdings is still a major customer and partly the reason they moved to Novi. They have indicated a back log of projects for 2011 which will require them to hire additional employees. Currently, they are diversifying into government procurement and the Veterans Administration is a new client.

## Review of MEGA projects awarded in 2010

### Metalsa Structural Products

*Local Contribution:* \$5,000 MEGA application fee paid by the Novi EDC

The supplier of structural components in the light and commercial vehicle markets plans to invest \$1.9 million to relocate their global commercial and research and development operations to Novi. The project is expected to create up to 132 total jobs, including 65 directly at the company.

*"Toyota Boshoku America is a growing company and we know that Michigan has an experienced, talented and highly technical workforce with a deep understanding of the automotive industry."*

*-- Kiyoshi Furuta, CEO, Toyota Boshoku*

UPDATE: As this MEGA was granted in the 3<sup>rd</sup> quarter of 2010, an update will be provided in 2011.

### Toyota Boshoku America

*Local Contribution:* \$5,000 MEGA application fee paid by the Novi EDC, Expedited site plan / permit review process, and discounted payment for their water tap fees up to \$9,000 subject to approval by Novi Economic Development Corporation.

Toyota Boshoku America first located to Novi in 2007 (no tax incentives utilized for this attraction). The manufacturer of automotive interior systems, air and oil filters, and power train systems for a variety of customers, including Toyota Motor Corporation and General Motors, plans to invest \$3.2 million to consolidate and expand its prototype operations in Novi. The project is expected to create up to 75 total jobs, including up to 40 directly at the company. The MEDC estimates the increased economic activity created by the project has the potential to retain an additional 35 indirect jobs. Based on the MEDC's recommendation, the MEGA board recently approved a state tax credit valued at \$209,736 over five years to encourage the company to expand in Michigan over a competing site in Kentucky.

UPDATE: As this MEGA was granted in the 4<sup>th</sup> quarter of 2010, an update will be provided in 2011. (The above paragraph outlines Toyota Boshoku's current developments).

## Review of other incentive projects

### Ecco Tool (Tool & Die Recovery Zone)

*Local Contribution:* Eight year real property PA198 tax abatement awarded by Novi City Council in July 2010)

The Tool & Die Recovery Zone is part of the Michigan Renaissance Zone Program (PA376 of 1996) set up to help save one the hardest hit business sectors of our economy – tool & die manufacturing. If approved by the State of Michigan, ECCO Tool will join a consortium of other tool and die companies located throughout the state who work collaboratively to increase their buying power and generate new business. ECCO Tool intends to diversify its business, specifically targeting the aerospace manufacturing industry.

UPDATE: The collaborative has formed an LLC now known as **Michigan International Tooling Association**. Currently, this group is waiting for the state to approve their application. Ecco Tool has recently purchased new equipment and has hired one new employee.



### **Oxid Corporation (Brownfield)**

Local Contribution: Utilization of tax increment financing for a period of nine years ending no later than 2017.

Formed in 1986, Oxid is a recognized brand name worldwide in medical laser beam delivery. Initially located in Farmington Hills, Oxid relocated to Novi, increasing their footprint by 40%. Oxid Corporation subcontracts its manufacturing to Laser Mechanisms Inc. (sister company, located next to Oxid in Novi). A total of 25 jobs would be created/retained at an average yearly wage of \$30-70,000.

*UPDATE:* Oxid has been a stable business since expanding to Novi in 2009 with a 20% increase in products they directly manufacture for the laser industry. Subcontracted manufacturing work has decreased due to the lack of available contracts, although Oxid recently was granted ISO status and there are expectations that this part of their business will increase in 2011. New employee hires are also expected to increase now with the ISO status; only 2 jobs were created in the past two years. Oxid has invested over \$1 million with their Novi presence and in the final stages of submitting the appropriate paperwork to Oakland County's Brownfield Authority.

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

### **#4.0**

*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.*

### **Economic Development Certification CEcD**

In 2009, the Michigan Economic Developers Association (MEDA) began offering CEcD courses outlined by the international Economic Development Council (IEDC). There was a tremendous cost savings to the City of Novi in the travel/lodging expenses normally associated with completing the courses. Certification is one of the highest benchmarks of professional competence a practicing economic developer can attain. From 2009-2010, Ara Topouzian successfully completed coursework relating to the economic developments:

- Introduction to Economic Development (*Two-week course that was completed in 2007*)
- Business Retention and Expansion
- Marketing/Attraction
- Technology-led Economic Development
- Real Estate Development and Reuse
- Economic Development Finance / Credit Analysis
- Workforce Development

Once coursework has been completed, students are able to take the two-part exam (written/oral) and a passing grade allows for complete certification.



## Small Business, Strategy #5.0

*Small business is still important to the overall economy and through the City of Novi's efforts with the Novi Chamber of Commerce and coordination of the Business Assistance Teams; the team continues to move forward with programs that help provide tools to small businesses.*

### **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.*

The BAT concept was originally an Oakland County initiative, which involves a group of volunteer members experienced in their respective fields who help existing businesses remedy issues or give them fresh ideas.

*"It was a pleasure meeting the two of you as well as the B.A.T. team members this morning. We have already tapped into the small business development resources offered through Oakland County as well as the State of Michigan during our planning and forming phases.*

*I wanted to say that I continue to be impressed with the support we receive in Novi. It's successful departments like yours that make a difference in communities. In this economy you certainly have major challenges. I applaud you."*

**-- Computer Garden LLC**

Novi BAT involves coordinated visits to small business owners in the city. The volunteer team comprises of representatives from: **Oakland County Business Consultant, PNC Bank, Novi Chamber of Commerce, City of Novi, Small Business Technical & Development Center (SBTDC) and Service Corp of Retired Executives (S.C.O.R.E.).**

Follow up correspondence is scheduled within 14 days of the initial session to respond to unanswered questions and to offer next steps for the business owner. These initial visits are especially helpful if there were significant issues during the preliminary town hall meeting or during the individual sessions that the business owner was looking to resolve. The business owner also has access to all the volunteers on an on-going basis since business cards and marketing materials are left behind on each visit.



City Manager, Clay Pearson welcomes the businesses to Walsh College for the BAT town hall meeting held in March .

In order to track businesses and their progress, a centralized web based Customer Relationship Management (CRM) system has been implemented that will store client profiles, workshop registrations and client documentation. Economic Impact is also captured through this system; startups, sales increases, investments, loans, jobs retained and jobs created. Built into the system are reminder notices to contact businesses at specific intervals.

All clients who obtain service from the BAT team are expected to complete their profile prior to receiving Oakland County services.

A new approach was implemented for 2010 by instituting a “town hall” format in gathering interested Novi businesses. This approach proved to be successful as it allowed businesses to understand what the BAT program is about and how/if it can be beneficial to their business.

March 2, 2010 ~ Walsh College hosted the first town hall event that allowed for brief presentations/networking. Over **25 businesses** attended this event, which resulted in four individual BAT visits. A separate group meeting for three newer businesses (less than two years of operation) also took place after the town hall meeting which proved to be helpful to those businesses. The focus of this meeting was different from a business which has been operating 2+ years. Many times new businesses need to understand what tools are available to them to succeed.

September 30, 2010 ~ Novi Civic Center held the second town hall meeting which consisted of five new businesses. Overall turnout of this town hall meeting was lighter than expected, but no less important as the new businesses had several issues which the team assisted in solving.

### 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.*

In this economy, our larger employers are very important to the well-being of the community and as the Chamber is normally geared toward small businesses, this program is specialized and only for the executives and upper management.

*“The breakfast served as a catalyst for further discussions about collaborative opportunities with Novi based companies.”*

**Stephanie Bergeron, President  
Walsh College**

The first Roundtable was held on March 30, 2010 and breakfast was sponsored by the **Baronette Renaissance** and featured **Mayor David Landry** as the guest speaker. The attendees requested that this group come together bi-annually.

*“ It provided an opportunity for networking that will enhance the business environment for us all.”*

**- Daniel Saad, Director of Communications  
Tata Technologies**

The second Roundtable was also sponsored by the Baronette Renaissance and featured **Phil Power, Center for Michigan**, as the guest speaker.



(Nov, 2010) CEO Roundtable featuring speaker Phil Power.

The attendees represented at both Roundtables in 2010:

- |                          |                          |
|--------------------------|--------------------------|
| Autodesk                 | Mando America            |
| Caparo Group             | MCAT                     |
| Comau North America      | Metalsa                  |
| Eberspaecher             | Novi Community Schools   |
| Fox Run                  | Providence Park Hospital |
| Harman Becker Automotive | Rock Financial Showplace |
| ITC Holdings             | Ryder System             |
| Laser Mechanisms         | Tata Technologies        |
|                          | Walsh College            |

These Roundtables have proven to be a great avenue for bringing together our major employers in Novi and allowing them the opportunity to network with other major employers in Novi and builds stronger ties within our community.

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

*ICSC is a global trade association of the shopping center industry ICSC has their annual RECon (Global Retail Real Estate Convention) in Las Vegas, 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.*



### RECon

International Council of Shopping Centers (ICSC) is a national organization that focuses on the retail industry. ICSC represents a crossover of retailers, brokers, shopping center property owners as well as government officials.

Attendance at this event was approximately 35,000, an increase from the last two years (20,000) along with over 1,000 exhibition booths. RECon consisted of realtors, brokers, property management firms, retailers/franchisors, and government agencies from around the country.

As a first timer to this convention, networking can be a challenge. Many utilize this event to reconnect with existing clients while others seek meetings with key individuals. The economic development director was able to make contact/connections with over 50 decision maker retailers. Follow up took place shortly after returning from this trip to lay the groundwork for potential future collaborations.

Probably the most frustrating revelation discovered is the perception/reality of Michigan's economy. Speaking to several retailers, the economic condition in Michigan is still unstable to pursue development. Also, it was interesting that many retailers with Ohio locations are doing poorly; therefore their corporate leaders have ceased additional development anywhere north of Ohio.

It was good to have a presence at this convention and appreciated the advice **Bruce Heckman, Vice President at Taubman (Twelve Oaks)** gave to me prior to the event. As a side note, William S. Taubman, COO of Taubman Centers, was elected ICSC's chairman for the 2010-2011 term at RECon.

### IdeaExchange

On July 22<sup>nd</sup>, the City of Novi participated in **ICSC 2010 Michigan: IdeaExchange** with a booth in the "deal making" room at Rock Financial Showplace. The purpose was to interact with the ICSC members, mainly brokers/realtors in Michigan. Over 200 brokers/realtors were in attendance and this was an excellent opportunity to distribute our handbook (see Goal Setting by Council section for additional information) that was created for brokers.

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

*A comprehensive survey to over 2,000 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.*

In order to conduct a comprehensive survey, the database of businesses needed maintenance (proper contact names, emails, etc.). Combined with the work to create a Central Business Database, and to create the most up-to-date database took most of this year. Also, it was discussed to search for a third party organization to conduct the business survey, similar to the National Citizens Survey. Discussions with the University of Michigan, College of Business also took several months, but the research was invaluable. It was decided that the cost for conducting such surveys would range from \$10-20,000 with the only differential is that a third party would be able to make the presentation in the end.

Several surveys are in the process of being designed and will be part of the 2011 goals & objectives with an expected launch of the end of January 2011.



Business owners receiving their awards from Mayor David Landry (October 2010)

## Business Recognition Awards, Strategy #5F

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

The Novi Chamber and the City of Novi co-sponsored this year's Business Recognition Awards program with awards given on November 8, 2010. The winners included: **Carrabba's Italian Grill**, **Play It Again Sports**, and **Global Office Solutions**. The Mayor's Economic Ambassador Award went to **Jim Mikula**, General Manager of the Baronette Renaissance. These

awards were instituted in 2007, when the Novi Chamber was not functioning properly as a business organization. Today, it has made great strides and therefore, it is recommended that the Novi Chamber take ownership of this event for the future, allowing the city to still play a part in offering the Mayor's Economic Ambassador Award and airing the awards at the beginning of a City Council meeting.

## Retail Signage, Strategy #5G

*In an effort to help our Novi business community during the holiday season, the 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 in the past.*

On October 25, the City Council approved the 2010 temporary promotional event signage that went from November 26 - December 26. **Thirty-six businesses** took advantage of this special ordinance. This was heavily promoted through Novi biz as well as thru the websites, Facebook pages, etc.

## Film Office, Strategy #7.0

### **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 wouldn't be charged a fee to participate, but must offer a specific discount to film crews to shop at their business.*

The film incentive continues to be a controversial subject across Michigan. However, Novi was one of the first to adopt an easy process for obtaining a permit to film in the city.

Oakland County has actually seen a slight decline in the number of films shot in 2010 (ten films shot in Oakland County this year) and Novi has received only inquiries about the process, no actual film permits. It seemed best to not pursue the idea of a film discount card at this time.

### Goal Setting Session (Council) Adopted on: 1/11/10

*Many of the items outlined in this report detail efforts, which address the councils' goals for economic development. Additional specific items are addressed below.*

### **Continue to aggressively market to new businesses to move to Novi**

*Attraction efforts centered on emerging industries that will add to the taxable value base in Novi.*

### **CoStar Group**

Neighborhood & Business Relations and Assessing departments currently subscribe to CoStar Group, a provider of information, marketing and analytic services to commercial real estate professionals. CoStar offers online access to a comprehensive database of commercial real estate information--space available for lease, comparable sales information, tenant information, properties for sale, property information for clients' websites, industry professional directory, analytic information, data integration, property advertising and industry news throughout the United States as well as in the United Kingdom and France.

This service compliments the available property search database on InvestNovi.org by providing specialized data information for the prospective business. The web-based software also allows updates on new businesses that have signed a lease or purchased a building. As a retention tool, CoStar assists in providing alerts on when leases may expire. The database has also been utilized in specifically identifying parcels for prospective businesses.

### **Continue specific efforts to assist existing businesses**

*One of the most effective business restructuring tools a city can offer is the ability to assist existing businesses in their efforts to become or remain profitable. It is typically less costly and time intensive to help retain an existing business than it is to try to recruit a new one. Further, the success of existing businesses provides proof of the economic viability of a district.*

Continue interacting with the business community through the Novi Chamber, the Business Assistance Team, marketing efforts and retention visits have all aided in the efforts to remain connected with the local business community.

Furthermore, in the final weeks of 2010, additional efforts will be made to call every business listed in our database to not only confirm information but to remind them of the availability of e-newsletters, cable programming and retention visits.



## **Develop Master Plan for Town Center & Mainstreet**

*Create a Land Use Study for Main Street in order to determine a course of action for future development. Plan would include public input from area stakeholders and work to be completed by Community Development.*

A Capital Improvement Plan (CIP) was submitted for the consideration for the 2010-1011 Budget for \$35,000 to cover such plan but was not rewarded for FY2011/2012.

In Spring 2010, TCF Bank gained control of Mainstreet from Triangle Development. Novi has offered to assist the bank in its efforts to market to prospective businesses. Currently, Thomas Duke Co. is marketing the development through their brokerage firm.

Through the efforts of a venture team<sup>2</sup>, outreach to four of the main stakeholders of Mainstreet was conducted in order to learn about their improvement needs. The following were suggestions provided to the team:

1. Expand options for signage for the Main Street development and individual tenants.
2. Hold festivals or other city organized events at Main Street.
3. Provide a way of finding signage to underground parking structure and any other critical components.
4. Consider promoting Main Street as an "Entertainment District" given the potential for above mentioned events, and the variety of after-hours entertainment, bars and the restaurants.
5. Clean up and maintain the area between Novi Road and west building.
6. Improve Grand River frontage (i.e. improve sidewalk, add turn lane at non-signalized entrance).
7. Clean up old city hall and Paul Bunyan.
8. Improve maintenance of Right-of-way, planters, etc.
9. Provide less prominent police patrol.

## **Develop a strategic plan to benefit from the redevelopment of the Ford Wixom plant**

*Wixom Renewable Energy Park consists of Xtreme Power (Texas), and Clairvoyant Energy (Calif.). They announced the project in September 2009. As this is a major project for Wixom, it is likely that spinoffs could incur for Novi - residential and commercial values.*

The initial announcement for the reuse of this property in Wixom took place in September 2009, and the biggest obstacle continues to be the difficulty for Clairvoyant Energy in obtaining approval for loan guarantees from the U.S. Department of Energy. (Reported in Detroit Free Press, May 2010.) Until proper financing can be secured, the development of this project will be slow and establishing a relationship with Clairvoyant Energy and Xtreme Power will prove unsuccessful.

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<sup>2</sup> A venture team was comprised of city staffers for the purpose of to identify a feasible set of alternatives that the City or private entities could implement to stimulate economic activity in the Main Street area by March 30, 2010.

**Continue focusing on making Novi business friendly and working with the current business community to spread a positive message about doing business in the city.**

*Great strides have been made to change the philosophy held by some that Novi is a difficult city in which to locate or to start a business. This includes ongoing communication between the city departments and the business community.*

**Broker Handbook**

A handbook on doing business in Novi was created to distribute at the ICSC IdeaExchange event at Rock Financial Showplace this past year. The handbook addresses many items requested by the brokerage community, including: the community development process/timeline for a project, key developments, comparative millage rates, local incentives, zoning, and contact information.

**Michigan Economic Developers Association (MEDA)**

Ara Topouzian is an active member of MEDA, facilitating education programs and thus helping to promote Novi's business community and its economic development efforts. Beginning January 2011, Ara will begin a three years term on MEDA's Board of Directors.

**Hotel Lodging Protective Measures Guide**

Communication was made to all of the hotels (14) in Novi regarding a new public safety guide developed by the Homeland Security Department. The guide was given to each hotel and details how they can provide the utmost in safety measures to their employees and guests.

###



# Proposed Economic Development Goals & Strategies for 2011

## Expansion, Attraction, and Retention, Strategy #1.0

*Ongoing strategies; updates to be provided quarterly*

### **Local Business Retention, Strategy #1A**

*Focus on major employers greater than 50 employees in Novi with personal retention visits and support (linking to resources) to our existing Novi businesses.*

### **New Businesses in 2011, Strategy #1B**

*A listing of new businesses which have located in Novi, Michigan showing including company name, type of business and number of full-time employee.*

### **Intelligent Transportation Systems (ITS), Strategy #1C**

- a) Continue building relationships within the ITS community by participating in potential marketing opportunities.*
- b) Scope potential domestic trade mission to Silicon Valley, California for the purpose of business attraction of ITS companies. Coordinate with ITS Michigan annual event in June 2011.*

### **Networking, Strategy #1D**

*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. Investigate and evaluate quality attraction networking opportunities within the developer/broker and automotive engineering industries.*

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

*Continue research into efforts of attracting international firms to Novi.*

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

*In December, 2010, the Next Michigan Development Act (NMDA) for Wayne and Washtenaw counties was passed through legislation. Oakland County is not part of this initiative by Novi City Council and the Novi Chamber of Commerce has supported this initiative. Continue to monitor this initiative and investigate ways Novi can continue its support.*

## Promoting Business Friendly, Strategy #2.0

### **Educating staff, Strategy #2A**

*Much effort in the last several years has been geared towards going "the extra mile" in assisting with the local business community. To achieve the goal of creating a business friendly community, there needs to be ongoing training which is essential to help understand how their interaction with businesses impacts economic development efforts.*

*Education of staff within the following area would include: fundamentals of economic development, business community demographics, and customer service efforts.*

*Ongoing strategies; updates to be provided quarterly*

### **Community Development Process for economic development, Strategy #2B**

*Establish an effective process between Community Development and the customer (New/existing business) that promotes increased communication and follow-up for the purpose of a speedy turnaround and business retention for commercial projects. Establish a comment card for the purpose of engaging feedback for potential improvements.*

*Ongoing strategies; updates to be provided quarterly*

### **Community Outreach, Strategy #2B**

*Through a partnership with Walsh College, identify potential large businesses in Novi and offer them the ability to set up a booth in their lunch rooms to promote Novi to their employees. Give the people that work in Novi an opportunity to learn more about what the community has to offer in way of public services as well as types of businesses.*

*Ongoing strategies; updates to be provided quarterly*

### **Relocation, Strategy #2CB**

*Develop marketing materials that promote the worker base in Novi to help them consider Novi for their permanent residence. Actively promote this to new businesses that locate in Novi.*

*Ongoing strategies; updates to be provided quarterly*

## **Marketing/Advertising, Strategy #3.0**

### **e-biz Newsletter (Electronic), Strategy #3A**

*Continue the monthly e-mail blasts to over 1,000 businesses in Novi and around the world.*

*Ongoing strategy; updates to be provided quarterly*

### **Novi-biz newsletter (Print), Strategy #3B**

*In 2009, 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.*

*Ongoing strategy; updates in Spring and Fall, 2011.*

### **A-Source , Strategy #4C**

*The Metro Detroit A-Source is widely used source of area information for residents, relocation and business. Formerly the Metro Detroit Relocation Guide, the Metro Detroit A-Source covers the five county area of Metro Detroit and includes "quality of life" topics ranging from Community Profiles, Education and Health Care to Attractions, Home Choices and Business Resources. A-Source is used by various local/regional economic development agencies, serving as a key resource in promoting the economic vitality of the Metro Detroit Region.*

*The Novi EDC has agreed to fund a two page advertorial for 2011.*

*By Spring, 2011.*

### **Other Marketing opportunities, Strategy #4C**

*Investigate other potential marketing opportunities that promotes and relocation investment to Novi. Utilizing the graphic advertisement from the Delta SKY magazine, incorporating QR codes in order to evaluate effectiveness in other potential publications.*

*Ongoing strategy; updates to be provided quarterly*

## **Incentives, Strategy #4.0**

*Provide a yearly assessment of the projects in which the City of Novi participated and that involved local incentives.*

*By year end of 2011.*

## Small Business, Strategy #5.0

*Small business is still important to the overall economy and through the City of Novi's efforts with the Novi Chamber of Commerce and coordination of the Business Assistance Teams; continue to move forward with programs that help provide necessary tools to small businesses.*

*Ongoing strategies; updates to be provided quarterly*

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

*Coordinate specialized BAT visits pertaining to certain business sectors to help increased participation in the program.*

*Ongoing strategy; updates to be provided quarterly*

### **Novi CEO Roundtable, Strategy #5B**

*Coordinate a bi-annual breakfast to bring together a group of Novi executives for the purpose of networking and becoming more acquainted with one another.*

*Ongoing strategy; bi-annual event – Spring/Fall 2011*

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

*Conduct outreach (by way of surveying) to the local business community, stakeholders, and realtor/brokerage community for the purpose of evaluating economic development efforts and identify areas of development.*

*Ongoing strategy; surveying to be completed by year end, 2011.*

### **Business Recognition Awards, Strategy #5F**

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

*By October, 2011*

## Entrepreneurship Support, Strategy #6.0

### **Entrepreneurial Resources, Strategy #6A**

*The Michigan Opportunities and Resources for Entrepreneurs Program (MORE) is a US Department of Labor funded 501 c(3) nonprofit organization that has an initiative called The Statewide Entrepreneurship System (SESS). This is a web-based software application developed by Digerati, Inc. and funded by the New Economy Initiative (NEI) to connect entrepreneurs to the resources necessary to move their ideas forward.*

*The MORE Program and its supporting partners provide a unique opportunity for entrepreneurs, inventors and budding businesses to gain access to valuable resources. By bridging the gap between inspired individuals and the institutions that provide research facilities, expert advice or funding opportunities, we can speed-up the time it takes for an idea to achieve implementation. It's also an opportunity for these institutions to embrace the business challenges faced by society and the potential new ideas they can bring.*

*Ongoing strategies; updates to be provided quarterly*

### **Entrepreneurship Sirolli Institute, Strategy #6B**

*Through the Michigan Municipal League, a 12 month program entitled the Trinity of Management is offered to economic development professionals. This mentorship is limited to 10-15 individuals throughout the State of Michigan and taught by Dr. Ernesto Sirolli, the Founder of the Sirolli Institute, an international nonprofit organization that teaches community leaders how to establish and maintain Enterprise Facilitation projects in their community. Utilizing four modules, the training is a proven methodology for creating successful entrepreneurs. The Novi EDC has already given approvals to fund this training.*

*Ongoing strategies; updates to be provided quarterly*

### **Novi library Business Resource, Strategy #6C**

*Investigating avenues to partner with the Novi Public Library in establishing programs and/or make available resources that will benefit the Novi business community. Programs geared towards assisting small business with business plans, educational sessions, and reference material.*

*Ongoing strategies; updates to be provided quarterly*

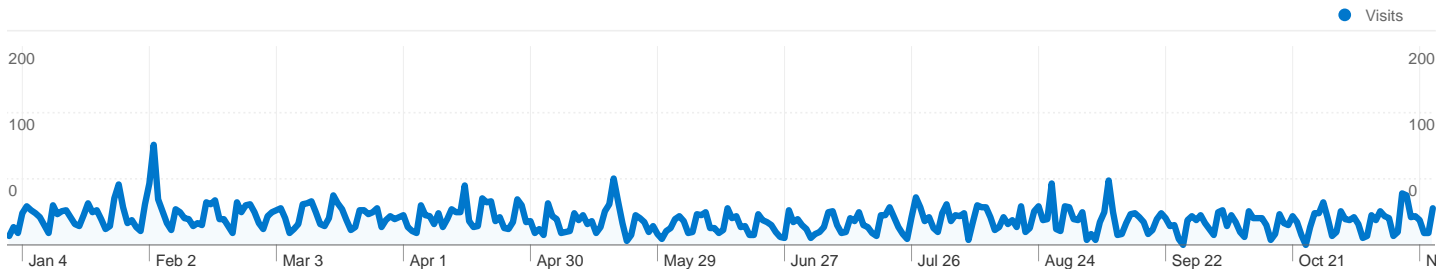
## **Film Office, Strategy #7.0**

### **Location Scout Tour, Strategy #7A**

*There are several film location scouts that seek out suitable locations in Michigan for film productions. Develop an event centered on promoting the City of Novi to film location scouts.*


### **Location Directory for Michigan Film Office, Strategy #7B**

*The Michigan Film Office is a hub for film producers to utilize their location database. Currently, there are only a few Novi locations listed in their database. Compile a comprehensive inventory of residential and commercial areas along with schools, library and other attractive spots that can be added to the directory.*





**Site Usage**


 **8,397** Visits

 **59.75%** Bounce Rate

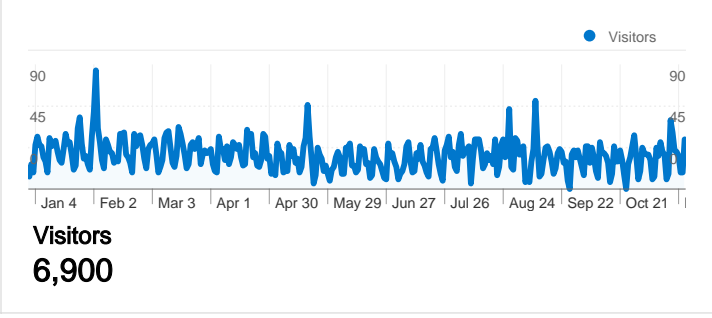
 **17,814** Pageviews

 **00:01:28** Avg. Time on Site

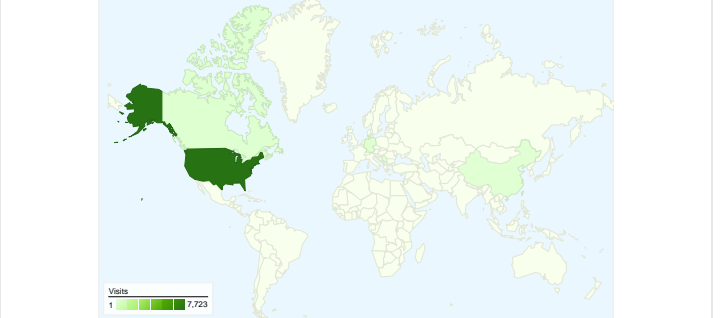
 **2.12** Pages/Visit

 **79.97%** % New Visits

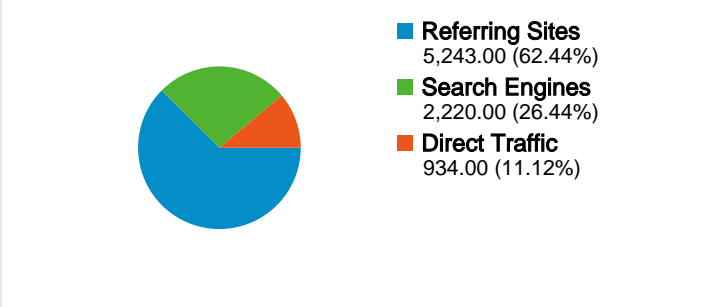
**Visitors Overview**



**Map Overlay**

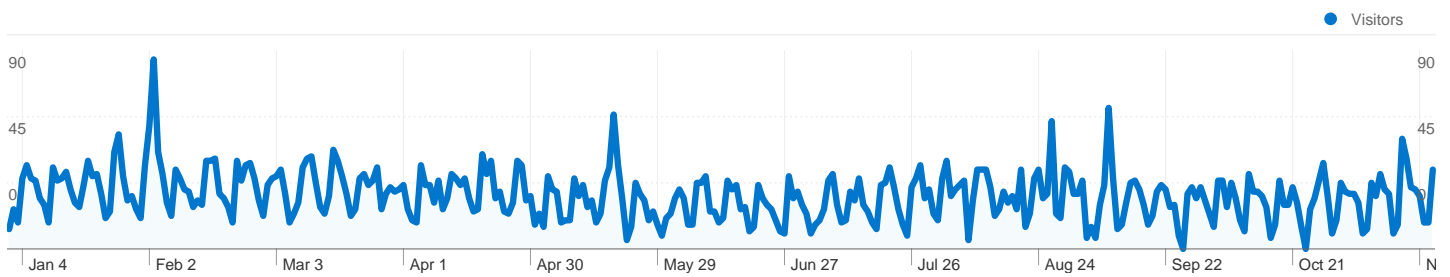


**Traffic Sources Overview**



**Content Overview**


Pages	Pageviews	% Pageviews
/	6,307	35.40%
/News/News.asp	800	4.49%
/SmallBusiness/SmallBusiness.	651	3.65%
/EventsAndPrograms/EventsAn	530	2.98%
/NoviFilmOffice/MovieExtras.as	518	2.91%




## 6,900 people visited this site


 **8,397** Visits


 **6,900** Absolute Unique Visitors

 **17,814** Pageviews

 **2.12** Average Pageviews

 **00:01:28** Time on Site

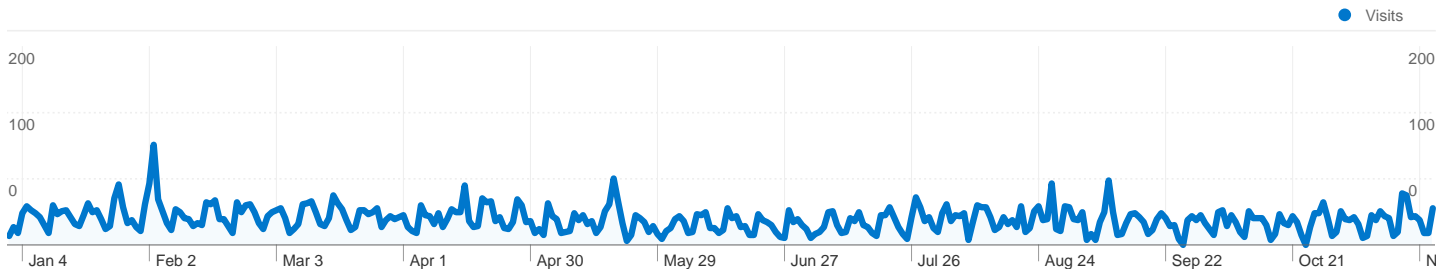
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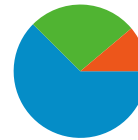
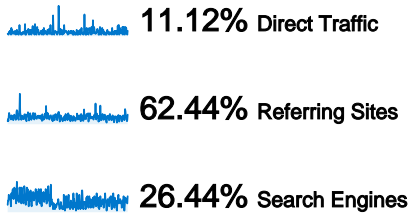
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	5,788	68.93%	Cable	4,100	48.83%
Firefox	1,547	18.42%	Unknown	1,736	20.67%
Safari	531	6.32%	DSL	1,557	18.54%
Chrome	402	4.79%	T1	818	9.74%
Mozilla	38	0.45%	Dialup	124	1.48%





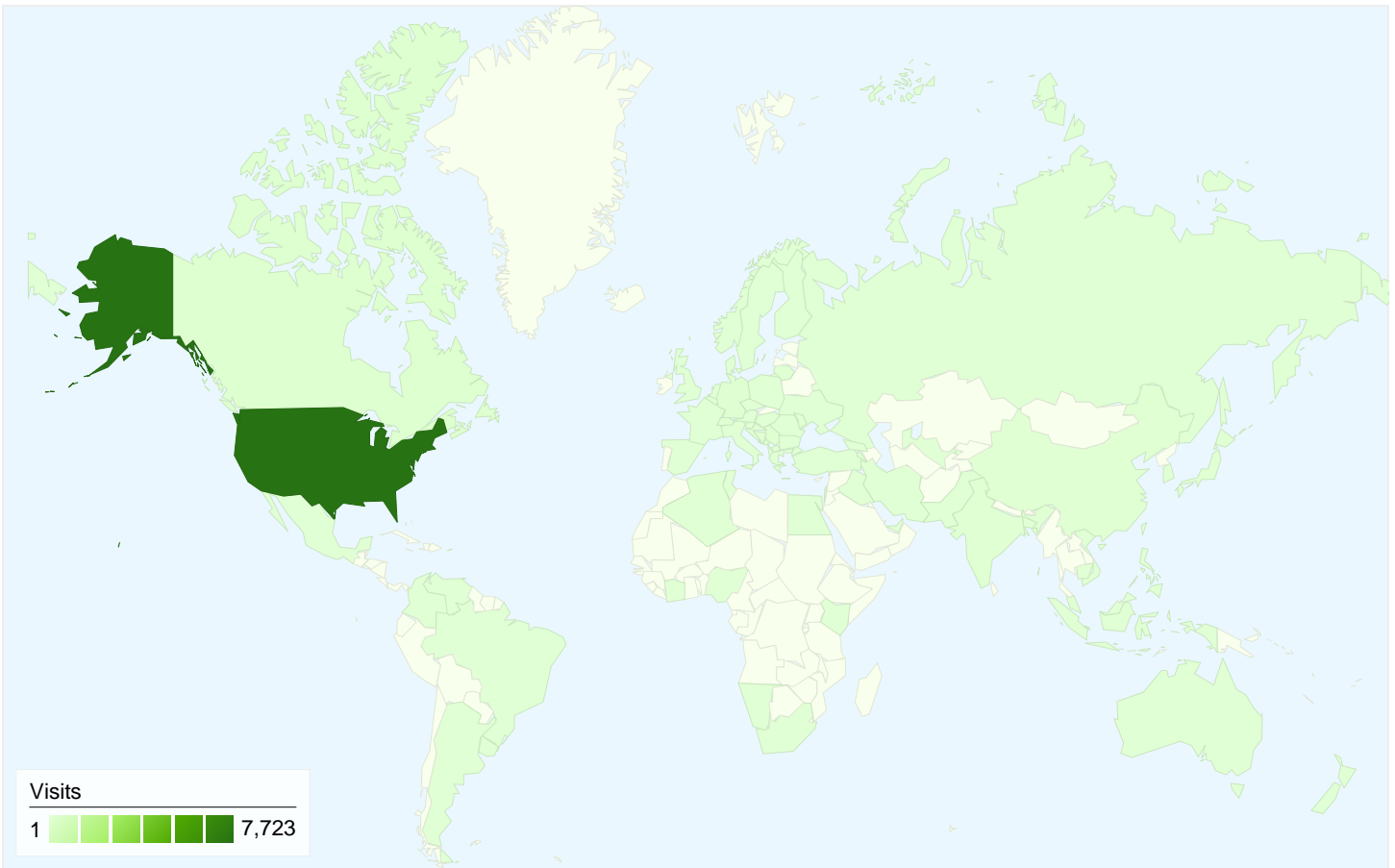
All traffic sources sent a total of 8,397 visits



- Referring Sites**  
5,243.00 (62.44%)
- Search Engines**  
2,220.00 (26.44%)
- Direct Traffic**  
934.00 (11.12%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
cityofnovi.org (referral)	4,173	49.70%	investnovi.org	57	2.57%
google (organic)	1,630	19.41%	movie extras in michigan	42	1.89%
(direct) ((none))	934	11.12%	michigan movie extras	40	1.80%
yahoo (organic)	300	3.57%	novi film	36	1.62%
search.blossom.com (referral)	189	2.25%	invest novi	33	1.49%



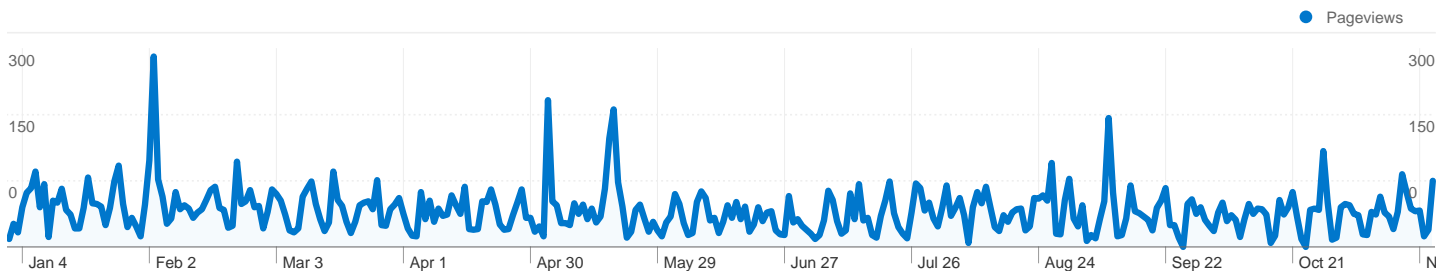
**8,397 visits came from 74 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	7,723	2.16	00:01:29	79.06%	58.41%
Canada	116	2.88	00:02:52	82.76%	61.21%
Serbia	73	1.15	00:00:08	97.26%	89.04%
Germany	51	1.59	00:00:38	90.20%	62.75%
China	36	1.06	00:00:00	91.67%	94.44%
India	34	1.35	00:00:34	100.00%	73.53%
Japan	31	3.16	00:04:52	54.84%	45.16%
France	22	1.27	00:00:22	100.00%	81.82%
United Kingdom	22	1.91	00:03:53	100.00%	68.18%

Philippines	<b>20</b>	1.50	00:00:31	100.00%	90.00%
Russia	<b>16</b>	1.06	> 00:00:00	100.00%	93.75%
Croatia	<b>15</b>	1.13	00:00:02	86.67%	86.67%
Italy	<b>15</b>	2.27	00:02:55	86.67%	66.67%
Pakistan	<b>12</b>	1.08	00:00:03	91.67%	91.67%
Mexico	<b>12</b>	1.67	00:00:46	100.00%	58.33%
Bulgaria	<b>10</b>	1.00	00:00:00	90.00%	100.00%
(not set)	<b>9</b>	1.11	00:00:03	100.00%	88.89%
Brazil	<b>9</b>	1.33	00:00:24	77.78%	88.89%
Bosnia and Herzegovina	<b>9</b>	1.56	00:00:24	100.00%	55.56%
Montenegro	<b>8</b>	1.00	00:00:00	100.00%	100.00%
Indonesia	<b>8</b>	2.25	00:07:17	75.00%	62.50%
Taiwan	<b>8</b>	1.50	00:00:34	87.50%	62.50%
Netherlands	<b>7</b>	1.29	00:00:04	100.00%	85.71%
Australia	<b>7</b>	1.14	00:00:04	100.00%	85.71%
Slovenia	<b>7</b>	1.14	00:00:02	85.71%	85.71%

1 - 25 of 74



Pages on this site were viewed a total of 17,814 times

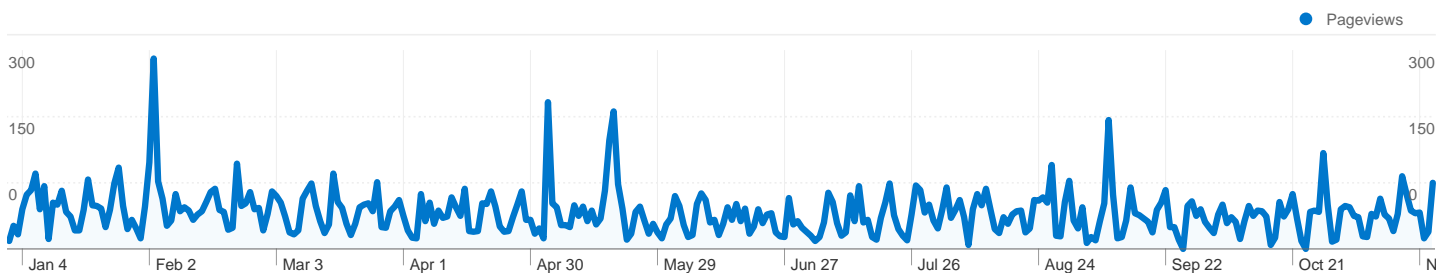
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 14,580 Unique Views

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## Top Content

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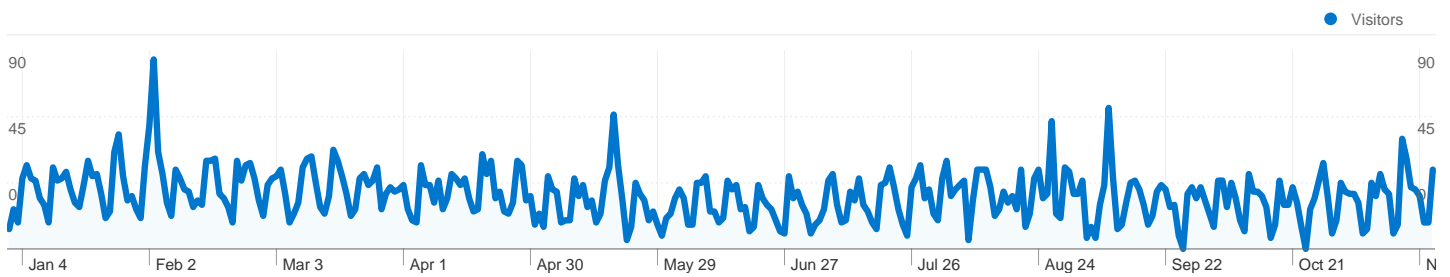
**131 pages were viewed a total of 17,814 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	6,307	5,290	00:01:06	50.87%	50.66%	\$0.00
/News/News.asp	800	665	00:02:01	84.03%	64.88%	\$0.00
/SmallBusiness/SmallBusiness.asp	651	538	00:01:05	71.88%	36.71%	\$0.00
/EventsAndPrograms/EventsAndPrograms.asp	530	437	00:01:11	66.86%	50.38%	\$0.00
/NoviFilmOffice/MovieExtras.asp	518	413	00:01:39	78.59%	64.29%	\$0.00
/NoviFilmOffice/NoviFilmOffice.asp	466	351	00:00:58	57.85%	37.12%	\$0.00
/BusinessSectors/OverviewBusinessSectors.asp	433	350	00:00:43	54.84%	26.79%	\$0.00
/AvailableProperties/AvailableProperties.asp	429	343	00:01:47	63.27%	43.12%	\$0.00
/DoingBusiness/DoingBusiness.asp	373	286	00:01:12	41.67%	25.20%	\$0.00
/KeyDevelopments/KeyDevelopments.asp	363	286	00:01:59	70.83%	54.82%	\$0.00
/NoviFilmOffice/AroundTown.asp	342	310	00:01:39	91.09%	76.90%	\$0.00
/NoviFilmOffice/NOviFilmOffice.asp	336	297	00:01:44	72.70%	71.43%	\$0.00
/GoalsAndObjectives/GoalsAndObjectives.asp	320	254	00:02:53	79.70%	55.00%	\$0.00
/Workforce/MajorEmployers.asp	260	223	00:01:27	67.86%	49.62%	\$0.00
/eBizSubscribe/eBiz.asp	253	212	00:01:30	51.69%	49.41%	\$0.00
/Maps/OverviewMaps.asp	244	179	00:01:51	66.67%	36.89%	\$0.00
/AboutNovi/AboutNovi.asp	237	205	00:00:43	60.00%	29.96%	\$0.00
/OurVision/OverviewOurVision.asp	219	182	00:00:39	60.00%	20.55%	\$0.00
/ShareYourStories/ShareYourStories.asp	218	176	00:00:56	80.95%	48.17%	\$0.00

/Workforce/Workforce.asp	<b>218</b>	188	00:02:29	88.10%	58.26%	\$0.00
/CommunityProfile/CommunityProfile.asp	<b>215</b>	177	00:01:59	68.18%	53.49%	\$0.00
/NowPlaying/NowPlaying.asp	<b>213</b>	187	00:01:59	84.62%	48.36%	\$0.00
/Default.asp	<b>211</b>	157	00:00:59	52.27%	38.39%	\$0.00
/Incentives/OverviewIncentives.asp	<b>204</b>	173	00:00:51	87.50%	28.92%	\$0.00
/StrategicPartners/OverviewStrategic.asp	<b>200</b>	160	00:00:36	40.00%	19.50%	\$0.00
1 - 25 of 131						





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