





OVERVIEW

- Outstanding Community Assets/National Recognition
- Zucker Report – A Roadmap for Improved Development Processes
- Departmental Coordination
 - Community Affairs
 - Economic Development
 - Planning & Zoning
 - Building Inspection & Plan Review
- Testimonials
- Questions/Answers



COMMUNITY ASSETS

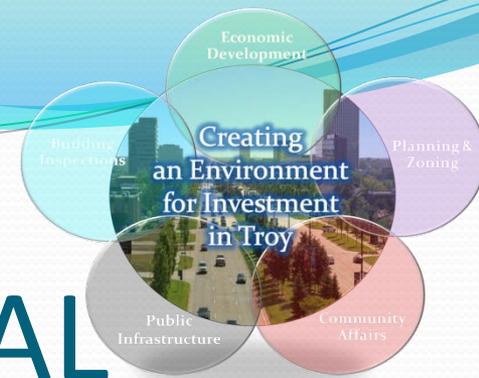
- Largest City in Oakland County (pop. 80,980)
- Outstanding Central Location & Highway Access
- Diverse & Highly Educated Population
- One of Oakland County's Lowest Tax Rates
- 6,400 Businesses Employ 129,000 People
- Michigan's Top Location for Automotive R&D
- Home of Automation Alley
- Major Financial Services Hub for State
- World Headquarters for Two Fortune 500 Companies: Meritor and Kelly Services
- Nationally Ranked School District
- Twenty Parks & Recreational Facilities of 900+ Acres



NATIONALLY RECOGNIZED

- Named the #1 Best Place to Live in Michigan and 26th Best in U.S. by CNN Money Magazine in 2012
- Named the #1 Safest City in Oakland County, #3 Safest in Michigan Over 75,000 in Population and 26th Safest in U.S.
- For the 3rd time Named a “Top Performing” Community for Attracting & Retaining Entrepreneurial Companies in 2012 by the University of Michigan-Dearborn’s eCities Initiative and 6th year receiving top rankings overall
- Certificate of Achievement for Excellence in Financial Reporting from Government Finance Officers Association

TRANSFORMATION OF DEVELOPMENT APPROVAL PROCESSES



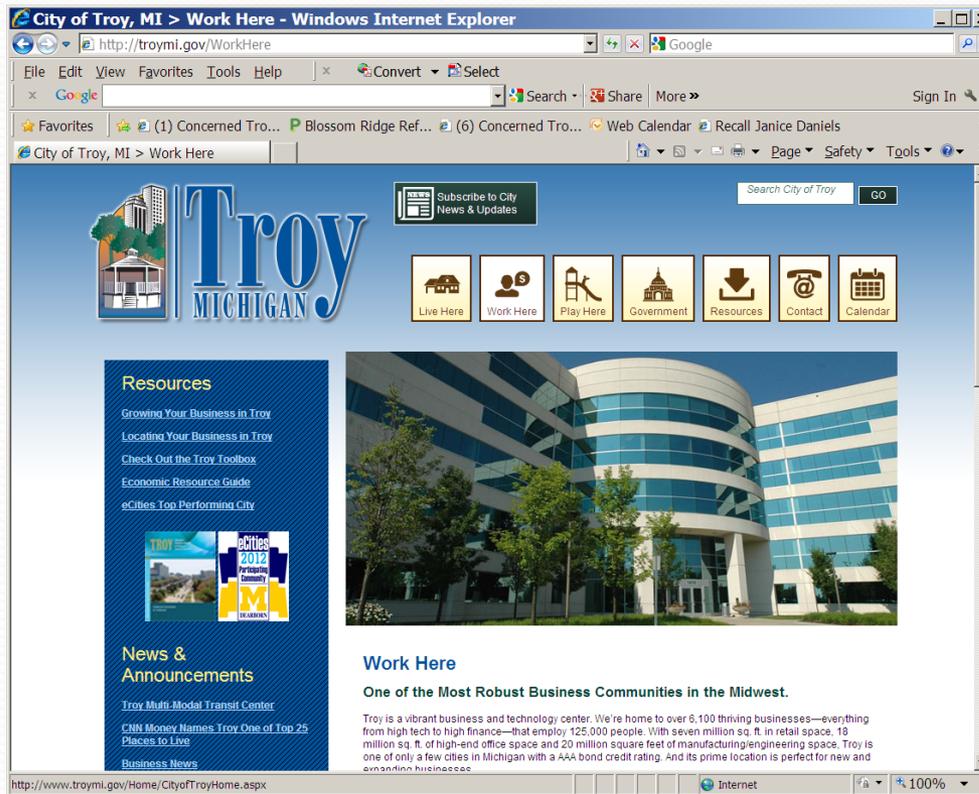
- 2008 Zucker Systems Report Evaluated Troy's Development Approval and Permit Processes
- 102 Recommendations Set Forth
- Led to Streamlining of Development Systems
- Hybrid Model of City Staff and Private Consultants Implemented for Planning and Engineering Depts.
- Building Department Contracted Out for Cost Savings and Increased Level of Service



COMMUNITY AFFAIRS

- New Website Launched in December 2012
- New Economic Resource Guide Published 2012
- Troy Prominently Featured in Publications Like Xology, Prosper, Asource and Others
- Quarterly Troy Today & Business E-News Highlights New & Expanding Businesses
- Media/Publicity/Ribbon Cuts - Support Provided to Businesses
- Promote Troy as Michigan's Premier Address for Business, Retail and Commerce
- Contact: Cindy Stewart at 248.524.1147

COMMUNITY AFFAIRS BEST PRACTICES



www.troymi.gov

Troy's new website has been redesigned to make navigation easier for residents, businesses and visitors.

ECONOMIC DEVELOPMENT



- Economic Gardening: Provide Information, Infrastructure and Connectivity to Address Business Needs and Encourage Growth
- Emphasize Partnerships & Collaboration
- Serve Entire Business Community and Target 2nd Stage Companies
- Expanded Tools/Online Resources: Business Roundtable Meetings, One-on-One Business Visits, New Business Checklist, Business Interest Form, Insyght Resources Tool, Intern in Michigan Link, Business Development E-Blast, Small Office Site Search Tool
- Key Partners: MEDC, Oakland County, Automation Alley, Walsh College, Troy Chamber
- Contact: Glenn Lapin at 248.524.3314

ECONOMIC DEVELOPMENT BEST PRACTICES



Troy Michigan Business Connect



Troy's Economic Gardening initiative emphasizes strong partnerships and collaboration in order to address business needs and encourage growth.

PLANNING & ZONING



- 2008 Master Plan Sets Innovative Vision, Expands Range of Land Uses, and Protects Neighborhoods
- 2011 Zoning Ordinance is User-Friendly, Flexible, and Responsive to Market Conditions
- 2011 Big Beaver Design Guidelines Promotes Placemaking
- Sustainable Development Project tool encourages sustainable measures in exchange for regulatory flexibility
- On-Line Resources: Master Plan, Zoning Ordinance, GIS Mapping, Big Beaver Design Guidelines
- Contact: Brent Savidant at 248.524.3366

PLANNING & ZONING BEST PRACTICES



Granite City
699 W. Big Beaver

Troy's Big Beaver Zoning District requires active people-oriented uses adjacent to the street.



BUILDING SERVICES

- SAFEbuilt Building Department Services
- Troy is Largest Michigan City with All Building Plan Review & Inspection Contracted Out
- Fast, Fair & Predictable Permit & Inspection Services
- Commercial Plan Review in Ten Days or Less
- Residential Plan Review in Five Days or Less
- 98% Customer Satisfaction Rating
- Coordination with Engineering & Fire Departments
- Contact: Steve Burns at 248.524.3344

BUILDING SERVICES BEST PRACTICES



O'Brien Construction
966 Livernois

Fast, fair and predictable permit and inspection services led to project completion in a timely manner. Troy's Sustainable Development Project tool encourages "green" building design in exchange for regulatory flexibility.

TESTIMONIALS



- “The City of Troy has a distinguished business-friendly attitude. Our company, UBT, purchased a building in Troy and completely redesigned it with “green” technology including geothermal wells, radiant heating, foam insulation, white PVC membrane roof technology, energy efficient lighting and electrical components, and recycled bamboo furniture. When we experienced obstacles with plumbing and our geothermal wells throughout the redesign, the City of Troy was fantastic in obtaining the pertinent historical data we needed to make the repairs and move our team into our new home. And to our pleasant surprise, the City of Troy followed up in person to verify that our construction was running smoothly so that we could safely operate our business once we settled in. We are extremely happy to have relocated to Troy and would highly recommend this city to any business looking for a new home!”

Michelle D’Souza
Chief Executive Officer
Unified Business Technologies
April 2013

- “Thanks for taking the time to organize the Manager’s Business Roundtable. It was very informative and I look forward to working with the City and you in particular. The event was so good that 3 out of the 4 businesses already have connected and purchase orders will be issued within a week...”

Sri Bramadesam
President
Autoline Industries Ltd.
January 2013

- “I am very grateful for the wonderful help you provided and was extremely impressed how Troy went above and beyond what any other economic development agency provided. I know that the companies were also very impressed and that they will consider Troy when they are ready to set up in Michigan. Thank you again so much.”

Patrick Dine
President & CEO
PSD Global (Representing Portuguese Delegation Visit)
September 2012

TESTIMONIALS



- "Mahindra looked at Illinois, the Netherlands and other locations when scouting a spot for a technical center in the West. And we found that Troy was the best location for engineers, for access to design and testing. Mahindra is keen to be a part of this ecosystem and culture."
Rajan Wadhera
Chief Executive for Technology, Products & Sourcing
Mahindra Engineering
September 2012
- "Huntington Bank is proud to call Troy home for our East Michigan Headquarters. The City of Troy has been a supportive and collaborative Team to work with and we feel very welcomed by the community. Troy's central location in the region is critical to our Huntington East Michigan Operation."
Mike Fezzey
Regional President
Huntington - East Michigan
April 2012
- "I work with many cities in Macomb and Oakland County and unfortunately deal with a lot of bureaucracy which causes long delays in my line of business. However, working with the city of Troy is just the opposite. I get things done quickly, efficiently and professionally. I enjoy working with the City of Troy and look forward to many more successful years together."
Jamie Blumenthal
President, H.E.R Management
Long Lake Plaza
January, 2012

QUESTIONS & ANSWERS

- Thank You!
- www.troymi.gov

