

For Immediate Release –

**UM-Dearborn's iLabs eCities Research Recognizes Troy
as Top Community at Developing a Positive Entrepreneurial Climate**

(TROY) – Troy has been identified as one of eight top performing communities in the state of Michigan at fostering entrepreneurial growth and economic development in a study by researchers at iLabs, University of Michigan-Dearborn's Center for Innovation Research. Troy was also recognized as a five star community and has received top rankings for attracting and retaining entrepreneurial companies for the sixth straight year in the University of Michigan-Dearborn study of best practices.

“Being recognized as a top performing community in the state by the highly respected UM-Dearborn iLabs eCities program is a tremendous honor,” said Glenn Lapin, Troy's Economic Development Specialist. “With our flexible and market responsive zoning ordinance and customer-friendly Building Department Services by SAFEbuilt, Troy offers development services and processes that are fast, fair and predictable. Troy's Economic & Community Development Team looks forward to working with the business community to help them grow and prosper here in Troy,” Lapin added.

Troy is a place where families and businesses thrive. Recently recognized by CNN Money Magazine as the #1 best place to live in Michigan and 26th best in America, Troy stands out for its excellent quality of life, including being the “Safest City in Michigan,” offering an A+ rated school system, having one of the lowest tax rates in Oakland County, and providing outstanding City services. As one of Detroit's northern suburbs, Troy is home to 6,000 flourishing businesses — including some of the most advanced technology companies in the world — that employ 125,000 people.

In addition to performing well in the numerical portions of eCities 2012, the eight top performing communities are recognized for programs that aid entrepreneurial growth. “The top performing communities understand what small businesses need to be successful,” said Tim Davis, director, iLabs. “The communities communicate with their business owners and provide connections to broader resources and insight on trends.”

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

the impact small businesses have on job creation. To date, 165 communities across Michigan have participated in the study.

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About Troy

Troy is a place where families and businesses thrive. A community with 80,980 residents recognized for its excellent quality of life, this “safest city in Michigan” has an A+ rated school system and city services. In 2012, Troy was named #1 best city to live in Michigan and #26 best in the nation by CNN Money Magazine. As one of Detroit’s northern suburbs, Troy is home to 6,000 flourishing businesses — including some of the most advanced technology companies in the world — that employ 125,000 people. A strategic location also puts residents and visitors within easy reach of a wide variety of recreational and cultural opportunities. Troy’s unique location in the heart of Oakland County, only 20 minutes from Detroit with access to I-75, I-696 and M-59, offers residents and businesses a tremendous competitive advantage, including attractive neighborhoods, excellent schools, prime shopping and employment opportunities. Learn more at www.troymi.gov



Program:

Welcoming Remarks

*Interim Dean Lee Redding
University of Michigan-Dearborn
College of Business*

Lunch

Introduction

Presentation of eCities 2012

*Tim Davis
Director of iLabs*

Honoring of Star Communities

Recognition of Top Performing Communities:

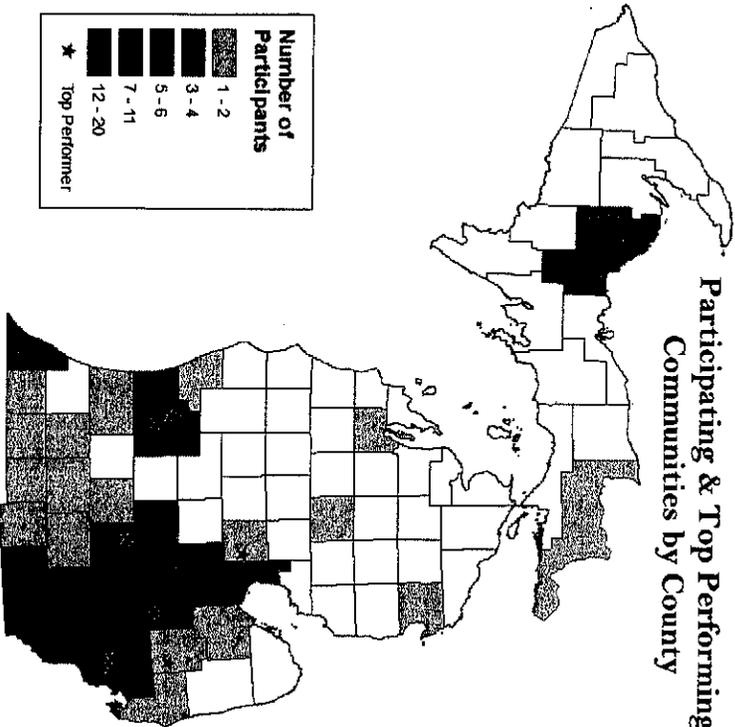
- Alpine Township*
- City of Grand Blanc*
- City of Grand Rapids*
- City of Inlay City*
- Meridian Charter Township*
- City of Midland*
- City of Sterling Heights*
- City of Troy*

*Best Practices of Michigan's
Local Communities*

A little more about the eCities 2012 Participating Communities . . .

- The 114 Participating Communities come from 40 Counties
- 165 Communities have participated in eCities over the past 6 years
- Home to 34% of Michigan's Residents
- Account for 50% of Michigan's Real Commercial Property
- Have over \$1.5 Billion in Commercial Construction
- Home to half of the State's College Graduates
- Home to over 125,000 Entrepreneurs
- Entrepreneurs report over \$3 Billion in self-employed income
- Over 70% share services with another municipality
- Have seen an increase of over \$450 Million in assets since last year

Participating & Top Performing Communities by County



www.umdlabs.com/ecities
 www.twitter.com/umdlabs
 www.facebook.com/umdlabs



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DEARBORN

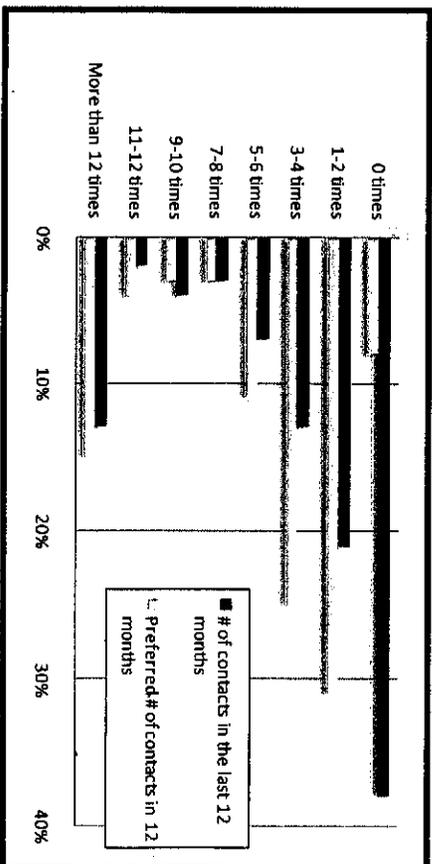
eCities Business Retention Survey

Each year, iLabs provides a free business retention survey to help communities better understand local businesses' needs for communication, resources and information. For the 2012 eCities participating communities the survey will be available January 7, 2013. For more information, please visit www.umdlabs.com/ecities/business. Below are findings from the 2010 survey. The next iteration of the survey will further add to our understanding of business perspectives on local government efforts to support economic development.

Learn more about the Business Retention Survey...



Contacts in the Last Year vs. Preferred Number of Contacts



iLabs is available to create customized benchmarking reports for participating communities. For more information on detailed benchmarking reports, how to be involved in the Business Retention Survey or eCities 2013 please contact Nicole Mangis, Assistant Director of iLabs, at nemangis@umd.umich.edu or by phone at 313.593.4209.

Visit our Participating Community Information Page for updates and relevant information just for our Participating Communities.

