



## CITY of NOVI CITY COUNCIL

**Agenda Item 2**  
**January 21, 2014**

**SUBJECT:** Approval of Resolution for Adoption of the 2014 City of Novi Economic Development Goals & Strategies; and Review of 2013 Economic Development Goals & Strategies

**SUBMITTING DEPARTMENT:** Neighborhood and Business Relations

**CITY MANAGER APPROVAL:**

**BACKGROUND INFORMATION:**

The attached 2014 Economic Development Goals and Strategies and 2013 Economic Development Goals and Strategies Report are for City Council approval and adoption.

Overall, 2013 was a solid year of business growth for Novi. The city continues to be a dynamic host for retail and dining experiences. Twelve Oaks Mall, West Oaks I & II, Twelve Mile Crossing at Fountain Walk, Town Center and Main Street all had new businesses opening in their respective centers. Twelve Oaks Mall received a rush of consumer traffic and media coverage as the first Michigan location of The Cheesecake Factory opened in the center. Town Center occupancy is nearly full of vibrant retail for the first time in years. Not to be outdone by retail, the hospitality industry received a major boost when the Hyatt Place Novi at the Suburban Collection Showplace opened in the late summer with expanded meeting and banquet facilities. The Novi Sheraton also began renovation and expansion in 2013, ensuring that Novi remains a top destination for meetings and conventions.

Maintaining quality standards while creating a business-friendly climate has attracted large companies and international businesses to the city. In addition to the growth in the number of retail businesses and restaurants, there was substantial growth in high tech and research & development firms, with more than ten new businesses opening in 2013. Automotive suppliers Hengst Automotive and Danlaw located research and development facilities in Novi, while OPS Solution brought their Light Guide System technology to the City.

For the first time, the City sought formal input from businesses by producing the Business Perception Survey. We learned from survey respondents in November 2013 that overwhelmingly Novi was a great place to do business and a great place to work. The overview presentation is attached. The plan in the coming year will be to maintain the survey standard and engage the business community to improve upon those results.

The Economic Development Team works as a business advocate, a single point of contact within the City of Novi, prepared to work with companies on potential projects. The team provides referral to business resources for workforce and talent, financing, site selection and access to supplier and purchasing pipelines. Moreover, Novi Economic Development works as a liaison to state and county partners, the Michigan Economic Development Corporation (MEDC) and Oakland County Economic Development to provide responsive local connection when attracting new companies.

Novi Neighborhood and Business Relations, which includes the Economic Development Team, is responsible for marketing the assets and services of the City to site selectors, real estate companies and firms representing companies that are looking to locate in Novi. That information is communicated through the investnovi.org website, e-biz newsletter, Novi Business Profile and various publications and maps available in print and on cityofnovi.org. This information is critical when responding to requests for information about the community, when we receive new business leads from our partners at MEDC or the Detroit Regional Chamber. We remain prepared by having marketing material available that tells (and sells) the story of Novi.

Active engagement with the existing business community is the heart and soul of economic development in the City of Novi. We are proud of the businesses that call Novi home and we want to ensure that they have the environment and tools to succeed and grow. Conducting retention visits to existing businesses builds relationships and gives the opportunity to learn what is going on with a company. For example, a recent visit to a local company revealed they were struggling with a signage issue and did not know where to start to address their concerns. The company was connected with our Community Development Department and found a resolution to their signage issue. Another retention visit to a different company disclosed they were having a difficult time starting the recruitment process to hire hi-tech engineering candidates. We connected this company with the Michigan Workforce System and within a week they participated in the Michigan Virtual Career Fair and identified enough candidates to call in for in-person interviews. Retention visits also allow us the chance to share information on new and value added resources that may benefit the company and assist in retaining and growing their business.

**RECOMMENDED ACTION:** Approval of Resolution for Adoption of the 2014 City of Novi Economic Development Goals & Strategies; and Review of 2013 Economic Development Goals & Strategies.

	1	2	Y	N
<b>Mayor Gatt</b>				
<b>Mayor Pro Tem Staudt</b>				
<b>Council Member Casey</b>				
<b>Council Member Fischer</b>				

	1	2	Y	N
<b>Council Member Markham</b>				
<b>Council Member Mutch</b>				
<b>Council Member Wrobel</b>				

CITY OF NOVI

COUNTY OF OAKLAND, MICHIGAN

**RESOLUTION 2014 ECONOMIC DEVELOPMENT GOALS AND STRATEGIES**

Minutes of a Meeting of the City Council of the City of Novi, County of Oakland, Michigan, held in the City Hall of said City on January 21, 2014, at 7 o'clock P.M. Prevailing Eastern Time.

PRESENT: Councilmembers \_\_\_\_\_

ABSENT: Councilmembers \_\_\_\_\_

The following preamble and Resolution were offered by Councilmember \_\_\_\_\_ and supported by Councilmember \_\_\_\_\_.

**WHEREAS;** economic development has been identified, by the Novi City Council as a priority; 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, IT IS THEREFORE RESOLVED** that that the Novi City Council has adopted the attached 2014 Economic Development Goals and Strategies.

**AYES:**

**NAYS:**

RESOLUTION DECLARED ADOPTED.

\_\_\_\_\_  
Maryanne Cornelius, City Clerk

**CERTIFICATION**

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council of the City of Novi, County of Oakland, and State of Michigan, at a regular meeting held this 21 day of January 2014, and that public notice of said meeting was given pursuant to and in full compliance with Act No. 267, Public Acts of Michigan, 1976, and that the minutes of said meeting have been kept and made available to the public as required by said Act.

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Maryanne Cornelius, City Clerk  
City of Novi

CITY OF NOVI

## 2014 Economic Development Goals and Strategies

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## 2013 Economic Development Goals and Strategies Report

**Prepared by: Lauren Royston**

**12/18/2013**



**City of Novi**  
**2014 Economic Development Goals and Strategies**

Draft 12/19/2013

- 1. Leverage GIS technology and big data to display growth areas and enhance economic development opportunities in targeted areas of the city.**
  - 1.1. Create maps and charts to show location of industry as means of inventorying business clusters, identifying
  - 1.2. Use information to show Novi's fastest growing, strongest industry
  - 1.3. Create attraction pieces targeting strong existing industry clusters, presumably High Tech, Alternative Energy, Automotive Research & Development, Bio Science and Medical Services.
  
- 2. Promote continuous improvement of economic development services through participation in third party evaluations.**
  - 2.1. Continue participation in University of Michigan's iLab eCities Best Practice survey of Michigan communities.
  - 2.2. Work with MEDC to complete requirements for certification as a Redevelopment Ready Communities® (RRC) which measures national standards on development practices. RRC is a certification program supporting community revitalization and the attraction and retention of businesses, entrepreneurs and workers throughout the state.
  - 2.3. Work with the business community to get further clarification and feedback on 2013 Business Survey Results on transportation, services for business and improving business in Novi.
  
- 3. Explore development options for specific targeted geographic areas of the City.**
  - 3.1. Complete Northwest Quadrant Ring Road with significant support from external support/grant award.
  - 3.2. Support private property owners of Main Street to make a vibrant, thriving and successful area of Novi.
  - 3.3. Continue discussion of the Town Center Area study with property owners and begin implementation of the plan.
  - 3.4. Consider private business options for development and shared parking for the Old Novi/13 Mile intersection - gateway to Pavilion Shore Park.
  - 3.5. Promote to business owners in the Ten Mile and Meadowbrook area the incentives available under Public Act 210.

**4. Enhance retention, expansion and attraction efforts to grow the economic vitality of the city.**

- 4.1. Conduct retention visits and actively seek prospect meetings to gather the needs of the company, in regards to talent development, building and equipment procurement, and client/supply chain development.
- 4.2. Utilize public and private resources to meet the workforce needs of companies expanding in Novi. Seek resources for incumbent training to upskill talent at growing companies.
- 4.3. Attract new high tech companies by leveraging public and private resources in the Michigan Workforce System to locate and place highly skilled talent.
- 4.4. Retool InvestNovi.org using industry best practices to readily provide information that supports the attraction, growth and retention of businesses in Novi.
- 4.5. Promote the visibility of the Winter 2014 Visit Detroit guide, which highlights the Greater Novi Area.

**5. Actively support regionalism to work efficiently and cooperatively with a higher economic impact.**

- 5.1. Continue partnering with county and state economic development agencies, chambers of commerce and industry groups to support the attraction of new firms, and leverage resources to expand and retain current businesses.
- 5.2. Partner with neighboring communities on supported, value-added initiatives.
- 5.3. Continue partnership with the Detroit Metro Convention & Visitors Bureau to support the Greater Novi attraction efforts.

**6. Engage in marketing and outreach to the business community to share information on relevant events, news, opportunities and business updates through electronic and print media.**

- 6.1. Continue monthly electronic eBiz newsletter sent to over 2,000 businesses with updated information useful to the Novi business community.
- 6.2. Consistently update InvestNovi.org with economic development news, policies and opportunities targeted to developers and the business community.
- 6.3. Consistently update the economic development social media sites (Facebook, Twitter and LinkedIn).
- 6.4. Update existing print material, used for attraction and retention efforts.

**7. Expand Novi's global economic presence.**

- 7.1. Supporting and attract international businesses, adding to the existing 1000+ international companies.
- 7.2. Strengthen exporting opportunities utilizing federal and state incentives that support companies that export.

7.3. Partner with Consul Generals and foreign chambers of commerce to further promote international relations in the City.

**8. Increased communication and support to entrepreneurs and small businesses through partnerships and resources offered by local agencies.**

8.1. Communicate regularly with Novi Public Library, Small Business Technology and Development Center (SBTDC) to learn of resources and refer small businesses.

8.2. Continued partnership with the Novi Chamber of Commerce to facilitate small business networking.

8.3. Re-engage the Business Assistance Team (BAT) program which offers expert advice in operations, finance and marketing to small businesses.

8.4. Establish committee with educational and financial partners to evaluate feasibility and process of establishing a business incubator program.

**9. Engage and attract small businesses, which include independently owned and operated, for profit companies primarily in the retail, sales and service industries.**

Target small businesses that have 15 employees or less and annual sales revenue not exceeding \$2 million.

9.1. Hire retail specialist to serve as the subject matter expert on retail, restaurant and service industry companies and develop relationships with those companies.

9.2. Seek new businesses to leverage and complement existing retail businesses.

9.3. Identify site and office spaces from 100-1000 square feet, ideal for start-up companies or those with one-three employees.

**10. Enhance coordination of communication to the business community with Economic Development, Community Development, and Public Safety.**

10.1 Work with Information Technology, Community Development and Public Safety, to develop a sustainable work plan for the ongoing maintenance, use, and structure of a Novi business database.

10.2 Develop an accurate mailing list of Novi businesses with contact information, to increase response rate on future Business Survey mailings.

**11. Monitor efforts and opportunities involving the Intelligent Transportation Systems (ITS).**

11.1 Continue efforts to build relationships in the ITS industry by networking at ITS Michigan, and the annual trade show.

11.2 Maintain representation on the board of directors for ITS Michigan and appointed to the Legislative Affairs committee of ITS America.

11.3 Continue hosting monthly ITS World Congress Strategic Partnership subcommittee at Novi Civic Center.



- 11.4 Participate on planning committee for the 2014 ITS World Congress held in Detroit on September 7-11.
- 11.5 Participate in the Telematics Detroit show held at the Suburban Collection Showplace in June 2014.
- 11.6 Identify and connect Novi companies in the telematics industry to relevant opportunities and events.

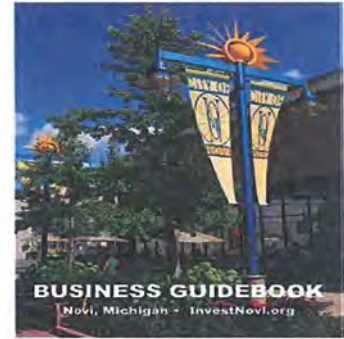
**2013 Economic Development Goals and Strategies Report**  
(2013 Goals and Strategies adopted by Novi City Council on January 28, 2013)

**Expansion, Attraction, and Retention, Strategy #1**

**Local Business Retention and Expansion**

**Fifty-six retention and new business visits were conducted in 2013.**

The visits included the top employers within Novi and several small businesses. Retention visits included the complete Economic Development Team, which are Novi, Oakland County and State of Michigan economic development representatives that collectively share information on available resources in an efficient manner.



**Ribbon Cuttings**

The City participated in **twenty (20) ribbon cuttings in 2013**. Some of the ribbon cuttings included: **The Cheesecake Factory** restaurant at Twelve Oaks Mall and **Hyatt Place Hotel** at the Suburban Collection Showplace. Health services company **Critical Signal Technologies** and engineering services company **Danlaw Inc.**, opened their doors in Novi.

**Other Retention Activities**

**Corporate Review** filmed ten new shows and **Business Avenue** sixteen, each featuring Novi-based businesses or relevant economic development topics with one new episode airing each month.

**Attraction Activities**

For 2013, there have been **20 prospective businesses** that have expressed interested in locating to Novi. The majority of the business leads contacted the city directly, while others came from partnering with the Michigan Economic Development Corporation, Oakland County Economic Development and the Detroit Regional Chamber.

**International Business Attraction**

The City has maintained a focus on Japanese-based firms by scheduling retention visits throughout the year. There are approximately 65 Japanese-based firms in Novi. We have met with 17 since the beginning of 2013.

Oakland County has utilized our retention visit information for a recent trade mission to Japan and several Novi-based Japanese firms will be visited on their trip.

Worked with a delegation of Turkish auto suppliers seeking to import products to Michigan-based, auto-related businesses. Novi has taken the lead on this effort with partnerships that include Oakland County and Michigan Economic Development Corporation (MEDC).

**New Businesses in 2013**

The chart at the end of this report represents new businesses, which have moved to Novi from **January 1, 2013 to December 13, 2013**. Please note that it is difficult to track and verify 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 businesses in Novi include: Ongoing attraction efforts, building permits, and tracking data through CoStar software.

### **Monitor efforts and opportunities involving Intelligent Transportation Systems (ITS)**

Continue efforts to build relationships in the **ITS** industry by networking at ITS Michigan, an annual trade show in Dearborn.

City Manager Clay Pearson represents Novi on the board of directors for ITS Michigan and appointed to the Legislative Affairs committee of ITS America

Host monthly ITS World Congress Strategic Partnership subcommittee at Novi Civic Center.

### **Networking, Strategy:**

CEO Roundtable and Breakfast took place at the Toasted Oak & Grill on April 17<sup>th</sup> and September 26<sup>th</sup>. Thomas Naughton, CEO of the Wayne County Airport was the featured speaker at the April event and Consulate General of Canada, Roy Norton spoke at the September event. Over 20 local large businesses were in attendance at both events.

On September 17-19, 2013, the **Battery Show** was held in Novi and expanded to include the **Electric Hybrid Vehicle Expo**. The result included record attendance at this event, an increase of 35% over last year. The show also increased its number of exhibitors by 41%, from 214 in 2012 to 303 in 2013. This was used as a key opportunity for both retention and attraction. Special marketing brochures were created and distributed to well over 2,000 exhibitors and attendees, many of whom were overseas business travelers.

### **Promoting Business Friendly, Strategy #2**

#### **Novi Business Survey**

Novi conducted its first ever Business Survey of all businesses, yielding a 17 % response rate. Highlights and results from the survey can be found on InvestNovi.org. Findings from the survey will be used to guide Economic Goals for 2014 and to develop additional dialogue with the business community.

#### **Continue Coordination between Economic Development and Community Development**

An effective and positive process is now in place allowing the Community Development staff (and other departments as deemed necessary) to become involved in business attraction efforts by way of an "unofficial" site plan review. This meeting allows a potential business to ask up-front questions before a property is purchased or a lease is signed. This unofficial review along with positive follow-ups establishes an early trust and confidence with the prospect —something that has proven to be mutually beneficial.

Continue efforts with the Community Development team in order to identify specific commercial projects completed in the past six months. Once identified, some will be used as case studies and key contractors and property owners will be invited to discuss the outcome of the development process. We currently interview the key individuals involved with Summit Health and received positive input in order to improve our internal processes. This case study process will continue into 2013.

City Council approved temporary signage permit allowances twice this year to assist businesses. The first opportunity came in August during the Michigan State Fair and businesses were allowed to have an additional sign to promote and take advantage of the increased

traffic flow in the city. The second opportunity for additional signage occurred during the Holiday shopping season in November and December.

The city contracted with a company to provide Clear Zoning Ordinance Conversion. The Clearzoning project is to reformat the existing Zoning Ordinance into an electronic version that will consolidate text, add graphics reduce bulk and clarify the zoning ordinance regulations.

### **Marketing/Advertising Strategy #3**

#### **E-Biz newsletter**

eBiz is electronically distributed on the **second Wednesday of each month** and contains relevant information for the local business community. There are over **2,800 e-mail contacts** Constant Contact (online email marketing software) indicates that the comparable for government agencies is an open email rate of 32% and e-Biz is at **38-40%** consistently each month.



#### **InvestNovi.org Website Growth**

InvestNovi.org is the city's economic development website; it **averages over 500 visitors per month** (source: Google Analytics). One of the most popular components of the site is the Available Properties and Community Profile section, that is utilized for business attraction.

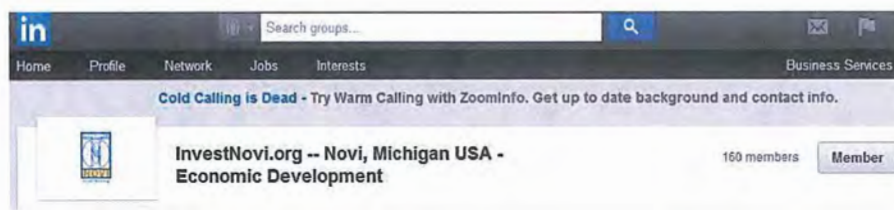
#### **Social Media Marketing**

**Facebook** (facebook.com/investnovi) is utilized as a marketing tool to disseminate information pertaining to the business climate of Novi and the State of Michigan, as well as a way to promote good news from the Novi business community. As of the date of this report, there are close to 740 'Likes' for the Facebook page. Over 450 followers utilize **Twitter** and **LinkedIn** other social media marketing tools to disseminate information. The Economic Development group boasts 160 members.

#### **Other Marketing Opportunities, Strategy:**

The MEDC has accepted the City of Novi as part of the Redevelopment Ready Communities (RRC) Program. The RRC program supports Michigan communities to become more development ready and competitive in today's economy by promoting the use of effective redevelopment strategies. Training has been completed in Series I, II and III.

The City of Novi was recognized for the third consecutive year as a Four Star Community and having a positive entrepreneurial climate by the eCities best practice study. The eCities project is a study conducted by the University of Michigan Dearborn's Center for Innovation Research. Novi was honored at a luncheon held on November 14, 2013.



#### **Incentives, Strategy #4**

##### **Yearly Assessment of Incentive-based projects, #4A**

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

*Update to be provided in December, 2013*



#### **Assisting Small Business, Strategy #5**

Refer small business owners and potential businesses to the resources and workshops available at the Novi Library **Business Resource Center**. BRC provides for information on how to start or expand a business, including business books, magazines, and newspapers; online business databases; and business courses and mentoring.

Continue partnering with **Oakland County One Stop Business Center and the Small Business Technology Center** for connecting start-ups and small businesses with experts in the areas of business development, community planning, small business, financing and market research.

Continue to play an active role with the Novi Chamber in assisting small businesses. The Novi Chamber now holds the Business Recognition Awards (i.e. Mayor's Ambassador of the Year award and marketing assistance).

#### **Work Force / Talent Development, Strategy #6**

##### **Encourage and promote skilled workforce environment**

Coordinated business workforce needs with the Oakland County Michigan Works! and Michigan Economic Development Corporation Talent Team.

Promoted state talent initiatives such as the Michigan Virtual Career Fair, Pure Michigan Talent Connect, Shifting Gears and MichAgain to attract and recruit high skilled talent for local companies.

Attended the presentation of the Oakland County Skill Needs Assessment Project. The project was a regional survey of 150 advanced manufacturers in Oakland County and surrounding counties, conducted to help understand why advanced manufacturing jobs were vacant and how to fill them. The findings highlighted the greatest challenge for regional employers to overcome is the lack of pipeline of young workers to fill available jobs and insufficient training programs to meet current demand.

## New Business - Novi, MI (2013)

<u>COMPANY NAME</u>	<u>TYPE</u>	<u>ADDRESS</u>	<u>ZIP</u>	<u>MOVE IN</u>	<u>FT</u>	<u>TERMS</u>	<u>SF FT OCC</u>
1.2.3 Cabinets Direct	Retail	40400 Grand River Ave	48375	Oct	2	Lease	5,000
Adams Sports Medicine	Health	46001 Grand River Avenue	48374	Aug	1	Lease	2,000
Advance Auto Parts	Retail	42520 Grand River Ave.	48376	Oct	6	Own	6,896
Advanced Structural Chiropractic	Medical	42040 Grand River Avenue	48375	Mar	2	Lease	2,000
Advisory Capital	Financial	26090 Lannys Rd.	48375	Feb	1	Lease	3,194
Anchor Printing	Label Printing	22790 Heslip Dr.	48375	Apr	45	Own	78,433
Aramco Services Company	Research & Technology	46535 Peary Ct.	48377	July	20	Own	49,704
Benefits Technologies LLC	Employee Benefits	28175 Haggerty Road, Suite 149	48377	Apr	1	Lease	180
Bento 39	Restaurant	22200 Novi Road	48375	Nov		Lease	1,182
Black Rock Bar & Grill- Emps TTL 70-45 PT	Restaurant	44175 Twelve Mile Road, F145	48377	Apr	25	Lease	
Blaze Pizza	Restaurant	26401 Novi Road	48375	Nov	30	Lease	2,566
Bluco Incorporated -	Medical	24300 Catherine Industrial Dr., Suite 415	48375	Apr	4	Lease	3,364
Blue Fin Steakhouse - Closed July 2013	Restaurant	42875 Grand River Avenue	48374	May	20	Lease	9,000
Briar Pointe Dental Clinic	Health	47210 Ten Mile Road	48374	Oct	5	Lease	2,000
Canon Business Solutions	Technology	39555 Orchard Hill Pl, Suite 190	48375	Apr	85	Lease	10,717
Charming Charlie	Retail	26060 Ingersol Drive	48375	Aug		Lease	7,000
Club Pilates of Michigan	Health	39799 Grand River Avenue	48375	Apr	1	Lease	1,300
Cocina Mexican Grill	Restaurant	30750 Beck Road	48377	June		Own	
CPR Detroit	Technology	43348 Grand River	48375	Feb	4	Lease	1,783
Critical Signal Technologies, Inc.	Medical	27475 Meadowbrook Rd.	48375	Mar	42	Lease	22,000
Crossfit Novi	Health	46001 Grand River Avenue	48374	May	2	Lease	5,472
Curative Solutions Health Center	Health	43000 Nine Mile Road, Suite 210	48375	July	1	Lease	1,427
Cutco / Vector Marketing	Marketing	43215 Grand River Ave.	48375	Apr	175	Lease	3,528
Danlaw	Automotive Supplier	41131 Vincenti Court	48375	July	90	Own	19,778
El Mariachi 926-6180	Restaurant	31150 Novi Rd.	48377	Feb			
ENT Specialists P.C.	Medical	25500 Meadowbrook Suite 170	48375	Mar	12	Lease	997
Fishbeck, Thompson, Carr and Huber	Engineering	39500 MacKenzie Drive	48377	Apr	50	Lease	16,830
Froude Hoffman	Automotive Supplier	41123 Jo Drive	48375	Jan	17	Lease	16,224
Fujitsu Semiconductor ? Fujitusu Ten ?	Semiconductors	39555 Orchard Hill Pl, Suite 200	48375	March		Lease	3,050
GFS Marketplace	Retail	44055 Twelve Mile Road	48377	Dec		Lease	15,857
Genji Steakhouse - Temporarily closed?	Restaurant	27155 S. Karevich Dr.	48377	Jan	50	Own	10,050
Hengst Automotive	Automotive Supplier	29770 Hudson Drive	48377	July	8	Own	21,443
Henry Ford Western Region Home Dialysis	Medical	39525 W. 14 Mile Rd., Suite 200	48377	Jan	3	Lease	2,776
Hyatt Place Detroit	Lodging	46080 Grand River Ave	48374	Aug	25	Own	
Ideal Image	Retail	26122 Ingersol Drive	48375	Sept		Lease	
IHOP	Restaurant	43317 Grand River Ave	48375	Nov		Lease	4,754
India Grill	Restaurant	39777 Grand River Ave	48375	Oct		Own	
Inspectron, Inc.	Technology	39625 Lewis Dr., Suite 900	48377	Mar	10	Lease	500
JD Racing Indoor Karting	Entertainment	44225 W. 12 Mile Road	48377	Jan	20	Lease	1,907
Jewel Gallery of Novi	Retail	47680 Grand River Ave	48374	Oct	4	Lease	2,074
Just Baked	Retail	39765 Grand River Ave	48374	Aug	1	Lease	1,400
KDI Kitchens & Bath -?????	Retail	42100-42270 Grand River Ave - IN PROCESS 9/3	48375	Aug	2	Lease	1,320
Kroger Fuel Station	Gas supplier	47045 Pontiac Trail	48390	Oct		Own	
Lacks Enterprises	Automotive Supplier	39500 MacKenzie Drive	48377	Feb	30	Lease	16,748
La-Z-Boy	Retail	27754 Novi Road	48377	Sept		Lease	15,410
Liberty Title	Financial	27780 Novi Road	48377	Sept		Lease	2,442
LUV Manicures	Beauty	43440 West Oaks Drive	48377	Mar	1	Lease	2,134
MAC Cosmetics	Retail	27500 Novi Road, E226	48375	Aug		Lease	901
Main Financial	Financial	44325 12 Mile Road, Suite H-163	48377	Jan	2	Lease	1,402
Menchie's Frozen Yogurt	Restaurant	48004 Grand River Avenue	48374	Apr	15	Lease	1,764
Michigan Heart Group (Beaumont Cardiology	Medical	39500 Ten Mile Rd., Suite 103	48375	Jan	6	Lease	3,362
Microsoft	Retail	27500 Novi Road, K110	48377	June		Lease	150
Mitsui Sumitomo Marine Management	Insurance	39555 Orchard Hill Pl., Suite 465	48375	Jan	4	Lease	1,765
Miyan Media	Consulting	39555 Orchard Hill Pl., Suite 600	48375	Jan	11	Lease	1,000
M-TEK	Automotive Supplier	29065 Cabot Drive	48377	Sept		Lease	6,161
Novi Coney Island	Restaurant	25875 Novi Road	48375	May		Lease	
Oakland FlexTech Academy	Education	24245 Karim Blvd	48375	Sept		Lease	
OPS Solutions	Automotive Supplier	24371 Catherine Industrial Drive, Suite 235	48375	Jan	6	Own	2,615
Peets Coffee & Tea	Restaurant	47490 Grand River Ave	48374	Nov		Lease	1,840
Perfect Desserts	Retail	43448 W. Oaks Dr.	48377	Feb	5	Lease	
Positive Creative Infusion LLC	Consulting	28058 Hopkins Dr.	48377	Feb	1	Own	Home base
Qdoba Restaurant	Restaurant	26401 Novi Road	48375	Aug		Lease	2,400
QNX Software Systems	Technology	25849 Meadowbrook Road	48375	June		Lease	8,250
QuickSlim Lipo	Medical	44125 W. 12 Mile Road	48377	Feb	2	Lease	600
Rightpoint	IT	43155 Main St., Suite 2212C-2	48375	May	4	Lease	523
Setco Great Lakes Service Center		41129 Jo Drive	48375	Feb	23	Lease	23,762
SLM Solutions	Consulting	40000 Grand River Ave, Suite 503	48375	Jan	1	Lease	3,161
Stayin Alive	Entertainment	44125 Twelve Mile Rd.	48377	Oct		Lease	64,235
Tenpenny Furniture	Retail	Twelve Mile Crossing at Fountain Walk	48377	May	10	Lease	20,000
The Cheesecake Factory	Restaurant	27862 Novi Road (27500)	48375	Aug		Lease	8,707
Total Hockey	Retail	43111 Crescent Drive	48375	Sept		Lease	11,031
Toyota Industries Corp	Automotive Supplier	39500 Mackenzie Drive, Suite 200	48377	May		Lease	
Tulip Nail & Spa	Beauty	26136 Ingersol Drive	48375	Apr	4	Lease	1,800
Unlimited Nail Spa	Salon	Twelve Mile Crossing at Fountain Walk	48377	May		Lease	
Yaya's Flame Broiled Chicken	Restaurant	39743 Grand River	48375	June		Lease	
YoBerry Yogurt	Restaurant	31150 Beck Road	48377	Aug		Lease	1,617
Yogurt City	Restaurant	26060 Ingersol Drive	48375	July		Lease	1,080

\*Information on new businesses compiled from Community Development Monthly reports, CoStar Reports and news articles

Appendix A

**2013 e-biz in Review**



<u>Month</u>	<u># of Views</u>	<u>Top Article</u>	<u>Hot New Company</u>
December	642	Novi Town Center Study	Blaze Pizza
November	779	Temporary Promotional Sign Allowance	Stayin' Alive
October	773	Michigan Restaurant Show	Hengst Automotive M- Tek Inc.
September	752	Novi Town Center Update	Just Baked
August	772	Meet Novi's New Business Ambassador	Charming Charlie
June	697	Available Properties in Novi	Blue Fin Steakhouse
May	747	Kroger Co. donates nearly \$480,000	Cutco Kitchen
April	747	PMI Great Lakes Chapter Spring Symposium	**
March	710	ITC Holdings celebrates 10th Anniversary	**
February	734	City Council Adopts 2013 Economic Dev Goals	**
January	720	Automation Alley Technology Industry Outlook	**

\*\*New business listing was not provided in monthly newsletter

## 2013 Facebook in Review

746 Likes

### Novi, Michigan Economic Development

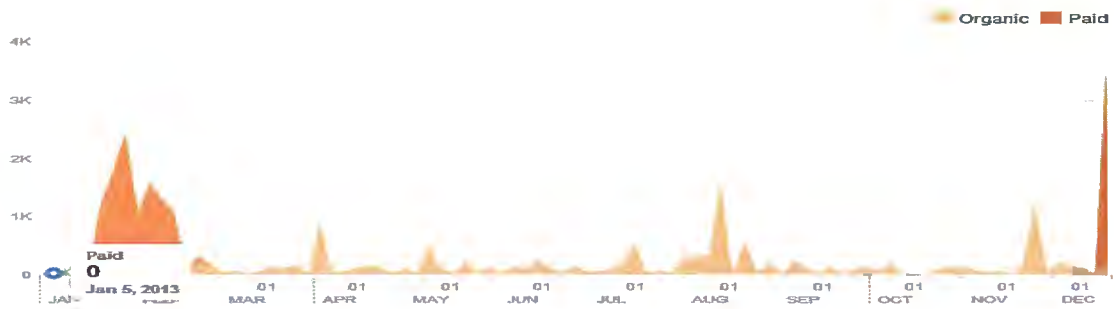


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128,045 - Total Reach

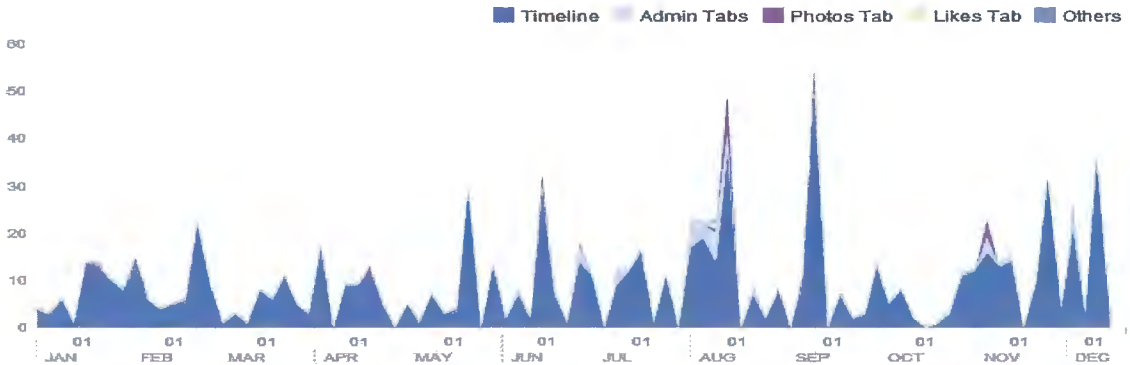
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**Total Construction Valuation as Reported by Applicant on Building Permit**

City of Novi, Michigan

January 15, 2014

	VALUATION				TOTAL Valuation
	Commercial	Single-family	Multi-Famil Residential	Misc.	
Jul 09	1,390,563	294,430	0	236,150	1,921,143
Aug 09	355,207	1,146,342	0	213,983	1,715,532
Sep 09	535,205	1,250,180	0	420,689	2,206,074
Oct 09	1,550,500	746,149	460,000	173,306	2,929,955
Nov 09	2,013,940	1,045,014	675,000	221,800	3,955,754
Dec 09	906,955	1,973,707	0	192,530	3,073,192
Jan 10	828,657	1,251,010	0	84,400	2,164,067
Feb 10	1,566,598	2,516,514	0	25,508	4,108,620
March 10	1,609,615	2,275,646	400,000	137,747	4,423,008
April 10	3,314,800	1,653,221	0	298,011	5,266,032
May 10	1,722,243	960,052	0	378,258	3,060,553
June 10	4,980,981	1,695,502	610,000	440,914	7,727,397
Jul 10	651,880	1,458,319	0	145,321	2,255,520
Aug 10	1,485,820	4,176,147	0	354,896	6,016,863
Sept 10	4,036,949	2,264,432	1,374,000	330,073	8,005,454
Oct 10	1,401,504	4,733,999	220,000	543,734	6,899,237
Nov 10	5,673,571	1,626,367	0	201,325	7,501,263
Dec 10	3,826,476	1,225,964	0	81,525	5,133,965
Jan 11	1,218,720	1,267,111	1,167,560	369,321	4,022,712
Feb 11	2,186,889	2,728,921	0	344,982	5,260,792
March 11	4,629,577	2,095,062	220,000	183,300	7,127,939
April '11	2,655,885	2,760,007	0	260,125	5,676,017
May '11	3,343,637	1,933,034	0	788,454	6,065,125
June '11	2,940,151	3,203,129	900,000	61,835	7,105,115
Jul 11	27,235,512	2,963,068	965,000	1,229,939	32,393,519
Aug 11	3,616,348	2,477,803	0	346,171	6,440,322
Sept 11	17,783,622	5,415,209	400,000	453,385	24,052,216
Oct 11	695,513	172,796	4,300,000	272,461	5,440,770
Nov 11	2,259,304	2,280,226	880,000	181,000	5,600,530
Dec 11	798,295	3,922,295	0	232,300	4,952,890
Jan '12	5,916,032	1,903,981	650,000	240,550	8,710,563
Feb '12	2,287,927	1,795,746	0	169,100	4,252,773
March '12	4,435,638	4,498,378	660,000	327,025	9,921,041
April '12	2,298,036	2,840,439	1,875,000	668,028	7,681,503
May '12	3,172,874	5,539,500	1,550,000	750,478	11,012,852
June '12	15,408,077	4,308,629	0	322,886	20,039,592
Jul 12	12,433,410	5,122,371	2,885,000	478,636	20,919,417
Aug 12	6,279,899	3,843,319	2,790,000	445,362	13,358,580
Sept 12	3,415,031	2,003,473	0	335,653	5,754,157
Oct 12	4,476,252	2,333,656	645,000	622,970	8,077,878
Nov 12	6,974,175	2,081,316	1,600,000	367,329	11,022,820
Dec 12	12,570,474	3,026,306	0	345,305	15,942,085
Jan '13	2,307,026	2,479,797	0	293,486	5,080,309
Feb '12	2,100,845	2,843,544	0	579,713	5,524,102
March '13	4,499,824	1,872,306	0	582,360	6,954,490
April '13	6,370,556	3,536,490	0	488,791	10,395,837
May '13	2,214,570	4,228,647	0	736,443	7,179,660
June '13	6,894,569	2,641,336	0	506,452	10,042,357
July '13	8,205,682	4,733,199	0	858,837	13,797,718
August '13	3,852,511	3,251,770	0	774,711	7,878,992
September '13	4,757,299	3,116,180	0	440,408	8,313,887
October '13	7,941,786	2,407,774	0	590,470	10,940,030
November '13	5,598,977	1,170,051	0	392,631	7,161,659
December '13	1,384,135	2,778,466	0	60,450	4,223,051
January '14					
February '14					
March '14					
April '14					
May '14					
June '14					

\$15,801,630

\$28,749,677

\$35,812,302

\$35,257,700

Maple Manor \$12 MM;  
Tognum \$7 MM

WallMart \$14.5 MM  
commercial  
Multi at Lenox Park and  
Liberty Park

\$78,880,247

\$61,618,324

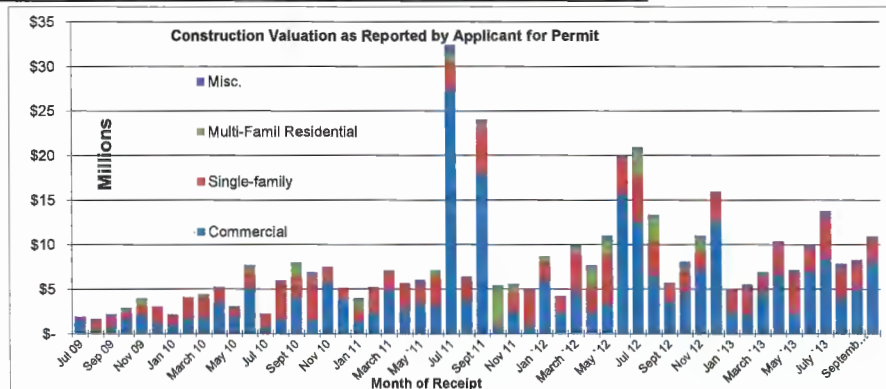
Aramco Services

\$78,074,937

\$45,176,755

\$52,315,337

\$0





## MEMORANDUM

**TO:** CLAY J. PEARSON, CITY MANAGER  
**FROM:** SHERYL WALSH, DIRECTOR OF COMMUNICATIONS  
LAUREN ROYSTON, ECONOMIC DEVELOPMENT DIRECTOR  
**SUBJECT:** 2013 BUSINESS SURVEY  
**DATE:** NOVEMBER 21, 2013

*11/21/13  
To: Mayor & City Council Members  
For you we will continue to be presented Monday night*

Since 2006, the City of Novi has contracted with the National Research Center (NRC) to perform the biennial Citizen Survey, with the most recent survey being conducted in the fall 2012. In the FY 2013/2014 Budget, City Council approved funding for the completion of a Business Survey. Similar to the National Citizen Survey, the Business Survey will provide valuable data regarding Novi businesses views on City services, quality of life, and processes. City staff collaborated with staff from the Village of Orland Park, Illinois (a Mayor's Exchange community in 2009) and the National Research Center to develop the Business Survey. The Business Survey parallels the National Citizen Survey, yet is specific to business needs and services.

The NRC conducted the pilot survey for both the Village of Orland Park and Novi in September and October, with 245 businesses responding. Results will be presented at the November 25<sup>th</sup> City Council Meeting and utilized when creating Economic Development Goals & Objectives for 2014.

**Key findings of the survey include:**

- Nine out of 10 respondents rated the overall quality of life in Novi as "excellent" or "good."
- Nearly all respondents thought Novi was an "excellent" or "good" place to work.
- Most businesses planned to expand in the coming years and supported City actions to stimulate economic growth.
- Respondents hoped for improved communication with local government.
- Three-quarters of respondents thought physical improvements to City-owned property, such as streets and sidewalks would benefit their business.

Of specific interest in the completed survey are comparisons to the National Citizen Survey results and Orland Park. Both contrasts gauge the similarities/differences in a variety of areas and provide a reference for benchmarking.

We look forward to sharing the results of this new business engagement initiative on Monday and utilizing them as we create economic development strategies/goals for the coming year. If you have any questions, please let us know.



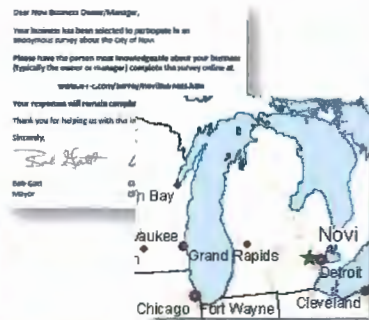
## METHOD

1,685  
businesses  
contacted

245 completed  
(17%)

+/- 7% margin  
of error

Results  
compared to  
Orland Park, IL



## KEY FINDING #1

*Novi was seen as a good place  
to do business.*



## DOING BUSINESS IN NOVI

More than  
**9 in 10**  
"excellent" or "good"

Novi as a place to work

Shopping opportunities in Novi



National Research Center, Inc.

## QUALITY OF BUSINESS

**8 in 10**  
"excellent" or "good"

Overall economic climate

Novi as a place to do business

Overall quality of business establishments



National Research Center, Inc.

## EMPLOYMENT OPPORTUNITIES

“Excellent”  
or “good”



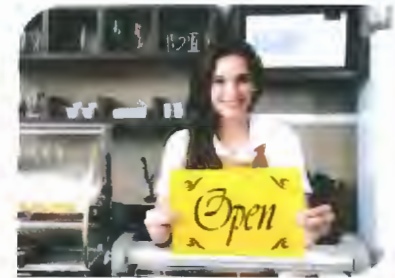
Higher ratings awarded by:

- **Larger businesses**  
(compared to *smaller* businesses)
- **Businesses located in Novi**  
(compared to *Orland Park*)
- **Business representatives**  
(compared to *Novi residents*)

## BUSINESS STABILITY

9 in 10

*keep business in  
Novi for next 5 years*



8 in 10

*recommend operating  
a business in Novi*

## KEY FINDING #2

*Respondents appreciated community features and services that support Novi business.*



## OVERALL QUALITY OF LIFE

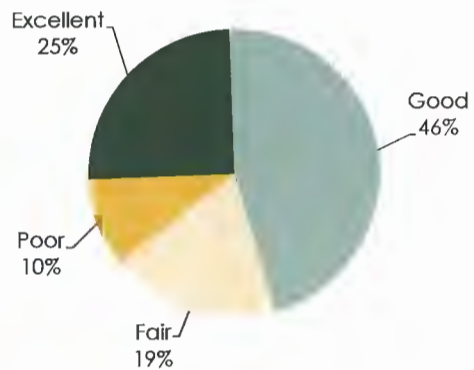
9 in 10

*“excellent” or “good”*

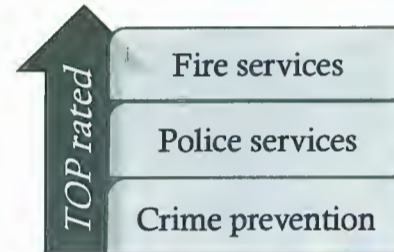


## ECONOMIC DEVELOPMENT SERVICES

Please rate the quality of each of the following services provided by the City of Novi: Economic development




## CITY SERVICES



## COMMUNITY CHARACTERISTICS

Please rate each of the following characteristics as they relate to Novi as a whole



 *All ratings similar compared to Orland Park, IL*

## SAFETY

At least **3 in 4** felt safe:



- from **violent crime**
- from **property crime**
- in Novi's commercial areas **during the day**
- in Novi's commercial areas **after dark**



## KEY FINDING #3

*Transportation was a concern for businesses in Novi.*



## COMMUNITY CHARACTERISTICS

Please rate each of the following characteristics as they relate to Novi as a whole

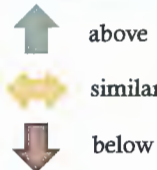
- LOWEST rated
- Availability of paths and trails
  - Ease of walking
  - Traffic flow
  - Ease of bike travel
  - Ease of bus travel



## TRANSPORTATION COMPARED



*Ratings compared to  
Orland Park, IL*



## POTENTIAL IMPROVEMENTS

What is the single most significant thing the City of Novi could do to improve your business experience in Novi?

1 in 5

Reduce traffic, improve transportation, fix roads



## KEY FINDING #4

*Novi business representatives lauded the performance of local government.*

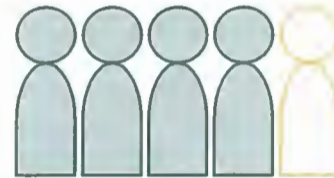


## GOVERNMENT SERVICES

Overall, how would you rate the quality of the services provided by each of the following?

- City of Novi
- Oakland County

“Excellent” or “good”



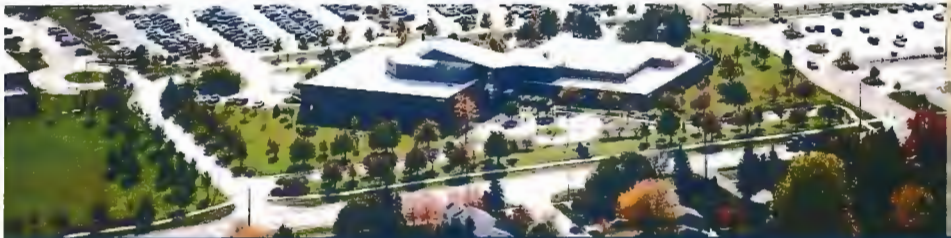
Lower ratings for

- State government
- Federal government

## GOVERNMENT PERFORMANCE

Overall direction  
Keeping businesses informed  
Value of services

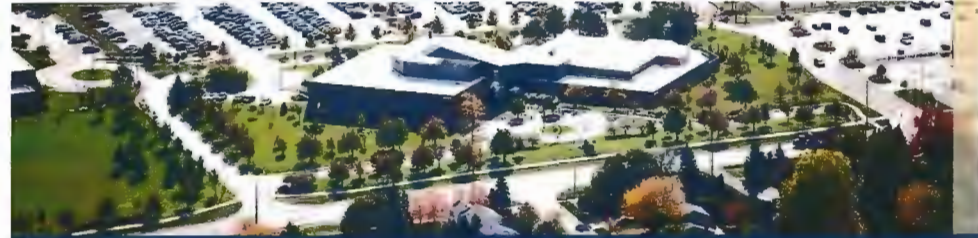
**7 in 10**  
*"excellent" or "good"*



## CITY EMPLOYEES

Knowledge  
Courtesy  
Responsiveness  
Overall impression

More than  
**8 in 10**  
*"excellent" or "good"*



## KEY FINDING #5

*Most businesses planned to expand within the coming years.*



## PROJECTED GROWTH

Over the next 3 to 5 years, do you anticipate...

**Adding employees**



**Maintaining the same number of employees**

## POTENTIAL SERVICES

If the City were to implement the following services, how beneficial, if at all, would each be to your business?

At least **3 in 4** favored

Increased flexibility in  
City regulations

Streamlined permitting

Physical improvements to  
City-owned property

City-financed marketing  
and promotion

## THE BIG PICTURE

### STRENGTHS

- Business quality
- Stability and growth
- Community features

### OPPORTUNITIES

- Transportation
- Signage laws/ regulations
- Communication with businesses



THANK YOU!

Laurie Urban  
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Presenter  
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