

MEMORANDUM



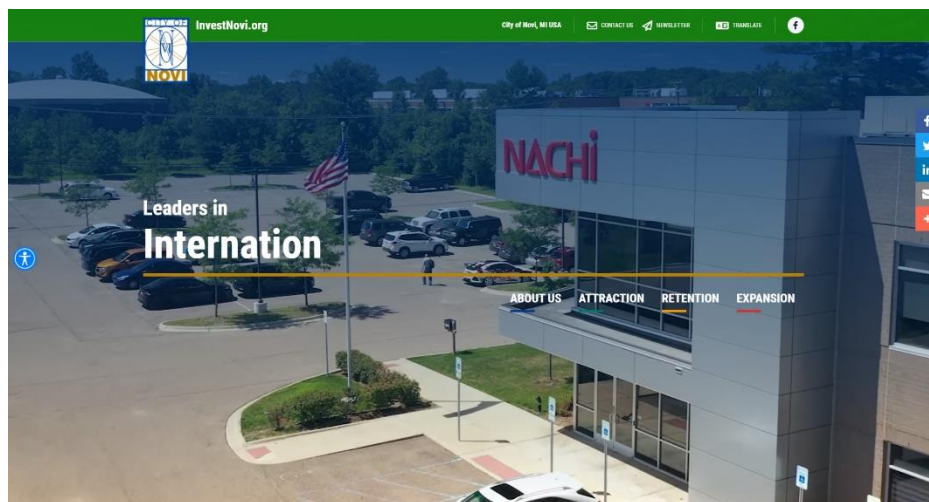
TO: VICTOR CARDENAS, INTERIM CITY MANAGER
FROM: LISA HIGGINS, ECONOMIC DEVELOPMENT SPECIALIST
SUBJECT: INVEST NOVI.ORG
DATE: JANUARY 25, 2023

Mayor and Council,

InvestNovi.org has been resurrected and updated. Please take a look and share with your respective networks.

- Victor

We are excited to announce that the new website for Novi's Economic Development department is now live: <https://investnovi.org/>. The website is also accessible through the Economic Development page at cityofnovi.org.



The new site effectively highlights the three pillars of Economic Development: Business Attraction, Retention and Expansion. In addition to covering valuable content about resources offered by our team in these three areas, InvestNovi.org features several ways the community can provide input to us. Forms for submitting listings for available local properties and links to post job openings in Novi are now offered through the website. We also included links to our Facebook page, a sign-up form for our monthly "Novi Business Connection" e-newsletter, and instructions for becoming part of the ongoing video series, "Business Avenue." In the coming weeks we will continue to gather feedback and make further improvements to the site.

Thanks to Community Relations and MuniWeb for their assistance in creating InvestNovi.org. We hope our current businesses and residents, as well as those interested in starting or growing a business in Novi, find it a useful resource.