



CITY of NOVI CITY COUNCIL

Agenda Item H
January 12, 2015

SUBJECT: Approval of an agreement with Harbor House Publishers to produce a fifth edition Community Profile and accompanying Economic Development complimentary piece at no cost to the City of Novi.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

In 2006 and 2008, the City of Novi produced Community Profiles through a partnership with American Images Publishing. Similarly, in 2011 and 13, a Community Profile and accompanying Economic Development piece were printed through a partnership with Michigan-based, Harbor House Publishers. The publications were produced at **no charge** to the City, with direct content oversight by the Community Relations Office.

The publications are used by the Neighborhood and Business Relations Group to promote the high quality attributes and benefits of the Novi community on retention, expansion and attraction visits and serves as a premier part of marketing and relocation efforts.

In 2015, it is recommended the City of Novi contract again with Harbor House Publishers for a fifth edition of the Community Profile and accompanying Economic Development Profile. There is an 11-month lead production time and this would allow for delivery of a new publication in early January 2016, following the November election and in time for the State of the City Address. As with prior Community Profiles, Harbor House Publishers will sell advertising to local businesses and generate the revenue to print and publish the magazine. The City maintains 100% editorial control of the publication.

Additionally, Harbor House will develop a fully interactive digital magazine for cityofnovi.org/InvestNovi.org at no cost to the City of Novi.

RECOMMENDED ACTION: Approval of an agreement with Harbor House Publishers to produce a fifth edition Community Profile and accompanying Economic Development complimentary piece at no cost to the City of Novi.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Markham				

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

AGREEMENT

Harbor House Publishers, Inc., a Michigan corporation, whose primary office is located at 221 Water Street, Boyne City, Michigan 49712

AND

City of Novi, whose primary office is located at 45175 West Ten Mile Road, Novi, Michigan 48375 do hereby agree to the following:

1. *The Publication.* Harbor House will produce the 2016 edition of the Novi Community Profile and a separate economic development document.

2. *Responsibilities.* Harbor House will research and write editorial copy, design, layout, shoot photography, print and bind and provide the City of Novi with 2,500 copies of the Community Profile and 1,000 copies of the economic development document. A digital magazine will also be provided.

Harbor House will prepare sales materials, sell advertising, coordinate ad production, produce advertisements as necessary, invoice and collect payment for advertising. Invoices will be sent upon publication, with terms of net 10 days.

The City of Novi will provide Harbor House with a file of area businesses for the publisher's use in the sales function. The City will also supply a letter of introduction for sales, to accompany a full-color sales flyer to be produced by Harbor House.

The City of Novi will have the opportunity to review full page proofs of the publication, including photography and advertisements, prior to publication.

3. *Specifications.*

Community Profile: Approximately 24 pages, plus cover, 8 ½" x 11", 80# enamel text, 10 pt. C2S cover, cover 4/4, text full-color throughout, saddle stitched, 2,500 copies.

Economic Development: 11" x 17" folded to 8 ½" x 11", 80# gloss text, full-color, 1,000 copies.

The actual page count of the publication will be dependent upon advertising sales and may vary accordingly, not to exceed a 1:1 ratio of advertising: editorial. A minimum of 12 pages of advertising will need to be sold for the publication outlined here.


4. *Costs.* There is no cost to the City; income from advertising will cover the cost of producing the publication.

5. *Timetable.* Harbor House will work with the City of Novi to deliver the Community Profile and economic development document by December 9, 2015.

7. *Terms.* This Agreement is binding for the 2016 edition of the City of Novi Community Profile and shall be renewable upon Agreement of terms by both parties.

THUS DONE AND SIGNED

CITY OF NOVI



HARBOR HOUSE PUBLISHERS, INC.

Date: _____

Date: 12/24/14

CITY
OF

NOVI

MICHIGAN



COMMUNITY PROFILE

45175 Ten Mile Road • Novi, Michigan 48375 • 248.347.0456 • cityofnovi.org

Reliable, modernized grid

Energy is essential to the way we live, work and play.

ITC operates, builds and maintains the region's electric transmission infrastructure. We're a Novi-based company working hard to improve electric reliability and increase electric transmission capacity throughout the Midwest.

We're ITC – your energy superhighway.



Welcome!

BIENVENIDA
BENVENUTO

EMPFANG
ようこそ

MOTTAKELSE
HET WELKOM

3 QUALITY OF LIFE

6 DIVERSITY

9 LOCATION

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24 AREA MAP



Welcome to Novi, a global community inspiring strong international relations in personal and business enterprises. We're rooted in the idea that a city should foster the well-being and fulfillment of every citizen and business. Novi is equally dedicated to protecting the environment through community-wide sustainability initiatives.

Novi's 35 square miles are packed with potential, providing a gateway to 21st Century opportunity. We're proud of our excellent schools, quality public services, safe neighborhoods, natural features and commitment to continued development. Additionally, we are extremely proud of our diverse cultural foundation. Hundreds of international businesses—from Japan to Germany and the United Kingdom to Mexico—call Novi "home" in the United States. Combine these factors with fiscal responsibility and an open, inclusive government which emphasizes public safety, recreation and streamlined services and you have a dynamic, prospering city.



Located at the convergence of three major expressways, Novi has unparalleled access and proximity to healthcare, technology and automotive industry headquarters. This, coupled with vibrant retail centers, top-notch public and private schools and more than 1,000 acres of parks and recreation space, sets Novi apart and is one of the many reasons Novi has been recognized as a top place to live and work nationally by both *Family Circle* and *Money Magazine*.

The community's track record for blazing trails in business and government is enhanced by its strategic location, job opportunities, strong housing mix and commercial, industrial and retail diversity. Because of these elements, there's a success story around every corner in Novi. We invite you to become the next one. Peruse these pages to discover how Novi's resources and businesses can support you and your company along the path to prosperity. Or, explore the publication online to access connections to whatever goods and services you need—when you need it. It's the basis for partnership and a healthy community ecosystem sustaining quality, progress and success. ■

BOB GATT
Mayor

CLAY J. PEARSON
City Manager



This full publication is available as an interactive, digital magazine at cityofnovi.org

About the cover: Welcome to the vibrant community of Novi.

The City of Novi Community Profile was created and produced by Harbor House Publishers, Inc. for the City of Novi. The City of Novi and Harbor House Publishers, Inc. cannot guarantee the accuracy of the information presented here, or be held accountable for any omissions or errors. Please report any changes to the Chamber for inclusion in subsequent editions.

To advertise in the next edition of the City of Novi Community Profile, go to www.harborhouse.com/cityofnovi.htm.

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Quality of Life

CREATING AN INTERNATIONAL PROFILE

A community targeted as a modern global destination



With its unique balance of business-friendly policies and international savvy, Novi embraces global enterprises, culture and lifestyles. Its reputation as a frontrunner in today's international environment stems from an inclusive philosophy in which individuals, companies and organizations of all types thrive.

Novi's open door policies attract businesses, talent and families from countries around the globe. The city's commitment toward creating a robust international community spans two centuries, dating back to the construction of the Erie Canal in the 1800s. When the canal opened, Novi's location along the new maritime highway drove settlement, commercial





Fall for Novi and Ethnic Taste and Tune are two events that showcase our diverse community and highlight the quality of life in Novi.



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and industrial development. The cutting-edge transportation milestone established the foundation for Novi to emerge as a robust world-class community. It's been full steam ahead ever since.

Novi's reputation as a frontrunner in today's international environment stems from an inclusive philosophy in which individuals, companies and organizations of all types thrive.

Strategically located in southwestern Oakland County within the Great Lakes region, Novi extends intermodal access to world markets. The city hosts a mix of 3,000 large and small businesses, including many international companies. Investment in education benefits citizens from cradle to career, developing a 21st Century workforce capable of supplying business and employees with the skills needed to compete.

A community to call home. Novi's quality of life generates a genuine vitality distinguishing it from other Detroit suburbs. Business opportunities, award-winning school districts, an advanced healthcare



Residents, both young and seasoned, enjoy the offerings the City has to offer – Operation Sticker Shock, Villa Barr, Pavilion Shore Park and Fall for Novi.

Business opportunities, award-winning school districts, an advanced healthcare system, cultural amenities, retail and dining options and a commitment to parks and recreation create one of the most desirable cities in all of Southeast Michigan.

system, cultural amenities, retail and dining options and a commitment to parks and recreation create one of the most desirable cities in all of Southeast Michigan.

Novi’s emphasis on quality living is reflected by a strong Parks, Recreation and Cultural Services Department, serving as an integral part of community life providing enrichment programs, artistic opportunities, sports and fitness classes. No one is left behind. Meadowbrook Activity Center addresses the needs of older citizens

at Meadowbrook Commons, including meals and transportation. The facility keeps boomers engaged with classes, social activities, health programs and trips. Young and old keep fit, commute and enjoy fresh air via the city’s 225 miles of existing and planned public pedestrian and bicycle pathways. The existing Novi public path inventory includes 75 miles of sidewalks and pathways adjacent to major roads.

Residents give their community the thumbs up. In a 2012 citizen survey, 92 percent of respondents rated

Novi’s quality of life as “excellent” or “good.” The statistically-valid poll conducted by the National Research Center showed residents also consider their community above average in appearance, new development, public safety, shopping, healthcare and other key livability factors.

Novi’s ability to maintain a strong profile is linked with the City’s expert planning and fiscally-strong structure. Its strategic economic policies serve to maintain and complement Novi’s many amenities, its inclusive character and exciting possibilities for success. ■

Diversity

INTERNATIONAL APPEAL

Bridging worlds to drive 21st Century success

International appeal is foundational to economic prosperity in today's global environment. Novi's ability to attract top performers from around the world forges new dimensions for progress. It's a city that clearly understands the future belongs to communities capable of globalization, drawing business investment from Asia, Europe, Central and South America. Novi is viewed as a friendly location for North American

headquarters of international firms.

The community sets the stage for international businesses to plant roots and grow dreams—and grow they do. ITC Holdings headquartered in Novi merged with Entergy, making it one of the largest independent electric transmission companies in the United States with subsidiaries spanning the Great Lakes to the Gulf Coast. ITC and other thriving Novi manufacturers rely on the convenient access to

suppliers and world markets which the City provides. Its prime location supports a range of business sectors including life sciences, auto technology, robotics, healthcare and others.

A welcome melting pot. The mark of cultural diversity adds to Novi's distinctive environment. Novi companies hail from 22 countries. Of those, 68 are from Japan and 29 from Germany. Newcomers include the Korean-based Mando America, a



The Novi Library offers its patrons a wealth of diverse resources, books in a multitude of languages, a collection of foreign periodicals, an expansive art collection and much more.

Novi companies hail from 22 countries.

world leader in automotive parts manufacturing. Leading companies included in Novi's international business community are manufacturers Tognum America, Inc., Toyota Boshoku America and Tata Technologies. Digital Roots, a social media software management company, crosses borders servicing 25 brands, half of which are Fortune 500 companies.

Novi's foreign and domestic companies employ a well-rounded and educated workforce. The City has more than twice the national average of college graduates and the largest concentration of engineers per capita in the United States. Its workers are among the most productive in the country.

The community's population reflects Novi's inclusive nature. Racial and ethnic minorities accounted for 83 percent of Novi's population growth in the last decade. The U.S. Census shows between 2000 and 2010, Novi's Asian population doubled to 15.9 percent, while the African-American population expanded from two to eight percent. At the same time, Novi's Hispanic population grew by 67 percent.

Cultural diversity is experienced in the classroom. Between 1987 and 2006, diversity in Novi schools increased from eight to 45 percent.



The high achieving Novi Community School District offers five world languages for grades five through 12. The District provides standards based English as a Second Language and offers high school students the International Baccalaureate Diploma to build global competitiveness.

Novi not only appreciates the value of diversity in building a strong economy and community, it nurtures it with resources. The Novi Public Library's book collection features adult and youth titles in 15 languages. It also includes a collection of foreign periodicals, films and the acclaimed



The City prides itself on its rich cultural and ethnic diversity and celebrates it through events like Ethnic Taste and Tune each September.

Business honors the needs of the City's international population

Rosetta Stone software for learning languages.

Celebrating culture differences.

The community shares its cultural texture with lively festivals. Every August, as many as 25,000 people gather for India Day, the largest celebration of Asian Indian culture in the Midwest. As the city with the largest Japanese population in Michigan, Novi annually hosts a Japan Festival. In 2012, the City was selected to participate in the centennial celebration of U.S. and Japanese friendship and hosted a full week of events. In honor of the bond, Japanese flowering cherry trees were planted at the Civic Center, St. John's Providence Hospital, Novi Public Library and Meadowbrook School/ Ringo Kai Japanese School. The community's annual Ethnic Taste & Tune Fest salutes the heritage of Novi residents from as many as 30 countries with cultural displays, exhibits as ethnic foods.

Business honors the needs of the City's international population. An example of outreach is the Japanese Health Care Program at St. John's Providence Hospital provides a dedicated Japanese nurse coordinator providing referrals, translations, appointments and other services. The Japanese women's program includes gynecology, obstetrics and mental health specialties.

Bridging worlds, caring for people and companies, providing resources and innovative tools is the Novi standard. It's the shoulders the community stands on and the pathway to a thriving tomorrow. ■

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Fax: 248-560-3030
www.amsondembs.com
info@amsondembs.net

Location

SMART TRAVEL AND TRANSPORT

The next big thing in transportation is already here

From the interstate highways to the information highway, Novi routes are up to speed. Pilot programs converge the two, proving the next big thing in transportation technology is right here. The telecommunication needs of Novi companies and individuals are met with wireless high-speed broadband connections and wi-fi hot spots available throughout town. Ground, air and waterborne transport flow seamlessly supporting economic growth.

From its beginnings, Novi's success was intricately tied to transportation development. Today, the City's innovation places it on the cutting-edge in a new world in transportation. The U.S. Department of Transportation and Michigan Department of Transportation targeted Novi for testing a groundbreaking intelligent transportation system. The smart technology uses a broad range of wireless and wire line communications-based information and electronics technology integrated into infrastructure and vehicles. The 45-square-mile IntelliDrive Michigan Testbed located in Oakland County, primarily Novi, is the largest single deployment of these assets in Michigan. Fifty-eight communication units lining roadways facilitate vehicle-to-vehicle and vehicle-to-infrastructure and hand-held devices to improve road safety and reduce traffic congestion throughout the Novi test area. The future of travel and transport launches here.



An historic asset. As far back as the 1840s, the community adopted forward-thinking transportation advancements. A major step was joining Novi to Michigan's major transportation routes via the east-west running Grand River Avenue. Stretching from Detroit to Grand Haven, Grand River Avenue, one of Michigan's oldest roads, the evolving transportation system fostered commercial activity and passenger traffic. But Novi's story has even deeper roots.

In 1825, before Michigan was granted statehood, the city's first settlers arrived to little more than untamed marshland. The settlers got a lucky break when, the same month, the Erie Canal opened. The canal marked a transportation mile-stone by opening waterborne commerce

opportunities in the Great Lakes. The transportation advancement also fueled Young America's westward migration. Previously, travel between New York and Michigan required a month's journey. The Erie Canal shortened the trip to a matter of days. As a result, a growing number of settlers found Novi the perfect place to put down roots.

An intermodal community. Novi has always been well-placed to benefit from statewide roadway development. In the 1950s, during the construction heyday of the nation's road system, the freeway linking Detroit and Lansing was routed through the City. Commerce quickly followed, giving birth to the modern Novi.

With seamless transportation increasingly important to business success, Novi's location at the



**Ground, air and
waterborne transport flow
seamlessly supporting
economic growth.**

convergence of interstate and state freeways and its easy access to international airports, rails and seaports, secures its position today as premier business and industry location for domestic and international companies. Interstates 96, 696 and 275, M-5, Eight Mile Road and Novi Road converge, providing convenient access to all Midwest and Canadian destinations. I-696 is the preferred route to eastern Detroit, while I-275 is the north/south link to commercial, industrial and residential sectors. It also facilitates a short 20-minute drive to Detroit Metropolitan Wayne County Airport.

In the central retail district, travelers connect to their destinations via I-696 accessed at the five-lane Novi Road. The six-lane M-5 traverses Novi's eastern boundary and is home to corporate headquarters and emerging commercial enterprises.

Business and personal travelers find navigating easy via the road system linking east and west destinations. The City's portal is the 12 Mile Road corridor where retail and office centers flourish. The western thoroughfare is home to Twelve Oaks Mall, West Oaks and Twelve Mile Crossing at Fountain Walk shopping complexes. Office parks are situated along eastward roadway segments. Travelers enjoy choice accommodations at a variety of world-class hotels, including the new Hyatt Place Hotel at the Suburban Collection Showplace.

Historic Grand River Avenue leads to Novi's center. The roadway leads south to Main Street and Novi Town Center toward the north. Retail businesses, restaurants and office space line the thoroughfare.

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Eight Mile Road connects Novi to southeast Michigan's metropolitan region, commercial districts and residential areas.

Access to the world. Smooth transportation connections support businesses and personal travel. From all points in Novi, it's just a 30-minute drive to vital markets and destinations. Canada, the largest U.S. goods trading partner, is connected to the region via the Detroit-Windsor Tunnel and Ambassador Bridge. The Ambassador Bridge unites Detroit to Windsor, Ontario, Canada. North America's top international border crossing, the bridge handles 68,000 travelers and 8,000 commercial vehicle crossings on a typical weekday. Moreover, 25 percent of all merchandise trade between the two countries moves across the Ambassador Bridge.

Air travel and transport is 20 to 30 minutes directly south on I-275 at Detroit Metropolitan Wayne County Airport (DTW). One of the most efficient airports in North America, DTW accommodates more than 30 million travelers annually. Detroit airlines and regional partners together service 160-plus non-stop destinations around the globe. Two fixed-based operations provide service for private

and corporate aircraft.

Three Oakland County corporate airports also operate minutes from Novi. In the course of a year, nearly all of the Fortune 500 companies use Oakland County International Airport in Waterford. The world's 12th busiest general aviation airport, 150 corporations base aircraft at the facility. Additional flight options include Oakland/Southwest Airport and Oakland/Troy Airport, an executive airport for private, corporate and charter services.

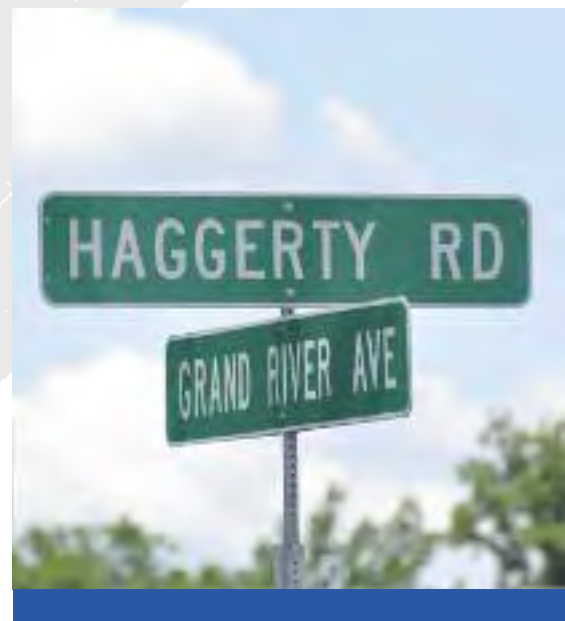
Whether the goal is to move people or goods across town or across the planet, Novi's multimodal transportation network supports a healthy bottom line and strong community.

Flowing through the metropolis, the Detroit River handles 80 million tons of cargo annually. The Port of Detroit supports river operations as the region's international maritime highway link. Increasingly important to cost-conscious companies, the

area's efficient marine transportation infrastructure provides water access to major cities along the Great Lakes and the St. Lawrence Seaway to global ocean routes.

Passenger and commercial rails serve a significant role in the area transport system. Amtrak service stations are located nearby in Birmingham, Royal Oak and Ann Arbor. The popular Detroit to Chicago, Illinois line complements service provided by Canadian Pacific Railway, CSX operating nearby in Livonia and Union Pacific in Southfield.

Novi's close proximity to downtown Detroit, Ann Arbor, Lansing and Flint create transportation efficiencies allowing companies to draw on a broad demographic for their customer base and access a wide reach of resources and talent. Businesses of all sizes benefit from improved economies of scale in production and distribution while efficient access to suppliers supports time-sensitive deliveries. Whether the goal is to move people or goods across town or across the planet, Novi's multimodal transportation network supports a healthy bottom line and strong community. ■



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Japan Business Society of Detroit • JBSD Foundation

Our Activities in the City of Novi

Cultural Events:

- Flea Market at Novi High School
- Japan Festival at Novi High School
- Music Festival at Novi Middle School

Japanese School:

- K12 Ringo-kai Japanese Saturday School at Novi Meadows Elementary School

Japan Business Society of Detroit • JBSD Foundation
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- ✓ Elementary students thrive in our early childhood education programs, including FREE all-day, everyday kindergarten; Reading Recovery; a literacy emersion program; and many after-school enrichment programs at the elementary level.
- ✓ Our fine and performing arts programs annually win state, national and international awards.
- ✓ We use wireless technology, laptop computers and broadcast technology to learn, grow, think and process information that links students to the global society.
- ✓ Test scores consistently exceed state and county scores on the Michigan Educational Assessment Program (MEAP) test.




Walled Lake Central High School's marching band rehearsing their 2013-14 show, 'Conquest.'



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Education

A HIGHER STATE OF LEARNING

Novi's education network empowers students to make a difference



In today's cradle to career educational environment, Novi's institutions aim to develop the highest potential of each individual. The community's long-term investment in learning creates opportunities from preschool to the doctoral level at some of Michigan's premier universities.

K-12 programs combine the benefits of suburban settings with the latest technology and teaching techniques. In Novi, students thrive amid four systems: Novi Community School District, Walled Lake Consolidated School District, Northville Public Schools and South Lyon Community School District. Students receive instruction in foreign languages and have access to advanced placement courses to help prepare them for continued education, at the next education level and in their careers. Novi schools offer five languages for students in grades 5 through 12, an International Baccalaureate Diploma, English as a Second Language and courses in the acclaimed Michigan Virtual School.

A wealth of extracurricular programs develops well-rounded,

globally-savvy citizens. Schools provide the community's youngest residents opportunities to celebrate diverse cultures and time periods and participate in fund-raisers to help others. Adult education programs provide flexible options for learning success and enrichment.

The state of learning in Novi embraces public and private education assets.

Private schools offer additional educational pathways. Students may attend Catholic Central High School, a school for boys offering classes in academics, arts, music and athletics. Ringo Kai opened in 2011 to offer Saturday instruction to more than 800 Japanese students on the history, language, geography and culture of Japan. Ringo Kai partners with Novi Community Schools to use 40 classrooms for its instruction.

Higher education's pathway to promising futures starts in Novi. The community's location in southeast Michigan is one reason why colleges

like Walsh College, The Art Institute of Michigan and South University offer Novi locations.

Walsh College's Novi Campus spans 11 acres housing a 35,000-square-foot, technology-enriched facility which provides a home for business-based training through instructors and business professionals.

The Art Institute of Michigan is a branch of The Illinois Institute of Art-Chicago. The Novi-based school provides training for creative careers in culinary arts, fashion marketing, design and media arts through bachelor's, associate's and certificate programs.

South University-Novi houses the College of Arts and Sciences and the



College of Business. The university, known throughout the eastern U.S., offers training at undergraduate and graduate levels at its Novi campus.

The education network unlocks additional opportunities at nearby colleges and universities. Novi is less than an hour from the University of Michigan, Michigan State University, Wayne State University and Lawrence Technological Institute.

The state of learning in Novi embraces public and private education assets empowering lives, communities, the country and planet—for today and for the future. ■

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World-Class Amenities

MORE FUN, MORE LIVING

Amenities galore inspire health and happiness



Each year, Novi's recreation division provides 1,300 programs serving more than 140,000 people.

Lakeshore Beach is just one of the family friendly amenities the City offers its residents.

A world of opportunity unfolds in Novi, inspiring community ties and fostering individual well-being. Its portfolio of amenities educates, entertains and unites people of varied interests and backgrounds.

Novi is dedicated to the creative spirit. Villa Barr, a new City-owned art house, sculpture garden and cultural education center, is being developed to host classes, exhibits and lectures. For 38 years, the City has supported the Novi Performing Arts Academy, offering training in dance, vocal and

piano from student to professional level. The Novi Civic Theatre celebrates stage arts with five to seven live shows annually, classes and theater camps. Changing outdoor sculpture exhibits, the Novi Choralaires and Novi Concert Band engage the community in quality artistic venues. Festivals add to the rich cultural life with events like Fall for Novi, the Ethnic Taste & Tune Fest and Light up the Night.

Novi Parks, Recreation and Cultural Services oversee a multitude of fun, educational and healthy recreation

options. Each year, Novi's recreation division provides 1,300 programs serving more than 140,000 people. In 2012, the city's Nine Mile Pathway was named Project of the Year by the Michigan Chapter of the American Public Works Association. The mile-long pathway minimized impact on residents and natural features while connecting residents in the City's densely populated area to existing non-motorized pathways. Overall, Novi offers 264 miles of pathways and sidewalks to walk and bike.



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Among the recreation venues the City operates is the Novi Ice Arena, which offers two National Hockey League regulation-size sheets, heated viewing area, pro shop, concessions, skate rentals and meeting spaces. It's home to the Novi Youth Hockey Association, Skating Club of Novi and the Novi High School and Northville High School hockey teams.

Space to play. More than 1,100 acres of Novi parkland provide a quality recreation platform. ITC Community Sports Park is one of nine City parks. The 73-acre park on Eight Mile Road offers fields for a variety of sports, tennis courts, picnic area, a play structure, trails and more. Fuerst Park's amphitheater and Lakeshore Park diversify outdoor recreation experiences for residents and visitors. Located along Walled Lake, Lakeshore Park invites water play while its 10-miles of trails welcome hiking, mountain biking and cross-country skiing.

Known for its involved citizenry,

Novi volunteers invest 12,000 hours annually to community youth sport programs and 9,000 hours each year to Older Adult Services.

A modern twist. Tradition and innovation go hand-in-hand in Novi. When the Michigan State Fair closed in 2009 due to lack of funding, the community resurrected the event for a modern citizenry. The Michigan State Fair opened back in Novi in 2012, attracting 50,000 people. It honors Michigan's agriculture heritage offering all the hallmarks of a county fair, including livestock exhibits, a carnival, midway and entertainment.

As regional shopping destination, Novi brings value, variety and rich experiences to the retail scene. It starts with the 470,000-square-foot Novi Town Center, an open air mall along Ingersol Drive featuring 44 national and independent retailers and eateries. The outdoor shopping, dining, entertainment complex Twelve Mile Crossing at Fountain Walk provides a blend of fun things to

buy, do and see—including the wildly popular Emagine Theatre and Lucky Strike, an upscale lounge and bowling alley. Located across from the unique lifestyle center is the regional retail icon Twelve Oaks Mall, featuring upscale retailers like Nordstrom, Macy's and Coach, plus exclusive shopping events. Twelve Oaks recently welcomed the first Cheesecake Factory restaurant in the state. Other favorite retail centers include West Oaks and West Oaks II.

The City of Novi protects the sustainability of its assets with a commitment to implementation of green initiatives. In 2012, Novi was honored for environmental leadership at the Michigan Green Communities Conference. Novi was recognized for establishing a green team to focus on sustainability and for the installation of an energy-saving roof on the Civic Center. Novi previously installed two charging stations for those who drive electric or plug-in hybrid vehicles. Additional green initiatives focus on a diversity of issues including watershed management, energy efficiency, recycling and others.

These assets and many more provide foundations for living well today while preserving the best the community offers for future generations. ■



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Government

TRAIL BLAZING BUDGET

Novi's fiscal finesse advances economic horizons

Fiscally strong, innovative and inclusive, Novi's municipal government provides the backbone for individual, social and business development. The financial skill demonstrated by City leaders is the result of a community culture dedicated to the highest of standards. For 16 consecutive years, the City has received the "Distinguished Budget" Award from the Government Financial Officers Association.

Not only is Novi now one of the top four cities in Oakland County, based on taxable value, balanced growth demonstrates how the City is expanding in both business and population.

Since 2008, Novi's strong fiscal discipline has earned the city Standard & Poor's AA+ rating, reflecting the City's capacity to meet its financial commitments to sustain a solid community. In 2012, the City received an AA2 rating from Moody's, a level only achieved by a small percent of any local governments. The strong financial position allowed it to make the historic move of lowering the city property tax millage from 10.5416 mills to 10.2000 mills. Novi was the only city in Michigan to do so, ranking Novi's millage rate among the lowest in Oakland County. At the same time, dedicated millage for road construction and maintenance, pathways, sidewalks, traffic signals and



The pro-business municipality extends a variety of business incentive programs ranging from tax abatements for new facilities, redevelopment and expansions to actively encourage entrepreneurial enterprise.

intersections doubled to further safe and efficient transportation and travel.

Novi's overall financial picture reflects ongoing economic vitality. In 2013, the City's taxable value reached 83 percent of its high value in 2008, \$3.58 billion. Not only is Novi now one of the top four cities in Oakland County, based on taxable value, balanced growth demonstrates how the City is expanding in both business and population. The upward trend and increased construction activity drove building permit revenues up more than 100 percent from recession lows.

Easy access. Novi's successful and open government provides full access to City data via its website, cityofnovi.org. The easy dashboard format links to City council agendas, budget information and televised government programs. For instance,

residents can see exactly how much of each tax dollar they pay helps the City fund services like public safety and community development.

City tools for planning, economic development, transportation, public safety and cultural amenities provide a detailed roadmap for continued growth and prosperity. Its cutting-edge economic gardening methods include its business website, InvestNovi.org, distribution of the e-biz monthly electronic newsletter, advertising and monthly local television shows highlighting the community's large and small businesses. Novi Television "Corporate Review" takes viewers onsite to Novi's large employers. "Business Avenue" highlights the community's small business operators.

City leaders recognize how today's competitive business environment



The City believes that everyone who resides in, is employed by, works in, and visits Novi plays an integral role in its success.



requires streamlined business processes. Updated ordinances facilitate cohesive government partnerships, making Novi a highly desirable location to do business. The pro-business municipality extends a variety of business incentive programs ranging from tax abatements for new facilities, redevelopment and expansions to actively encourage entrepreneurial enterprise. The University of Michigan Center for Innovative Research noted, "The City of Novi is part of an elite group of Michigan communities helping to understand and share efforts that foster entrepreneurship and encourage business development."

The City of Novi's advanced tactics position the community for reaching new horizons and ever greater prosperity in the age of globalization. ■

CITY COUNCIL

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Vital Statistics

CITY OF NOVI POPULATION

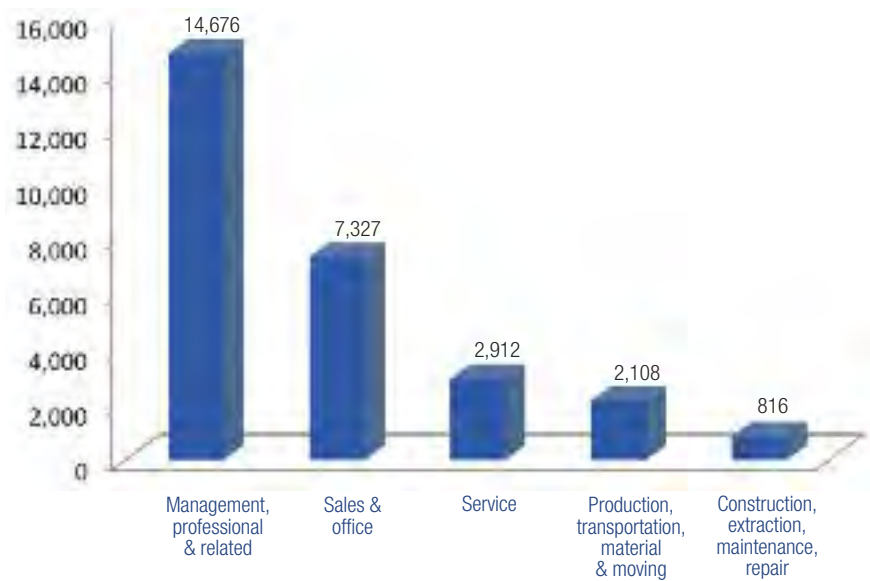
2000	47,579
2012	58,343

Source: SEMCOG (2012)

OCCUPATIONS

(employed population 16 and older - estimates)

Total employed = **27,838**



Source: 2009-2011 American Community Survey

NUMBER OF HOUSING UNITS
24,900

AVERAGE HOUSEHOLD SIZE
2.45

Source: SEMCOG (2012)

PRINCIPAL EMPLOYERS

Employer	# Employees
St. John/Providence Park Hospital . . .	1,000
Novi Community Schools	807
Ryder System	600
Intier/Magna	550
Macy's	539
Fox Run	300
Comau North America	288
CVS Michigan, LLC.	250
Cooper-Standard Automotive	250
ITC Holdings, Inc.	230
Michigan CAT.	220
Paychex.	200

Source: City of Novi

2012 NOVI TAX RATES

Homestead	38.4326
Non-homestead	53.20005

Source: City Assessor

TAXABLE VALUE 2013

Commercial/Industrial	\$416,750,760
Residential	\$1,671,311,400
Personal	\$135,277,840
Total	\$2,223,340,000

Source: Novi City Assessor

LAND USE

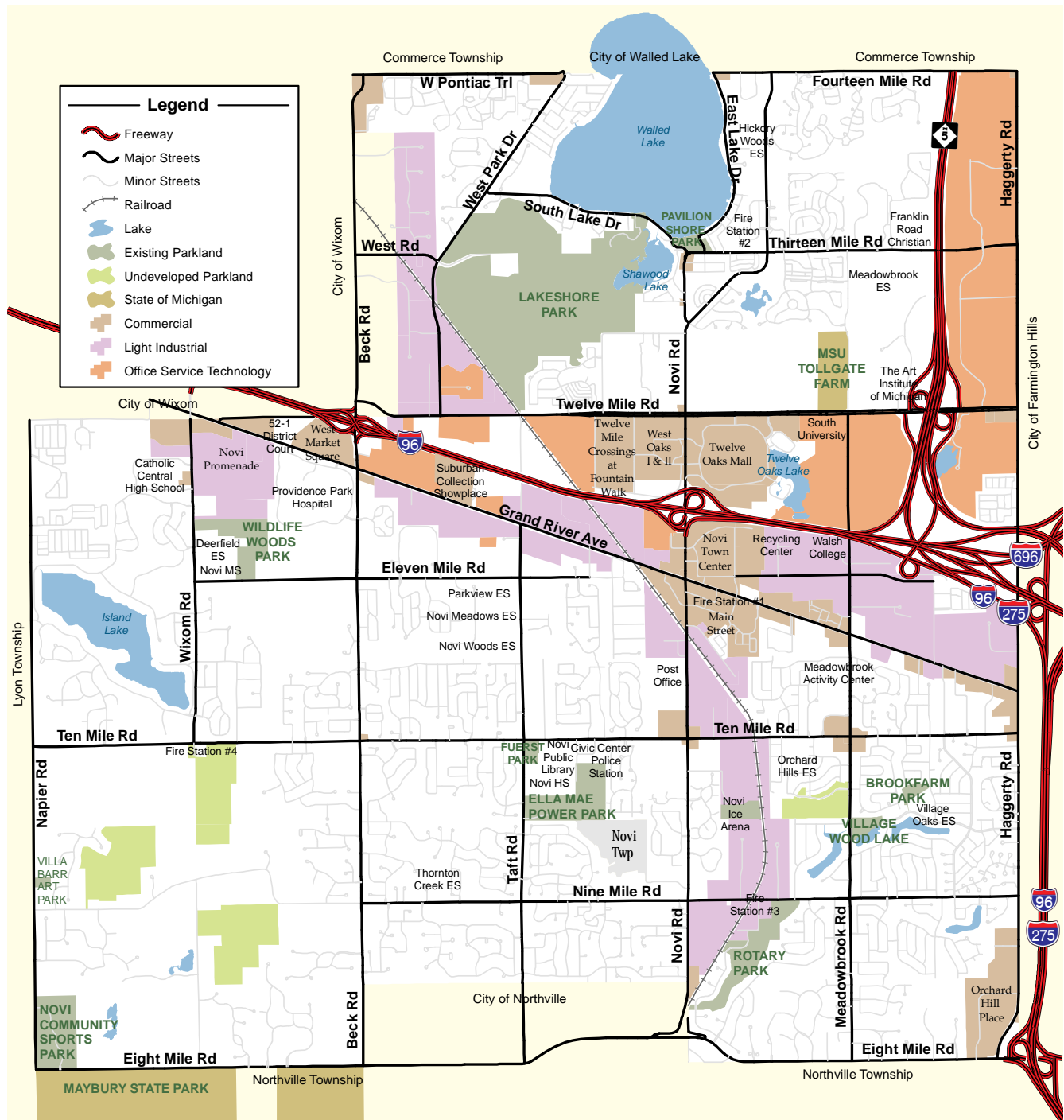
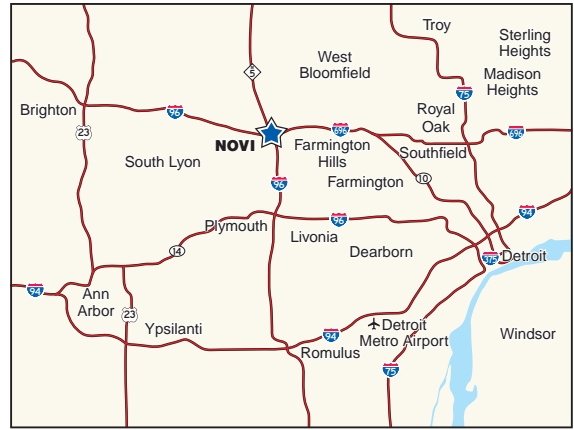


Source: SEMCOG

Area Map

NOVI CONNECTIONS

Detroit Metropolitan Airport	25.5 miles	28 minutes
Downtown Detroit	31 miles	35 minutes
Ann Arbor	23 miles	34 minutes
Lansing	63 miles	63 minutes
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