



CITY of NOVI CITY COUNCIL

Agenda Item 4
February 21, 2012

SUBJECT: Approval of Resolution for Adoption of the 2012 City of Novi Economic Development Goals & Strategies; and Review of 2011 Economic Development Goals & Strategies.

SUBMITTING DEPARTMENT: Neighborhood & Business Relations

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

Recently, the Novi News published an editorial entitled "Business – It's getting better in Novi." It most certainly is. Through this rollercoaster economy, 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 noticing upward trends in both their sales figures and employment counts.

2011 was a difficult year for much of the local business community, but within that difficulty emerged over 40 new businesses creating 400 new jobs in Novi. University of Michigan identified Novi as a top performing community (eCities Award) in fostering entrepreneurial growth and economic development. Last year also saw the creation of policies (PA210) that will continue to foster redevelopment of certain key commercial areas (Suburban Collection Showplace, former Novi Expo Center and Ten Mile/Meadowbrook roads) in the city.

It is important to continue to be a business friendly community, constantly re-evaluating our procedures and seeking avenues for improvement.

The attached 2012 Economic Development Goals & Strategies are for City Council approval and adoption.

RECOMMENDED ACTION: Approval of Resolution for Adoption of the 2012 City of Novi Economic Development Goals & Strategies; and Review of 2011 Economic Development Goals & Strategies.

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

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

CITY OF NOVI
COUNTY OF OAKLAND, MICHIGAN

RESOLUTION ADOPTION
2012 ECONOMIC DEVELOPMENT
STRATEGIES/GOALS

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 _____, _____, at ____ 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 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, IT IS THEREFORE RESOLVED that that the Novi City Council has adopted the attached 2012 Economic Development Strategies/Goals.

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 February, 2012 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.

Maryanne Cornelius, City Clerk
City of Novi

MEMORANDUM



TO: CLAY J. PEARSON, CITY MANAGER
FROM: ARA TOPOUZIAN, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: PROPOSED ECONOMIC DEVELOPMENT GOALS & STRATEGIES 2012-
DATE: FEBRUARY 8, 2012

*To: Mayor &
Council Members*

*For consideration
at future
Council Meeting*

Recently, the Novi News published an editorial entitled "Business -- It's getting better in Novi". It most certainly is. Through this rollercoaster economy, 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 noticing upward trends in both their sales figures and employment counts.

It is important to continue to be a business friendly community, constantly reevaluating our procedures and seeking avenues of improvement.

The attached 2012-2013 Economic Development Goals & Strategies are for City Council approval and adoption.

Expansion, Attraction, and Retention, Strategy #1

Ongoing strategies; updates to be provided quarterly

Local Business Retention, #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.

Economic Gardening, #1B

Economic gardening is an economic development model that embraces the fundamental idea that entrepreneurs drive economies. The model seeks to create jobs by supporting existing companies in a community. Economic gardening connects entrepreneurs to resources, encouraging the development

of essential infrastructure and providing entrepreneurs with needed information. Focus on providing entrepreneurial Information based services focused on individual company strategy and growth intention in order for their small business to grow.

New Businesses in 2012, #1C

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

Monitor efforts and opportunities involving the Aerotropolis initiative and Intelligent Transportation Systems (ITS), #1D

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

b) Continue building relationships within the ITS community by participating in potential marketing opportunities and trade missions.

Networking, Strategy #1E

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, # 1F

Continue research into efforts of attracting international firms to Novi.

Main Street, Strategy #1G

This strategy would explore avenues to reinvigorate the main street area, employ a study that looks at hindrance of development, utilization of incentives (TIF), potential partnership with Oakland county main street program.

Ongoing strategy; update provided quarterly

Identify challenged commercial properties within Novi that may be difficult to develop due to environmental barriers, #1H

Ongoing strategy; update provided quarterly

Promoting Business Friendly, Strategy #2

Continued Coordination between Economic Development and Community Development, #2A

- a) Investigate new approaches that will assist in eliminating potential road blocks for commercial development.
- b) Analyze review times for better customer service outcomes.
- c) 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

Relocation, #2B

Encourage Novi businesses to inspire their workforce to consider relocation to Novi as their permanent residence.

Ongoing strategies; updates to be provided quarterly

Marketing/Advertising, Strategy #3

e-biz Newsletter (Electronic/Print), #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

InvestNovi.org Website Growth / Social Media Marketing, #3B

Increase visibility of invest novi.org utilizing social media marketing tools (Facebook, Linked In, Twitter) to further promote the city, county, state economic development initiatives.

- a) Utilize Facebook advertising as well as other potential. Online sources to promote investnovi.org
- b) Create online video clips utilizing Novi's businesses to promote short vignettes about Novi (similar to Pure Michigan spots) that could be placed on YouTube. Partner with bright house networks and AT&T Uverse and other media channels to disseminate those video segments. Find opportunities to present these film segments.
- c) Promote The MORE Program web portal to small business community as a resource.

Other Marketing opportunities, #3C

Investigate other opportunities that will market Novi, Michigan as a location for new businesses.

Ongoing strategy; updates to be provided quarterly

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.

An update will be provided at the year end of this report

Ryder System

Harman Becker Automotive

Howa USA Holdings

Mando America

Novixus

Caparo

Kongsberg

Patrick Energy Services (SAIC)

Oxid Corporation (Brownfield)

Metalsa Structural Products

Toyota Boshoku America

Ecco Tool (Tool & Die Recovery Zone)

Detroit Heavy Truck Engineering

Macprofessionals

Tognum

Suburban Collection Showplace

PA210 Commercial Rehabilitation Act Tax Abatement Policy Update, #4B

A PA210 policy was created encourage the rehabilitation of commercial property by abating the property taxes generated from the new investment for a specific period. This was amended in 2011 to provide that the construction of a hotel with meeting/convention space attached to an existing convention and trade center of a certain size and location can qualify for a tax abatement of 100% of the value of the hotel improvements (but not the land on which it is located) for a period of up to 10 years. The City of Novi adopted policies for the Suburban Collection Showplace as well as the former Novi Expo Center and the four corners of Ten Mile/Meadowbrook roads.

An update will be provided at the year end of this report

Small Business, Strategy #5

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.

Business Assistance Teams (BAT), #5A

Coordinate specialized BAT visits pertaining to certain business sectors to help increased participation in the program. Consultation and approach will be different depending on whether they are a 1st or 2nd stage business, these are defined as follows:

1st Stage – Newly formed/under two years of operation, all sizes, all industries.

2nd Stage – 2+ Years in business, 10-99 employees

Ongoing strategy; updates to be provided quarterly

Novi CEO Roundtable, #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 2012

Survey of Small Business Community, #5C

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 February, 2012

Continued partnership with the Novi Chamber, #5D

Continue to have active role with the Novi Chamber and in assisting small business. The Novi Chamber and Novi Rotary now operate the Business Recognition Awards; continued support by the City of Novi will take place. (i.e. Mayor's Ambassador of the Year award)

Ongoing strategy; update provided quarterly

Work Force / Talent Development, Strategy #6

Oakland Job Hub 2012, #6A

Economic Development Departments from cities across Oakland County have again joined forces to present a high-tech job fair that connects southeast Michigan job seekers with businesses from throughout the county that have immediate job openings in technology, engineering and other skilled areas.

Update to be provided in March, 2012

Young Entrepreneurs, #6B

Investigate opportunities and partnerships with area high schools and library that can present mentorship opportunities, speaker series, or workshops that discusses and encourages the entrepreneurial culture

Ongoing strategy; update provided quarterly

Encourage and promote skilled workforce environment, #6C

In February, 2012, Gov. Snyder delivered the message that there must be a greater importance of having a skilled workforce. This includes creating talent at colleges, collaborating talent through the private sector, and connecting talent with jobs. Investigate and collaborate potential partners to promote a talented workforce environment.

Ongoing strategy; update provided quarterly

MEMORANDUM



TO: CLAY J. PEARSON, CITY MANAGER
FROM: ARA TOPOUZIAN, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: ECONOMIC DEVELOPMENT GOALS
DATE: JANUARY 4, 2012

1/4/2012
Attached is the 2011 review of economic development goals and strategies. The 2012 goals are being drafted and will be presented later this month. Congratulations and thanks to Ara and the entire City team for the successes of the year.
Clay

On January 10, 2011, City Council adopted economic development goals and strategies for this year. The last update was provided this past September. I would like to provide you an update on the ongoing efforts involved in accomplishing those goals as of the last update.

Expansion, Attraction, and Retention, strategy #1.0

A. Attraction Efforts

1. Novi was successful in attracting Tognum to the community this past summer. Tognum, part of MTU/Detroit Diesel, is in the process of locating their corporate headquarters and bringing over 200 jobs.
2. An average of 2-3 prospects per month contact the Economic Development Department, ranging from retail to international firms. Several of those businesses are listed in the New Business Listing of 2011. Prospects do not automatically turn into new businesses and many of these may take several months before the company makes a decision where to locate their business.
3. The Commercial Rehabilitation Act, **PA 210 of 2005**, was amended in 2011 to state that the construction of a hotel with meeting/convention space attached to an existing convention and trade center of a certain size and location can qualify for a tax abatement of 100% of the value of the hotel improvements (but not the land on which it is located) for a period of up to 10 years. City Council passed a resolution providing the Suburban Collection Showplace a six-year abatement for the purpose of building a hotel adjacent to the convention center. Subsequently, Council approved policies for two additional areas in Novi where PA210 could be applied – the former Novi Expo Center and the intersection area of 10 Mile and Meadowbrook.

B. One-on-One Retention Visits /Major Employers in Novi:

An average of **eight (8) personal retention visits per month occurred throughout 2011**. The visits not only included the top employers within Novi but several small businesses as well. Governor Snyder's plan of restructuring the Michigan Economic Development Corporation (MEDC) includes a retention program led by the local community. Several of the personal visits were led by Novi and included representatives from Oakland County's economic development team.

C. Ribbon Cuttings:

The city participated in ten (10) ribbon cuttings in 2011. These included: **Mando America**, **South University**, **Library Network** and several retail establishments throughout the city.

D. Other Retention Activities:

1. The City of Novi co-sponsored two major events that were presented by **Automation Alley** and the **Asian Pacific American Chamber of Commerce (APACC)** that resulted in promoting Novi to a diverse professional audience.

"APACC would like to thank the City of Novi for their assistance in coordinating our 2011 Power Mixer B2B Showcase at the Novi Civic Center. It was a success. We were able to count on the City's support and partnership from providing the venue, being flexible with our needs, helping promote the event and securing volunteers. Our sold-out event was a huge success with over 150 attendees comprising of corporate buyers and suppliers for business opportunities. Many compliments were received from our event attendees in the post-event survey including many for the Novi Civic Center.

We value our relationship and partnership with the City of Novi and look forward to future opportunities to work together."

Denise Yee Grim, Executive Director, Asian Pacific American Chamber of Commerce (APACC)

2. **Corporate Review** and **Business Avenue** are cable programs that feature Novi-based businesses with one new episode airing each month.

New Businesses in 2011, #1B

The following chart represents new businesses, which have moved to Novi from **January 1 to December 30, 2011**. Please note that 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.

COMPANY NAME	TYPE	MOVE IN	FT EMPL	TERMS	SF OCCUPIED
Avon	Retail	Jan	3	Lease	975
Comau, Inc. (Expansion)	Manufacturing Industries	Jan	1 ^	Lease / 2.5 yr	107,542
Gecom Corporation	Household Mfg	Jan	11	Lease / 3 yr	19,804
Goddard & Associates	Insurance and Employee Benefits	Jan	3	Lease / 3 yr	598
Tony Sacco's Coal Oven Pizza	Restaurant	Jan	38	Lease / 2.5 yr	3,500
Durr Ecoclean, Inc	Precision parts cleaning systems	Feb	45	Lease	110,387
Premier International	Manufacturing	Feb	1	Lease	5,800
H&T Medical Solutions, LLC (Mental Note)	Medical Records	Feb	4	Lease	1,000
Burrito King	Restaurant	Mar	3	Lease / 2 yr	1,200
Dahring Cusmano and Associates	Investment Consulting	Apr	10	Lease / 3 yr	2,687
The Library Network	Public Library Coop - Services	Apr	20	Lease	11,000
Clearview Eyecare	Healthcare	Apr	7	Purchase	2,247
Verizon Wireless - Wireless Zone	Retail	Apr	3	Lease / 5 yr	1,792
DornerWorks Ltd.	Advanced Electronics	Apr	6	Lease	Unavailable
Garmin, Inc.	GPS Technology	May	3	Lease / 4 yr	5,480
Genji Japanese Steakhouse	Restaurant	May	1 ^	Owned	18,038
Insurance Advisors Direct	Insurance	May	7	Lease / 3 yr	1,021
Detroit Clinical Research	Healthcare	Aug	10	Lease 1 yr	2,374
Mando Corporation America	Automotive Supplier	June	75 *	Owned	76,000
Comprehensive Risk Services	Insurance - Workers Comp.	June	10	Lease / 1 yr	3,850
Eagle Leather Work Supply	Retail	June	4	Lease / 3 yr	2,000
The Centroid Group LLC	Logistics Management	June	7	Lease / 3 yr	2,478
Coastal Communications	Sales for AT&T Uverse	June	2	Lease / 1 yr	1,395
Edelmen Financial Services	Financial Services	July	4	Lease	Unavailable
William Strait, CPA	Accounting	July	2	Lease / 4 yr	550
10 North Bar	Restaurant	July	15	Lease	4,600
Ultra Nails & Spa	Salon	July	4	Lease	2,898
Performance Bicycle	Retail	July	10	Lease	9,282
BuildnBreak	Childrens Learning	July	2	Lease / 1.5 yr	2,100
The Complete Dancer	Dance/Fitness Classes	July	1	Lease	1,100
Indo Fusion	Restaurant	July	7	Lease	2,199
Pounds and Inches Away	Weight Loss	July	2	Lease	Unavailable
Feldman KIA	Automotive Dealership	Aug	28	Owned	10,416
MassageLuxe of Michigan	Massage	Aug	15	Lease	1,000
Michael Thomas, CPA	CPA	Aug	10	Owned	3,062
Los Amigos	Restaurant	Sept	10	Lease / 5 yr	6,180
Facet International Marketing	Marketing	Sept	10	Owned	14,458
NRG Advertising	Advertising	Sept	1 ^	Lease / 1 yr	1,738
Elle Studio	Salon	Oct	5	Lease	2,000
Carpets Etcetera	Retail	Oct	5	Lease	Unavailable
Summit Health	Healthcare				
Numatix.com	Industrial - Control Systems	Oct	3	Lease / 3 year	1,843
			408	Total Employees	
			444,594	Total Square Footage	

^Unable to verify - used 1 as a basis

*As of 11/1/11 - Employee Count at 75 but they expect it to go to 100 in 2012

Intelligent Transportation Systems (ITS), #1C

Continue building relationships within the ITS community by participating in potential marketing opportunities. This includes:

- Continue efforts to build relationships in the ITS industry by networking at ITS Michigan, an annual trade show in Dearborn, Michigan along with advocating more of a presence with Oakland County and the State of Michigan to appeal to the ITS industry to consider Michigan as a potential location for establishing an office.
- City Manager Clay Pearson represents Novi on the Board of Directors for ITS Michigan and was recently (November, 2011) appointed to the Legislative Affairs committee of ITS America.
- In March, Novi was part of a Korean delegation that travelled to Michigan to review the ITS test bed for potential use.

Networking, Strategy #1D

Connecting with the international business community is vitally important to create potential relationships that may blossom into business attraction/retention for the City of Novi.

Key Networking Events:

- **January, 2011:** Participated in the North American International Auto Show as volunteers for the Michigan Economic Development Corporation booth.
- **October, 2011:** Co-sponsored a Power Mixer at the Novi Civic Center with the Asian Pacific American Chamber of Commerce with over 200 attendees at the event. Mayor Landry welcomed the guests at this event.
- **December, 2011:** Co-sponsored "Japan's Auto Industry" along with the JBSD, JETRO and OESA, with the common goal of discussing the aftermath of Japan's tsunami and the rebuilding efforts. . Over 400 attendees were at this event held at the Suburban Collection Showplace.

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. However, the Novi City Council and the Novi Chamber of Commerce have supported this initiative. Goal: Continue to monitor this initiative and investigate ways that Novi can continue its support.

- 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.
- The Novi Chamber of Commerce invited a representative from the Wayne County Economic Development office to discuss the efforts made in 2010 to create the Renaissance zones. Unfortunately, little has occurred in 2011 to promote the Aerotropolis initiative.

Community Development Process for economic development, #2B

Establish an effective process between Novi's Community Development Department and customers (New/existing business) that promotes increased communication and follow-up for the purpose of a speedy turnaround and business retention for commercial projects.

- An effective and positive process is in place that allows the Community Development staff to become involved in business attraction efforts by way of an unofficial site plan review. This meeting allows a potential business to ask 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.

Marketing/Advertising, Strategy #3.0

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

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

eBiz is electronically distributed on the second Monday of each month and contains relevant information for the local business community. There are over **2,080 e-mail contacts (300+ compared to 2010)** in this database. Continuous efforts are made to eliminate or correct bounced or bad email addresses. Constant Contact is the online software used to produce these emails and their averages for a government agency are comparable to Novi's statistics. Below is a comparison of eBiz stats with other similar Constant Contact industry-type e-mails.

Business Type	Open Rate	Bounce Rate	Click-Through Rate
Government Agency	23%	9.8%	13.8%
Novi	32%	4.5%	14.3%

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

In 2009, Neighborhood & Business Relations 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 their business.

- In order to cut down costs and to provide effective marketing, Novi-biz is only produced once a year and is printed in conjunction with the temporary sign ordinance Council adopts for the holiday shopping season. This is distributed to over 2,000 businesses.

• **A-Source Publication, #3C**

The Metro Detroit A-Source is a widely used printed source of area information for residential and 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, and serves as a key resource in promoting the economic vitality of the metro Detroit Region.

• **Battery Show**

Originally held in California, the Battery Show showcases the very latest advanced battery solutions for electric & hybrid vehicles, utility and renewable energy support,

portable electronics, medical technology, military and telecommunications. Over 200 exhibitors and 2,000 people attended this show. The City of Novi was able to participate as a sponsor of a city map outlining restaurants, retail shopping venues and other areas of interest for exhibitors and attendees that travelled to Novi for the show.

- **Social Media / InvestNovi.org**

InvestNovi.org is the city's economic development website and it averages over 600 visitors per month. One of the most popular components of the site is the Available Properties section that is utilized for business attraction.

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.

LinkedIn is utilized as another social media marketing tool to disseminate information. The Economic Development group boasts 100 members, 25% greater than the previous year.

Incentives Update, Strategy #4.0

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

Ryder System (2007) <http://www.ryder.com>

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

- Company is seeing growth (26% higher than in 2010), mainly in the Supply Chain Solutions side of the business. Business is steady right now and their headcount is about the same since they came to Novi at 600 people. The auto sector is doing well and currently Ryder is looking to hire close to 30 new people for the Novi office.

Harman Becker Automotive (2008) <http://www.harman.com>

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

- Harman continues to grow as a leading supplier of audio and infotainment systems, most recently to BMW. Total employees at the both Novi and Farmington Hills facilities count is 404, an increase of 32 additional employees for 2011.

Howa USA Holdings (2008) <http://www.howa.co.jp/en/>

Local Contribution: None was required

- Howa has added jobs to their facility for a current count of 10. Additional hires are in the works for potential future projects coming. The auto market is difficult for them and they are currently bidding on several projects to help sustain their US presence.

Mando America (2008) <http://www.mando.com>

Local Contribution: Expeditious review process and inspection times--up to \$20,000 in funds allocated for public infrastructure improvements.

Grand opening took place in Spring 2011. Mando has approximately 75 employees as of today's date, but will be adding employees after January 1, 2012 which will bring the total to 100.

Novixus (2008) <https://novixus.com/>

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.

- Overall a more prosperous year for Novixus. The company was selected by Oakland County as a major account. They currently have 15 full-time employees and the only

prescription processing center in Michigan. They have not been able to utilize their MEGA credit due to their inability to meet the minimum staffing numbers set by the MEDC.

Caparo (2009) <http://www.caparo.com>

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.

- They have experienced top leadership changes in 2011, making it difficult to connect in order to obtain an update. Additional information will be provided as it becomes available.

Kongsberg (2009) <http://www.kongsbergautomotive.com/>

Local Contribution: None was required

- Overall economic growth is 6% higher than in 2010, due to increased global contracts for the auto supplier.

Patrick Energy Services (2009) <http://www.caparo.com>

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

- Science Applications International Corporation (SAIC) acquired Patrick Energy Services in May, 2011. Attempts by Novi and Oakland County have been made to contact this company to no avail. Additional information will be provided as it becomes available.

Oxid Corporation (Brownfield) (2009) <http://www.oxid.com>

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

- In 2011, OXID obtained one dozen new production customers and about two dozen new prototype customers. OXID is experiencing increased interest in their core product line in the Asian and European markets suggesting strong international growth in 2012. They have maintained stability in the workforce and have a positive outlook for hiring in 2012 or 2013.

Metalsa Structural Products (2010) <http://www.metalsa.com/inicio.html>

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

The global 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.

- Aligned to their vision, Metalsa was awarded with three very important new programs by the Detroit OEM's that will strengthen their presence in the US and Novi. In 2011 17 new jobs were created in Novi. In the beginning of 2012 Metalsa will inaugurate the new showroom with products for the Novi campus.

Toyota Boshoku America (2010) <http://www.toyota-boshoku.co.jp/en/index.html>

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 the Novi Economic Development Corporation.

- Growth has been steady and additional hiring of engineers is expected throughout 2012.

Ecco Tool (Tool & Die Recovery Zone) (2010) <http://www.eccotool.com>

Local Contribution: Eight-year real property PA198 tax abatement awarded by the Novi City Council in July 2010.

- They are looking into purchasing additional equipment by the beginning of 2012. The increased purchasing of equipment is a direct result of the abatement they received, which will allow them to purchase the equipment at a discount. The new equipment will improve their final products, thus making them more attractive to additional prospects.

Detroit Heavy Truck Engineering (DHTE) (2011) <http://www.dhtellc.com>

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

The corporate headquarters of this firm, responsible for the design, engineering, sales and support of heavy trucks and related mining equipment, plans to invest \$4.6 million to expand in Novi.

- DHTE has seen some turnover in employee size since their MEGA credit was granted in Spring, 2011. Their major customer base is located in China, 2011 was a tough year for them and the hopes are that the 2nd-4th quarter of 2012 will be stronger.

Macprofessionals (2011) <http://www.macprofessionals.com>

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

This company has the largest staff of Apple-certified technicians in the United States. It plans to invest \$2.2 million to expand in Novi to support significant growth in its operations.

- They received their certificate of occupancy in January, 2012.

Tognum (2011) <http://www.tognum.com>

Local Contribution: Eight year real property PA198 tax abatement awarded by the Novi City Council in April, 2011).

- They are still in the process of completing their new building and are expected to open in February, 2012. The State of Michigan Tax Commission approved their application on December 20, 2011.

Suburban Collection Showplace (2011) <http://suburbancollectionshowplace.com>

Local Contribution: Six-year abatement for the purpose of building a hotel adjacent to the Showplace.

- The abatement was approved in October, 2011 and final application is expected to be filed at the State of Michigan by the end of 2011.

Novi CEO Roundtable, #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.

- Due to conflicts in schedules and availabilities of quality speakers, only one CEO Roundtable occurred in June, 2011. The speaker was Mike Finney, CEO of the Michigan Economic Development Corporation.
- The next session is scheduled for January 17, 2012 and will feature David Egner, Executive Director of the New Economy Initiative.
- The average attendance at these sessions is 20-25 top executives of Novi. Breakfast is provided courtesy of The Baronette Renaissance.

Survey of Small Business Community, #5C

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 identifying areas of development.

- Walsh College volunteered to administer a business survey but due to personnel changes, this goal was never realized. An e-biz survey will be conducted in January.

Business Recognition Awards, Strategy #5D

The Business Recognition Awards program will continue into 2012 and co-sponsored with the Novi Chamber. Awards will be given to local (small and large) businesses with a reception and special awards presentation by the City Council.

- The Novi Chamber and Novi Rotary are spearheading the Business Recognition Awards, which will take place at the end of January, 2012. The City of Novi will continue to be a sponsor and partner in this program, but with the Chamber/Rotary taking the lead.

Entrepreneurial Resources, #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 funded by the New Economy Initiative (NEI) to connect entrepreneurs with resources needed 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 hasten 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.

eCities 2011 Award

Auburn Hills, Frankenmuth, Grand Rapids, **Novi**, Port Huron, Rochester Hills and Wixom were identified as the top performing communities in fostering entrepreneurial growth and economic development in an annual study by researchers at the iLabs, University of Michigan-Dearborn's Center for Innovation Research. In addition, Novi was honored as a four-star community for eCities 2011.

The eCities research surveyed more than 100 communities in the State of Michigan who are home to 36% of Michigan residents and 44% of its college graduates. These communities also had more than \$1 billion in commercial construction last year and more than half of them share services with other communities.

Entrepreneurship Siroli Institute, #6B

Through the Michigan Municipal League, a 12-month program entitled the Trinity of Management is offered to economic development professionals.

- This mentorship was limited to 10-15 individuals throughout the State of Michigan and taught by Dr. Ernesto Siroli, the founder of the Siroli 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 funded this training which took place in spring, 2011 and Ara Topouzian attended the training.

Novi library Business Resource, #6C

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

- The Novi Library has provided excellent programming geared towards the small business community, mainly programs that help business with their marketing efforts. The Business and Company Resource Center is a fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies, and periodicals. Search this database to find detailed company and industry news and information.

c: Victor Cardenas, Assistant City Manager
Michael Watza, EDC Chairman