



# MEDIA RELEASE

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## **UM-Dearborn's iLabs' eCities research recognizes Novi for developing a positive entrepreneurial climate**

**NOVI, MI November 9, 2016** – The City of Novi has once again been recognized as a five-star community by iLabs at the University of Michigan-Dearborn's Center for Innovation Research. Researchers conduct the annual eCities study to identify and recognize cities for their work in fostering entrepreneurial growth and economic development.

"It's an honor to receive this recognition from iLabs as we take a great deal of pride in fostering a climate where businesses can succeed. This helps us identify best practices we can use to attract and retain diverse businesses and develop further entrepreneurial growth," said Victor Cardenas, Assistant City Manager. Novi has participated in the eCities program since 2007 and this is the seventh consecutive year the city has been honored.

Five-star communities have seen more than \$875 million in commercial construction, more than \$29 billion in combined real and personal properties and increased assets by more than \$21 million with about 10 percent of the employed population being self-employed.

The eCities research surveyed 76 communities from 25 counties in Michigan that are home to more than 22 percent of Michigan residents and 28 percent of its college graduates. These communities count for nearly one-fifth of the state's entrepreneurs with over \$1.9 billion in self-employed income as residents. About 60 percent of these communities have a local business database, more than a quarter provide business improvement grants and more than 40 percent have full-time economic development employees.

"The eCities project highlights how local governments from across the state of Michigan are cultivating and supporting economic development. These communities show how local governments can work in distinct and strategic ways to energize public spaces, while investing in businesses and job development," said Tim Davis, director, iLabs.

The annual eCities research project, which began in 2007, uses data supplied by the participants, as well as other public records to assemble a six-factor, 32-item index of entrepreneurial activity, looking at such factors as clustering, incentives, growth, policies, community and education. The study focuses on entrepreneurship because of its importance to expansion and diversification of Michigan's regional economies and the impact small businesses have on job creation. To date, more than 200 communities across Michigan have participated in the study.

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