



ECONOMIC DEVELOPMENT CORPORATION AGENDA

CITY OF NOVI

October 01, 2024 | 5:00 PM

Mayor's Conference Room

Novi Civic Center | 45175 Ten Mile Road

(248) 347-0445

CALL TO ORDER

ROLL CALL - Charles Boulard, Victor Cardenas, Cynthia Grubbs, Rob Petty, Chester Roaden, Michael Watz, Julie Maday, John Samulak

APPROVAL OF AGENDA

MINUTES

[November](#) 1, 2023 Minutes

PURPOSE OF THE MEETING

[Review](#) Novi Business Executive Meetings

- Women in Leadership Panel Discussion: March 20
- Venture Capital Association Reception and Meeting: November 14
- 2025 Events

[MiCareerQuest](#) 2024: Bronze Sponsorship

[2023](#) Annual Report Document

Recent Economic Development Highlights

- [Lineage Logistics](#)
- [BLM](#)
- [Scout Motors](#)

PUBLIC COMMENT

ADJOURNMENT

NOTICE: *People with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk (248) 347-0456 at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.*



ECONOMIC DEVELOPMENT CORPORATION MINUTES

CITY OF NOVI

Economic Development Corporation Meeting

Wednesday, November 1, 2023, | 5:00 P.M.

Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:00 p.m.

MEMBERS PRESENT: Charles Boulard, Victor Cardenas, Rob Petty, Chester Roaden, Julie Maday, John Samulak

MEMBERS ABSENT: Cynthia Grubbs, Michael Watza

OTHERS PRESENT: Mike McCready, Economic Development Director

APPROVAL OF AGENDA

Motion by Maday, seconded by Petty; CARRIED UNANIMOUSLY: To approve the agenda as presented.

APPROVAL OF MINUTES - April 20, 2023

Motion by Roaden, seconded by Boulard; CARRIED UNANIMOUSLY: To approve the April 20, 2023, minutes as presented.

PURPOSE OF THE MEETING

1. Current Economic Development Activities & Publications Proposed Speaker Series and Appropriations Request

The EDC reviewed the new proposal for the Novi Executive Forum and the affiliated budget request. A suggestion was made to increase the proposed FY 24/25 budget by \$30,000 in order to add March and April 2025 events (at \$15,000 each) to the schedule, the other members affirmed the suggestion and made a motion to approve the funding.

Motion by Boulard, seconded by Maday; CARRIED UNANIMOUSLY: To approve the funding for the Novi Executive Forum expenses at \$40,000 for FY 2023/24 and \$70,000 for FY 2024/25 and amend the budget.

2. Discuss Current Market Conditions and New Developments

Motion by Cardenas, seconded by Maday; CARRIED UNANIMOUSLY: To support Project Neon with up to \$5,000 in permitting fees and to amend the budget.

ADJOURNMENT Motion by Boulard; seconded by Petty; CARRIED UNANIMOUSLY: meeting adjourned at 5:26 p.m.

PLEASE NOTE: THESE ARE DRAFT MINUTES, PENDING APPROVAL BY EDC MEMBERS AT THEIR NEXT MEETING

THE CITY OF NOVI BUSINESS EXECUTIVE ALLIANCE PRESENTS

WOMEN IN LEADERSHIP

PANEL DISCUSSION

MODERATED BY



LINDA APSEY
ITC HOLDINGS CORP.
PRESIDENT & CEO



JOANNE PURTAN
104.3 WOMC
CO-HOST



SANDY PIERCE
HUNTINGTON
NATIONAL BANK
FORMER SENIOR
EXECUTIVE
VICE PRESIDENT & CHAIR



MARY KRAMER
DETROIT HOMECOMING
CO-FOUNDER

FREE TO ATTEND*

MARCH 20
11:30-1PM

SHERATON DETROIT NOVI
21111 HAGGERTY RD

IN CELEBRATION OF WOMEN'S HISTORY MONTH,

the City of Novi invites the community to meet some of the area's top female business leaders for lunch and a panel discussion. Learn about the challenges they faced on their path to success, key tools they have used to remain focused along the way, and how being a woman has affected the choices they made to get where they are today.

FOR MORE INFORMATION,
CALL 248.735.5628.



THIS EVENT IS **FREE TO ATTEND***, BUT **REGISTRATION IS REQUIRED** AS SEATING IS LIMITED.

*MUST LIVE OR WORK IN NOVI



REGISTER HERE

MiCareerQuest[™]
SOUTHEAST

SPONSOR & EXHIBITOR — GUIDE —

NOV
19
2024

Suburban
Collection
Showplace
Novi, MI

HELP DEVELOP YOUR WORKFORCE FOR TOMORROW

This is your opportunity to be a part of the most innovative, hands-on career exploration event held in our region. Engage with thousands of high school students, teachers and counselors, as they learn about today's most in-demand jobs from your team of professionals.



MICHIGAN DEPARTMENT OF
LABOR & ECONOMIC
OPPORTUNITY

MICHIGAN
WORKS!

OAKLAND
COUNTY MICHIGAN
ECONOMIC DEVELOPMENT
DAVID COULTER
OAKLAND COUNTY EXECUTIVE

BY THE NUMBERS

Up to **7,000** students and chaperones from **100** high schools across Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties

Over **600** employees representing more than **114** employers, labor organizations and educational partners

260 in-demand, rewarding occupations showcased in four quadrants

143 volunteers from county government, Michigan Works! offices and other organizations across the region

74 special guests, VIPs and media

YOUR PARTICIPATION IS CRITICAL

Your relationship with tomorrow's workforce starts at MiCareerQuest Southeast. In one day, you will engage with several thousand enthusiastic high school students who want to learn about today's most in-demand careers.

But MiCareerQuest Southeast, now in its fourth year, cannot take place without your financial support and active participation. This event takes several months to plan, so it is important to get your organization involved as early as possible.

Your sponsorship helps cover the major costs associated with hosting an event of this size and scope, covering 400,000 square-feet of floor space at the Suburban Collection Showplace in Novi. These include facility rental, piping and draping, banners and signage, security, food service, student lanyards, volunteer t-shirts and other necessities.

96% of the exhibitors at MiCareerQuest Southeast said the students in attendance were engaged and interested in their demonstrations highlighting in-demand jobs. (2023 exhibitor survey)

As an exhibitor, your organization's planning and enthusiasm are what makes this event an amazing, hands-on learning experience for the students, teachers and counselors in attendance.

There is no fee associated with being an exhibitor, for we recognize the staffing and resource commitments our exhibitors make are significant.

EVENT OVERVIEW

- Provides students, teachers and counselors with a clear understanding of the rewarding, in-demand job options available in southeast Michigan
- Exposes our young people to exciting career paths for the future
- Establishes a talent pipeline for the region's employers with in-demand jobs

The occupations showcased focus on four career quadrants where there are acute talent shortages today and projected into the future, each with 20+ exhibitors:



Advanced Manufacturing



Construction



Health Sciences



Technology

Students visit all four quadrants during their two-hour visit. The day is split into three sessions:

- 8:15 to 10:15 a.m.
- 10:15 a.m. to 12:15 p.m.
- 12:15 to 2:15 p.m.

In addition to hosting hands-on activities, exhibitor teams engage students in conversations about their jobs, educational requirements and opportunities in southeast Michigan.

80% of students surveyed after the event said they learned about employment and education/training opportunities they did not know about beforehand. (2023 student survey)



EVENT SPONSORS NEEDED

The generous financial contributions from organizations like yours will help make this year's MiCareerQuest Southeast another success.

Presenting Sponsor
\$25,000 Contribution

Platinum Sponsor
\$15,000 Contribution

Gold Sponsor
\$10,000 Contribution

Silver Sponsor
\$5,000 Contribution

Bronze Sponsor
\$2,500 Contribution

Supporter
\$1,000 Contribution

INTERESTED IN BEING A SPONSOR OR HAVE QUESTIONS? CONTACT:

Jennifer Llewellyn
Director, Oakland County
Michigan Works!
llewellynj@oakgov.com
(248) 452-2256

92% of exhibitors said MiCareerQuest Southeast effectively showcased their industry to the future workforce. (2023 exhibitor survey)

SPONSOR BENEFITS

PRESENTING

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2024 event promotional video
- Display table
- Exclusive tour opportunity for your leadership with elected government officials

PLATINUM

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2024 event promotional video
- Display table
- Exclusive tour opportunity for your leadership with elected government officials

GOLD

- Logo prominent on event signage, all quadrant archways, volunteer t-shirts, event website and social media channels
- Recognition in event news release and social media channels
- Exhibit highlights and executive remarks on event promotional video
- Display table

SILVER

- Logo prominent on all quadrant archways, volunteer t-shirts and event website
- Recognition in event news release

BRONZE

- Name on all quadrant archways
- Name on event website

SUPPORTER

- Name on event website



REGIONAL EVENT LEADERSHIP

MICHIGAN WORKS! AGENCIES

Michigan Works! Agencies, including Oakland County Michigan Works!; Macomb/St. Clair Michigan Works!; SEMCA Michigan Works!; Michigan Works! Southeast; and Detroit Employment Solutions Corporation

MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY

COUNTY GOVERNMENT

Including Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties

INTERMEDIATE SCHOOL DISTRICTS

Representing students, teachers and counselors from the region, including Oakland Schools, Macomb ISD, Monroe ISD, Washtenaw ISD and Wayne County RESA

INDUSTRY

Presenting, Platinum and Gold Sponsors

EVENT LOGISTICS

- Suburban Collection Showplace
- ArtCraft Display

OAKLAND COUNTY EVENT COORDINATION

Jennifer Llewellyn, Director
Oakland County Michigan Works!

Brooklyn Frontiera, Program Coordinator
frontierab@oakgov.com | (248) 452-2260

Joe St. Henry, Marketing Communications
sthenryj@oakgov.com | (248) 858-0862

Kristi Arnone, Manager, Advanced Manufacturing and Technology Quadrants
arnonek@oakgov.com | (248) 858-5207

Sara Wills, Manager, Construction and Health Sciences Quadrants
willss@oakgov.com | (248) 425-8673

EXHIBITOR TIPS: ATTRACT STUDENTS TO YOUR IN-DEMAND JOBS



Interactive activities spark a teenager's curiosity the most. Ask questions. Avoid jargon and too many technical words and terms – unless you can quickly provide a clear explanation.

Teenagers learn by listening, seeing and touching – incorporate all three in your activity to create a fun and exciting experience.



Target your demonstration to curious 14-18 year-olds, who might also have short attention spans. Your hands-on activity should last no more than five minutes and be designed for groups of 5-6 students at a time.

Keep the learning process interactive by asking students your own questions from time-to-time.



Get Involved! Join us at MiCareerQuest Southeast

Contact Brooklyn Frontiera at (248) 452-2260 or email MiCareerQuestSE@OakGov.com

Visit the Event Website for Updated Information

OakGov.com/MiCareerQuestSE

MiCareerQuestSE @OaklandMIWorks @oaklandmiworks



CITY OF NOVI
ECONOMIC DEVELOPMENT
investnovi.org

ANNUAL REPORT

2023-24



DEMOGRAPHICS

Population

66,372 in 2023



Community on the Rise

19% Increase in 2020



2050 Expected:
74,081

Age 65+ 14.9%

Age 18-65 61.6%

Age 0-17 23.5%



39.2
Median Age

Housing

28,613
Households



Owner Occupied Homes

67%

Average Household Size: **2.47**



\$380,200

Median value of owner-occupied housing unit

\$1,584

Median gross rent

Economic Development



60,651

Total Jobs

64,985 expected by 2050

68.2%

Civilian Labor Force

Population over 16+



\$100,311

Median Household Income



25.5 minutes

Mean travel time to work (age 16+)

Education & Technology

97.5%
Age 25+ w/ High School Education or Higher



62.3%
Age 25+ w/ Bachelor's Degree or Higher



98%

Households w/ Computer

95.4%

Households w/ Internet Access

CONSTRUCTION & DEVELOPMENT

	2023 Valuation
Residential Construction Values	\$20,376,156
Commercial Construction Values	\$82,019,128
Total Construction Valuation	\$102,395,284

181,166 sq. ft.

Total renovated commercial square feet

2023 Projects with Highest Valuation

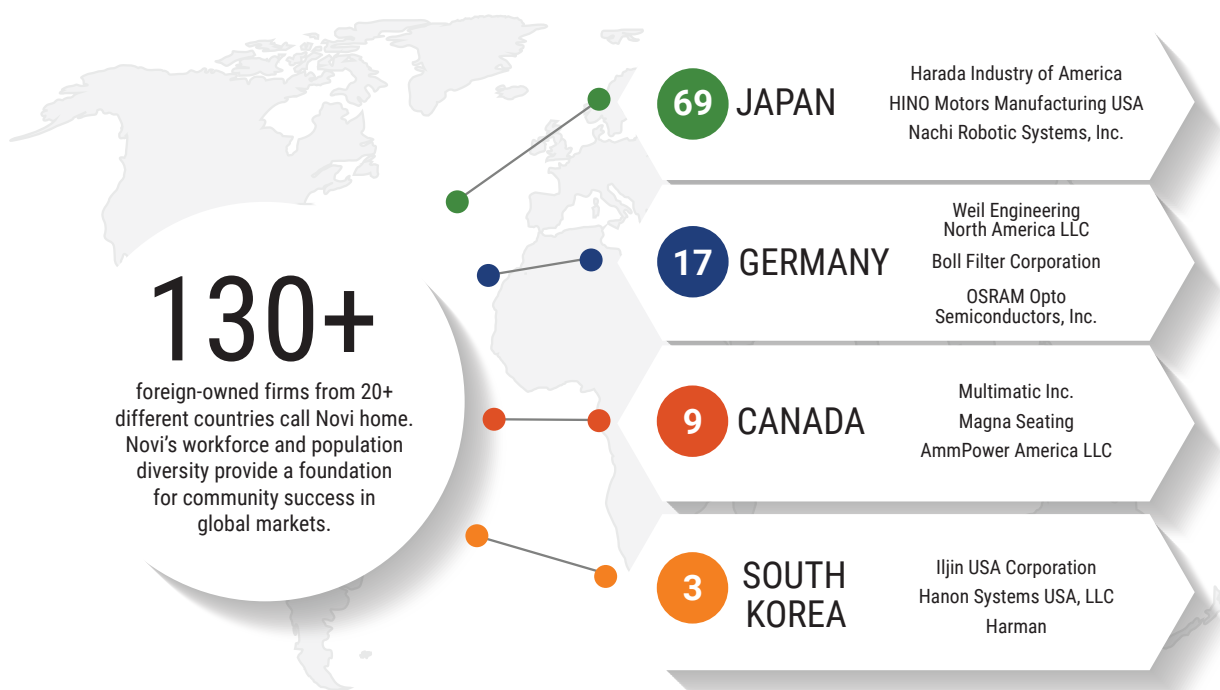
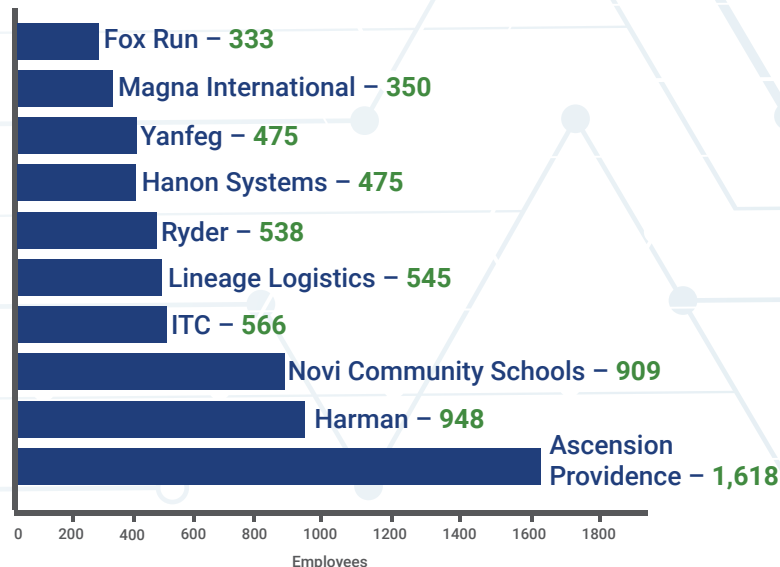
Project Name	Extra Space Self Storage	Ascension Providence Hospital Renovations	Fox Run Village Renovations	Hanon Systems USA Expansion	Our Next Energy Expansion	Novi Town Center Renovation
Valuation	\$14,240,363	\$5,764,942	\$5,450,000	\$3,476,903	\$2,500,000	\$2,000,000

EMPLOYMENT

Novi Employment Sector 2023



Novi Top Ten Employers



Today, over 3,000 businesses are located in Novi, including more than 130 foreign-owned firms from 20+ different countries. The City's ability to embrace diversity draws international companies and families to the area, empowering business and community life. With over 3,000 Japanese residents, Novi is home to the largest Japanese population in Michigan. Novi and Oakland County jointly support long-held plans to develop the \$50 million Sakura Novi mixed use development.

Economic Development Corporation (EDC)

Michael Watza – Chair

Cynthia Grubbs

Chester Roaden

Victor Cardenas

Charles Boulard

Rob Petty

Julie Maday

John Samulak

(Vacancy)

City of Novi Economic Development Team

Victor Cardenas

Danielle Mahoney

Sheryl Walsh-Molloy

Charles Boulard

Barb McBeth

Lisa Higgins

Damon Parnell

Novi City Council

Mayor Justin Fischer

Mayor Pro Tem Laura Marie Casey

Dave Staudt

Brian Smith

Ericka Thomas

Matt Heintz

Priya Gurumurthy



CITY OF NOVI
ECONOMIC DEVELOPMENT
investnovi.org