ITC: A sustained partnership for the City of Novi.

A 22-year Foundation, a 19-year ITC naming-rights partnership, and a proposed five-year renewal. Parks people use, pathways they walk, and the everyday life of the community.

THE PARTNERSHIP AT A GLANCE

2004

FOUNDATION ESTABLISHED

Mission: scholarships, park development & maintenance.

2007

ITC NAMING-RIGHTS BEGINS

Community Sports Park rededicated 2008 as ITC Community Sports Park.

$750K

INITIAL PLEDGE + 2013 RENEWAL

Published cumulative 10-year figure, park, signage and trail contributions.

WHAT ITC'S SUSTAINED SUPPORT MAKES POSSIBLE

FOUNDATION

Predictable private support that turns civic intent into built projects.

CITY OF NOVI

Park and trail enhancements that stretch every public dollar.

COMMUNITY

Places to play, connect and belong, used every week of the year.

Twenty years of Foundation investments, placed in parks people use.

Made possible by ITC and our broader donor community.

TRAIL CONNECTIVITY · ITC-NAMED 2015

$118K

ITC Corridor Pathway-Phase 1A

2015 · corridor naming rights.

A walkable, bikeable spine for the parks network named for ITC.

INCLUSIVE ACCESS 2019

$150K

Tim Pope Playground

At ITC Community Sports Park.

Improvements 2019; accessible playground dedication 2020.

ACTIVE RECREATION 2021

$80K

Wildlife Woods Pickleball

Pickleball-court construction.

Fastest-growing sport in the country, made available close to home.

ACTIVE RECREATION 2023

$325K

Jessica's Splashpad

Construction at Bosco Fields.

"Note: The Novi Parks Foundation acts as a custodian of funds from donors."

ACCESS · FAMILIES 2004 TO PRESENT

> $13,500

Youth Recreation Scholarships

Cumulative reported support to families.

Keeps kids on teams and in programs when cost is a barrier.

Momentum continues: recent investments , and why each one matters.

RECENT PROJECT	REPORTED AMOUNT
Shawood Lake park property acquisition *Foundation funding allocation towards Sharwood Lake property.*	**$8,500**
Villa Barr accessible pathway - project complete *Concrete circulation around the pond, improved access for all.*	**$12,500**
Villa Barr Art Park improvements (cumulative) *Residence renovations, parking, pathways, signage.*	**$83,000**
Villa Barr Artist in Residence program *Supports the program overall, not strictly stipends.*	**$13,000**
Total in recent activity	**$117,000**

Continue the partnership.
Five more years building Novi together.

ITC has agreed to donate $50,000 each year for the next five years, starting January 2027.

PROPOSED ANNUAL COMMITMENT

$50,000

each year · 2027 through 2031
= $250,000 total

By 2031, ITC will have contributed over $1 million to the Novi Parks Foundation and the City of Novi.

RECENT FOUNDATION ACHIEVEMENTS

- More people are hearing about Novi's parks. The Foundation's social media following grew 17% this year, adding about 15 new followers each month. Posts average over 1,500 views and 20 likes, with top posts reaching 15,000 views, thanks to increased posting and a consistent social media plan
- Pour on the Shore keeps growing. After 22 years, the Foundation's signature fundraiser returns July 30, 2027, with new format tested in 2026. It was a complete success, with over 350 attendees and $13,000 raised, the Novi community calling it the best pour on the shore ever
- Building capacity and partnerships. New interns, a new award program, and our latest partnership with the Diwali Festival Organizing Committee are expanding what the Foundation can do for Novi

PROPOSED SCHEDULE · FIVE ANNUAL PAYMENTS

2027	2028	2029	2030	2031
$50K	$50K	$50K	$50K	$50K · final year

A lasting partnership. A stronger Novi.