



Fairlane Center South
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umdearborn.edu/cob

Mayor and Council,

Please see the latest award for this designation from the Business School at U of M Dearborn. We have been awarded this designation for at least 8 years running.

Victor

Dear Community Leader,

Thank you for your participation in UM-Dearborn's 2024 eCities program!

Each year, the eCities project collects and analyzes data across Michigan communities as it relates to entrepreneurship, economic development, and job growth. Specifically, the study examines five-year's worth of publicly available data relating to community growth and investment metrics that impact the business community. This information is available on the performance report and showcases your community's progress on a number of key values. Further, the data points are benchmarked against the State of Michigan, as well as the other 276 participating communities, allowing you to easily interpret your results. Award certificates are included for communities that showed the most success numerically over the last five years. Top performers are considered five-star communities, while the next best performers are four-star communities.

In addition, we invited each community to complete the honored community survey, which included questions about talent attraction and retention, the use of AI to create economic impact, and small business support. If your community participated in this portion of the project, a report card containing reviewer feedback about your entries is included.

Summary details of the project are available on the eCities website, <https://umdearborn.edu/cob/business-community/ilabs-center-innovation-research/entrepreneurship/ecities>.

We would like to commend your community for its commitment to development and growth. We will send you an email when the 2025 eCities project commences. We hope that you will join us so that we can continue supporting development across Michigan. If you have any questions before then, please feel free to contact me.

Thank you for your involvement in this project.

Kari Kowalski
Assistant Director of iLabs, Office of Engagement and Impact
College of Business
University of Michigan-Dearborn

CITY OF NOVI

PERFORMANCE REPORT



	DATA POINT	FIVE-YEAR COMMUNITY TREND	FIVE-YEAR COMPARISON TREND
A1	Real Commercial Property	4.12%	6.07%
A2	Real Industrial Property	10.41%	5.12%
A3	Total Real Property	4.78%	7.34%
A4	Personal Commercial Property	-4.35%	-0.10%
A5	Personal Industrial Property	13.44%	1.97%
A6	Total Personal Property	-1.43%	3.72%
A7	Total Overall Property	4.45%	7.12%
B1	Non-Depreciated Governmental Assets	-43.19%	5.96%
B2	Depreciated Governmental Assets	4.37%	3.46%
B3	Total Governmental Assets	-0.15%	3.71%
C1	Non-Homestead Tax Rate	-1.04%	0.01%

eCities examines eleven data points relating to community growth and investment metrics. Using the past five years' data (2019-2023), this document reports your community's growth rate ("Five-Year Community Trend" column) for each data point. The equivalent growth rates, ("Five-Year Comparison Trend" column), are displayed for the state of Michigan values for the first seven points, and the last four points for the 277 eCities 2024 participating communities.

A1-A7 are property values within the community as reported by the Michigan Department of Treasury.

B1-B3 are the year-end governmental assets as reported on your annual audited financial reports.

C1 is the tax rate(s) for non-homestead (non-PRE) properties within the community as reported by the Michigan Department of Treasury.



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eCities 2024

★★★★
HONORED COMMUNITY



CITY OF NOVI

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Reviewers' Comments

Conducting surveys and prioritizing changes based on the responses to those surveys is a great way to attract and MAINTAIN residents.

The submission was weak. Needs more attention to the positive attributes of living in such an affluent community. Definitely needs more attention.

An opportunity for the city is to utilize AI to examine economic data, identify trends and growth opportunities, and develop new economic strategies. They are developing Sakura Novi to serve their large Japanese population and others. This development provides opportunities for entrepreneurs and potential new business owners.

Impressive use of surveys of employees and residents to understand their voices.

* Your written responses to the eCities questions were shared with a panel of reviewers. They evaluated your responses for clarity, compelling and unique efforts, and relevance to business. They ranked the submissions, and provided comments on your responses.



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