



# CITY of NOVI CITY COUNCIL

**Agenda Item C**  
**January 24, 2011**

**SUBJECT:** Approval of an agreement with Harbor House Publishers to produce a third edition Community Profile and accompanying Economic Development complimentary piece at no cost to the City of Novi.

**SUBMITTING DEPARTMENT:** Neighborhood and Business Relations

**CITY MANAGER APPROVAL:** 

**BACKGROUND INFORMATION:**

In 2006 and 2008, the City of Novi produced Community Profiles through a partnership with American Images Publishing. The publication was produced at **no charge** to the City, with direct oversight of content by the Community Relations Office.

The publication is used by the Neighborhood and Business Relations Group to promote the high quality attributes and benefits of the Novi community on retention, expansion and attraction visits and is a premier part of our marketing and relocation efforts.

In 2011, it is recommended the City of Novi contract with a Michigan-based organization, Harbor House Publishers, for a third edition of the Community Profile. There is an 11-month lead production time and this would allow for delivery of a new publication in December 2011, following the November election and in time for the State of the City Address. As with the first two Community Profiles, Harbor House Publishers will sell advertising to local businesses and generate the revenue to print and publish the magazine. The City maintains 100% editorial control of the publication.

Additionally, Harbor House will develop a separate, complimentary economic development document and a fully, interactive digital magazine for cityofnovi.org at no cost to the City of Novi.

**RECOMMENDED ACTION:** Approval of an agreement with Harbor House Publishers to produce a third edition Community Profile and accompanying Economic Development complimentary piece at no cost to the City of Novi.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Fischer				
Council Member Margolis				

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

# We surf the Internet. We swim in magazines.

The Internet is exhilarating. Magazines are enveloping. The Internet grabs you. Magazines embrace you. The Internet is impulsive. Magazines are immersive. And both media are growing.

Barely noticed amidst the thunderous Internet clamor is the simple fact that magazine readership has risen over the past five years. Even in the age of the Internet, even among the groups one would assume are most singularly hooked on digital media, the appeal of magazines is growing.

Think of it this way: during the 12-year life of Google, magazine readership actually increased 11 percent.

What it proves, once again, is that a new medium doesn't necessarily displace an existing one. Just as movies didn't kill radio. Just as TV didn't kill movies. An established medium can continue to flourish so long as it continues to offer a unique experience. And, as reader loyalty and growth demonstrate, magazines do.

Which is why people aren't giving up swimming, just because they also enjoy surfing.

*SOURCE: ESPN in TIME Magazine*



*City of Novi*  
*Community Profile*

**PLAN OF WORK**

**Objective:**

- To develop a high quality, user-friendly Community Profile for the City of Novi, taking the current publication to the next level. A separate economic development document will also be prepared.
- Harbor House Publishers will sell advertising to cover the costs of producing the publication, providing the City with an effective information, business attraction and retention tool at no cost to the City.
- In addition to the print publication, Harbor House Publishers will provide the City with a royalty on advertising sales.
- A fully interactive digital magazine will also be produced, with multi-media enhancements.

**Responsibilities:**

- Harbor House Publishers will prepare sales materials, sell advertising, coordinate ad production, produce advertisements as necessary, proof advertisers, invoice and collect payment for advertising, offering a complete turn-key operation. Income from advertising sales will cover the costs of production for the publication outlined here.
- Harbor House Publishers will work closely with the City of Novi to determine the editorial content of the publication. Photography, including aerial photos, will be derived from the publisher's extensive photo files, as well as from new photo shoots by the Harbor House staff photographer, and from the City's existing photo files.

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- Harbor House Publishers will write and edit copy, design, compose, print and bind and provide the City with 2,500 copies of the Community Profile and 1,000 copies of a separate economic development document. The publications will have a family resemblance so they can be presented in tandem, as needed. Publications will be delivered to the City.

- Sales will be performed by a seasoned, professional Account Manager. Sales will be undertaken by a combination of techniques, to best suit the needs of the individual prospect, by personal visit, telephone, email and mail. The sales information for the publication will be presented in a full-color sales flyer and will also be available online, with the ability to book an advertisement online and with an FTP to upload ad copy.

- A design preview will be presented prior to moving into design of the full publication.

- The City of Novi will provide Harbor House Publishers with a letter of endorsement to be used in support of the sales function.

- The City will provide Harbor House with a list of area businesses.

- The City will have the opportunity to review editorial galleys and page proofs of the publication to check for accuracy before going to press. If convenient, we would welcome you to our Boyne City office to review the page proofs on computer.

- The same day the print publication is delivered a fully interactive digital magazine will be provided to the City.

#### **Digital Magazine:**

- Presentation of your Community Profile in print and online combines the best of both worlds. The strength of online is its borderless distribution and the way in which it can enhance the relevancy of information through links to other material. However, no screen in the world can replace the portability and satisfaction of holding a printed publication in your hands. The digital magazine is not intended to replace the printed copy, but is designed to supplement the printed version. A portion of your audience is interested in receiving information digitally rather than by print.

- The digital edition retains the complete content of the print publication, unlike a "webzine" which reflows selected editorial into web columns. All stylistic elements, fonts, ads, editorial, table of contents and cover are vividly replicated for electronic delivery, laid out as they are for print.

- Content in the digital magazine appears the same way regardless of the browser, computer platform or screen size because it preserves the style and design of the publication.
- The digital magazine also provides a thumbnail view of the entire publication. If you are a busy reader, you can easily jump in rather than scroll down to the desired content. You can also zoom to read one page at a time, if you wish.
- The interactivity offered by the digital magazine will add options for editorial coverage and for advertisers. The digital magazine will link via email to the participating organizations for direct action in information fulfillment.
- Advertisers will have the option of adding a link to their website and for adding video to their advertisement.
- Editorial video can also be added to the content.
- A tutorial on how to use the digital magazine will be provided to the City.
- The digital magazine will be sent to each advertiser with a thank you note for their advertisement.
- There are no limits to how far the digital magazine can be used.
- The files are stored on our servers so no space on your server will be taken up by the digital magazine.
- Postage cost will be saved when the digital magazine is used for information fulfillment.
- Include the digital magazine in your Facebook and Twitter feeds. Include the link in your email signature. Include it in your newsletters. Include it on your home page. We will provide an interactive cover thumbnail.

**Content:** The specific content of the publication will be determined in cooperation with the City in order to meet your goals and objectives. The content for the Community Profile will describe the breadth and depth of life in Novi to describe living, working and playing in Novi. If you wish, editorial video can also be included. The separate economic development piece will include data for economic development decision-making.

**Specifications and Funding:**

• The Community Profile will be approximately 32 pages plus cover, 8 ½ x 11, 80# gloss enamel text, 10 pt C2S cover, text full-color throughout, cover full-color two sides with aqueous, saddle stitched, 2,500 copies. The economic development document will be 25 ½" x 11" folded to 8 ½" x 11", full-color, 1,000 copies.

• The page count of the publication will, of course, be dependent upon advertising sales. A minimum of 14 pages of advertising will need to be sold to produce the publication outlined here. An advertising/editorial ratio of 1:1 will not be exceeded. If 14 pages of advertising are not sold, then the page count and content of the publication may be slightly modified.

• The City reserves the right to refuse any advertising they may deem inappropriate.

• All advertising is full-color at no additional charge.

• Harbor House also offers ad production services for those advertisers who do not retain the services of an advertising agency.

• Sales information will be available to prospective advertisers in the form of a full-color sales flyer and on a specific website created for the publication. The website will also include an FTP for uploading files. Prospects may choose to book their ad online.

• Advertising rates are as follows:

All positions full-color at no additional cost.

*Premier positions:*

Back cover .....	2,975
Inside front cover .....	2,775
Inside back cover .....	2,775
Page Two premier position .....	2,775
Last Page premier position .....	2,775
Centerspread .....	4,550
Full page business feature .....	2,795
One-half page business feature .....	1,495

<i>Run of publication:</i>	
Full page .....	2,650
½ page island .....	1,550
½ page .....	1,350
¼ page .....	695
1/8 page .....	375
<i>Multi-media enhancements:</i>	
Link to website in digital magazine .....	50
30 second video in digital magazine .....	450

• Ad production services are also available and will be billed at cost. Harbor House Publishers will be responsible for invoicing and collecting payment for advertising. Invoicing will be done at the time of publication release. Those wishing to pre-pay will receive a 2% discount. Terms are net 10 days from publication, with 1.5 percent finance charge on accounts aged over 30 days. Payment may also be made by Visa, MasterCard or American Express.

**Business features:**

• An additional sales option will be developed in the form of "business features." This is a combination editorial/advertising vehicle which is paid space in the publication, which resembles a magazine article in content and appearance.

• A component of the publication could be a series of profiles of some of the firms doing business in Novi to show the strength of the existing business community. Each profile will consist of 100 to 150 words of copy plus photography and, if the client chooses, may also include video on the business.

• A Harbor House Publishers editor will write and edit the copy and provide page proofs for client review. Alternatively, participating companies may write the copy for their own profile, if they wish. The copy submitted may be edited to assure uniformity in style or to accommodate page design. All participating firms will have the opportunity to review their final page before it is published.

• Business features are available in full-color in full and half page sizes.

**Revenue generation:**

- There is no cost to the City. Income from advertising sales will cover the cost of producing the publication outlined here.
- Harbor House will pay the City a royalty on advertising sales in the publication based upon the following graduated scale:
  - 1 - 15 pages – 10 percent royalty
  - 16-20 pages – 12 percent royalty
  - 21-25 pages – 15 percent royalty
  - 26 + pages – 20 percent royalty
- The royalty will be paid in full 30 days after release of the publication.

**Timetable:**

- Harbor House Publishers will work with the City of Novi to deliver your Community Profile by December 1, 2011. An estimated timetable follows:

*Estimated Timetable – to be updated at project start*

Letter of introduction from City, business list to HHP, for sales	January 10
Sales efforts commence	February 1
Editorial copy to City for review	June 1
Editorial feedback to HHP	June 30
Sales close	September 9
Page proofs to City for review	October 5
Page proof approval	October 12
Updated election information integrated	November 9
Delivery to City	December 15

Please note this is an estimated timeline. Delays during the process will add the same number of days to the delivery date. Manufacturing time cannot be accelerated.



**Credentials:**

- Harbor House Publishers is a magazine, book and newsletter publisher with a specialty in Midwestern regional publications.
- Established in 1969, Harbor House Publishers publishes the quarterly magazine *Great Lakes/Seaway Review*, and a number of custom annual directories, community profiles and visitors guides.
- Harbor House Publishers is the recipient of regional and national awards for publication excellence, including from the American Chamber of Commerce Executives and the Michigan Chamber of Commerce Executives.
- Harbor House Publishers will produce for the City of Novi a quality publication and will reflect the City to the region in a professional manner. Harbor House Publishers' specialization in and knowledge of Michigan commerce are intangibles which come to the City without cost, yet are reflected in the care and professionalism we put into any publication we produce.

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# Holland

2008/09 Community Profile



# HOLLAND AREA CHAMBER OF COMMERCE

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## WELCOME TO HOLLAND

Bold, beautiful and inviting, Holland is a place where the best of traditions meld with innovation to create economic prosperity. Where activity and progress percolates you will often find the Holland Area Chamber of Commerce in a supporting role.

The Holland Chamber has been a strong community partner for the past century. 2008 marks the organization's 100th anniversary. Today it serves more than 1,250 retailers, manufacturers and service providers by promoting investment, job creation and economic activity throughout the greater Holland area.

Situated along the shores of Lake Michigan and Macatawa Lake, the abundance of water is one of the region's most valuable resources. The region's pleasant temperatures, long summer days and good harbors make it a boating paradise. In 2008, *Powerboat* magazine rated West Michigan as one of the top 10 places for power boaters to live and boat.

The *Holland Area Chamber of Commerce Business Directory* will help you learn about opportunities to successfully live, learn, prosper and play in this vibrant and spirited community, where a vigorous commercial climate mixes with a stable social fabric, outstanding schools,



hospitals and cultural groups. Thousands of copies of this publication are distributed to Holland Chamber members, area libraries, local agencies and individuals from throughout the world who request information about our community. This kind of distribution makes our voice heard as we promote the well-being of each of our members, our community and the West Michigan region.

As you read through these pages, you'll learn more about the momentum that is growing our community and how we're leading the way and setting standards in community development.

Enjoy Holland and explore the many possibilities it presents to energize your business goals and quality of life.

*Jane Clark*

President,  
Holland Area Chamber of Commerce


The 2008/09 Holland Area Chamber of Commerce Community Profile was created and produced by Harbor House Publishers, Inc. for the Holland Area Chamber of Commerce. The Holland Area Chamber of Commerce and Harbor House Publishers, Inc. cannot guarantee the accuracy of the information presented here, or be held accountable for any omissions or errors. Please report any changes to the Holland Chamber for inclusion in subsequent editions.

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Quality of Life 

# The Holland edge

POWER TO SUCCEED IN TODAY'S ECONOMY



Above: Located in the heart of the downtown district, CityFlats Hotel is built to the latest green standards, one of the first hotels in America to obtain LEED certification. The Holland Chamber served as the 2008 Tulip Time's Grand Marshall for the Musiekparade. Left: Haworth's remodeled interior is considered a living laboratory for workplace solutions while the environmentally-friendly building features a green roof planted with flowering groundcover.

Brains and brawn—it's what defines Holland as an economic force and powers the region's healthy rate of growth. At the core of the momentum is a base of exceptional knowledge capital poised for success in the global economy. The community's well-educated workforce is noted for having a 15 percent higher than average percentage of college graduates, well above state and national averages. Holland has also been recognized by the *Wall Street Journal* as having the 10th highest concentration of engineering talent in the country—two times the national average. These numbers reflect a distinct advantage as indicated by a net increase of 4,000 jobs between 2002 and 2006, according to the U.S. Bureau of Labor Statistics.

Holland's reputation as a business-friendly community is also significant and evidenced in the fact that electric rates offered by Holland and Zeeland BPWs are consistently 15 to 20 percent below national averages, with reliability rated best in class.

The bottom line advantage is Holland's unmistakable quality of life highlighted by an active arts and culture community and a remarkable diversity of recreational offerings. Besides a network of parks and beaches, Ottawa County has more biking/walking paths than any other county in Michigan. Its award-winning downtown and healthcare facilities, educational facilities and shopping districts earned the community *Money* magazine's rating as one of the nation's top five places to retire. These regional attributes are a dynamic combination which set the lakeshore area apart as an exceptional place to enjoy the best life offers.


## THE BEAUTY OF TULIPS

The community blossoms as Tulip Time kicks off each May

Each spring during the Tulip Time Festival, the community network goes full steam, entertaining more than 500,000 visitors who come to town to join the celebration of Holland's Dutch heritage. Tulip Time brings out 7,000 volunteers who share their talents to make the festival one of the Midwest's favorite annual events.

The streets and parks are filled with acres of tulips. The Dutch Marketplace is filled with items such as Dutch cheeses, both for eating on-site and for taking home. Dutch performers and storytellers also serve as part of this interactive experience shared by people from a variety of countries.

The eight-day celebration, now in its 79th year, includes three parades, a carnival, art and craft fair, numerous musical performances, more than 1,500 costumed dancers in the streets and even a community dance where participants learn how to "klomp." Taking place from the first Saturday through the second Saturday in May, it's a mixture of Dutch ancestry and good, old-fashioned fun.

Over the eight-day gala, the community experiences an \$11-15 million economic influx as people celebrate, eat, sleep and get up the next day to do it all again. Come and blossom with the tulips. Come on, proclaim it Tulip Time. 

# At the forefront of change

INNOVATION AND TECHNOLOGY MARK COMMUNITY PROGRESS

New construction and renovations, bustling streets and signs of job growth are around every corner. This robust activity is boosting an already diverse economy and building Holland's status as one of Michigan's most progressive communities.



It takes only one quick look to see Holland is thriving. New construction and renovations, bustling streets and signs of job growth are around every corner. This robust activity is boosting an already diverse economy and building Holland's status as one of Michigan's most progressive communities.

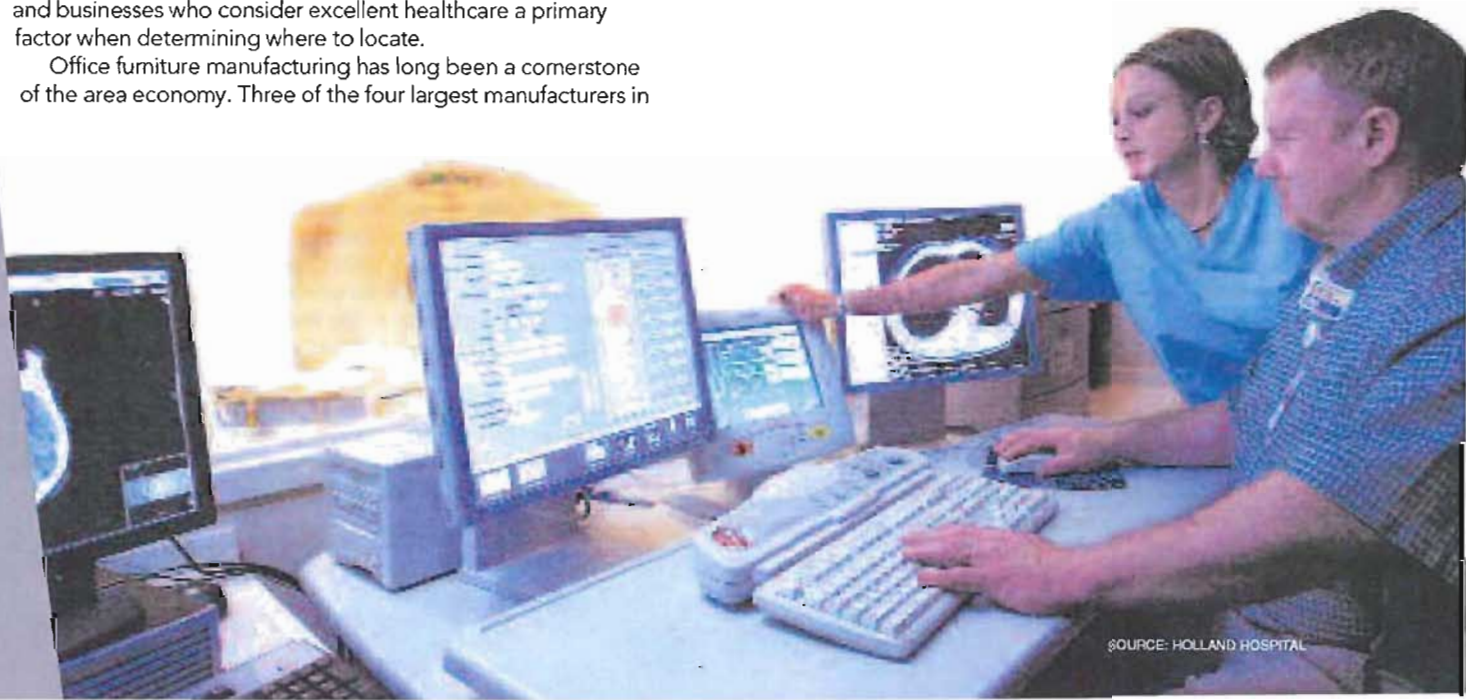
The Holland Area Chamber of Commerce is often found working behind the scenes as a partner in business and community development. Before the blueprints were drawn for the \$45.7 million renovation and expansion at Holland Hospital, the Chamber served as a conduit to help define the community's healthcare needs. Last fall, the hospital unveiled its modernization project, the largest expansion the facility has undertaken since 1927. Updates better equip the hospital to continue its mission and serve as a draw for potential residents and businesses who consider excellent healthcare a primary factor when determining where to locate.

Office furniture manufacturing has long been a cornerstone of the area economy. Three of the four largest manufacturers in

the world are located within the region, employing 30,000 workers. It's here that research and innovation in the industry takes place. The group of manufacturers are serving the 21st Century workforce with new product concepts and branching out to meet the furnishing needs of the health and education industries.

Workplace furniture manufacturer Haworth has demonstrated its long-standing commitment to the region, to innovation and sustainability with a \$40 million renovation of its Holland corporate headquarters. Its remodeled interior is considered a living laboratory for workplace solutions while the environmentally-friendly building features a green roof planted with flowering groundcover.

Sustainability is an important economic theme creating better working and living environments and raising standards within the



business community. Charter House Innovations recently unveiled its \$10 million CityFlats Hotel. Located in the heart of the downtown district, the five-story hotel is built to green standards, features three conference rooms, roof-top dining, 56 individually-designed rooms, each incorporating environmentally-friendly floors, ceilings, décor and linens, energy efficient lighting, plumbing and provides for patrons' hi-tech needs. Considered a prototype for a new

walked away with numerous honors from the Michigan Celebrates Small Business event recognizing excellence in entrepreneurship. The premier awards were presented cooperatively by the Michigan Department of Economic Development, Small Business Association of Michigan and other key business organizations. The awards further emphasize Holland's effective partnerships in growing jobs and attracting commercial opportunities. 🍷



Above: Haworth has demonstrated its long-standing commitment to the region with a \$40 million renovation of its Holland corporate headquarters. Charter House Innovations recently unveiled its \$10 million CityFlats Hotel, considered a prototype for a new concept in hotels. Snowmelt sidewalks help create positive downtown experiences. Left: Updates better equip Holland Hospital to continue its mission and service to the community.

concept in hotels, the owners hope to duplicate the model at other locations. The Holland Chamber has helped welcome the hotel into the community by holding several events at CityFlats.

The tax base is getting another boost from green construction with Plaza East. The complex has transformed a vacant downtown brownfield along Holland's "Super Block." Developed by 8th Street Partners, the \$9 million, 45,000-square-foot, four-story office/retail complex received \$700,000 in state aid. The complex offers custom condominium space to accommodate at least 12 tenants.

Increased downtown activity is prompting construction of a 255-space parking deck on the north side of 7th Street, between Columbia and College Avenues. The city will fund the \$3.5 million project through brownfield tax increment financing. Its design features brick work and other details to complement existing downtown construction and will also implement green building techniques.

Private and public partnership is a hallmark of the region's economic progress. The Holland Chamber provides active support of Holland's economic development organization, Lakeshore Advantage, in sealing a landmark agreement between Pfizer Inc. and Michigan State University (MSU). The agreement is establishing a major bio-research and development center. Valued at \$50 million, Pfizer's donation of its vacant 138,000-square-foot research facility to MSU is thought to be the largest corporate donation in West Michigan history. The gift marries one of the nation's top bio-research universities with a world-class facility. It will bring 100 science and technical jobs to the area and serve as a hub for prototyping and testing bio-based products, setting Holland at the forefront of Michigan's knowledge-based economy.

Holland's progressive business climate is recognized by the state's leading economic agencies. Local entrepreneurs have

## DOWNTOWN

Where urban pleasures, tradition converge  
Enjoy Holland's smart, savvy downtown experience

With its seamless blend of urban sophistication, Midwestern hospitality and flair for the contemporary, downtown Holland is a favorite destination for both residents and visitors. More than 200 businesses are located within the district, including an eclectic collection of clothing, apparel, home décor, music, book and sporting good shops.

Restaurant options exist to satisfy all appetites whether you favor a deli sandwich or fine dining, a rooftop experience or a street-side café.

Arts and cultural events infuse the downtown blocks with street performers, free concerts, art shows, theatre, dance, pubs and clubs.

The town's zest for healthful living is evident every Saturday and Wednesday during the summer months when the Farmers Market celebrates the goodness of nature with its own slate of entertainment, cooking classes and fun competitions.

Snowmelt sidewalks, free parking and the well-preserved Victorian architecture combine with activities and shopping options to create positive downtown experiences.

The district's lively ambiance continues to attract new business, enhancing its character and deepening its role as a commercial cornerstone in this forward-moving community.

*Continued*

## TRANSPORTATION

Gateways to the globe—Efficient links for people and goods

While it's not true all roads lead to Holland, it often seems so. The area is favored by a well-developed transportation network making connections for people and products easy.

I-196 is the primary road in and out of the Holland area, providing direct access to Chicago (146 miles), Grand Rapids (27 miles) and Detroit (185 miles). Running north from Holland



## THE ENVIRONMENT

A sustainable trend—Businesses blend style and stewardship

By investing millions in green buildings, Holland businesses are establishing their role as leaders in environmental stewardship.

Haworth, manufacturer of workplace furnishings, committed to sustainable construction with the 300,000-square-foot renovation of its corporate headquarters, now the largest green office building in West Michigan. For its efforts to recycle 99 percent of



along the Lake Michigan coastline is U.S. 31, which links the city with Grand Haven (22 miles) and Muskegon (35 miles).

M-45, just north of Holland, is an east-west route between Lake Michigan and Grand Rapids. M-6 shortens driving times to Lansing and southeast Michigan by routing travel around Grand Rapids. M-40 runs southeast from Holland to Allegan and then heads to the state line.

Holland's Tulip City Airport is a general aviation airport owned by the City of Holland. Tulip City is the 9th busiest general aviation airport in Michigan and ranks 18th for the number of annual operations. The airport provides a full range of professionally-staffed aviation services, including passenger charters and air freight operations.

Private pilots and corporate aircraft also fly into Park Township Airport. Two major West Michigan airports, Gerald R. Ford International Airport and Muskegon County Airport, offer commercial passenger air service to destinations throughout the world.

Approximately 20 trucking firms provide area businesses with surface freight services. CSX provides area businesses with convenient rail freight service. Holland has access to commercial shipping through the Great Lakes/St. Lawrence Seaway system via Muskegon and Grand Haven. River barge traffic on Lake Michigan provides additional shipping options through Chicago.

Public transportation is provided by local taxi companies and the Macatawa Area Express. The "MAX" recently extended routes and added stops to accommodate a growing need for local service. Scheduled routes serve Holland and Holland Township and connect riders to hotels, conference centers, malls, medical centers, retail and grocery centers, residential neighborhoods and manufacturing centers. A Dial-A-Ride program serves Holland Township and Zeeland. Allegan County also runs a public bus system. Intercity bus service is provided by Greyhound. The Padnos Transportation Center in Holland provides access to daily train service to Chicago and points in-between.

The tax base is getting another boost from green construction with Plaza East. The office/retail complex offers custom condominium space to accommodate at least 12 tenants.

construction waste generated by the project, Haworth earned the People's Choice Award in the first nationwide Lifecycle Building Challenge. The company is setting green standards in several of the 120 countries in which it operates.

Haworth's renovated headquarters is registered as a LEED (Leadership in Energy and Environmental Design) gold project. LEED is a national rating for standards in building design construction and performance. Gold is the highest among three ratings based on energy efficiency, use of alternative energy sources, non-toxic materials, compact design and site criteria.

Downtown Holland's Plaza East office/retail complex is also LEED registered. While constructing green increases building costs, these companies believe the investment in sustainability is worthwhile.

Just a few blocks from Plaza East is the LEED Silver registered CityFlats Hotel. Developed by Charter House Innovations and opened in 2007, it is one of the first hotels in America to obtain LEED certification. Each of its 56 individually-decorated rooms features 10- to 13-foot ceilings, energy-efficient lighting, water-saving plumbing, cork floors, concrete ceilings, bamboo linens and other environmentally-friendly amenities.

The three buildings establish new benchmarks for style and sustainability, not only in Holland but across the country and globe, proving aesthetics, comfort and efficiency need not be a trade-off for environmental preservation. ♥

# Pathways to careers

QUALITY RESOURCES BUILD A WORLD-CLASS WORKFORCE



The course to a prosperous economic future for citizens, companies and communities is set by the area's K-12 program and its system of private and public colleges and universities. The educational network enables those already in the workforce to update job skills and for employers to collaborate in job training programs.

Staying competitive in the rapidly changing market requires a flexible and skilled labor force. Holland area schools are active partners in preparing a world-class workforce to meet the needs of business.

The course to a prosperous economic future for citizens, companies and communities is set by the area's K-12 program and its system of private and public colleges and universities. The educational network enables students to learn close to home, those already in the workforce to update job skills and for employers to collaborate in job training programs.

Most area K-12 students attend schools administered by the Holland Public Schools, West Ottawa Public Schools, Zeeland School District, Saugatuck Public School District and the Hamilton Community School District. Several Montessori, parochial and charter schools offer a diverse range of programming and the area is also home to an active network of parents and students involved in home schooling.

The choices are many, from Holland Public Schools, which is rated Class A and offers students instruction in academics, athletics, arts and foreign languages, to Eagle Crest Charter Academy, a K-8 program designed to incorporate character building and optimum parent involvement, to Black River Public School, a local charter school regularly ranked as one of the nation's best in academics and preparing students for college.

Area higher education institutions carry on the task of developing work-ready individuals once students have their high school diplomas in-hand.

- In 2008, Hope College was named among the top 100 best liberal arts colleges in America by *U.S. News & World Report*. Its outstanding pre-professional training program prepares graduates

for further study at the world's leading graduate and professional schools, or to enter directly into the skilled workforce. The Department of Economics, Management and Accounting actively participates in off-campus programs in Philadelphia, Chicago, Washington, D.C. and London, internships with local business firms and independent research projects. They meet frequently with distinguished business executives and economists. Affiliated with the Reformed Church of America, the college is just two blocks from downtown Holland and is the only private, four-year liberal arts college in the United States with national accreditation in art, dance, music and theater. It offers 83 majors leading to bachelor's degrees in the arts, music, science and nursing.

- Western Theological Seminary, next to Hope College, is also affiliated with the Reformed Church of America. The seminary offers master's degrees in theology, religious education and divinity, and a dual master's in divinity-social work. A doctorate in ministry is also available. Open to students of any denomination, the seminary attracts students from throughout the world.

- Davenport University offers more than 100 degrees, diplomas and certificates in three major areas of study: business, technology and health professions. The university is also partnering with employers to update and refine the workforce through specialized training, which range from project management to customer service and virtually any other topic needed. The customized courses—offered with employer convenience in mind—are designed to build positive and productive work relationships, increase efficiency and help employees meet and exceed expectations.

- Grand Valley State University's Meijer Campus in Holland offers bachelor's degrees in business administration, criminal

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HIGHER EDUCATION

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(616) 957-7035  
(800) 388-6034  
www.calvinseminary.edu

**Cornerstone College**  
1001 E. Beffline Ave., NE  
Grand Rapids, MI 49525  
(616) 949-5300  
www.cornerstone.edu

**Davenport University**  
643 S. Waverly Road  
Holland, MI 49423  
(616) 395-4600  
(800) 643-4630  
www.davenport.edu

**Grand Rapids  
Community College**  
143 Bostwick Ave., NE  
Grand Rapids, MI 49503  
(616) 234-4000  
www.grcc.edu

**Grand Valley State University  
Meijer Campus**  
515 S. Waverly Road  
Holland, MI 49423  
(616) 331-3910  
(616) 394-4848

**Hope College**  
141 E. 12th Street  
Holland, MI 49423  
(616) 395-7850  
(800) 968-7850  
www.hope.edu

**ITT Technical Institute**  
4020 Sparks Dr., SE  
Grand Rapids, MI 49546  
(616) 956-1060  
www.itt-tech.edu

**Kendall College of Art and  
Design Of Ferris State University**  
17 Fountain St., NW  
Grand Rapids, MI 49503  
(800) 676-2787  
www.kcad.edu/kendall

**Muskegon Community College**  
221 S. Quarterline Rd.  
Muskegon, MI 49442  
(231) 773-9131  
www.muskegoncc.edu

**Thomas M. Cooley Law School**  
Grand Rapids/WMU Campus  
111 Commerce Ave., SW  
Grand Rapids, MI 49503  
(616) 301-6800  
www.cooley.edu

**Van Andel Institute**  
333 Bostwick Ave., NE  
Grand Rapids, MI 49503  
(616) 234-5000  
www.vai.org

**Western Theological Seminary**  
101 E. 13th Street  
Holland, MI 49423  
(800) 392-8554  
www.westernsem.edu

Holland area schools are active partners in preparing a world-class workforce to meet the needs of business.




SOURCE: HOLLAND PUBLIC SCHOOLS

# Education

justice, language arts/elementary education, nursing and sociology. Master's degrees, offered in business, education and public administration, are sought after by working professionals. Many of them are taking advantage of employer education programs, which either aid in or pay the tuition as an investment in their workforce.

Post secondary educational opportunities within the Holland-Muskegon-Grand Rapids triangle are also offered at Baker

College, Cooley Law School, Muskegon Community College, Grand Valley State University, Grand Rapids Community College, Calvin College, Calvin Theological Seminary, Cornerstone College, ITT Technical Institute, The Van Andel Institute and Kendall College of Art & Design of Ferris State University.

With its multitude of quality learning resources and teaming opportunities, Holland excels in developing individuals who gain a competitive edge in the 21st Century marketplace. 

## K-12 EDUCATION

**Black River Public School**  
Superintendent: Shannon Brunink  
Number of students: 780  
Ratio: 13:1  
1 School (K-12)  
College Attendance: 90%  
ACT Results: 23.3  
491 Columbia Ave.  
Holland, MI 49423  
616-355-0055  
www.blackriverpublicschool.org

**Calvary Schools of Holland**  
Executive Director:  
Paul L. Davis  
Academic Dean:  
Jerry D. Stayton  
Number of students: 270  
Ratio: 17:1  
1 School (K/4-12)  
518 Plasmann Ave.  
Holland, MI 49423  
616-396-4494  
calvaryschoolsolland.org

**Corpus Christi Catholic School**  
Principal: Judi Koepnick  
Number of students: 245  
Ratio: 15:1  
1 School  
Pre-K-8  
12100 Quincy St.  
Holland, MI 49424  
616-994-9864  
www.corpuschristischool.us

**Eagle Crest Charter Academy**  
Principal: Daniel Harris  
Number of students: 671  
Ratio: 22:1  
1 School (K-8)  
11950 Riley St.  
Holland, MI 49424  
616-786-2400  
www.eaglecrestcharteracademy.org

**Fennville Public Schools**  
Interim Superintendent:  
Dave Coffindaffer  
Number of students: 1,450  
Ratio: 24:1  
1 High School  
1 Middle School  
1 Elementary School  
Michigan Virtual High School  
College Attendance: 86%  
ACT Results: 20  
5 Memorial Dr.  
Fennville, MI 49408  
269-561-7331  
www.fennvilleschools.org

**Hamilton Community Schools**  
Superintendent: Scott Korpak  
Number of students: 2,417  
Ratio: 21:1  
1 High School  
1 Middle School  
4 Elementary Schools  
College Attendance: 70%  
ACT Results: 22.9  
4815 136th Ave.  
Hamilton, MI 49419  
269-751-5148  
www.hamilton.k12.mi.us

**Holland Christian Schools**  
Superintendent: Glenn W. Vos  
Number of students: 2,075  
Ratio: 18:1  
1 High School  
2 Middle Schools  
3 Elementary Schools  
College Attendance: 94%  
ACT Results: 23.2  
956 Ottawa Ave.  
Holland, MI 49423  
616-820-2805  
www.hollandchristian.org

**Holland Public Schools**  
Superintendent:  
Brian Davis  
Number of students: 4,400  
Ratio: 24:1  
1 High School  
1 6-8 Middle School  
1 K-8 School  
1 4-5 Elementary School  
1 K-5 Elementary School  
3 K-3 Elementary Schools  
1 Early Childhood Center  
College Attendance: 75.7%  
ACT Results: 21.8  
156 W. 11th Street  
Holland, MI 49423  
616-494-2000  
www.hollandpublicschools.org

**Lakeside Montessori**  
Superintendent: Elizabeth Root  
Number of students: 89  
Ratio: 10:1  
1 Pre-K  
455 East 8th St., Suite 300  
Holland, MI 49423  
616-392-7009

**Saugatuck Public Schools**  
Superintendent: Timothy Wood  
Number of students: 884  
Ratio: 14:1  
1 High School  
1 Middle School  
1 Elementary School  
College Attendance: 83%  
ACT Results: 23.7  
201 Randolph St.  
Douglas, MI 49406  
269-857-1444  
www.saugatuckps.com

**Seventh-Day Adventist**  
Principal: Frances Robinson  
Number of students: 40  
Ratio: 10:1  
1 Elementary School  
11385 E. Ottogan  
Holland, MI 49423  
616-396-5941

**South Olive Christian**  
Administrator:  
Carla Zastrow  
Number of students: 41  
Ratio: 9:1  
(Pre - 8th)  
1 Elementary School  
6230 120th Ave.  
Holland, MI 49424  
616-875-8224  
sochristian.org


**Vanderbilt Charter Academy**  
Principal: Ivan Kraker  
Number of students: 440  
Ratio: 24:1  
1 School (K-8)  
301 W. 16th St.  
Holland, MI 49423  
616-820-5050  
www.heritageacademies.com

**West Ottawa Public Schools**  
Superintendent:  
Patricia Koeze  
Number of students: 7,787  
Ratio: 17:1  
1 High School  
2 Middle Schools  
9 Elementary Schools  
College Attendance: 81%  
ACT Results: 22.1  
1138 136th Ave.  
Holland, MI 49424  
616-738-5700  
www.westottawa.net

**Zeeland Christian Schools**  
Superintendent: William Van Dyk  
Number of students: 915  
Ratio: 21:1  
1 Middle School  
1 Elementary School  
Preschool  
334 W. Central Ave.  
Zeeland, MI 49464  
616-772-2609  
www.zcs.org

**Zeeland Public Schools**  
Superintendent: Gary L. Feenstra  
Number of students: 5,377  
Ratio: 25:1  
2 High Schools  
2 Middle Schools  
5 Elementary Schools  
2 Early Childhood Centers  
College Attendance: 72%  
ACT Results: 22.4  
183 W. Roosevelt Rd.  
Zeeland, MI 49464  
616-748-3000  
www.zps.org



Healthcare 

# In good hands

ADVANCED TECHNOLOGY ENHANCES PATIENT CARE

Holland is fortunate to have access to modern facilities and a network of dedicated healthcare professionals skilled in the use of advanced medical technology.



Quality counts. And nowhere does it matter more than within a community's healthcare system. Holland is fortunate to have access to modern facilities and a network of dedicated healthcare professionals skilled in the use of advanced medical technology.

Holland Hospital offers a full range of inpatient services including surgery, obstetrics, pediatrics, cardiology, intensive care, behavioral health and 24-hour emergency care. Outpatient services include a walk-in urgent care clinic, pain clinic, ortho/rehabilitation, sleep disorders lab, mammography center and home care program, as well as collaborative community outreach programs in local schools and parishes.

The hospital has been recognized for three consecutive years for its excellence in service by Thomson (formerly Solucient) as a national 100 Top Hospital and is the first West Michigan hospital designated by the American Nurses Credentialing Center as a Magnet Hospital for nursing excellence.

In efforts to continually improve services, Holland Hospital strives to implement the latest medical technologies. New offerings include a digital mammography procedure using a three-dimensional diagnostic tool to provide immediate results and better cancer detection rates.

A voice activated person-to-person communication system was introduced to allow direct communication among staff regardless of their location on campus. An innovative use of the device is in connecting hospital translators to patients in which English is not their primary language.

Another major step forward in the use of technology is implementation of a \$1.6 million da Vinci Surgical System. The system enables trained surgeons to perform complex surgeries through small laparoscopic openings by manipulating robotic arms from a console located a few feet from the patient. The robotic system is currently used in prostate surgeries with future uses to include


gynecological and ear, nose and throat procedures.


Zeeland Community Hospital (ZCH) is also improving patient care through advanced technology. The campus features 57 private patient rooms, expanded facilities for surgery, emergency services, laboratory, pharmacy, radiology and a family birth center. New technology allows for the introduction of a cutting-edge electronic medical record system. The system expedites patient record transfers, including lab, X-ray and MRI results, and improves overall efficiency in care.

ZCH's mission extends within the community. In 2007, Learn for Life! ZCH's school health initiative program, expanded to provide health education services to the Hudsonville School District and to include a nursing partnership with Zeeland Public Schools to care for students with special health needs.

Both Zeeland Community Hospital and Holland Hospital are members of the Spectrum Health Regional Hospital Network, an 11-hospital collaboration designed to strengthen West Michigan hospitals, improve care and promote cost savings. A recent partnership between ZCH and Holland Hospital facilitated the addition of state-of-the-art outpatient rehabilitation services at the ZCH campus.

Holland Medi-Center provides occupational health services to area residents. Specializing in the needs of business and manufacturers, the center offers a range of work-related services, including work-site evaluations, pre-employment physicals, substance-abuse screening, physical therapy and pain management.

The special needs of the elderly and disabled are provided for at area senior living and nursing facilities. These facilities, along with hospitals, private practice physicians, chiropractors, dentists and mental health professionals, create a compassionate and quality medical care network to maintain the health and well-being of Holland area residents. 

Housing 

# Finding your personal haven

CAREFREE, CONVENIENT AND COMFORTABLE HOME OPTIONS



Whether you gravitate toward housing defined by old-time charm, upscale amenities or anything in-between, you'll find a place to put down roots.

Diverse neighborhoods and lakeside living make the Holland area a wonderful place to call home. Whether you gravitate toward housing defined by old-time charm, upscale amenities or anything in-between, you'll find a place to put down roots.

As it has for generations, the area's lakeside communities appeal to individuals in all stages of life, from the young adult to empty nesters. Housing options include convenient apartments, carefree condominiums, comfortable townhouses, to multi-million dollar beach homes.


Holland area residents live the Great American Dream of home ownership. Within Ottawa and Allegan counties, 81 percent of housing units are owner occupied. This is possible due to the fact that housing prices offer options for all budgets. In 2007, the single family home sold for an average price of \$182,000, according to the West Michigan Lakeshore Association of Realtors.

If you're seeking to build your own space, members of the Home Builders Association of the Holland Area are well-equipped to help you. The association consists of 150 builder members. Many local construction firms are multi-generational, offering decades of experience and craftsmanship. Builders make it a point to upgrade their skills in implementing the latest techniques and

building products, as evidenced by the area-wide increase in energy efficient and environmentally-friendly construction.

When you live surrounded by nature's finest, there truly is no place like home. About 18,700 residents in the Holland region work from home, according to U.S. Census information. And if you live in the area, you are likely to spend less time on your work commute, which averages 19 minutes. In addition to personal vehicles, public transportation, car pooling, biking and even walking are popular methods residents use to commute.

When the work day ends, friendly, safe neighborhoods create a haven and community connections to the good life. The City of Holland offers neighborhoods within an easy walk of downtown shops, museums, parks and workplaces. West of Hope College are shady streets lined with historic, well-maintained homes. South of downtown, Michigan Avenue and State Street border a well-established neighborhood providing the advantage of a convenient location.

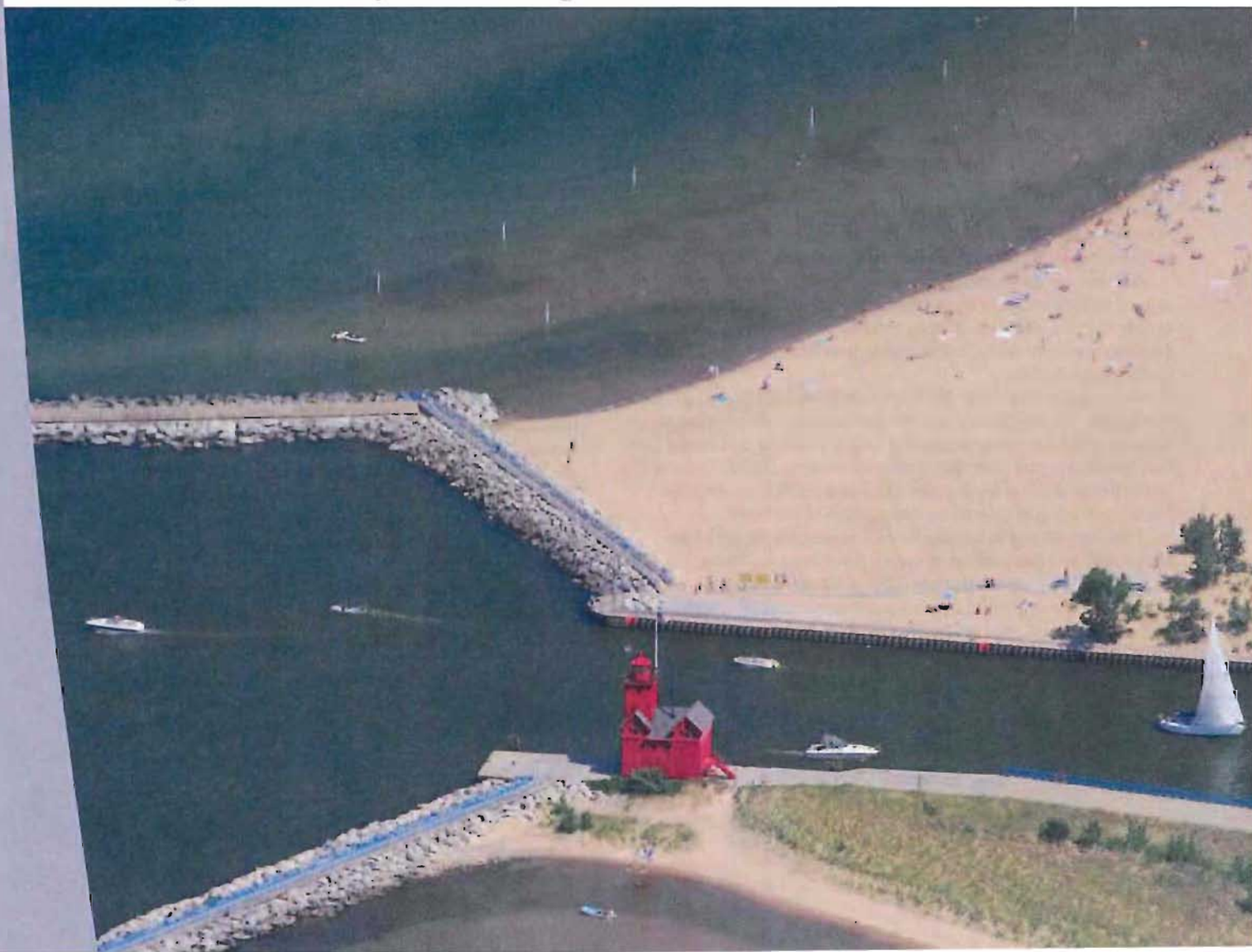
Holland is all about advantages and when it comes to housing, you'll find there's a welcome sign waiting at a home perfectly suited to your way of life. 

Recreation 

# Come on board

LAKES, PARKS AND TRAILS PROVIDE FOUR-SEASON PLEASURES

Beach life is as good as it gets at Holland State Park. With frontage on both Lake Michigan and Lake Macatawa, the park features miles of expansive beach and towering dunes, all inviting sunbathing, swimming and leisurely walks along the shore.



Situated along the white sandy shores of Lake Michigan, Holland is one of the state's preeminent beachtowns. It's a place where breathtaking coastal scenery and opportunities for water play are always nearby.

Beach life is as good as it gets at Holland State Park. With frontage on both Lake Michigan and Lake Macatawa, the park features miles of expansive beach and towering dunes, all inviting

panfish, walleye and bass. Whatever your angling style, catch and release, tournament competition or ice fishing on a snowy afternoon, it's always a good time for casting a line in Holland waters.

Even in the depths of winter, swimming fun is close at hand at Holland's Community Aquatic Center. Cited as the "Nation's Best Indoor Public/Non-Profit Facility" by *Aquatics International*



From the fairways to the beaches or any one of the hundreds of area recreational opportunities, fun is nearby. Even in the depths of winter, swimming fun is close at hand at Holland's Community Aquatic Center.

sunbathing, swimming and leisurely walks along the shore. Facilities include two campgrounds with more than 300 sites, picnic areas and shelters, beach volleyball, a bath house, concession stand and boat launch.

Lake Macatawa, which is connected by a channel to Lake Michigan, is six miles long and more than one mile wide. Considered one of the Great Lakes' most popular recreational ports, boats from around the world stop here for its protected waters, fine dining and marina services.

If you're a land lover, settle in and enjoy the romantic picture created at the mouth of the channel where Big Red, one of the Great Lakes' most beautiful lighthouses and a favorite of painters and photographers, stands guard to a show of boats and a constantly shifting skyline.

Tunnel Park, just west of Holland, provides 1,000 feet of sandy beach on 22 acres and offers spectacular views from observation stations. A tunnel through the heart of a 100-foot dune makes a unique pathway to the shore. Laketown Beach and Dunton Park are other city gateways to lake recreation. On the north side of Holland's downtown, the Window on the Waterfront Park on the Macatawa River overlooks Lake Macatawa and Windmill Island. This city park features waterside trails with plenty of places to stop and enjoy the scenery.

For a new perspective on area lakes, enjoy a sightseeing water cruise or see the sights from the harness of a parasail.

In addition to the grand beauty, swimming and boating, the waters are home to the area's sport fishery. Regular catches include coho and king salmon, steelhead, lake trout, brown trout and perch. You can fish from shore, the Lake Michigan pier or a boat. If you need help finding the big one, the area's charter boat captains know where they're biting. Inland, the catch of the day is

*Magazine*, the center has a 50 meter competition pool, instructional pool, therapy pool, spa and "Splash Zone" that includes a water slide, water spouts and water cannon.

Other year-round places to recreate include the City of Holland's 23 parks and recreation sites. Offerings include the DeGraaf Nature Center, an 18-acre wildlife preserve located within the city limits, to the Holland Civic Center which hosts athletic, cultural and recreational events sponsored by the city, local schools and community organizations.

The city maintains two ice skating rinks, one at Lakeview City Park and one at Smallenberg Park. Prolific snowfalls and many woodland trails are ideal for cross-country skiing and snowmobiling. Grab a sled or strap on snowshoes for an unforgettable snow adventure along frosty dunes.

For organized play, Holland's Sports and Recreation Complex provides for athletic competition with its softball diamonds, soccer fields, basketball and sand volleyball courts and picnic shelters. The City of Holland, Holland Charter Township and Park Township all have recreation departments, extensive athletic programs for youth and adults as well as educational classes in ecology and pioneer history.

Holland's recreational opportunities embrace all. Its therapeutic recreation helps people of all ages and abilities remain active while the Evergreen Commons Senior Center provides area residents 55 and older with services ranging from enrichment programs to adult daycare.

If your idea of leisure time fun is hitting the links, you'll find a dozen public and private golf courses to enjoy.

From the fairways to the beaches, or any one of the hundreds of area recreational opportunities, you'll count the hours here among your best. 🍷

# Holland's gallery of talent

DISCOVER A DYNAMIC BLEND OF ART, HISTORY AND CULTURE

The arts are definitely alive and well in downtown Holland where the Holland Area Arts Council is a leader in arts programming.



At the heart of this Michigan "Cool City" is an enlivened arts and culture community. One show, one concert, one exhibit and festival at a time, it inspires beauty, provokes thought and unifies its diverse population.

Pulling together for the greater good comes naturally to area citizens. The community has placed its spirit and devotion behind supporting renovation of the Park Theatre, a shuttered historic movie house. The project began when Holland's Windmill Chorus purchased the vacant building and sold it to the Park Theatre Foundation in 2001. A \$100,000 Michigan Cool Cities grant and a local match launched theatre improvements. Fundraising efforts



continue to further interior updates. Thanks to local participation, the abandoned downtown theatre has been transformed into a revitalized arts and entertainment venue where community groups present comedy troupes, dinner theatre, concerts, art exhibits and other productions.

The arts are definitely alive and well in downtown Holland where the Holland Area Arts Council is a leader in arts

concerts and a variety of art, foreign and classic films. Hope's Summer Repertory Theatre, based in the DeWitt Center, has been presenting a series of summer performances for more than 30 years.

The area is home to a number of music organizations. One of the best known is the Holland Chorale. Founded in 1961, the group annually presents four major concerts and many



The area's rich history is preserved at museums and historic sites. Community groups present comedy troupes, dinner theatre, concerts, art exhibits and other productions at the renovated Park Theatre. The area is home to a number of music organizations presenting major concerts and other performances.

programming. From its facility, which it shares with the Holland Chorale and Holland Symphony, the council offers cultural opportunities for residents of all ages and abilities. Each year, more than 5,000 children and adults enjoy classes such as visual arts, dance, music, theater and culinary arts; exhibitions in the gallery; participating in and attending performances of the Holland Area Youth Orchestra, a Junior Strings program, two youth chorales and a Youth Ballet Company. The Performing Arts Series, a children's touring theater, brings live theater to area schools. The council also runs a summer arts camp and coordinates a number of community events, such as the juried Michigan Art Competition and the Summer Festival of the Arts. Held mid-June through September, the festival includes concerts, puppet shows, storytelling and art workshops.

Fiesta!, held the first Saturday in May, recognizes the area's large Hispanic community. Hosted by the local Latin Americans United for Progress, events include music, food, a queen pageant and a car show. The achievements and heritage of Holland's Spanish-speaking residents are also the focus of the Tulipanes Latino Art & Film Festival. The free event, held over the Labor Day weekend, has rapidly grown to include a series of independent films, concerts, dance performances, an art show and traditional cuisine.

Other much-anticipated annual events include the Ottawa and Allegan County Fairs and Art in the Park. The winter holidays feature the annual Dutch WinterFest, a three-week event that kicks off with a European Lantern Parade.

Hope College is a valuable cultural resource, presenting concerts, lectures, plays, films and exhibitions to students and the general public. Hope owns and operates the Knickerbocker Theater in downtown Holland, a venue for plays, dance recitals,

performances before churches, nursing homes and other local groups. Young voices are nurtured through the Holland Area Youth Chorale, which performs at area high schools and Hope College's Dimment Chapel. Another popular group of music-makers is the 120-member Holland Symphony Orchestra.

The area's rich history is preserved at interesting and fun museums and historic sites. One highlight is the Holland Museum and the Cappon House, located in Holland's downtown historic district. The museum houses a variety of artifacts and the Victorian-style Cappon House, built in 1874 by Holland's first mayor, retains many of the family's original furnishings.

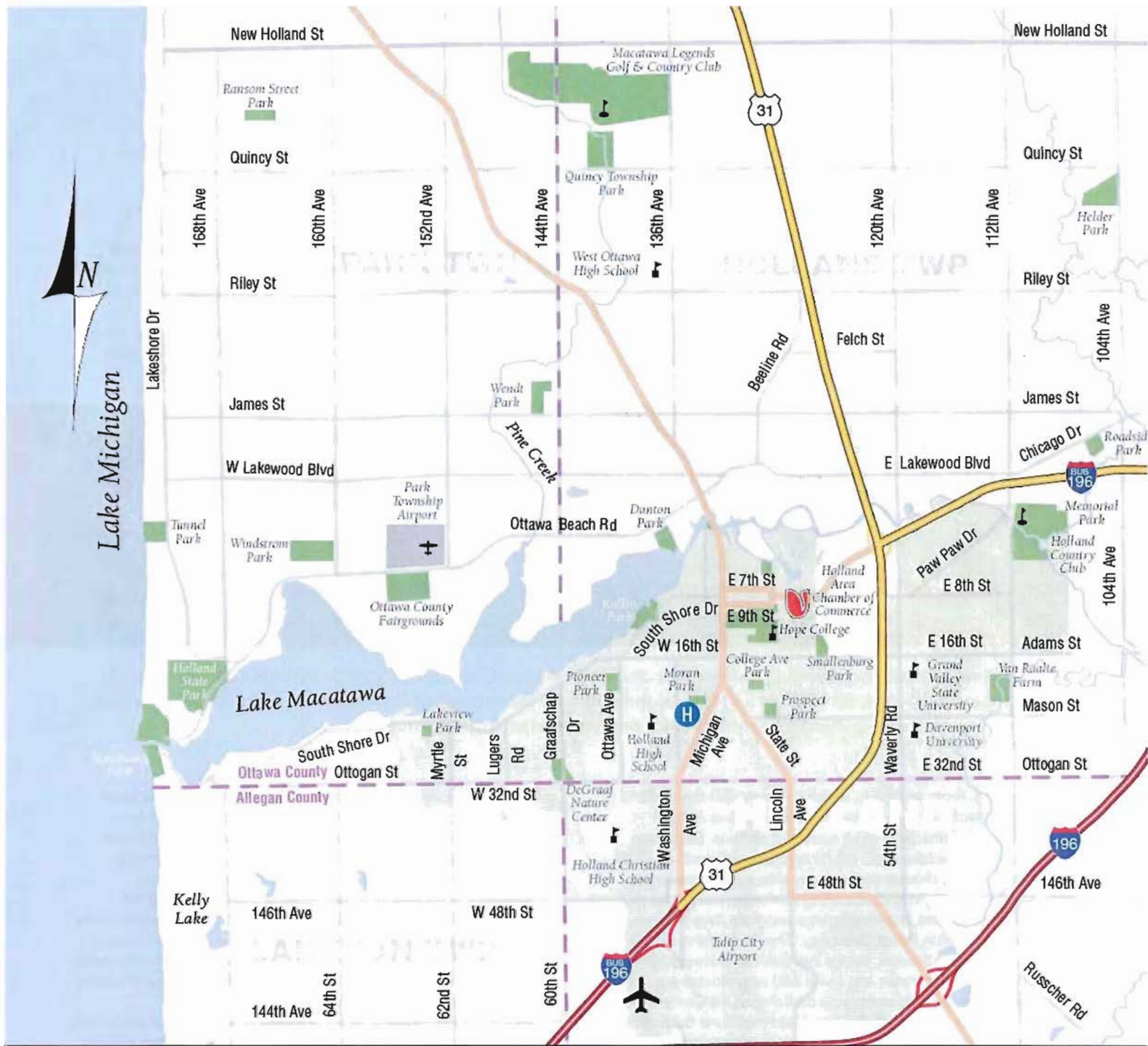
Holland's Dutch heritage is kept alive at several area attractions. An educational and family-oriented place to visit is Dutch Village. A replica of a small, 100-year-old Dutch town, the village's exhibits include a farmhouse, barn, museum, weigh house and wooden shoe factory.

Located a short drive north of Holland is Veldheer's Tulip Garden and DeKlomp Wooden Shoe & Delftware Factory. The flower gardens feature millions of tulips, lilies, peonies and other varieties. The gift shop has one of the largest selections of bulbs in the country. The factory makes traditional wooden shoes and is the only factory in the United States crafting authentic Delft pottery.

Every year more than 100,000 people visit Windmill Island, located in the Macatawa Marsh on the edge of downtown Holland. The 36-acre city park features a pavilion, tulip gardens, dikes, canals and the Posthouse, a re-creation of a 14th century Dutch inn. The park's authentic 18th century Dutch windmill "De Zwaan," or "graceful bird," has been a local landmark since it was moved to Holland in 1965.

Art and culture permeate daily life in Holland. Resident or visitor, you're invited to share the inspiration. 🍷

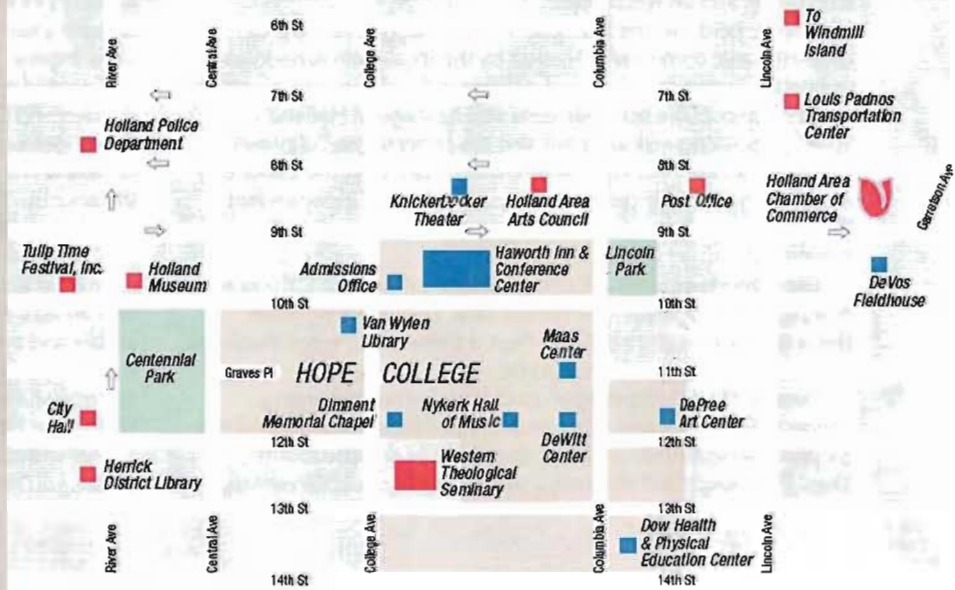




# Holland Area Map

## Downtown Holland & Hope College

- Holland Area Chamber of Commerce
- General
- Hope College



## AGREEMENT

Harbor House Publishers, Inc., a Michigan corporation, whose primary office is located at 221 Water Street, Boyne City, Michigan 49712

AND

City of Novi, whose primary office is located at 45175 West Ten Mile Road, Novi, Michigan 48375 do hereby agree to the following:

1. *The Publication.* Harbor House will produce the 2012 edition of the Novi Community Profile and a separate economic development document.

2. *Responsibilities.* Harbor House will research and write editorial copy, design, layout, shoot photography, print and bind and provide the City of Novi with 2,500 copies of the Community Profile and 1,000 copies of the economic development document. A digital magazine will also be provided.

Harbor House will prepare sales materials, sell advertising, coordinate ad production, produce advertisements as necessary, invoice and collect payment for advertising. Invoices will be sent upon publication, with terms of net 10 days.

The City of Novi will provide Harbor House with a file of area businesses for the publisher's use in the sales function. The City will also supply a letter of introduction for sales, to accompany a full-color sales flyer to be produced by Harbor House.

The City of Novi will have the opportunity to review full page proofs of the publication, including photography and advertisements, prior to publication.

### 3. *Specifications.*

*Community Profile:* Approximately 32 pages, plus cover, 8 ½" x 11", 80# enamel text, 10 pt. C2S cover, cover 4/4, text full-color throughout, saddle stitched, 2,500 copies.

*Economic Development:* 25 ½" x 11" folded to 8 ½" x 11", 80# gloss text, full-color, 1,000 copies.

The actual page count of the publication will be dependent upon advertising sales and may vary accordingly, not to exceed a 1:1 ratio of advertising: editorial. A minimum of 14 pages of advertising will need to be sold for the publication outlined here.

4. *Costs.* There is no cost to the City; income from advertising will cover the cost of producing the publication.

5. *Revenue generation.* Harbor House will pay the City of Novi a royalty on advertising space sales in the publication based upon the following graduated scale:

- 1 - 15 pages – 10 percent royalty
- 16-20 pages – 12 percent royalty
- 21-25 pages – 15 percent royalty
- 26 + pages – 20 percent royalty

The royalty will be paid to the City 30 days after release of the publication.

6. *Timetable.* Harbor House will work with the City of Novi to deliver the Community Profile and economic development document by December 15, 2011.

7. *Terms.* This Agreement is binding for the 2012 edition of the City of Novi Community Profile and shall be renewable upon Agreement of terms by both parties.

THUS DONE AND SIGNED

\_\_\_\_\_  
CITY OF NOVI

\_\_\_\_\_  
HARBOR HOUSE PUBLISHERS, INC.

Date: \_\_\_\_\_

Date: \_\_\_\_\_