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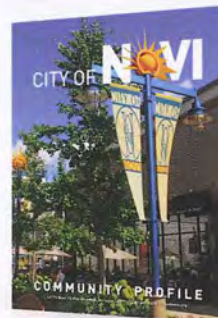
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Government

OPEN, INCLUSIVE AND FISCALLY STRONG

While budget constraints force communities to cut services and eliminate jobs across the country, the City of Novi's history of sound fiscal management allows it to survive and thrive through economic challenges.

In 2008, Standard & Poor's credit rating agency upgraded the City of Novi to an AA+ rating and affirmed it in 2010. The rating reflects the City's strong financial performance and capacity to meet its financial commitments. Also in 2010, the City received an Aa2 rating from Moody's, a level only achieved by a small percent of the nation's communities. The fiscal fitness demonstrated by City leaders is the result of a municipal culture promoting discipline, focus and attention to the priorities of its citizenry.

Novi's successful government welcomes citizen involvement and is making it as simple as a click of the mouse to follow community fiscal

developments. In 2011, the City introduced an open government icon to its website (cityofnovi.org) allowing easy dashboard access 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 pay for services like public safety and community development.

In 2010, Novi saw \$23 million added to its tax base, with 49 percent of that amount coming from residential taxes. Not only is Novi now one of the top three communities in Oakland County, based on taxable value, balanced growth demonstrates the City is expanding both business and population.

Looking to the future. With a robust fiscal history, the City of Novi continues to lay the groundwork for future growth and prosperity through implementation of progressive tools. These include its business website, InvestNovi.org, an effective business

ABOVE LEFT: Trying something new at Fall for Novi; RIGHT: A view of Fall for Novi exhibitors in the Civic Center atrium.



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Novi, Michigan



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City leaders have streamlined business processes, updated ordinances and facilitate cohesive government partnerships, making Novi a highly desirable location to do business.

Officials

CITY COUNCIL

Mayor Bob Gatt
bgatt@cityofnovi.org

Mayor Pro tem Dave Staudt
dstaudt@cityofnovi.org

Terry Margolis
tmargolis@cityofnovi.org

Andrew Mutch
amutch@cityofnovi.org

Justin Fischer
jfischer@cityofnovi.org

Wayne Wrobel
wwrobel@cityofnovi.org

Laura Marie Casey
lcasey@cityofnovi.org

CITY MANAGER

Clay Pearson
cpearson@cityofnovi.org

NOVI CIVIC CENTER
45175 West 10 Mile Road
Novi, MI 48375
(248) 347-0445
www.cityofnovi.org
www.InvestNovi.org

LEFT: The City of Novi online portals to promote economic vitality, cityofnovi.org and InvestNovi.org. RIGHT: The Civic Center is the venue for many of the City's most popular events.

assistance team, distribution of the e-biz monthly electronic newsletter, advertising and monthly local televisions 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.

Clearly a city on the move, Novi embraces a variety of strategies for generating economic vitality, such as a high level of assistance for entrepreneurial advancement. 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."

Assisting in economic development.

Novi recently took steps to enliven its entrepreneurial culture through a partnership with the MORE Program (Matching Opportunities and Resources for Entrepreneurs), a U.S. Department of Labor funded nonprofit organization. Based in Detroit, MORE created InsYght, a web-based tool connecting entrepreneurs to business resources. By linking the entrepreneur to institutions providing research facilities, expert advice or funding, the time between ideas to implementation is reduced. The result: companies get off the ground and into the marketplace as quickly as possible. As the program evolves, InsYght is expected to serve as a portal to 26,000



entrepreneurial resources.

City leaders recognize the need for speed in today's competitive business environment. They have streamlined business processes, updated ordinances and facilitate cohesive government partnerships, making Novi a highly desirable location to do business. In addition, the City participates in a variety of business

incentive programs ranging from tax abatements for new facilities, redevelopment and expansions.

With tactics in place to manifest new wealth, the City of Novi anticipates continued stability and prosperity in a community environment worthy of the dreams and ambitions of its diverse citizenry. ■

Area Map

ON THE ROAD TO POPULAR DESTINATIONS

Detroit Metropolitan Airport20 minutes
Downtown Detroit25 minutes
Ann Arbor25 minutes
Lansing60 minutes
Flint60 minutes



Legend

- Multi-Lane Expressway
- State Highway
- Major Public Roads
- Railroad
- Lakes
- Rivers
- Parklands
- Hospital
- School
- Library

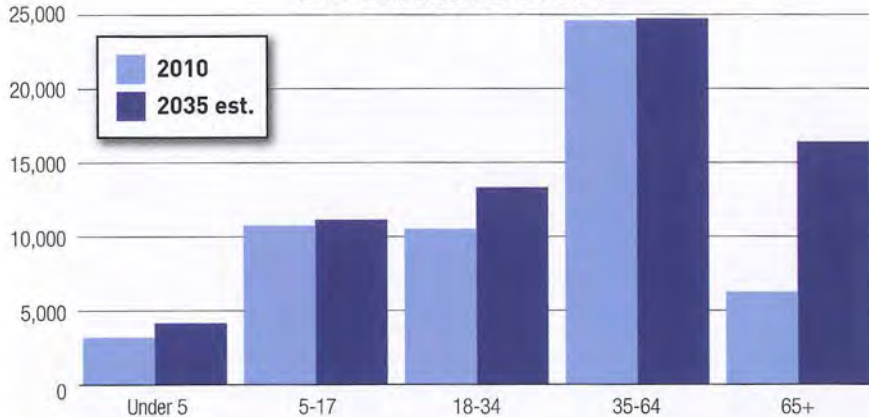


Vital Statistics

CITY OF NOVI POPULATION

2000	47,579
2010	55,374
2035 (projection)	69,796

POPULATION BY AGE



OCCUPATIONS

(employed population 16 and older - estimates)

Total employed = 27,897



Management, professional and related

14,717



Sales and office

7,568



Service

2,987



Production, transportation, material and moving

1,864

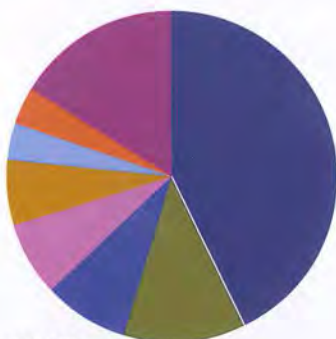


Construction, extraction, maintenance, repair

751

Source: 2005-2009 American Community Survey

LAND USE (in acres)



0.1%	Agricultural
12.0%	Commercial
8.3%	Governmental/Institutional
7.2%	Industrial
3.7%	Multiple-family residential
6.3%	Park, recreation, and open space
42.9%	Single-family residential
16.0%	Transportation, Communication, and Utility
3.6%	Water

Source: SEMCOG

NUMBER OF HOUSING UNITS

24,286

AVERAGE HOUSEHOLD SIZE



Source: SEMCOG

PRINCIPAL EMPLOYERS

Employer	# Employees
St. John/Providence Park Hospital	1,000
Novi Community School District	807
Intier/Magna	650
Ryder System	548
Macy's	539
ITC Holdings, Inc.	400
Suburban Collection Showplace	400
Ikon Office Solutions	307
Paychex	300
Fox Run	300
City of Novi	250
Cooper-Standard Automotive	250
Michigan CAT	250
Caparo Vehicle Component	250
CVS Michigan, LLC.	250
Tata Technologies	223
Lifetime Fitness	220
Sports Club of Novi	200

Source: City of Novi

2011 NOVI TAX RATES

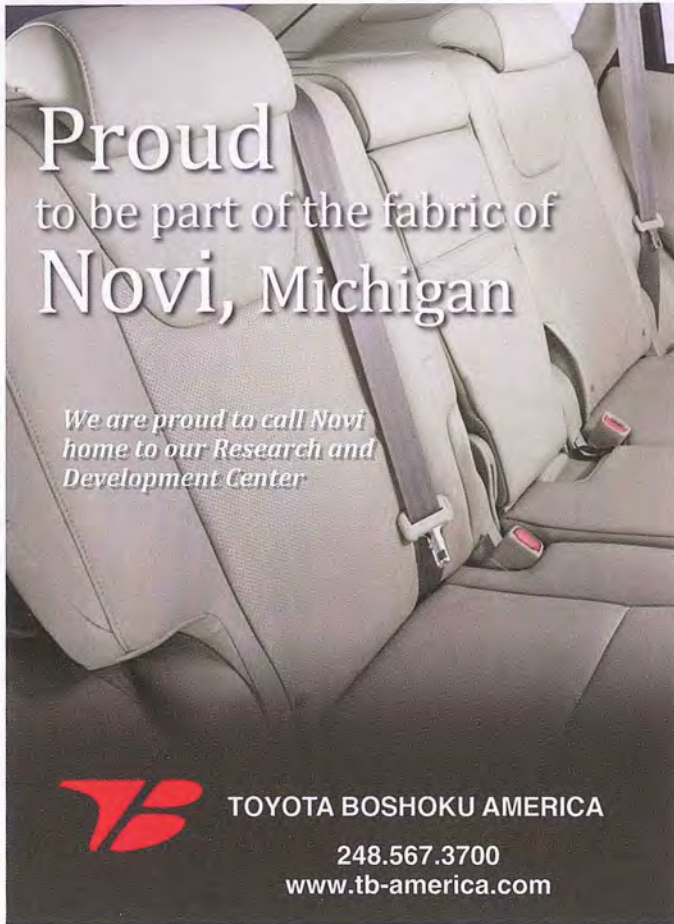
Homestead	38.2596
Non-homestead	52.8997

Source: City Assessor

TAXABLE VALUE 2011


Commercial	\$966,373,850
Industrial	\$56,251,300
Residential	\$1,820,618,900
Total	\$2,843,244,050

Source: Oakland County Equalization



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JFK INVESTMENT COMPANY L.L.C.

Orchard Hill Place



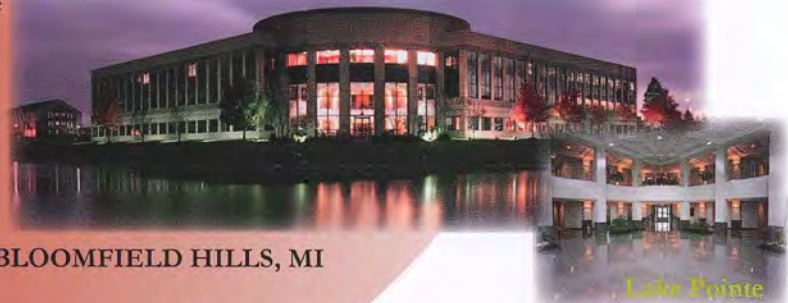
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CITY OF **NOVI**

BUSINESS PROFILE

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business website
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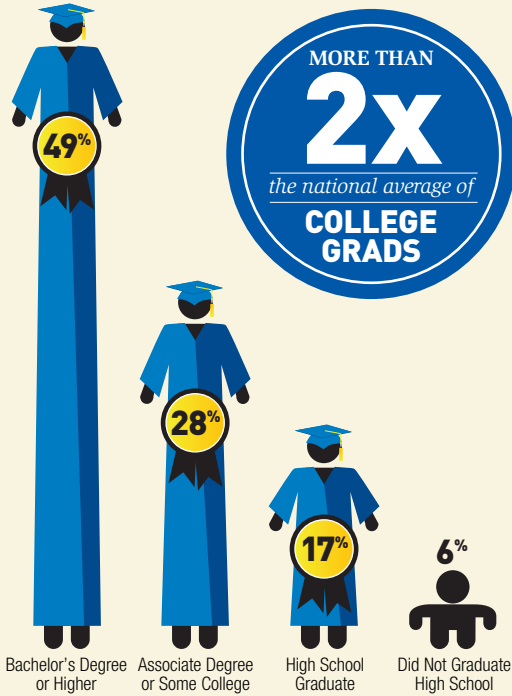
Visit our website
CityofNovi.org



Did you know...

- ▶ With its stable economic foundation, outstanding educational system, prime location and international population, **Novi is a gateway to the emerging global environment.**
- ▶ Currently the city is home to a mix of **3,000 large and small businesses**, including **1,000 international companies.**
- ▶ The workforce and city are both characterized by a growing cultural diversity. Today, **one in four Novi citizens is non-Caucasian.**
- ▶ Foreign and domestic companies from manufacturing to energy, high tech, construction and logistics find Novi provides a **competitive environment supported by a diverse and educated workforce.**
- ▶ Southeast Michigan has the **largest concentration of engineers per capita in the United States.**
- ▶ **Novi schools offer five language instructions for students** in grades fifth through twelfth.
- ▶ The City's low debt, high standards in fiscal management, healthy reserves and commitment to long-term planning establishes an **outstanding and stable platform for growth.**
- ▶ The City participates in a **variety of commercial incentive programs** to assist new facilities, redevelopment and expansions.
- ▶ In 2008, Standard & Poor's credit rating agency upgraded the City of Novi to an **AA+ rating** and affirmed it in 2010. Also in 2010, the City received an **Aa2 rating** from Moody's, a level only achieved by a small percent of the nation's communities.
- ▶ **Located at the convergence of three major expressways**, Novi has unparalleled access and proximity to healthcare, technology, and automotive industry headquarters.
- ▶ The U.S. Department of Transportation and Michigan Department of Transportation **targeted Novi for testing a groundbreaking intelligent transportation system** (IntelliDrive Michigan Testbed), which provides a broad range of wireless and wire line communications-based information and electronics technologies.
- ▶ The City has installed **two charging stations** for those who drive an electric or plug-in hybrid vehicle.
- ▶ Novi was honored by Oakland County with the prestigious **2010 Green Community Award** for its outstanding leadership in green initiatives.
- ▶ Novi has been recognized as **one of the top places to live and work nationally** by both Family Circle and Money Magazine.
- ▶ Novi is known as a retail hub among Detroit suburbs. The City boasts **more than 3.7 million square feet of retail** (featuring Nordstrom, Macy's and more), including Twelve Oaks Mall, Michigan's largest indoor shopping venue.
- ▶ In a 2010 citizen survey, 93 percent of respondents rated **Novi's quality of life as "excellent" or "good."**
- ▶ The City manages more than **1,000 acres of parkland and 10 miles of nature and bike trails.**

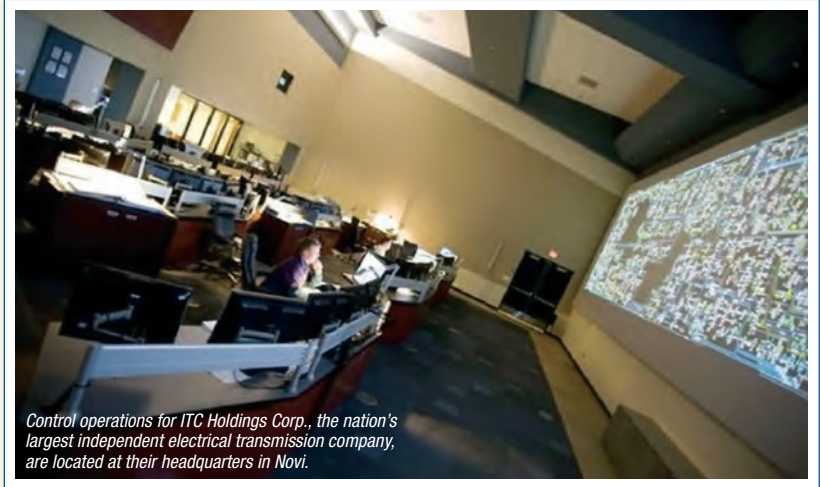
EDUCATIONAL ATTAINMENT



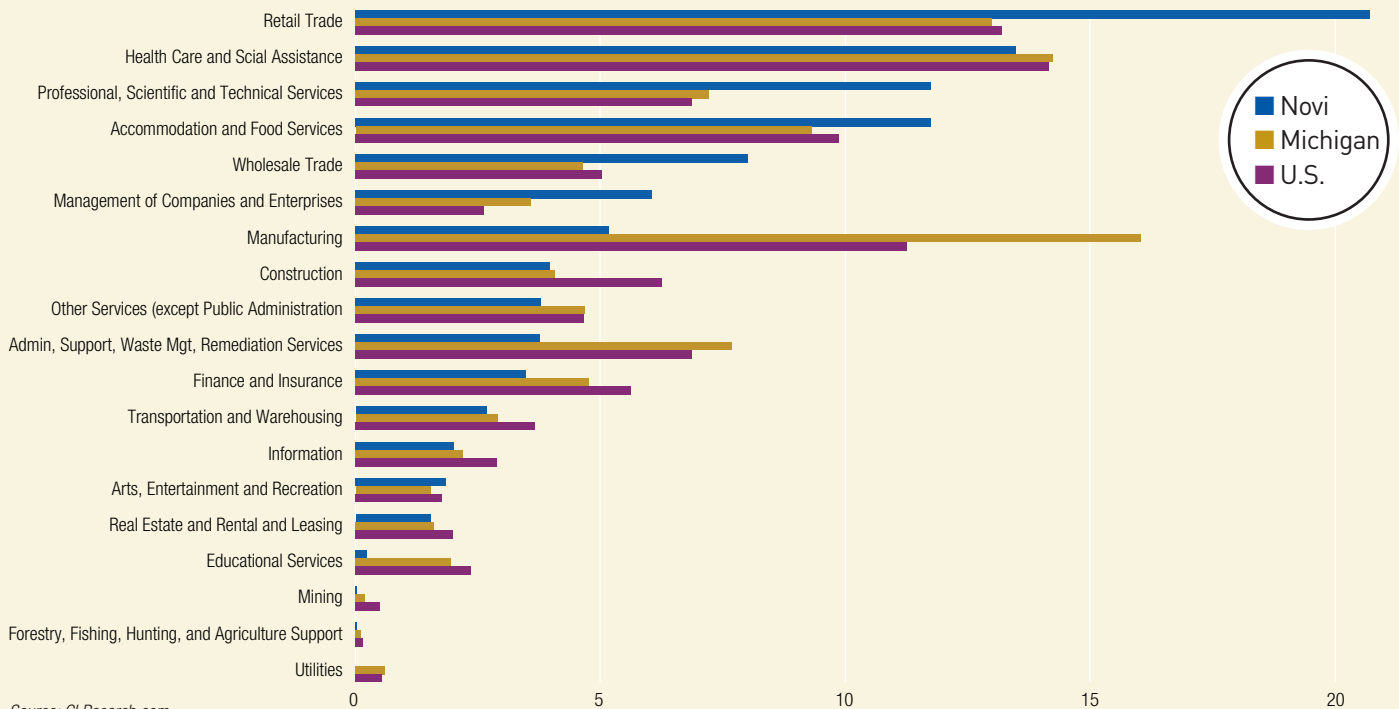
Source: SEMCOG

“If you’re locating an office and get a chance to meet people from Novi and a chance to do business here, you’re probably going to stay.”

JOSEPH WELCH, CEO, ITC Holdings Corporation



NOVI EMPLOYEE STATISTICS BY NAICS CODE



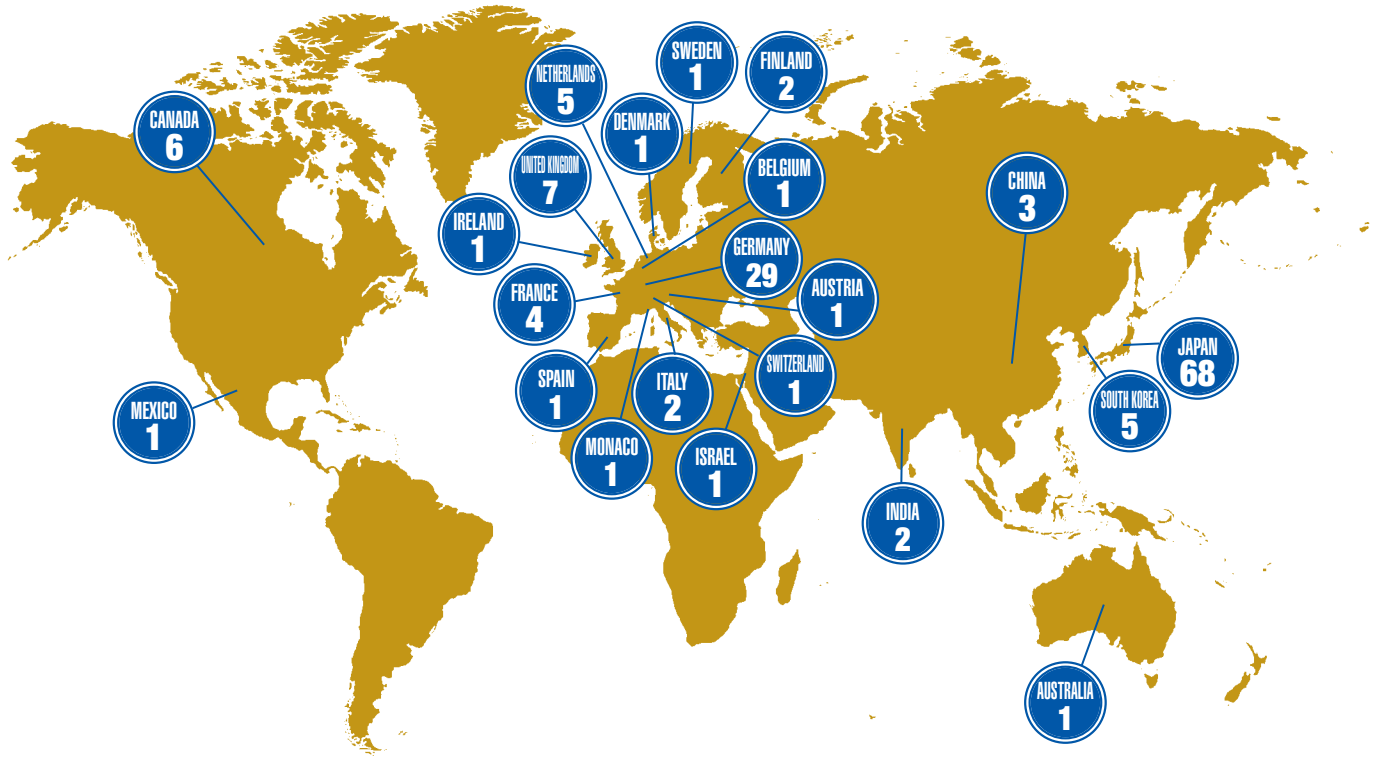
Source: CLRsearch.com

“The interactions and support by everyone in the City of Novi have been key and we continue to enjoy working with the City of Novi in every fashion.”

STEVE CHO, Vice President, Mando America

INTERNATIONAL COMPANIES LOCATED IN NOVI

(February 2012)



OCCUPATIONS

(employed population 16 and older - estimates)



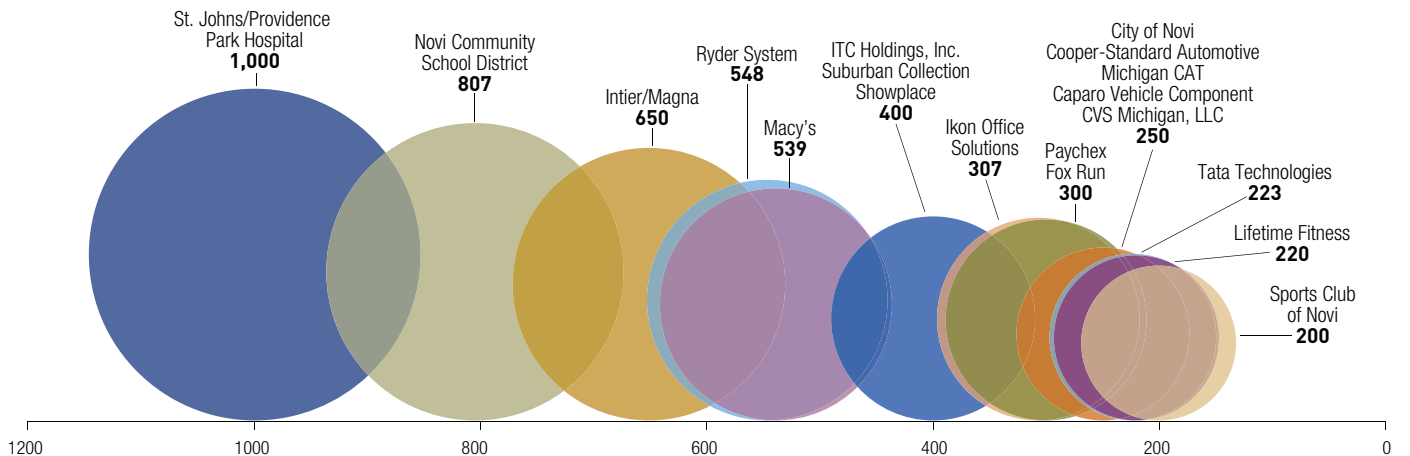
Source: 2005-2009 American Community Survey

MOST COMMON OCCUPATIONS



Source: www.city-data.com

PRINCIPAL EMPLOYERS

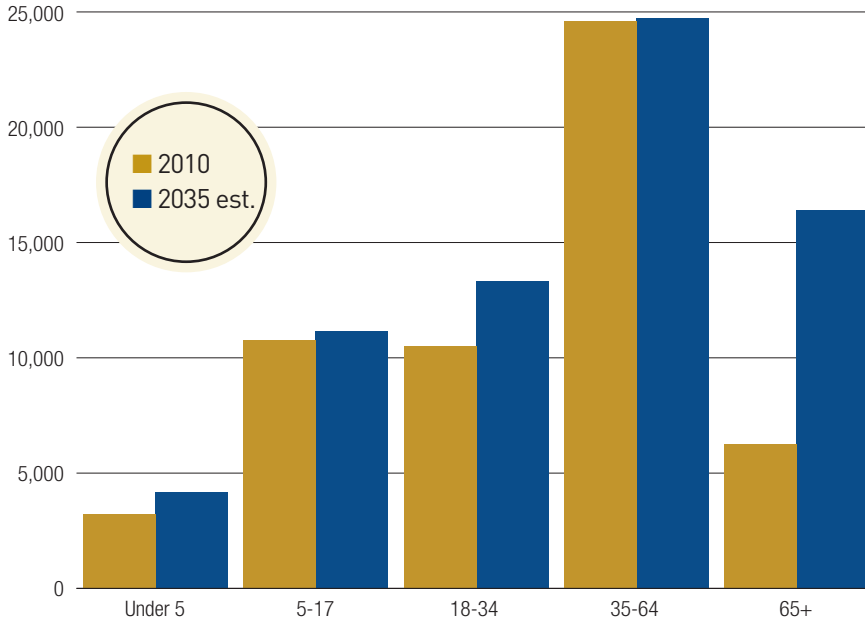


Source: City of Novi

CITY OF NOVI POPULATION

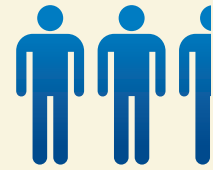
2000	47,579
2010	55,374
2035 (projection)	69,796

POPULATION BY AGE

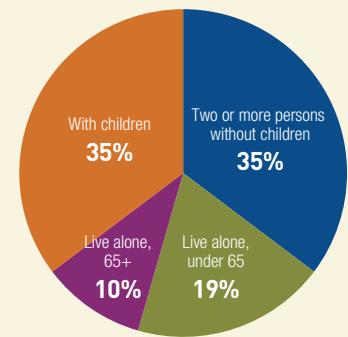


NUMBER OF HOUSING UNITS
24,286

AVERAGE HOUSEHOLD SIZE



HOUSEHOLD TYPES



Source: SFMCOG

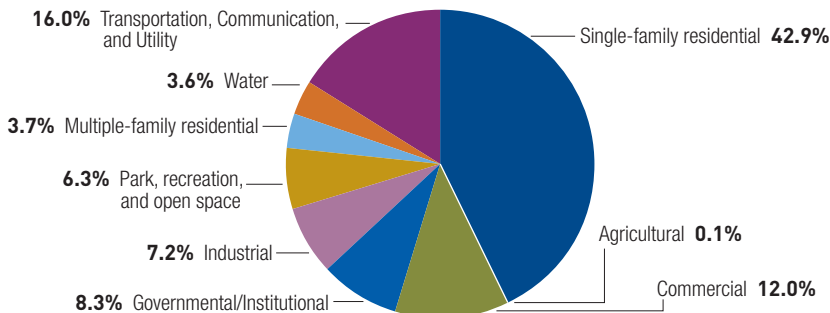


Novi staff tour Kongsberg Automotive testing facility.

“This new location in Novi, with its central access to major expressways and proximity to our partners, is an important part of Kongsberg’s growth strategy offering regional support to our key customers here in North America.”

HANS PETER HAVDAL
President/CEO
Kongsberg Automotive

LAND USE (in acres)



Source: SEMCOG

2011 NOVI PROPERTY TAX RATES

Homestead	.38.2596
Non-homestead	.52.8997

Source: City Assessor

TAXABLE VALUE 2011

(50% of assessed value)

Commercial	\$966,373,850
Industrial	\$56,251,300
Residential	\$1,820,618,900
Total	\$2,843,244,050

Source: Oakland County Equalization

Just the facts...

Population (2010) | Novi: **55,374** | Michigan: **9,957,837** | U.S.: **308,745,538**

Per Capita Income (2010) | Novi: **\$42,860** | Michigan: **\$26,542** | U.S.: **\$28,779**

Median Age (2010) | Novi: **35.1** | Michigan: **36.1** | U.S.: **35.6**

Total Labor Force (2010) | Novi: **33,138** | Michigan: **3,683,307** | U.S.: **119,050,433**

Median Home Value (2010) | Novi: **\$368,348** | Michigan: **\$174,467** | U.S.: **\$177,046**

Source: CLRsearch.com



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