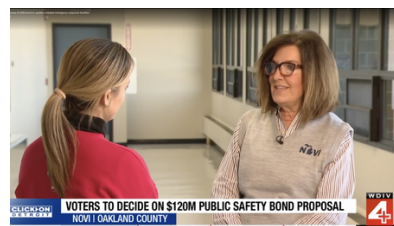


IN THE MEDIA & IN PERSON

4

Interviews with local media outlets

WXYZ, CBS News Detroit, Click On Detroit, Novi Note



8

HOA Meetings Attended

Average of 30 in attendance at each meeting

DIGITAL MARKETING



E-newsletters

230 opens

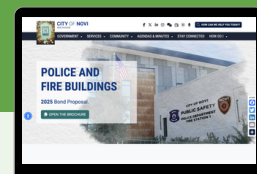
Novi Ambassador
Connection

The Link
(HOA Leaders)



602 visits

cityofnovi.org/2025Bond



Podcast Episode



1,014 views on
YouTube shorts

63 views on YouTube
(full-length video)

27 streams on
podcast platforms

Social Media Posts

2,854 total reach

76 interactions

14 shares



PRINT MARKETING

31,000
magazines distributed

Article featured in Engage
magazine. Mailed to all
Novi residents and
businesses.



1,000
brochures printed

Distributed at Civic
Center, Library and
Police Station