




# CITY of NOVI CITY COUNCIL

**Agenda Item C**  
**January 7, 2013**

**SUBJECT:** Approval of an agreement with Harbor House Publishers to produce a fourth 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. Similarly, in 2011, a Community Profile and accompanying Economic Development piece were printed through a partnership with Michigan-based, Harbor House Publishers. The publications were produced at **no charge** to the City, with direct oversight of content by the Community Relations Office.

The publications are 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 marketing and relocation efforts.

In 2013, it is recommended the City of Novi contract again with Harbor House Publishers for a fourth edition of the Community Profile and accompanying Economic Development Profile. There is an 11-month lead production time and this would allow for delivery of a new publication in December 2013, following the November election and in time for the State of the City Address. As with prior 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 fully interactive digital magazine for [cityofnovi.org/InvestNovi.org](http://cityofnovi.org/InvestNovi.org) at no cost to the City of Novi.

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

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

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

## 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 2014 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 24 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:* 11" x 17" 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 12 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 13, 2013.

7. *Terms.* This Agreement is binding for the 2014 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: \_\_\_\_\_

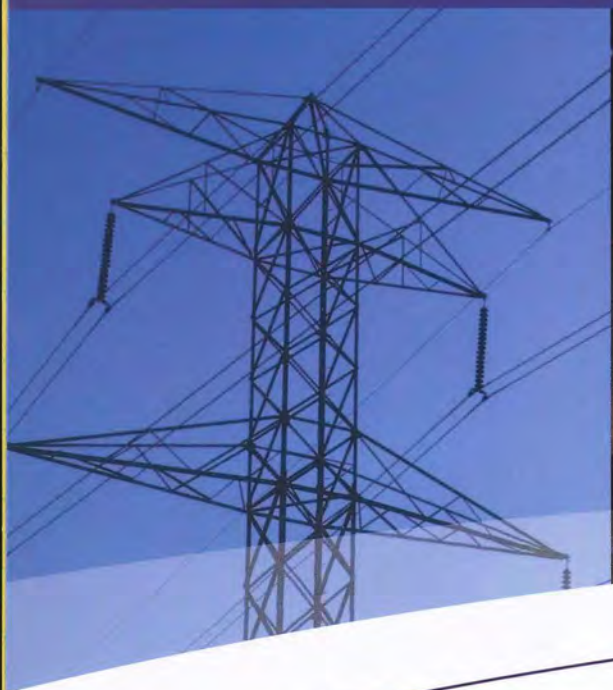
Date: 11/14/12



# CITY OF NOVI

## COMMUNITY PROFILE

45175 West 10 Mile Rd • Novi, Michigan 48375 • (248) 347-0456 • [cityofnovi.org](http://cityofnovi.org)



## We're in your neighborhood

ITC is a proud Novi-based company that has earned national recognition for its best-in-class operations. We're working hard to keep efficient, reliable energy flowing to homes and businesses across Michigan and throughout the Midwest.

*We're ITC – your energy superhighway.*



**ITC HOLDINGS CORP.**  
27175 Energy Way • Novi, MI 48377  
[www.itctransco.com](http://www.itctransco.com)

2

MEET NOVI

6

DIVERSITY

9

LOCATION

13

EDUCATION

15

WORLD CLASS AMENITIES

19

GOVERNMENT

22

AREA MAP

23

VITAL STATISTICS



This full publication is available as an interactive, digital magazine at [cityofnovi.org](http://cityofnovi.org)

About the cover: Enjoy a vibrant quality of life in Novi.

The City of Novi Community Profile was created and produced by Harbor House Publishers, Inc. for the City of Novi. The City of Novi 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 Chamber for inclusion in subsequent editions.

To advertise in the next edition of the City of Novi Community Profile, with 2,500 copies of the print edition plus a fully interactive digital magazine, please call (800) 491-1760 or email [harbor@harborhouse.com](mailto:harbor@harborhouse.com).

ISBN 1-58241-420-3

© 2011 Harbor House Publishers, Inc., Boyne City, Michigan. All rights reserved. No portion may be reproduced without written permission of the publisher. Printed in Michigan with vegetable-based inks on recycled paper.

Harbor House Publishers, Inc.  
221 Water Street, Boyne City, MI 49712  
(800) 491-1760, FAX: (866) 906-3392  
[www.harborhouse.com](http://www.harborhouse.com)  
[harbor@harborhouse.com](mailto:harbor@harborhouse.com)



# Welcome!

BIENVENIDA  
BENVENUTO

EMPFANG  
ようこそ

MOTTAKELSE  
HET WELKOM



On behalf of the Novi community, welcome to the City of Novi! Residents and business members choose Novi because we believe *Quality of life...is the way of life.*

In Novi, there is much to be proud of – excellent schools, quality public services, safe neighborhoods, preservation of natural features, and a commitment to continued development. Additionally, in Novi, we are extremely proud of our cultural diversity. Hundreds of international businesses – from Japan to Germany and the United Kingdom to Mexico – call Novi “home” in the United States. Combine these factors with fiscal responsibility and an open, inclusive government which values and welcomes community involvement, and you have a dynamic, prospering city.

Our community has much to offer. Located at the convergence of three major expressways, Novi has unparalleled access and proximity to healthcare, technology, and automotive industry headquarters. This, coupled with vibrant retail centers, top-notch public and private schools, and more than 1,000 acres of parks and recreation space, sets Novi apart from other communities and is one of the many reasons Novi has been recognized as one of the top places to live and work nationally by both Family Circle and Money Magazine.

Novi’s proven vitality, strategic location and diverse opportunities are an economic success story in which there is plenty of room for additional new commercial, industrial and residential growth.

We invite you to visit our comprehensive websites – a community site at [cityofnovi.org](http://cityofnovi.org) and another designed for businesses at [InvestNovi.org](http://InvestNovi.org) – where you will find valuable resources and features. The information, photos, videos and resources available on these websites tell the Novi “story,” and share our incredible sense of community.

We hope you will find Novi to be a friendly, dynamic, and prosperous place in which to reside and do business.

BOB GATT  
Mayor

CLAY J. PEARSON  
City Manager

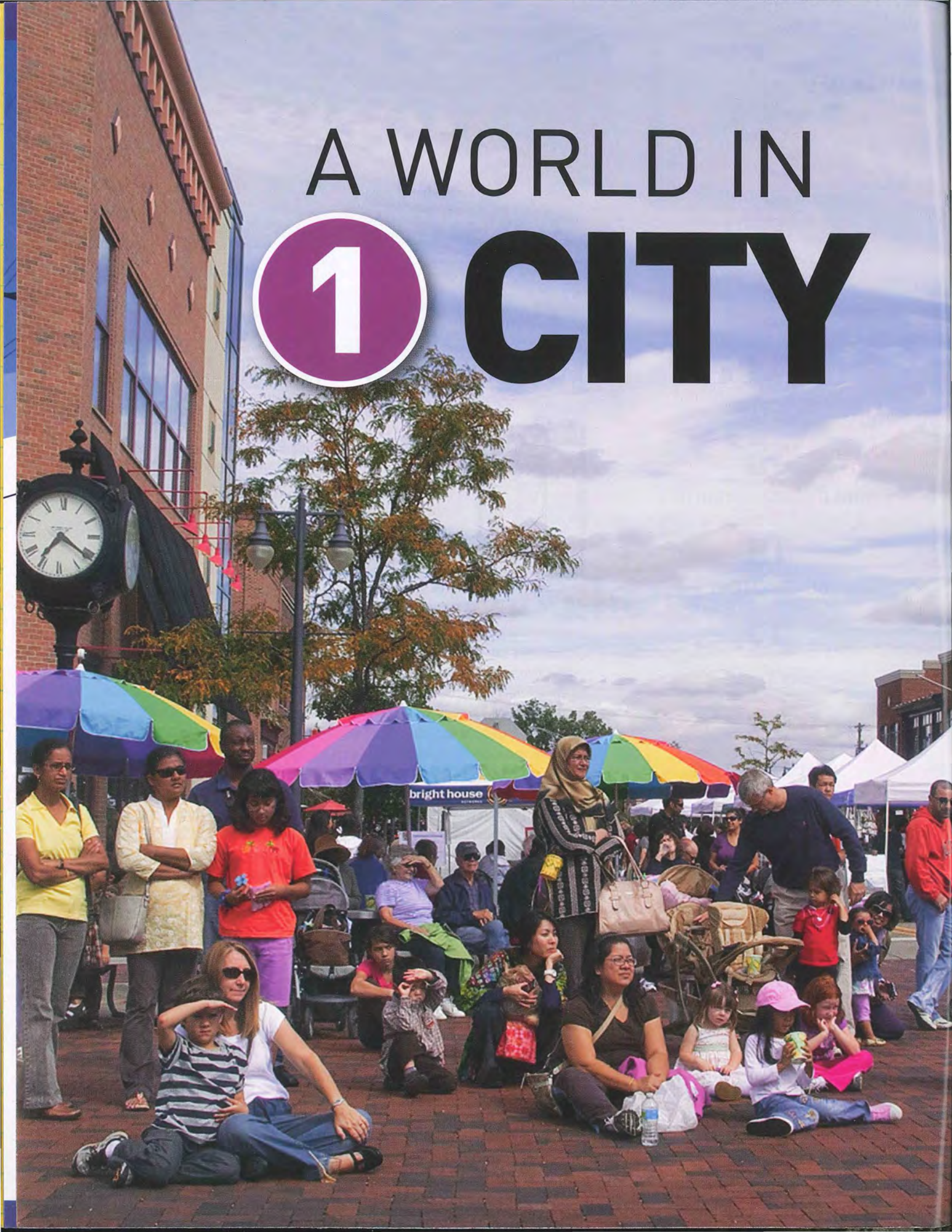


CITY OF NOVI, MICHIGAN  
45175 West 10 Mile Road • Novi, MI 48375  
(248) 347-0456 • [cityofnovi.org](http://cityofnovi.org)

A WORLD IN



CITY





## Meet Novi

### NOVI'S DESIGN FOR GLOBAL IDENTITY

**W**hy search the world over when the best in business, culture and lifestyles is found right here in Novi? With its stable economic foundation, outstanding educational system, prime location and international population, Novi is a gateway to the emerging global environment.

Similar to the innovations of today, Novi was founded at another historic economic juncture in American history—the construction of the Erie Canal which opened markets via maritime highways. Exactly how Novi was named remains one of the town's great mysteries, but there is no shortage of romantic legends as to its source. Some say the name is linked to the influence of a Yugoslavian soldier. After fleeing his country, Novi was chosen as a tribute to the soldier's lost love. Others suggest the city was called Novi because it was once the No. VI stage coach stop from Detroit. Founding fathers failed to record how they named their town and to this day, no one knows the true tale of the city's moniker. However, its first settlers were Erastus Ingersoll and his family. The Ingersoll clan migrated from New York State in

1825, just one month before the opening of the Erie Canal. The rest, as they say, is history.

In the 1800s, Novi's proximity to the new Erie Canal provided a premier location for business and population expansion. Today, the town's location in the heart of an efficient and modern transportation network, continues to support development. Novi is the perfect location to take advantage of Michigan's economic powerhouses. Lansing, Detroit, Auburn Hills and Ann Arbor are all less than an hour's drive.

For almost 200 years, Novi's residents have been carving out a dynamic world-class community known for innovation, progress and prosperity. The forward momentum remains strong. U.S. census data shows Novi's population grew by 16.5 percent between 2000 and 2010, making it among the fastest growing communities in Oakland County and the 28th largest city in Michigan.

Novi's inclusive environment and quality of life are unmatched. The City manages more than 1,000 acres of parkland and 10 miles of nature and bike trails. Residents and visitors alike enjoy quaint neighborhood parks, sports

---

LEFT: A crowd gathers for performances at the Ethnic Taste & Tune Fest. ABOVE: High school students show their pride while lighting up the night in Novi!





## Suburban Collection Showplace

Michigan's Premier State-of-the-Art Exposition, Conference & Banquet Center

**Diamond Center** ♦ The facility for Corporate and Social Events

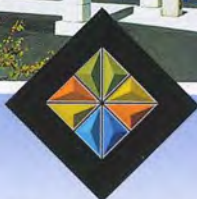
Suburban Collection Showplace has over 215,000 sq. ft. of exposition space in 3 halls, with up to 1,100 booths. We supply facility wide wireless canopy & full service audio & visual services & equipment.



The Diamond Center has a 20,000 sq. ft. ballroom serving up to 1,400 people with Full Service Gourmet food by Epoch Catering, all designed to meet your specific needs.



**S** SUBURBAN COLLECTION  
SHOWPLACE



DIAMOND  
CENTER

46100 Grand River Ave • Novi, MI 48374 • 248.348.5600 • [SuburbanCollectionShowplace.com](http://SuburbanCollectionShowplace.com)

parcs, scenic shoreline spaces along Walled Lake and more. Over the last two years, the City invested \$1.2 million in improvements to Ella Mae Power Park which hosts numerous athletic tournaments, including the annual ASA Girls Fast Pitch Tournaments.

**Living the good life.** Novi's Parks, Recreation and Cultural Services Department offers 1,300 recreation programs for citizens of all ages, serving 140,000 users annually. Programs include the creative arts and Novi Chorales and Concert Band, sports and fitness classes. The Novi Ice Arena offers adult and youth hockey and skating. The Novi Senior Center at Meadowbrook Commons keeps the older population (6,200 over 65) engaged with classes, social events, fitness opportunities and trips. Meals and transportation are also available.

Novi is also known as a retail hub among Detroit suburbs. The City boasts more than 3.7 million square feet of retail, including Twelve Oaks, Michigan's largest indoor shopping venue. Twelve Oaks features almost 200 specialty stores and restaurants and five popular anchor stores, including Nordstrom and Macy's. Twelve Mile Road Crossing at Fountain Walk offers the area's largest outdoor retail, entertainment and dining center, while Novi Town Center provides an appealing mix of national retailers and locally owned shops.

Novi's fusion of amenities, high-performing school district, advanced healthcare system and business and cultural diversity have produced a

OPPOSITE LEFT: A happy couple at the Novi Youth Council's Senior Prom; MIDDLE: Novi offers recreational opportunities all year long. RIGHT: Lois Sprengnether Keel shares a story during the Rural Heritage Festival. BELOW: Summer sunset at Fuerst Park.



vibrant suburban environment and an upscale residential community which residents are proud to call home.

**Excellent quality of life.** In a 2010 citizen survey, 93 percent of respondents rated Novi's quality of life as "excellent" or "good." The statistically-valid poll conducted by the National Research Center showed residents also consider their community above average in appearance, new development, public safety, shopping, healthcare and other key livability factors. In 2011, *Family Circle* named Novi as one of the 10 Best Towns for Families in the country. The City of Novi has more than 225 miles of existing and planned public pedestrian and bicycle pathways. The existing Novi public path inventory includes 75 miles of sidewalks and pathways adjacent to major roads.

Novi's higher than average median income is \$80,473. Bucking the trend existing in many communities across the country, home prices experienced a rise in midsummer 2011, with the

**With its stable economic foundation, outstanding educational system, prime location and international population, Novi is a gateway to the emerging global environment.**

average list price just over \$300,000. In 2010, new housing starts jumped 65 percent. However, Novi's availability of housing options, including a variety of affordable living opportunities, enhances its friendly ambiance and

translates to an inclusive community where all can feel at home.

Novi's ability to sustain a strong profile is associated with the City's expert planning and fiscally-sound foundation. City leaders established and sustain a solid economic structure to complement the community's many attractive amenities. The City's low debt, high standards in fiscal management, healthy reserves and commitment to long-term planning establishes an outstanding and stable platform for growth. This stability, along with balance, diversity and quality of life factors, identifies the community as a prime growth area. The City and its citizens extend a genuine welcome to newcomers and look forward to sharing tomorrow with a diversity of new residents and businesses. ■



## Diversity

### TAPPING THE GLOBAL ECONOMY

**B**oldly embracing diversity, Novi is a promising modern global city. While many communities are stuck in 20th Century concepts and policies, Novi understands the future belongs to cities capable of globalization. Communities which thrive in the new century are those able to attract business investment from Asia, India, Europe, Central and South America. They will be viewed as friendly locations for North American headquarters of international firms. Novi has laid the groundwork for international business to set the stage for a new prosperity.

Novi's strategies begin with the business base, but extend into the

culture and schools. Currently the city is home to a mix of 3,000 large and small businesses, including 1,000 international companies.

"If you're locating an office and get a chance to meet people from Novi and a chance to do business here, you're probably going to stay," said Joseph Welch, CEO of ITC Holdings Corporation, the largest independent electric transmission company in the country. ITC located its headquarters in Novi in 2008.

ITC is an example of Novi's diverse economic fabric. In 2011, the City expanded its international business community further when it welcomed the Korean-based Mando America.

---

ABOVE: Young performers at Ethnic Taste & Tune Fest. OPPOSITE CLOCKWISE: The Japanese School of Detroit, relocates to Novi; Novi Youth Council participants show their spirit; Enjoying the Memorial Day parade; Grand opening of the ITC Community Sports Park.



Mando is a world leader in automotive parts manufacturing. Other leading auto firms finding homes in Novi include Tata Technologies, Intier Automotive, Magna Automotive and Toyota Boshoku America.

These and other manufacturers rely on the convenient access to suppliers and world markets which Novi provides.

“Novi is on the way to everywhere with all the freeways—23, 96, 94, 275 and 696,” said Jim Carson, General Manager of Sales for Toyota Boshoku. “You can get pretty much anywhere quickly, which is good for us and anyone locating to this area.”

While auto-related manufacturing remains an important component of the business and industry community, Novi has developed a multifaceted economy. It supports an innovative cluster of companies specializing in medical devices, healthcare, medical institutions and offices and biotechnologies. In

spring of 2011, Summit Health, Inc., the leading provider of nationwide on-site wellness programs, announced plans to invest \$11.4 million to establish its headquarters and research and development facility in Novi, creating 252 direct jobs. The company currently operates a high tech research operation in Novi.

**Novi understands the  
future belongs to  
those cities capable  
of globalization.**

Tognum, America, Inc. will locate its headquarters to Novi in 2012. The manufacturer of diesel engines and ship propulsion systems expects to invest more than \$5 million to relocate here. The move follows Ryder Systems Inc. investment of \$22 million in moving its headquarters to Novi in 2008.

“Novi was the city that showed the most interest, showed the most initiative and the most desire to have us locate here,” said Tom Jones, Ryder System’s Senior Vice President and General Manager. “The City was really one of the keys to our success.”

Other new businesses locating and expanding to Novi in recently include Metalsa, Macprofessionals, Kongsberg Automotive and Kistler Instruments.

**A well-rounded workforce.** Foreign and domestic companies from manufacturing to energy, high tech, construction and logistics find Novi provides a competitive environment supported by a diverse and educated workforce and an educational system with its eyes on the future.

“The business, civic and educational opportunities here are phenomenal,” said Stephanie Bergeron, President of Walsh College, Michigan’s largest graduate business school. “We’ve

never seen such a tight network of cooperation between government, business and education as we do here.”

Novi’s well-educated labor force is a hallmark of this thriving community. It has more than twice the national average of college graduates and the largest concentration of engineers per capita in the United States. Its workers are among the most productive labor force in the United States.

**A global culture.** The workforce and city are both characterized by a growing cultural diversity. Today, one in four Novi citizens is non-Caucasian. The U.S. Census shows between 2000 and 2010, Novi’s Asian population doubled to 15.9 percent, while the African-American population expanded from two to eight percent. At the same time, Novi’s Hispanic population grew by 67 percent to 1,634.

Novi’s cultural diversity is reflected in its public school system, which has been nurturing an ethnic mix of students for more than two decades. In 2010, the city was home to 14,000 youth 17 and younger. Between 1987 and 2006, diversity in Novi schools increased from eight to 45 percent. The high achieving Novi Community School District offers five world languages for grades five through 12. It provides standards based English as a second language program and offers high schoolers the International Baccalaureate Diploma to foster global competitiveness. Half of all Novi residents have a college degree, that’s twice the national average.

The nurturing and celebration of Novi’s cultural diversity occurs throughout community life. Novi Public Library’s book collection features titles in 15 languages. It also includes a collection of foreign periodicals, films and the acclaimed Rosetta Stone software for learning languages. The community’s annual Ethnic Taste & Tune Fest celebrates

## Exemplary Education with a Lasting Legacy



### Celebrating 25 Years of Excellence in Christian Education

K-12 College Preparatory School with a non-denominational Christian philosophy

Award Winning Research Projects

Outstanding Academics, Athletics and Fine Arts

Accredited by NCA

(North Central Association Commission on Accreditation)

Member of ACSI

(Association of Christian Schools International)



**Franklin Road**  
CHRISTIAN SCHOOL  
Novi, Michigan

40800 West 13 Mile Road, Novi, MI 48377  
(248) 668-7100 [www.FranklinRoadChristianSchool.org](http://www.FranklinRoadChristianSchool.org)



the heritage of Novi residents from as many as 30 countries from around the planet with cultural displays, exhibits and ethnic foods. While festivals and community events like the Japan Festival and India Day celebrate the rich cultural diversity of Novi.

From the cradle to schools to the workplace, Novi demonstrates an inclusive environment capable of nurturing personal success and a cohesive world tapestry for building a thriving international business culture. ■

# Location

SMART AND SPEEDY  
MARKET CONNECTIONS



**A**s transportation costs continue to rise, location becomes increasingly critical to a company's fiscal health. Novi's prime location at the convergence of interstate and state freeways and its easy access to international airports, rail and seaports ensures long-term and cost effective market connections.

Novi is strategically located in southeastern Oakland County. It encompasses 31 square miles. As far back as the 1840s, the city was connected to the state's major transportation routes via the primary east-west running Grand River Avenue. Stretching from Detroit to Grand Haven, Grand River Avenue, one of Michigan's oldest roads, brought commercial and passenger traffic through Novi.

Today, Interstates 96, 696 and 275 converge along the city's eastern boundary, providing ease of access to all Midwest and Canadian destinations.

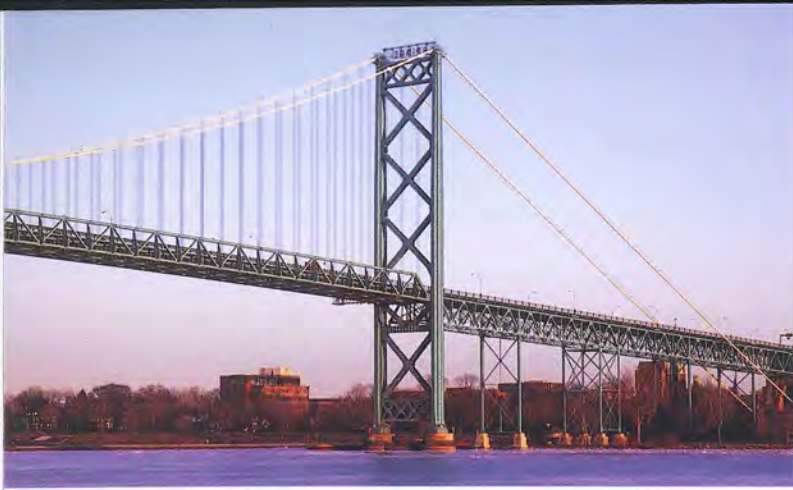
I-696 is the preferred route to eastern Detroit, while I-275 is the north/south link to commercial, industrial and residential sectors. It also facilitates a short 20-minute drive to Detroit Metropolitan Wayne County Airport. I-696 connections are made at Novi Road, in the central retail district. Traffic flow was improved along Novi Road by widening it to five lanes from Main Street to south of the U.S. Post Office. The improved section of road connects to the completed widening at the Ten Mile and Novi roads intersection. The six-lane M-5 traverses Novi's eastern boundary. This stretch of roadway is home to corporate headquarters and emerging commercial opportunities.

As a result of the City's ongoing commitment to quality transportation infrastructure, several roads have seen improvement in recent years, including Grand River Avenue, Meadowbrook Road, the Beck Road

interchange in western Novi, the Wixom Road interchange west of Novi, numerous neighborhood streets and other heavily travelled thoroughfares. Improvements and commitment to maintenance provide smooth, safe connections between residential and commercial areas.

#### **Technology and transportation.**

What could be more 21st Century than smartroads? Novi has become the center of pioneering technology in road traffic safety. The U.S. Department of Transportation and Michigan Department of Transportation targeted Novi for testing a groundbreaking intelligent transportation system, which provides a broad range of wireless and wire line communications-based information and electronics technologies. Integrated into infrastructure and vehicles, the technologies serve to reduce congestion, improve safety and productivity. The 45-square-mile



SOURCE: DELTA AIRLINES

## The Best Business Locations In Novi!

*Beck North Corporate Campus • Beck West Corporate Campus  
• & the new Novi Corporate Campus in conjunction  
with General Development*



*Developed by Amson Dembs, the gold standard among commercial real estate organizations in Southeastern Michigan, these three parks are among the most prestigious in Oakland County. They offer:*

- Available for corporate headquarters, R&D, office, light industrial
- Build to suit, for sale or lease
- Convenient access to the I-275, M-5, I-96, & I-696 Freeways
- State of the art systems: fiber optics, T1 Lines, back-up generators
- Primary power available
- Close proximity to shopping, restaurants, hotels & medical care
- Surrounded by high-quality residential communities



*For more information contact:*

**Amson Dembs Development, Inc.**  
**26090 Lannys Road**  
**Novi, MI 48375**  
**Phone: 248-380-7100**  
**Fax: 248-380-7659**  
**[www.amsondembs.com](http://www.amsondembs.com)**

IntelliDrive Michigan Testbed is located in Oakland County, primarily in Novi. These test roadways are lined with 52 short-range communications units. By allowing vehicle-to-vehicle and vehicle-to-infrastructure and handheld devices, drivers can identify and be warned of hazards on the roadways.

Navigating Novi is simplified through a road system linking east and west destinations. The gateway to Novi is the 12 Mile Road corridor along which retail and office centers are located. The western thoroughfare is home to Twelve Oaks Mall, West Oaks and Twelve Mile Crossing at Fountain Walk shopping complexes. Office parks are situated along eastward segments.

Grand River Avenue remains the pathway to the center of Novi. It leads south to Main Street and Novi Town Center along the northern section. Both sites are home to flourishing retail businesses, restaurants and office space.

Southeast Michigan's metropolitan region is linked to Novi primarily via Eight Mile Road. It also connects commercial districts to residential areas.

**Beyond our borders.** Whatever your Novi location, a 30-minute drive provides access to vital market connections, including the Detroit-Windsor Tunnel and the Ambassador Bridge. Owned by Detroit International Bridge Co., Ambassador Bridge links Detroit to Windsor, Ontario, Canada. It is ranked the top international border crossing in North America with more than 10,000 commercial vehicles crossing on a typical weekday. Moreover, 25 percent of all merchandise

trade between the two countries moves across the Ambassador Bridge.

For air travel and transport, Detroit Metropolitan Wayne County Airport (DTW) is just 20 to 30 minutes south of Novi. The 16th busiest airport in the world, DTW accommodates more than 30 million travelers annually. In 2010, the airport serviced 2.6 million international passengers. International connections were never easier. Detroit airlines and regional partners together service more than 160 non-stop destinations around the globe. Two fixed-base operations provide service for private and corporate aircraft.

Oakland County is also home to three corporate airports, all minutes from Novi. Oakland County International Airport is the world's 12th busiest general aviation airport in the world, with an average 120,000 landings and takeoffs annually. Located in Waterford, east of Novi, it is popular with the region's Fortune 500 companies. Other flight options include Oakland/Southwest Airport and Oakland/Troy Airport, an executive airport for private,

corporate and charter service.

Both a cost effective and an untapped transportation resource, the region's international maritime highway link is the Port of Detroit. The port supports traffic along the Detroit River, which is responsible for moving more than 80 million tons of cargo annually. The port provides water access to major

---

**Novi's multiplicity of transportation options and investment in infrastructure modernization, provide clear benefits for business and industry.**

---

cities along the Great Lakes and the St. Lawrence Seaway system to global ocean routes.

Novi's transportation system also offers the option of passenger and commercial rail service. Amtrak services stations are located in nearby Birmingham, Royal Oak and Ann

Arbor. The popular Detroit to Chicago, Illinois line is destined to become a jewel in the Michigan rail network. The line is targeted to receive millions in federal funds for high-speed rail development. The modernized rail service will complement the area's existing commercial service provided by Canadian Pacific Railway, CSX operating in nearby Livonia and Union Pacific in Southfield.

Novi's multiplicity of transportation options and investment in infrastructure modernization, provide clear benefits for business and industry. Less than 30 minutes from downtown Detroit and Ann Arbor and only one hour from Lansing and Flint, transportation efficiencies help Novi companies improve economies of scale in production, distribution and consumption, while reliable and convenient access to raw materials, parts and labor saves time and dollars. Whether by land, sea or air, from anywhere within Novi's borders the ever-changing marketplace is within easy reach. ■

---

OPPOSITE LEFT: The Ambassador Bridge connects Detroit to Windsor, Ontario, Canada; RIGHT: Detroit Metropolitan Wayne County Airport provides air travel and transport. BELOW: The Novi community comes together to honor veterans on Memorial Day.



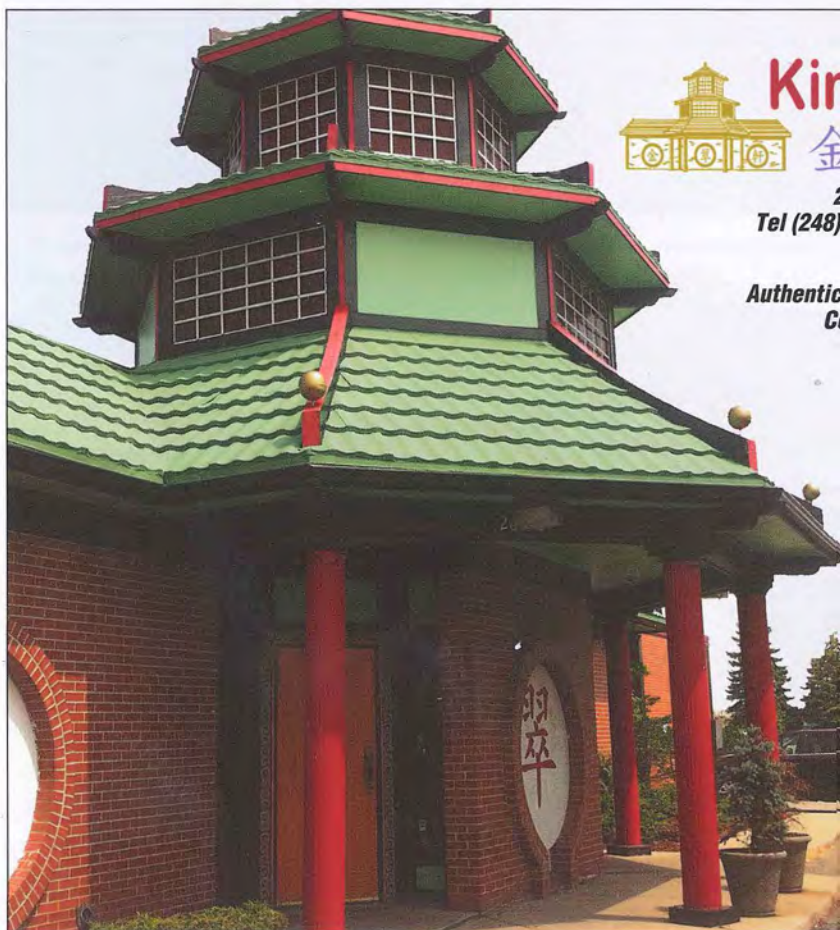


# TWELVE OAKS

(248) 348-9400

[www.shoptwelveoaks.com](http://www.shoptwelveoaks.com)

200 Stores and Restaurants  
Ticketmaster Retail Location  
Mall-Wide Gift Cards



## Kim's Gardens

金翠軒 粵菜海鮮酒家

26150 Novi Road, Novi, MI 48375  
Tel (248) 348-0700 • Fax (248) 348-8709

Authentic Cantonese Food • Daily Dimsum  
Cocktails • Banquet & Party Room

Open 7 Days a Week  
Sun - Thurs: 11 am - 10 pm  
Fri & Sat 11 am - 11 pm

Delivery Available





SOURCE: WALSH COLLEGE

## Education

### INTRODUCING A WORLD VIEW

**W**hen it comes to taking the community to the next level, Novi makes long-term investments through education. Opportunities extend from preschool to the doctoral level at some of Michigan's premier universities.

K-12 programs combine the benefits of suburban settings with the latest technology and teaching techniques. In Novi, students thrive amid four systems: Novi Community School District, Walled Lake Consolidated School District, Northville Public Schools and South Lyon Community School District.

Students receive instruction in foreign languages and have access to advanced placement courses to help prepare them for continued education and in their careers. Novi schools offer five languages for students in grades fifth through twelfth.

Beyond academics, the schools provide the community's youngest residents opportunities to celebrate

diverse cultures and time periods and participate in fund-raisers to help others.

If a private education is preferred, students may attend Catholic Central High School, a school for boys offering classes in academics, arts, music and athletics. Ringo Kai opened in 2011 to offer Saturday instruction to more than 700 Japanese students on the history, language, geography and culture of Japan. Ringo Kai partners with Novi Community Schools to use 40 classrooms for its instruction.

As students prepare to don their caps and gowns for high school graduation, local choices continue to abound. Novi's location in southeast Michigan is one reason why colleges like Walsh College, The Art Institute of Michigan and South University offer Novi locations.

Walsh College's Novi Campus is a 35,000-square-foot, technology-enriched facility which provides a home for business-based training through instructors and business professionals.

The Art Institute of Michigan is a branch of The Illinois Institute of Art—Chicago. The Novi-based school provides training in culinary arts, fashion marketing, design and media arts through bachelor's, associate's and certificate programs.

South University—Novi houses the College of Arts and Sciences and the College of Business. The university, known throughout the eastern U.S., offers training at undergraduate and graduate levels at its Novi campus.

In addition to local colleges and universities, Novi is less than an hour from the University of Michigan, Michigan State University, Wayne State University and Lawrence Technological Institute.

Educational options are plentiful for students in the Novi area, regardless of their age, creating global views and opportunities for those living in and around the city. ■

LEFT: Students and teachers are proud of their schools. RIGHT TOP: Students participate in the Autodesk Tinkerbox project; BOTTOM: Walsh College serves its students with a strong business curriculum.

Calibrate Every Movement.

Synchronize Positions.

Push The Boundaries.

Strive For Excellence.

Execution Is Everything.



SUPPLY CHAIN • DISTRIBUTION • TRANSPORTATION • CONTROL TOWER

1-888-887-9337 www.ryderscs.com

©2011 Ryder System, Inc. All rights reserved.

We found a financial institution we can trust.



Do you feel confident in your financial institution? For more than 75 years, the members of Telcom Credit Union have.



Visit one of our Novi branches today and experience a financial institution that you can trust.

248.735.9500 • telcomcu.com

Novi Branches  
44575 W. 12 Mile Rd  
22245 Haggerty Rd

## NOVI COMMUNITY SCHOOL DISTRICT



*Developing each student's potential with a world-class education*



Graduation rate of 98.6% and over \$10 million in Scholarships

Five World Languages offered in Grades 5-12

Latest state-of-the-art technology utilized in all buildings, including SMART boards, and iPads at all K-6 buildings

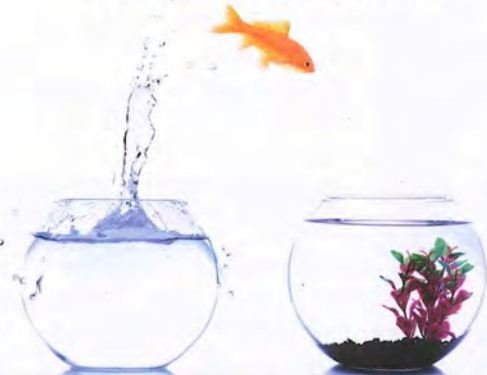
Our Fine Arts Programs have won numerous awards and our Athletic Programs are recognized at the State and National levels

Novi Schools has a diverse student population and strong parent teacher organizations that encourage volunteerism and support the district goals

www.novi.k12.mi.us

25345 Taft Road | Novi, MI 48374 | (248) 449-1200

Novi, Michigan, USA.  
A better place for business.



• Hundreds of international businesses – from Germany to Japan and the United Kingdom to Mexico – call Novi “home” in the USA.

• A highly educated workforce, with more than twice the national average of college graduates, and the largest concentration of engineers per capita in the USA.

• Unparalleled access and proximity to world-class healthcare, technology, telematics, and automotive industry headquarters.



• Located at the center of the largest freshwater system on earth.

• Thirty minutes to our international neighbor, Canada.

• Twenty minutes from Detroit International Airport, a major Delta hub with convenient non-stop access to Asia and Europe.

• Award-winning public schools which offer an excellent International Baccalaureate education.

Visit [InvestNovi.org](http://InvestNovi.org) to arrange a customized site search to meet your location needs or email [novibusiness@cityofnovi.org](mailto:novibusiness@cityofnovi.org).



Use your mobile device to scan the code and learn about Novi, Michigan, USA.



# World Class Amenities

THERE'S NO PLACE LIKE HOME

Seeking the good life? Novi has cornered the market on the contemporary amenities everyone craves. The shopping universe starts with the 470,000-square-foot Novi Town Center, an open air mall along Ingersol Drive featuring 44 national and independent retailers, and eateries. Diamond Jim

Brady's brings fresh dining delights to the complex with a twist on tradition. Recently the property became anchored by a 150,000-square-foot Wal-Mart flagship, megastore. Doubletree Hotel Detroit/Novi is on site, allowing shoppers to enjoy a relaxing shop/play/stay experience. For the chic set, the hip crowd and the hurried, Novi shopping gets to the point. The outdoor shopping, dining, entertaining complex Twelve Mile Crossing at Fountain Walk provides a blend of fun things to buy, do and see—including the wildly popular Emagine Theatre and Lucky Strike, an upscale lounge and bowling alley. Located across from the unique lifestyle center is the regional retail destination Twelve Oaks Mall, which features upscale retailers like Nordstrom, Macy's and Coach, plus exclusive shopping events. Other favorite retail centers include West Oaks and West Oaks II.

**Green initiatives.** Cutting edge amenities are available, courtesy of the City of Novi, to those who drive an electric or plug-in hybrid vehicle. The City has installed two charging stations, located at Novi Public Safety Headquarters and the Novi Public Library. The chargers reflect the community's dedication to sustainability. City green initiatives address a vast list of issues, including watershed management, energy efficiency, recycling and more.

Constructed in 2010, the Novi Public Library on the Civic Center Campus features eco-friendly details in its mechanical and electrical systems, architecture and landscaping. The library involves patrons in the City's eco movement through the lending of Kill-a-Watt electric usage meters.





**Haggerty Corridor Corporate Park**

- » 400 acre Class A office park
- » Easy access to all major freeways and airports via M-5 connector
- » Protected woodland and wetlands, including nature trails
- » We specialize in build-to-suit, lease or buy
- » 24/7 property management



39000 Country Club Dr  
Farmington Hills, MI 48331  
P 248-848-6400  
F 248-848-6700  
www.noreq.com

**NOVI, MICHIGAN** Featured in Family Circle Magazine as a Top 10 Place to Live in the United States

- » Excellent highway access
- » Green technology
- » State-of-the-art medical facilities
- » Major education institutions

**Connect With Successful Businesses**

成功した企業と接続する

连接成功的企业

सफल व्यवसायों के साथ कनेक्ट

SCAN THIS



...OR VISIT

**m.novichamber.com**



**THE NOVI CHAMBER OF COMMERCE**

41875 W. Eleven Mile, Suite 201 ■ Novi, MI 48375  
P 248.349.3743 ■ F 248.349.9719 ■ www.novichamber.com



- BROKERAGE
- LOAN SALES
- DISTRESSED ASSETS
- ADVISORY SERVICES
- PROPERTY MANAGEMENT
- DESIGN & CONSTRUCTION

Your source for fully integrated commercial real estate solutions.

**CORPORATE HQ**

34975 WEST TWELVE MILE RD  
FARMINGTON HILLS, MICHIGAN  
P 248.566.2460  
E inquire@freg.com

**WWW.FRIEDMANREALESTATE.COM**



Michigan Elite Gymnastics Academy  
22475 Heslip Drive  
Novi, Michigan 48375  
(248) 344-9344

**FREE TRIAL OFFER**  
Good for any new student

www.mega-gym.com



LEFT TOP: Recycling is a priority in Novi; BOTTOM: A performance at the annual Light Up the Night festivities. ABOVE: The Novi Public Library is just one of many reasons Novi was honored with Oakland County's 2010 Green Community Award.

Portable meters allow citizens to track home energy usage. Novi was honored by Oakland County with the prestigious 2010 Green Community Award for its outstanding leadership in green initiatives.

Novi Parks, Recreation and Cultural Services feature an equally impressive array of desirable and updated amenities. Among the recreation venues the City oversees is the Novi Ice Arena, which offers two National Hockey League regulation-size sheets, heated viewing areas, a pro shop, concessions, skate rental and meeting spaces. It's home to the Novi Youth Hockey Association, Skating Club of Novi, and the Novi High School and Northville High School hockey teams. Always looking to inspire and challenge citizens, the City hosted its first large cricket event in 2011 at the newly-renovated Ella Mae Power Park. The Novi Cricket Cup, an adult tournament, compliments a host of athletic activities at ITC Community Sports Park. Located on Eight Mile

Road, the 73-acre ITC Park is one of nine City parks. It offers fields for a variety of sports, a play structure, tennis courts, picnic area, trails and more. The amphitheater at Fuerst Park creates life-long family memories, while Lakeshore Park allows visitors to enjoy the water and vacation-like

**Novi was honored by Oakland County with the prestigious 2010 Green Community Award for its outstanding leadership in green initiatives.**

atmosphere. The nonprofit Novi Parks Foundation ensures continued development of the parks and recreation system. It offers scholarships to needy children allowing their participation in healthy and wholesome programming. The community's commitment to parks

and natural resource stewardship is celebrated annually with special Arbor Day, Earth day and River Day events.

The sky's the limit in artistic pursuits and perks in Novi. For 37 years the City has operated the Novi Performing Arts Academy, offering training in dance, vocal and piano from the student to professional level. The Novi Civic Theatre shines the spot-light on stage arts with five to seven live shows annually, classes and theater camps. Public outdoor sculpture displays, the Novi Chorales and Novi Concert Band also engage the community in quality artistic experiences. Festivals add further flair while inspiring the hometown ambiance Novi residents treasure. Novi's widely popular special events include Fall for Novi, the Ethnic Taste & Tune Fest and Light up the Night.

Whether enjoying a stay-cation or heading out after work, Novi is filled with amenities to make your day. ■