



CITY COUNCIL REPORT

February 1, 2016

TO: Brian Kischnick, City Manager

FROM: Mark F. Miller, Director of Economic and Community Development
Cindy Stewart, Community Affairs Director
Glenn Lapin, Economic Development Specialist

SUBJECT: City of Troy – Troy Chamber Partnership Activities

The City of Troy and Troy Chamber have worked together on a variety of initiatives over the years. This partnership has been beneficial to both organizations and the business community in particular. The City and Troy Chamber plan to expand upon this partnership in 2016.

In addition to jointly welcoming new and expanding businesses to the City with approximately 50 ribbon cutting ceremonies in the past year, the City and Troy Chamber have worked together on many programs include the following:

Troy Business Connect Committee – Troy Chamber President Ara Topouzian is a participating member of Troy’s Business Connect Committee along with representatives from Automation Alley, Walsh College, Oakland County and the Michigan Economic Development Corporation. This group shares information on resources that can help the Troy business community.

Business Assistance Team – The City of Troy partnered with the Troy Chamber and Oakland County Small Business Center to provide business assistance to the businesses located in Troy’s Industrial Row area. A community meeting was held for businesses and follow-up resources were provided.

Troy Transit Center – Troy Chamber President Ara Topouzian has assisted with identifying business prospects that might be interested in providing financial assistance to the Transit Center. Mr. Topouzian has attended on-site meetings with business prospects to tour the facility. The Troy Chamber awarded the Troy Transit Center a Best of Troy award in January of 2016.

Joint Business Roundtable - A jointly planned City-Troy Chamber program that brings together Troy businesses to receive feedback and provide direction for ways to improve on services and issues important to the business community. The first joint Roundtable was held in July of 2015.

Troy Chamber Prospective Members Meeting – The Troy Chamber holds regular meetings with prospective business members. Economic Development Specialist Glenn Lapin attends these meetings to provide City economic development information. These meetings have been valuable for



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both the Troy Chamber and City. Follow-up resources to several of the companies that have attended these meetings have been provided.

Troy Chamber Hospitality Committee – City representatives fully participate in this regular meeting of area hotels and restaurants.

Troy Chamber Economic Development Committee – City staff regularly participates in these Troy Chamber events that focus on economic development issues that have relevance to the Troy community.

Troy Chamber City Services Forum – City Building, Planning, Fire, Code Enforcement and Economic Development staff provided information on our building and development processes to Troy Chamber member attendees. The meeting was held at the Community Center in 2013.

Troy Chamber Membership Referrals – While visiting businesses throughout the City, Troy Economic Development Specialist Glenn Lapin regularly refers businesses to the Troy Chamber for membership. The Troy Chamber regularly refers inquiries they receive from businesses to the City.

The City of Troy and Troy Chamber are currently working on new joint programs which are expected to launch in 2016. These new initiatives include:

Economic Development Video – The City and Troy Chamber are jointly producing a short video that markets Troy as an ideal location for new and expanding businesses. When completed in the spring of 2016, the video will be featured on the City's and Troy Chamber's respective websites, social media and other potential communication avenues.

Troy Public Library Business Resource Center: The virtual Business Resource Center consolidates the Library's business resource offerings so that they can be accessed 24/7. The Library currently offers a wide range of business resources, but consolidating materials and promoting it would bring additional attention and benefits to the business community. This initiative is being jointly planned and implemented by the Troy Chamber, City of Troy and Troy Public Library.

Business Resource Workshops – The City of Troy, Troy Chamber and Oakland County Small Business Center have joined together to present a free workshop at the Troy Public Library entitled, "Business Research: Feasibility to Expansion". The workshop, a part of Oakland County's Small Business Center educational program schedule, will be held on February 11, 2016 at 8 am. The hosting of additional workshops is being considered.

The City of Troy is proud to have upgraded its Troy Chamber membership from the Bronze level to the Platinum level, and we look forward to scheduling a joint City Council – Troy Chamber Board Meeting in the fall. The City of Troy and Troy Chamber will continue to collaborate on initiatives that benefit Troy's business community.