



CITY OF NOVI
Administrative ePacket
November 16, 2023

Public Safety (Police/Fire)

Infrastructure (Roads/Water/Sewer)

Economic Development (City Revenue/Job Growth)

[Optimize Main Street Grant Recipients - McCready](#)

Citizen-Focused Government (Shared Services/Customer Services)

Natural Areas & Features and Community Character (Community that Preserves)

Fiscally Responsible Government (Maintain)

[Early Input Budget Session - Cardenas](#)

Parks, Recreation & Cultural Services (Enhance Services)

[2023 Fall Youth Soccer Leagues - Root](#)

[2023 Tennis Programs - Root](#)

Capital Improvement Program

City Council Only or Confidential

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: MIKE MCCREADY, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: OPTIMIZE MAIN STREET GRANT RECIPIENTS
DATE: NOVEMBER 17, 2023

Mayor and Council –

Some good news for two Novi small businesses receiving grant dollars to support technology needs.

- Victor

Two Novi businesses were recently selected to receive Optimize Main Street grants. Koby Learning Group (24055 Meadowbrook Rd) and Moe's On Ten (39455 W 10 Mile Rd) will each receive a \$2,500 technology grant as well as one-on-one business coaching to address efficiencies in business operations, improve connectivity to customers, and increase sales.

The Optimize Main Street program is supported by the Michigan Economic Development Corporation (MEDC). Optimize Main Street is MEDC's first small business financial incentive that ties grant dollars directly to technical assistance milestones. The program seeks to support Michigan's entrepreneurial ecosystem by providing a small business retention and growth tool that eligible organizations can leverage to provide value to their small business customers.



MEMORANDUM



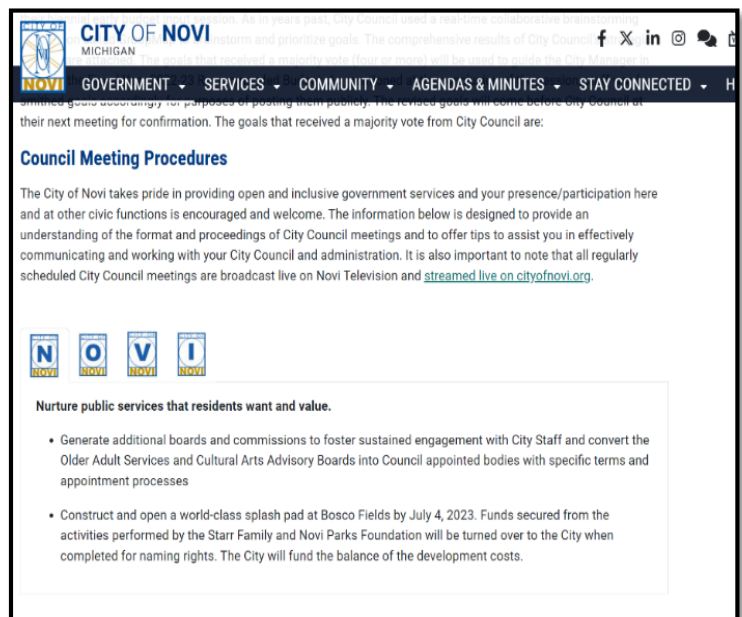
TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: EARLY INPUT BUDGET SESSION
DATE: NOVEMBER 15, 2023

Over the years City Council has participated in an early input goal session that generally takes place in early January, either on a Saturday morning or before a regularly scheduled City Council meeting. Previous goals have been separated by short-term and long-term, and there have been varying numbers of categories/buckets into which the goals have been divided. The current form is the acronym of N.O.V.I.:

- Nurture public services that residents want and value
- Operate a world-class, sustainable local government.
- Value and build a desirable and vibrant community for residents and businesses alike now and into the future.
- Invest properly in being a Safe Community at all times for all people.

Goals were established and widely promoted on the [website](#) and posted in the Civic Center atrium. Staff would also update City Council, quarterly on the progress of each goal.

Most recently, per council's direction, the goal-setting session has occurred every other year following an election. With the seating of a new City Council, I would recommend, for City Council's consideration, that we return to a Saturday session in early January (**we suggest Saturday the 6th**). Between now and **January 6th**, City staff will evaluate and assess a proposed process to aid City Council in establishing its new set of goals. Enclosed, please see a list of prior City Council goals.





2023 Fall Youth Soccer Leagues

Novi Parks, Recreation and Cultural Services completed another successful soccer season. Programs included Tiny Tikes Soccer and recreational and select leagues known as the Novi Parks Soccer Club Thunder & Lightning. Age divisions ranged from U4-U19. There were 771 players involved this fall, which represents a 16% increase from the fall 2022 season. The largest growth was seen with our NPSC Lightning program increasing by over 30% from 256 players in fall 2022 to 334 players in fall 2023.

This program incorporated the Department's core value of excellence by providing high-quality uniforms, equipment and experiences for a very reasonable price. On September 23, Novi Parks hosted Dooley Dog Day and grilled 1,000 free hot dogs in appreciation of all the coaches and players that make the program such a great success. Dooley Dog Day is sponsored by PRCS Commissioner Jay Dooley.



Youth Soccer Leagues	2023 STATS	2022 STATS
Total Participants	771	665
Tiny Tikes Players	45	61
NPSC Thunder Players	392	348
NPSC Lightning Players	334	256
Total Teams	65	59
Recreation Supervisor	C. Root	

The mission of the Parks, Recreation and Cultural Services Department is to provide exceptional park, recreation and cultural opportunities that are diverse and enhance lives.



2023 Tennis Programs

Novi Parks, Recreation and Cultural Services has seen tennis interest grow to new heights over the last several years. Participation in our tennis programs has increased from 368 registrations in 2019, to 557 in 2021, to 957 in 2023. This is a 160% increase since 2019. Tennis offerings range from youth beginner classes to adult leagues.

This was the second year of the youth tennis team called the Parks & Rec T-Bolts. After having 146 players in the first season, it grew to 176 players this year. This tennis team is formed in combination with Coach Todd Beyer and parks and rec departments from Novi, Northville, and SLARA as well as the Novi Community School District.

These programs incorporated the Department's core value of innovation by creating unique opportunities for players of all ages and skill levels.



Tennis Programs	2023 STATS	2022 STATS	2021 STATS
Youth Beginner Tennis	311	387	280
Youth Intermediate Tennis	274	288	179
Adult Tennis Lessons	74	112	40
Junior Tennis Tournament	35	48	30
Youth Tennis Team: Parks & Rec T-Bolts	176	146	0
Adult Tennis Leagues	87	59	28
Total Registrations	957	1,040	557
Total Revenue	\$98,158	\$102,007	\$39,014
Recreation Supervisor	C. Root		

The mission of the Parks, Recreation and Cultural Services Department is to provide exceptional park, recreation and cultural opportunities that are diverse and enhance lives.