



CITY of NOVI CITY COUNCIL

Agenda Item 1
February 9, 2015

SUBJECT: Approval of Resolution for Adoption of the 2015 City of Novi Economic Development Goals & Strategies; and Review of 2014 Economic Development Goals Report

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

The attached 2015 City of Novi Economic Development Goals and 2014 Economic Development Goals Report are for City Council approval and adoptions.

2014 continued the trend of another great year for business growth for Novi. In all, the City welcomed 62 new businesses, adding over 450,000 square feet of taxable value to the tax rolls. 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. Novi also maintained its presence as a "retail magnet" when long-time Michigan based restaurant Buddy's Pizza and Chicago favorite, Garrett's Popcorn Shops joined the ranks.

Equally exciting was the announcement that Harman Becker, a global automotive audio and infotainment company, would consolidate facilities and move their North American headquarters to Novi in 2015. This decision further supports the direction of growing and attracting companies that are high technology to Novi. Growth in high tech, research and development and advanced manufacturing was evident by new companies Fujitsu Ten, Creform and Five Lakes Automation.

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 and new businesses. 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.

Active engagement with existing businesses 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 they have the environment and tools to succeed and grow. Conducting retention visits builds relationships and gives the opportunity to learn what is going on in the business community. In 2014 a part-time Retail Specialist/Small Business Coordinator was hired to give attention to our growing retailers and expanding entrepreneurs. As a result, visits were made to one hundred (100) businesses in 2014! There were 70 visits to top corporate business and 30 visits to retail and small businesses.

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 on the City website. The importance of an informative website is crucial during the site selection process; as a result, InvestNovi.org received an update. Utilizing best practices and recommendations from site selectors on effective web content, the economic development website was recreated to demonstrate those practices. Along with the refreshed format is a new responsive web design, aimed at providing seamless viewing on all devices. InvestNovi.org is now an all-inclusive site for doing business in the City and connecting businesses to resources for growth and expansion.

RECOMMENDED ACTION: Approval of Resolution for Adoption of the 2015 City of Novi Economic Development Goals & Strategies; and Review of 2014 Economic Development Goals Report

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

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

CITY OF NOVI

COUNTY OF OAKLAND, MICHIGAN

RESOLUTION 2015 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 February 9, 2015, 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 and retaining businesses locally, nationally and internationally; and

WHEREAS; effective strategies will be important for economic development of the City of Novi; and

WHEREAS; approving the review of the 2014 Economic Development Goals and Strategies Report; and

NOW THEREFORE, IT IS THEREFORE RESOLVED that that the Novi City Council has adopted the attached 2015 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 9th day of February 2015, 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: PETE AUGER, CITY MANAGER
FROM: LAUREN ROYSTON, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: 2015 ECONOMIC DEVELOPMENT GOALS AND STRATEGIES
DATE: FEBRUARY 5, 2015

Enclosed are the 2015 Economic Development Goals and Strategies recommended for City Council to review and approve. This year the goals have been narrowed to focus on the improvement and efficient delivery of internal processes. The goals are a working document that is subject to update based on input from City Council and the City Manager. The complete report will be presented to City Council for review and consideration at a meeting to be held on February 9, 2015.

2014 continued the trend of another great year for business growth for Novi. The City welcomed 62 new businesses, adding over 450,000 square feet of taxable value to the tax rolls. Novi also maintained its presence as a "retail magnet" when long-time Michigan based restaurant Buddy's Pizza and Chicago favorite, Garrett's Popcorn Shops joined the ranks. Equally exciting was the announcement that Harman Becker, a global automotive audio and infotainment company, would consolidate facilities and move their North American headquarters to Novi. This decision further supports the direction of growing and attracting companies that are high technology to Novi. Visits were made to one hundred (100) businesses in 2014, in efforts to grow and support existing companies.

Review more detail on accomplishments in the attached Review of 2014 Economic Development Goals Report.

2015 City of Novi Economic Development Goals and Strategies

- 1. Promote development that grows the local economy by streamlining procedures and eliminate any process that does not add value to the community and developer.**
 - 1.1 Conduct internal work flow study to explore process elimination or simplification in Community Development Department.
 - 1.2 Work with legal team, Planning Commission and Elected Officials to change, modify or remove items that were codified and no longer needed, if necessary to achieve Objective 1.1.
 - 1.3 Design and implement work area that is conducive to creating nimble, efficient support for development in the Community Development Department.

- 2. Listen to existing businesses on what other businesses or industry we could approach that would aid in the existing businesses growth or diversity our local economy.**
 - 2.1 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. Meet with existing companies at least on an annual basis. Conduct two (2) retention visits a week and discover what companies are doing.
 - 2.2 Follow up each retention visit with information to the company connecting them with (1) local businesses in the same market or supply chain for business development; (2) Michigan Workforce System for talent recruitment and training resources; (3) partner agencies and organizations related to industry
 - 2.3 Partner with MEDC and Oakland County Economic Development to conduct joint visits that provide value added resources in an efficient, time saving manner.

- 3. Attract new businesses that enhance and diversify and complement the economic profile of the City.**
 - 3.1 Actively seek and share viable business models for Main Street to support growth and revitalization.
 - 3.2 Market redevelopment of Adell site, using enhanced services and the MEDC Redevelopment Ready Communities Program.
 - 3.3 Identify additional sites as priority redevelopment areas, to maintain an ongoing list of properties with owners willing to redevelop properties. Sites will be marketed using MEDC Redevelopment Ready Communities Program.

- 4. Create a team of 20 local business professionals or business owners who have experience in Financial Management, Products or Marketing, to serve as mentors and experts to enhance innovation, entrepreneurship and support for small business.**
 - 4.1 Be a resource for the Novi Chamber of Commerce and Novi Library Business Resource Center to lend business expertise by hosting education business networking events.

- 4.2 Re-engage the Business Assistance Team (BAT) program which offers expert advice in operations, finance and marketing to small businesses. Utilize BAT to provide complementary and detailed business support services.
- 4.3 Provide better support and connectivity to growing tech companies. Partner with neighboring communities in the Southwest Region to host three (3) Oakland County tech248 events.

DRAFT

2014 Economic Development Goals Report

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

Local Business Retention and Expansion

One hundred retention and new business visits were conducted in 2014. There were **70** visits to top corporate business and **30** visits to retail and small businesses. Retention visits to industry corporations 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 **sixteen ribbon cuttings** in 2014. Some of the ribbon cuttings included: **Garrett Popcorn Shop** at Twelve Oaks Mall and **Shoe Carnival** at the Novi Town Center and **Buddy's Pizza** in Fountain Walk. Automotive audio and controls provider, **Fujitsu Ten** and **Creform**, a material handling developer, opened their doors in Novi.

Other Retention Activities

Corporate Review filmed **eight (8)** new shows and Business Avenue **twelve (12)**, each featuring Novi-based businesses or relevant economic development topics with one new episode airing each month.

Attraction Activities

For 2014, there have been **thirty (30)** 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.

Harman Becker announced they were developing a 180,000 square foot facility and moving their North America Headquarters and research facility to Novi. This move would bring close to 600 new jobs to the City. The company celebrated a ground breaking at the new site in November.

International Business Attraction

The City has maintained a focus on Japanese-based firms by scheduling retention visits throughout the year. There are approximately 69 Japanese-based firms in Novi. Oakland County has utilized our retention visit information for a recent trade mission to Japan and several Novi-based Japanese firms were visited on their trip, including **Tokyo Rope** and **Toyota Boshoku**.

New Businesses in 2014

The chart at the end of this report represents new businesses, which have moved to Novi from January 1, 2014 to December 13, 2014. 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.

Leverage GIS technology and big data to display growth areas and enhance economic development opportunities in targeted areas of the city.

Data was updated to indicate percentage of foreign firms in Novi. There are 133 foreign firms in the City, with 53% Japanese and 18% German. Novi partnered with Oakland County to identify over 300 "tech" businesses located in the City.

Promote continuous improvement of economic development services through participation in third party evaluations.

The Michigan Economic Development Corporation presented the evaluation findings from the Redevelopment Ready Communities® (RRC) Program in July 2014. Novi overwhelmingly demonstrated best practices in the evaluation criteria. Out of forty-two criteria, there are only ten criteria that the City must address and create solutions to be considered demonstrating best practice in those areas as well. City Council passed a resolution in December 2014 to work on correcting standards to achieve RRC certification. Staff has developed a timeline to address the criteria within a year and achieve RRC certification.

The City of Novi was recognized for the fourth 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 13, 2014

Explore development options for specific targeted geographic areas of the City.

The City conducted a study of land uses and design standards in the Town Center Area, including properties around the area of the intersection of Grand River Avenue and Novi Road. The plan was approved by the Planning Commission on March 26, 2014.

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.

The monthly electronic **eBiz newsletter** sent to over **2,800 individuals from businesses** with updated information useful to the Novi business community. 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.

The launch of the refreshed InvestNovi.org website took place in November. The site introduced the new Responsive Web Design, to fit all mobile platforms. Additionally, the new design was consistent with the look and feel of the CityofNovi.org website. Content was updated and arranged to give site selectors and existing businesses information that is requested most often.

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. At the end of 2014, there were **850 'Likes'** for the Facebook page, a growth of almost 100 new followers from 2013. Over **500** followers utilize **Twitter** and **LinkedIn** other social media marketing tools to disseminate information. The Economic Development **LinkedIn** group boasts **196 members and over 300 followers on Twitter**.

The City of Novi partnered with the organizers of the 2014 Battery Show held at the Suburban Collection Showplace in September. An attraction brochure was designed with updated facts and profile information, along with a shopping and dining map to provide for show attendees. One thousand copies of this brochure was delivered to the conference, as well as every hotel in Novi.

New Business - Novi, MI (2014)

COMPANY NAME	TYPE	ADDRESS	ZIP	MOVE IN	TERMS	SF	FT	OCC
All Patients Urgent Care	Medical	31208 Beck Road	48377	Apr	Lease	7,290		
American Property Group-APG-DET, Inc	Real Estate	28001 Cabot Drive, Suite 240	48377	May	Lease	5,443		
APG-DET INC	Service	28001 Cabot Drive	48377	May	Lease	5,443		
Aqua Tots	Service	44225 Twelve Mile Road	48377	July	Lease			
Bawarchi Indian Cuisine	Restaurant	25750 Novi Road	48375	Nov	Lease			
Best Brains	Educational	24261 Novi Road.	48375	Sept	Lease			
Bridgeview Bank	Financial	28001 Cabot Drive	48377	May	Lease	6,875		
Brooks Real Estate Group	Service	43443 Grand River Ave	48375	March	Lease			
Bubbles & Bites	Restaurant	27500 Novi Road, Twelve Oaks Mall	48377	March	Lease			
Buddy's Pizza	Restaurant	4422 W. 12 Mile Road	48377	Oct	Lease			
Casco Products Corp.	Automotive Supplier	25921 Meadowbrook Road	48375	July	Lease	5,701		
Charles Schwab	Financial	43251 Crescent Blvd	48375	Jan	Lease	8,641		
Chimney Cake Café	Restaurant	27500 Novi Road, Twelve Oaks Mall	48377	Dec	Lease			
Christopher & Banks	Retail	26040 Ingersol Dr.	48375	June	Lease			
Creform	Manufacturing	29795 Hudson Rd	48377	Mar	Own	25,000		
Croskey, Lanni and Company, P.C.	Financial	44725 Grand River Ave	48375	Jan	Lease			
Dakota Watch Company	Retail	27500 Novi Road, Twelve Oaks Mall	48377	Aug	Lease	160		
Dr. Quinn's Weight Loss	Medical	44325 W. 12 Mile Road	48377	July	Lease			
Eyeglass World	Retail	27793 Novi Road	48377	Jan	Lease	4,090		
Five Lakes Automation	Manufacturing	24975 Trans X Drive	48375	Dec	Own	29,632		
Fleet Services	Personal Services	44700 Grand River Avenue.	48375	April	Own	101,130		
Fujitsu America - Fujitsu Ten Corp of America	Automotive Supplier	30155 Hudson Drive	48377	July	Lease	54,960		
Garrett Popcorn	Restaurant	27500 Novi Road, Twelve Oaks Mall	48377	Nov	Lease			
Halabicky State Farm Insurance	Insurance	42161 Fourteen Mile	48377	Aug	Lease			
Halo Burger	Restaurant	47450 Grand River Ave	48374	May	Lease	2,238		
HIB & Associates	CPA	39500 High Pointe, Suite 145	48375	May	Lease			
Hungry Howies	Restaurant	24265 Novi Road	48375	May	Lease	1,400		
IHI Press Technology	Manufacturing	46850 Magellan Drive	48377	Mar	Lease	5,620		
Innovative Law Services	Attorney	2450 Old Novi Road	48377	Aug	Lease	1,027		
Ishya Spa	Medical	27500 Novi Road, Twelve Oaks Mall	48377	June	Lease	1,920		
Kirkland's	Retail	43488 West Oaks Drive	48375	May	Lease	9,479		
Lululemon Athletica	Retail	Twelve Oaks Mall	48377	Aug	Lease			
Maple Manor Novi	Medical	31215 Novi Road	48377	Mar	Own	36,748		
Medilodge of Novi	Medical	48300 Eleven Mile Road	48374	July	Own			
Milco Manufacturing	Machining	41326 Vincenti Ct.	48375	May	Lease	14,300		
Moeller Precision Tool	Manufacturing	41050 Vincenti Ct.	48375	Mar	Own	20,642		
Mulan Massage Center	Medical	39809 Grand River Ave	48375	July	Lease			
Mynt Martini	Restaurant	44125 Twelve Mile Road	48377	June	Lease			
Native Kichwa Arts	Retail	27500 Novi Road, Twelve Oaks Mall	48377	May	Lease			
NIT Solutions	Technology	40850 Grand River, Suite 100	48375		Lease			
Novi Office & Warehouse	Self Storage	22222 Roethel Drive	48375		Lease			
One of a Find	Furniture	26140 Ingersol Drive	48375	Nov	Lease			
Pho Lucky Vietnamese	Restaurant	39777 Grand River Ave	48375	July	Lease			
Physicians Weight Loss Centers	Medical	44170 W. 12 Mile Road, Suite 201	48377		Lease			
Presidio Network Solutions	Technology	27333 Meadowbrook Road, Suite 240	48377	Mar	Lease	2,000		
Pure Barre	Fitness	42972 Grand River Ave	48375	Jan	Lease	2,158		
Riki Sushi	Restaurant	42165 W. 14 Mile Rd.	48377		Lease			
S2 Clothing Company	Retail	27500 Novi Road, Twelve Oaks Mall	48375	April	Lease			
Shoe Carnival	Retail	43151 Crescent Blvd	48375	Mar	Lease	8,875		
Showbizz Fashion	Retail	27500 Novi Road, Twelve Oaks Mall	48375	March	Lease			
Sip Organic Juice Bar	Restaurant	43300 Eleven Mile Road	48377	Sept	Lease	1,100		
SLM Solutions	Technology	28350 Cabot	48377		Lease			
Soutec Division of ANDRITZ METALS Inc.	Metals	26800 Meadowbrook Rd., Suite 113	48377	July	Lease	3,649		
Spencer's	Retail	27500 Novi Road, Twelve Oaks Mall	48377	Nov	Lease			
Starbucks Coffee	Retail	27855 Cabot Drive	48377	Feb	Lease	1,250		
Sunway Automotive USA	Automotive Supplier	22670 Heslip Dr.	48375	Apr	Lease	19,620		
Thai Basil	Restaurant	47984 Grand River Ave	48374	May	Lease	2,595		
Today's Orthodontics	Medical	44130 W. 12 Mile Road	48377		Lease			
Tramar Industries	Machinery	42850 W 10 Mile Rd	48377	Aug	Own	44,875		
Turmerican	Restaurant	24259 Novi Road	48375	Aug	Lease			
Woco Tech USA, Inc.	Technology	28970 Cabot, Suite #300	48377		Lease			
Zound Hearing of Michigan	Medical	27670 Grand River	48374	Oct	Lease			



facebook

“Reach Stats”

Total Reach in 2014 = 40,034

facebook

“Likes Stats”

Total Likes in 2013 = 748

Total Likes in 2014 = 850





e-biz

InvestNovi.org

Connecting the Novi Business Community



Month	Views	Popular Article	New Business
Jan	821	City of Novi is Hiring	GFS Marketplace
Feb	865	Michigan Virtual Career Fair	**
March	900	Toast of the Town	Starbucks
April	932	Update Novi: Walmart	Brooks Real Estate
May	958	11 Mile Reconstruction	Halo Burger
June	**	**	**
July	883	Lake Shore Park Article	Kirklands
Aug	878	Novi Dog Park Article	Miracle Software
Sept	888	Japan Festival 2014	Organic Juice Bar
Oct	901	ATI Headquarters Agenda Minutes	Kirklands
Nov	**	**	**
Dec	854	Introduction Of Pete Auger's Blog	One of a Find