

7th Annual Report

PA 198 Abatement

Suburban Collection Showplace Expansion



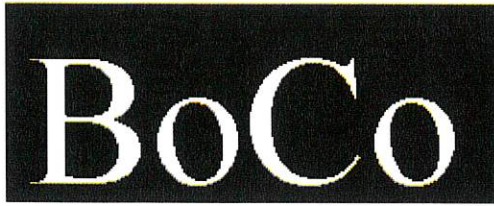
Specific Report and Information Relating to:

MARCH 2024-2025

And Summary Update Information Relating to 2019 to Date

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*BoCo Enterprises, Inc.
46100 Grand River Avenue
Novi, Michigan 48374
Ph: 248.348.5600 Fax: 248-347-7720*

December 1, 2025

Cortney Hanson
City Clerk, City of Novi
45175 W. 10 Mile Rd.
Novi, MI 48375

RE: **7th Annual Report/PA 198 Abatement-
Suburban Collection Showplace Expansion**

City Clerk Hanson:

We respectfully submit this year's report for your review and consideration. First, we would like to thank City Manager Cardenas for granting additional time to prepare this year's report. That extension was essential in allowing us to more fully assess the rapid developments occurring in the competitive marketplace, evaluate opportunities for collaboration with the City of Novi on future economic development tools, and work with third-party professionals to confirm both the annual economic impact of Showplace operations (See Section 2: Plante Moran Realpointe Study and Section 3: JLL Novi Market Study) and the clear need for additional on-site hotel rooms to remain competitive.

As noted in our previous Annual Reports and in ongoing discussions with City of Novi officials, several major competitive projects in other cities are now becoming reality. We have included updated news articles regarding the significant economic development and destination efforts underway in Grand Rapids, as well as the construction of the JW Marriott attached to Huntington Place in downtown Detroit. (See Section 4 for Updated News Articles). The competitive landscape will become even more challenging if the Huntington Place Authority succeeds in securing legislative adjustments that would extend its lifespan and allow additional bonding for new Authority-owned hotel towers.

Consistent with prior years, we have included all required information regarding Showplace events and related data (See Sections 7-10). As the report shows, we have not yet fully returned to pre-pandemic levels, and we continue to feel the impact of losing our largest event, The Battery Show, to downtown Detroit. Despite these challenges, we believe we have weathered the "1-2-3 punch" of long-term pandemic impacts, prolonged expressway construction limiting access, and the loss of cornerstone events.

Despite these challenges, there is meaningful reason for optimism. We have successfully attracted a major new event, Coil-Tech, which has strong potential to grow and replace a significant portion of the lost Battery Show activity. We also continue to pursue a strategy focused on longer-running, larger-scale events that bring substantial delegate-spending dollars to the community. These efforts, however, remain significantly constrained by the lack of on-site hotel rooms. A recent study conducted by JLL Hotels and Hospitality again confirms both the need for such rooms and the conservative but clear opportunity to

attract multiple new events. Unfortunately, construction of a hotel of the necessary size is not feasible in the current environment without support. It is worth noting that this same market reality formed the basis for Detroit's successful case to secure incentives for the new JW Marriott.

Given this context, it is vital that the City of Novi, the Showplace, and other stakeholders work together to develop a proactive strategy for our shared future. As we have suggested previously, we must shift from a defensive posture to a forward-looking coordinated offensive plan. One of the most promising opportunities to support this effort is the potential pursuit of a Transformational Brownfield Program (TBP). You may have seen recent coverage of the program's proposed use for projects such as the Renaissance Center, as well as the very real potential to apply it within the Grand River corridor surrounding the Showplace. The TBP could enable both the development of the essential new convention hotel and the realization of the City West zoning district vision.

We understand that a productive information-sharing session occurred during the Finance Committee meeting of the Novi City Council on the 24th of November. We have included in this report a similar overview of the TBP that was shared during that meeting, along with preliminary information outlining the potential scope of a Novi City West plan. (See Section 5 for Tax Increment Financing Overview). While this plan will continue to evolve prior to a formal application—and further as development proceeds—the current proposal represents more than \$400 million in investment in a long-underutilized corridor. We respectfully renew our request to work collaboratively with City officials, county partners, and regional stakeholders to prepare the strongest possible plan and ultimately seek an invitation to apply through the MEDC process. While political considerations remain and the program will require recapitalization, the timing is advantageous and the process is actively moving forward.

Finally, we want to highlight what is perhaps the most compelling reason to support Showplace operations: the substantial annual economic impact they generate. Over the years, we have periodically updated the original economic impact study prepared prior to construction of the current Showplace facility. Given the many changes in the events market, we engaged Plante Moran Realpoint to conduct a comprehensive, modernized analysis. Their findings indicate that Showplace operations now generate just under **one billion dollars** in annual economic impact. This study remains in draft form as it is also evaluating the projected additional impact associated with successful addition of a new convention hotel and with successful implementation of the Novi City West Transformational Brownfield Plan. (See Section 6: Draft Economic and Fiscal Impact for Overall Novi City West TBP). Each of these components is conservatively estimated to add several million dollars annually to the annual economic impact.

In conclusion, while significant challenges remain, we are encouraged by the opportunities ahead and the potential to strengthen and expand this unique public-private partnership. We stand ready to work closely with the City on the next steps and look forward to advancing these efforts together.

Respectfully,
Boco Enterprises, Inc.

Blair Bowman
President

Cc: Mayor Justin Fischer & City Council
City Manager – Victor Cardenas

Plante Moran Suburban Collection Showplace Economic & Fiscal Impact Study

OCTOBER 2025

Economic & Fiscal Impact Study

Presented to: Blair Bowman, Suburban Showplace Collection

General And Limiting Conditions

This Economic and Fiscal Impact Study (this “**Study**”) is developed for the sole benefit of Suburban Collection Showplace (“SCS”) and is not intended for any investment or financing decisions. Use or reliance by any other party is at their own risk.

Background: Plante Moran Realpoint, LLC (“**PMR**”) was engaged and compensated by Bedrock to prepare this Study. Subject to the Conditions, PMR used its independent professional judgment in good faith in developing this Study.

By using the Study, users agree to the following conditions (these “**Conditions**”):

- 1. Estimates and Assumptions:** The Study is based on estimates, assumptions, and information obtained from PMR, Bedrock, and other various third-party sources (“**Data Sources**”). Factors beyond PMR's control, including the accuracy of Data Sources and market conditions, may materially impact the accuracy of PMR's projections and the contents of the Study. Actual outcomes will likely differ from those projected, and PMR does not guarantee any results of decisions based on this Study or take responsibility for any variance between any projection or actual outcomes.
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- 10. Binding Conditions:** By using this Study, each party agrees to be bound by these General and Limiting Conditions.

Suburban Collection Showplace

Suburban Collection Showplace



Location	46100 Grand River Ave, Novi, MI 48374
Opened	August 2005
Total Area	600,000 sq ft
Annual Visitors	1.1+ million
Notable Events	Michigan State Fair, Motor City Comic Con, Detroit RV & Camping Show, Michigan Golf Show



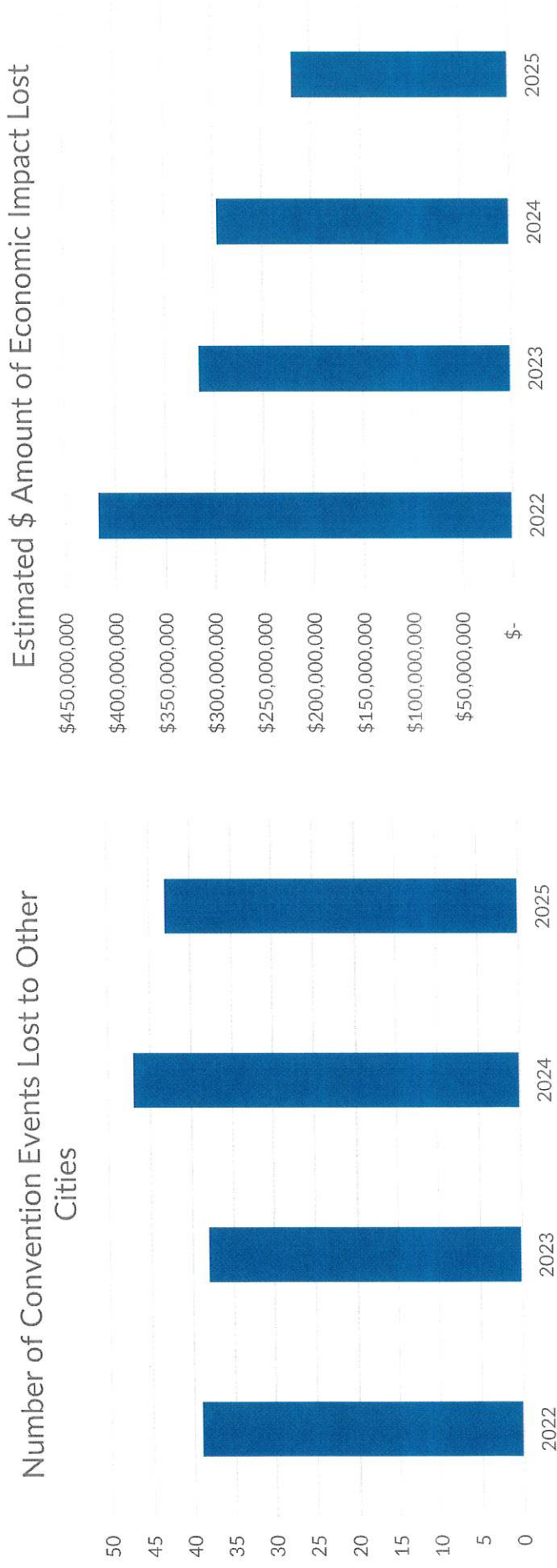
The Suburban Collection Showplace in Novi, Michigan, is a major economic engine for the region, serving as the largest privately-owned exposition, conference, and banquet center in the state. Strategically located off I-96, the facility spans 55 acres and hosts a wide range of events, from trade shows and conventions to community gatherings, including the Michigan State Fair. Its versatility and scale make it a magnet for both local and out-of-state visitors, significantly boosting tourism and hospitality revenues in the area.

The venue's impact on the local economy is multifaceted. It draws hundreds of thousands of attendees annually, which translates into increased business for nearby hotels, restaurants, and retail establishments. The Showplace also supports local employment, both directly through its operations and indirectly through the businesses that benefit from event-driven traffic. In response to growing demand, the facility underwent a major expansion, adding 180,000 square feet of event space, including a new event center hall and banquet rooms. This expansion not only enhances its capacity to host larger and more diverse events but also reinforces its role as a regional economic catalyst.



Lost Shows & Lost Impacts

Detroit & Novi have been losing conventions to other cities due to a mix of infrastructure limitations, lingering safety perceptions, and less robust public transportation. In 2024, Detroit & Novi lost over 45 large-scale convention events, resulting in almost \$300 million in lost economic impact to the region. While both cities has made strides in revitalizing its downtown, it still faces stiff competition from cities like Nashville, Orlando, and Chicago, which offer more modern facilities, larger supply of nearby hotel rooms, better transit, and stronger reputations as event destinations. Additionally, post-pandemic shifts toward hybrid events and concerns about long-term infrastructure stability have further challenged Detroit & Novi's ability to attract large-scale conventions



*Source: Visit Detroit

Visitor & Vendor Spending Patterns Today

By combining actual event data provided by the Suburban Collection Showplace team with insights from Placer.ai and established industry benchmarks, PMR calculated the total direct spending generated by visitors and vendors as a result of activities at Suburban Collection Showplace.

Total Annual Visitors(Today)	1,125,531
Total Events (Today)	490
Events w/ Vendors (Today)	101

<u>Visitor</u> Spending Category	Estimated Spend Per Visitor	Participation Rate ^[1]	Total Spend
Lodging	\$150	15%	\$42,290,000
Food & Beverage	\$150	60%	\$101,300,000
Snacks	\$25	N/a	\$28,140,000
Retail & Merchandise	\$150	60%	\$101,300,000
Transportation (Local) & Gas	\$50	N/a	\$56,280,000
Total Visitor Spending			\$329,310,000
<u>Vendor</u> Spending Category	Estimated Spend Per Vendor	Avg. Total Vendors	Total Spend
Booth Set Up & Logistics	\$10,000	167	\$168,670,000
Total Vendor Spending			\$168,670,000

[1] Participation Rate represents actual visitor behavior collected via Placer.ai's Visitor Journey Tool, which tracks visits before and after visiting Suburban Collection Showplace. According to Placer.ai, approximately 40% of visitors to Suburban Collection Showplace return directly home after their visit, resulting in no participation in food & beverage or retail spending categories.

Total Spending from SCS \$497,980,000

Current Economic Impact of The Showplace

The Suburban Collection Showplace is not merely a venue—it's a powerhouse of economic activity and a cornerstone of Michigan's regional prosperity. By hosting a dynamic mix of conferences, trade shows, and public events, the facility draws over 1 million visitors each year, igniting demand across hospitality, retail, transportation, and tourism sectors. This steady influx of attendee's fuels local business growth, boosts hotel occupancy, and drives restaurant and retail spending, while supporting hundreds of jobs both on-site and throughout the surrounding economy. Leveraging IMPLAN's input-output analysis, PMR's Spending Projection as outlined on the previous page and key industry benchmarks, the convention center's annual economic impact is projected at an astounding **\$1.0 Billion** for the State of Michigan—an unmistakable testament to its role as a critical driver of statewide revenue, employment, and long-term development.

Impact Type (in 000s)	Annual Industry Employment ^[1]	Annual Visitor & Vendor Spending ^[2]	Total Annual Economic Output ^[3]
Direct	\$31,005	\$497,980	\$528,985
Indirect	\$11,084	\$229,571	\$240,655
Induced	\$14,800	\$201,096	\$215,896
Total Economic Impact	\$56,889	\$928,647	\$985,536
Multiplier	1.83	1.86	1.86

[1] Reflects the direct employment generated by on-site operations.

[2] Quantifies the economic contribution of attendees and vendors through expenditures on lodging, dining, retail, and transportation as outlined on the previous page (pg. 7).

[3] Represents the aggregate economic value produced, encompassing direct, indirect, and induced effects across all sectors influenced by the convention center's operations and visitation.

Visitor & Vendor Spending Patterns Future

Using event programming data from the Suburban Collection Showplace development team, along with insights from the August 2025 JLL Hotel Market Study and industry benchmarks, PMR projected the increase in total direct spending generated by visitors and vendors associated with the newly proposed 225-key convention hotel at Suburban Collection Showplace.

Total Annual Visitors(Today)	1,212,817	87K Increase (Based on Current Attendee to Event Ratio)
Total Events (Today)	528	Increase of 38 Events (Per JLL Study)
Events w/ Vendors (Today)	109	Increase of 8 Events (Current Vendor to Total Event Ratio)

Visitor Spending Category	Estimated Spend Per Visitor	Participation Rate ^[1]	Total Spend
Lodging	\$150	25%	\$75,950,000
Food & Beverage	\$150	70%	\$127,350,000
Snacks	\$25	N/a	\$30,320,000
Retail & Merchandise	\$150	70%	\$127,350,000
Transportation (Local) & Gas	\$50	N/a	\$60,640,000
Total Visitor Spending			\$421,610,000
Vendor Spending Category	Estimated Spend Per Vendor	Avg. Total Vendors	Total Spend
Booth Set Up & Logistics	\$10,000	167	\$181,750,000
Total Vendor Spending			\$181,750,000

[1] Participation Rate represents actual visitor behavior collected via Placer.ai's Visitor Journey Tool, which tracks visits before and after visiting Suburban Collection Showplace. According to Placer.ai, approximately 40% of visitors to Suburban Collection Showplace return directly home after their visit, resulting in no participation in food & beverage or retail spending categories. A 10% increase is included in this scenario to account for new demand from the proposed hotel.

Total Spending from SCS \$603,360,000

Future Economic Impact of The Showplace

With the development of a new 225-key hotel on-site, the Showplace's influence is set to expand even further. The expanded lodging capacity is expected to attract more visitors, extend their stays, and enhance convenience for event attendees, resulting in increased spending across local hospitality and retail sectors and the creation of new job opportunities. According to IMPLAN's input-output modeling and PMR's Spending Projections as outlined on the previous page, the convention center's annual impact is expected to climb to **\$1.2 Billion** for the State of Michigan, reinforcing its position as a cornerstone of Michigan's economic vitality and future development.

Impact Type (in 000s)	Annual Industry Employment ^[1]	Annual Visitor Spending ^[2]	Total Annual Economic Output ^[3]
Direct	\$44,724	\$603,360	\$648,084
Indirect	\$15,414	\$268,389	\$283,804
Induced	\$20,604	\$244,135	\$264,739
Total Economic Impact	\$80,743	\$1,115,884	\$1,196,627
<i>Multiplier</i>	1.81	1.85	1.85

- [1] Reflects the direct employment generated by on-site operations. A 20% increase has been applied to account for new job creation at Suburban Collection Showplace, driven by the anticipated growth in events resulting from the proposed hotel expansion.
- [2] Quantifies the economic contribution of attendees and vendors through expenditures on lodging, dining, retail, and transportation that as outlined on the previous page (pg. 9).
- [3] Represents the aggregate economic value produced, encompassing direct, indirect, and induced effects across all sectors influenced by the convention center's operations and visitation.

JLL Hotels & Hospitality Market Study



Novi, Michigan Market Study

October 2025

JLL Hotels & Hospitality



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Lodging Market

Demand Analysis Considerations

Financial Projections

Recommendation & Additional Proforma Scenarios



Executive Summary

Executive Summary

01 The City of Novi population has increased by approximately 21% since 2010.

02 Suburban Collection Showplace is one of the largest expo centers in the region and benefits from its suburban location proximate to Detroit. In 2024, 138 Corporate events attracted over 89,000 people to the SCS.

03 The lack of nearby hotel rooms and walkability around the Showplace significantly hinders its ability to attract major events that generate hotel room nights. When compared to over 50 similar event venues, the Suburban Collection Showplace ranks last when reviewing the ratio of hotel rooms to event space, with less than half the rooms per square foot than its closest competitor.

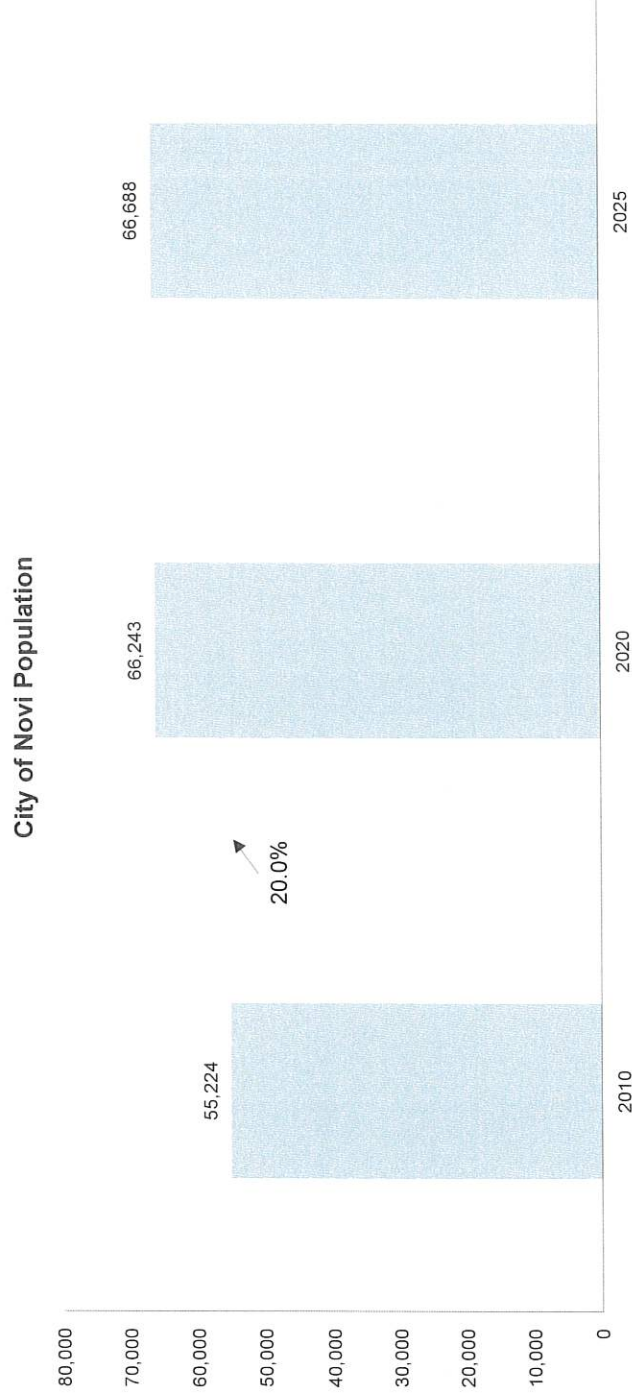
04 Historical event, demand, and lost business analysis support the development of a new hotel adjacent to the Showplace. JLL has created two financial proforma scenarios demonstrating opportunities to enhance the financial return of the project.



Novi, Michigan Overview

Population Trends

- The City of Novi population has increased by approximately 21% since 2010. This trend comes from the residents fleeing the City for more space and security that surrounding suburban locations like Novi offer.
- The increase in population of the City of Novi shows signs of the growing suburban areas around Detroit.



Source: ArcGIS, ESRI

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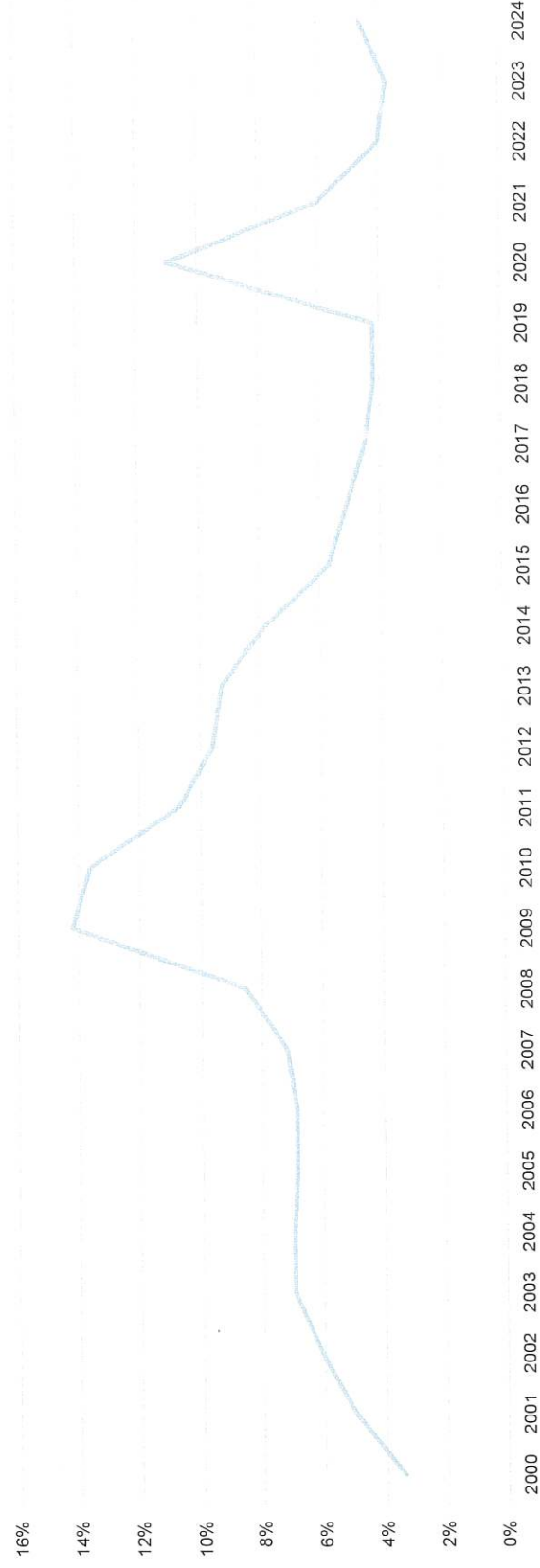


Unemployment Trends

Unemployment Insights:

- The Detroit MSA unemployment rate was above 10% from 2009 until 2012. The unemployment rate spiked again in 2020 to 11% but ended at 6% in 2021.
- The recovery of the unemployment rate to 4.6% in 2024 is a sign of the revitalization taking place in the area, led by the major employer's reinvestment.

Detroit MSA Unemployment 2000 to Present



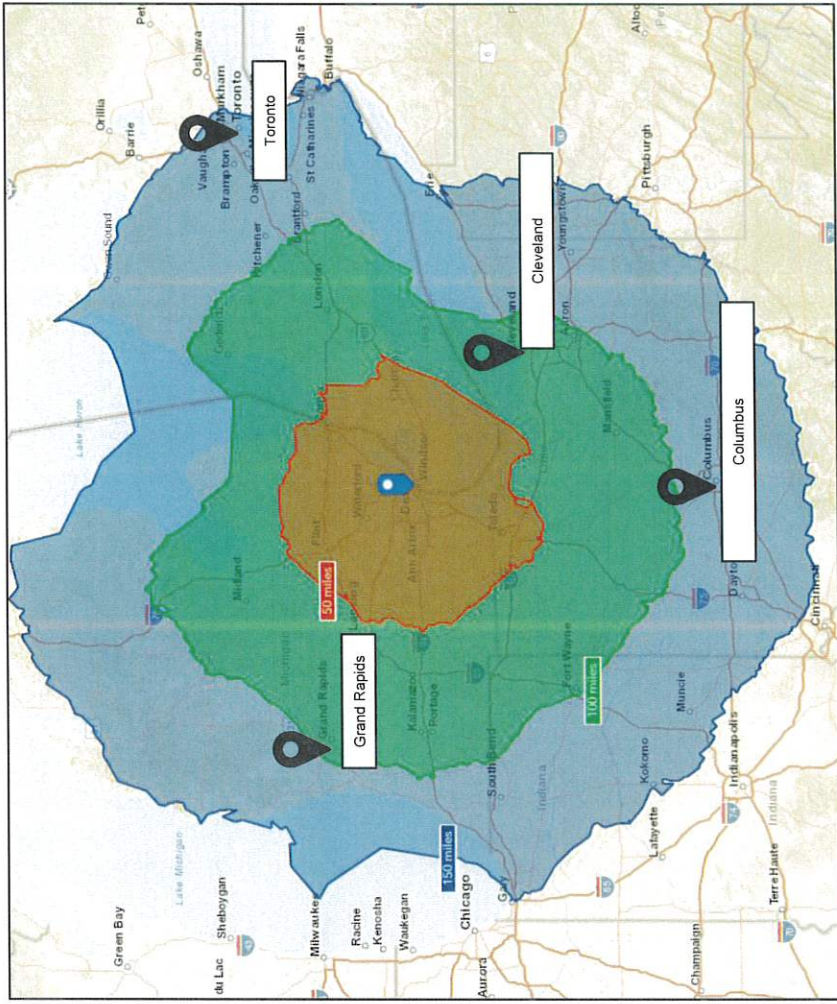
Source: Detroit Regional Chamber Data Center
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Drive Markets

- Surrounding markets will be critical when hosting large scale conventions, conferences, sporting events and entertainment events.
- A population of 22.9 million within a 150-mile drive distance of Detroit indicates significant potential drive market attendees.

Drive Distance	Markets
0-50 miles	Ann Arbor, Lansing, Toledo
50-100 miles	Grand Rapids, Cleveland
100-150 miles	Toronto, Columbus
150+ miles	Chicago, Indianapolis, Cincinnati, Pittsburgh



Novi Major Employers

The Detroit MSA employs more than 2.3 million individuals. There are several major employers in the area. These major employers such as Ford, GM, Stellantis, and others drive demand and stability for Detroit. Ford, GM, and Rocket Mortgage have recently shown lasting commitments to the Detroit area with major investments.

The City of Novi boasts a workforce of over 35,000 employees, driving corporate transient demand to the city's hotels. The Livonia/West hotel submarket averaged 51% transient hotel occupancy in 2024.

Major employers in Novi include Ascension, CVS Pharmacy, Hanson Systems, Korex, Magna International, and ITC Holdings. Novi is also home to several major employers in the health sector. Key players include McLaren Health Care Corporation, Henry Ford Health System, and Beaumont Health.

City of Novi 2025 Employed Population 16+ by Industry

Total	35,620
Agriculture/Mining	0.1%
Construction	3.4%
Manufacturing	23.2%
Wholesale Trade	2.2%
Retail Trade	8.7%
Transportation/Utilities	3.1%
Information	2.0%
Finance/Insurance/Real Estate	7.9%
Services	46.7%
Public Administration	2.9%



Ascension

HENRY
FORD
HEALTH



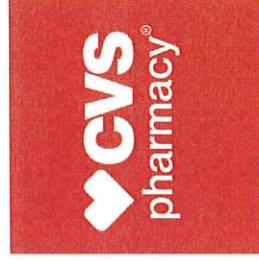
MAGNA



HANSON
SYSTEMS



McLaren
HEALTH CARE



Beaumont
HEALTH



JLL

Novi City West Redevelopment Project

Novi City West Redevelopment Background

In May 2025, Blair Bowman, owner of the Suburban Collection Showplace – the largest privately-owned convention center in the State of Michigan - announced a transformational mixed-use, multi-project partnership in Novi, Michigan called Novi City West.

In keeping with the City's master plan to transform the Grand River Corridor from its industrial origins to a vibrant, mixed-use environment, Blair and his partners are proposing a wide-array of new infill housing developments, a new hotel to further attract events to the convention center and increase its economic benefit to the City of Novi and State of Michigan, and various retail establishments including a new grocer.

Source: Novi City West Redevelopment Economic & Fiscal Impact Analysis

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Existing Site Conditions



63 Acres
Contaminated Land
0
Hotel Rooms
0
Residential Units
0 SF
Retail

Proposed Programming



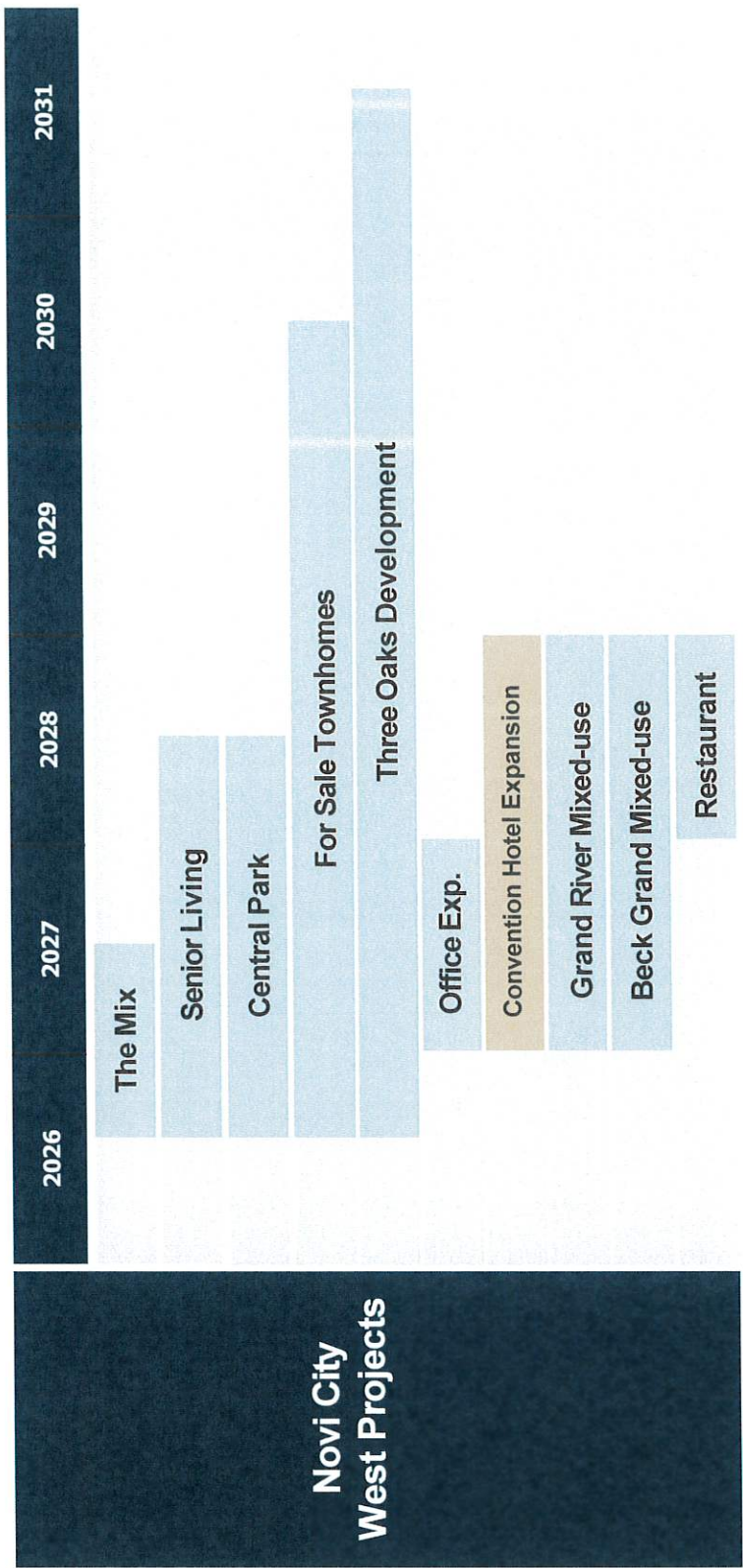
1,272,600 SF
New Buildings
225
Hotel Rooms
864
Residential Units
70,400 SF
Retail

Novi City West Redevelopment Program

	Total	Convention Hotel Expansion	For-Sale Townhome	Senior Living	Grand River Mixed-Use	The Mix	Central Park	Office Expansion	Outlot Restaurant	Beck Grand Mixed-Use	For-Sale Three Oaks
Gross SF	1,272,655	118,750	212,000	179,520	79,120	17,000	116,700	10,000	8,000	259,200	272,365
Residential GSF	1,073,505	-	212,000	179,520	48,720	-	116,700	-	-	244,200	272,365
Retail GSF	34,000	-	-	-	-	11,000	-	-	8,000	15,000	-
Event Space GSF	6,000	-	-	-	-	6,000	-	-	-	-	-
Grocery GSF	30,400	-	-	-	30,400	-	-	-	-	-	-
Office GSF	10,000	-	-	-	-	-	-	10,000	-	-	-
Hotel GSF	118,750	118,750	-	-	-	-	-	-	-	-	-
Residential Units	864	-	106	170	50	-	106	-	-	250	182
Hotel Rooms	225	225	-	-	-	-	-	-	-	-	-
Acreage	63.44	3.00	8.02	6.21	8.38	3.40	6.99	3.64	1.50	8.08	14.23
Development Budget (in 000s)											
Total Land Costs	\$47,672	\$2,614	\$6,983	\$5,411	\$7,301	\$2,962	\$1,590	\$3,169	\$1,307	\$7,040	\$9,297
Total Hard Costs	\$280,992	\$44,640	\$27,057	\$46,864	\$20,659	\$2,268	\$25,714	\$2,553	\$1,856	\$55,647	\$53,736
Total Soft Costs	\$84,689	\$9,085	\$10,361	\$12,603	\$8,751	\$1,681	\$6,992	\$1,349	\$1,634	\$17,735	\$14,500
Total Development Costs	\$413,354	\$56,338	\$44,400	\$64,878	\$36,710	\$6,911	\$34,296	\$7,070	\$4,797	\$80,422	\$77,532

Source: Novi City West Redevelopment Economic & Fiscal Impact Analysis
Development Team

Development Schedule



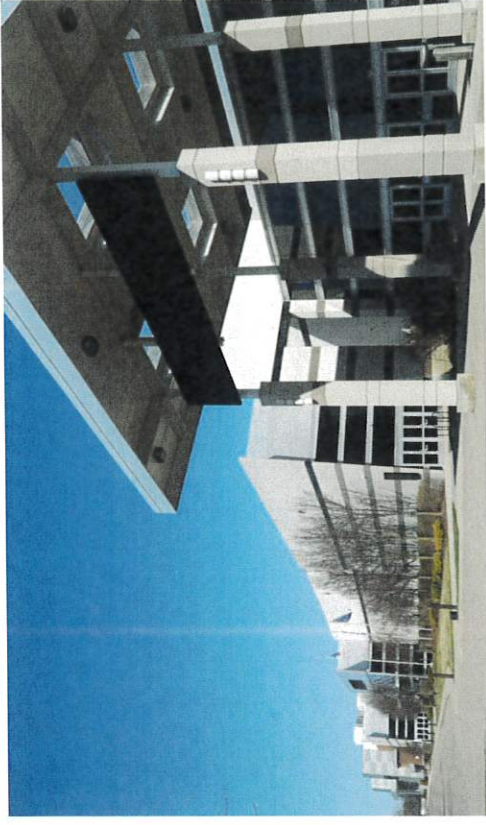
Source: Novi City West Redevelopment Economic & Fiscal Impact Analysis
Development Team



Convention and Events Market

Suburban Collection Showplace

- Suburban Collection Showplace (“SCS”) has 281,700 total square feet of exhibit space and 73,692 square feet of ballroom space.
- The SCS hosted 490 events in 2024 with 1.1 million attendees and 2.1 million total visitors. Events ranged in size from small meetings (~10 people) to public shows (100,000+ attendees).
- The Suburban Collection Showplace hosted 28 events over 10,000 attendees in 2024. 70% of all attendees (778,000) attended public shows and 8% corporate (89,000).
- Following the 2013 completion of the attached 126-room Hyatt Place Novi, the Showplace doubled its annual meeting count.



Events Overview

2024 by market segment

- Public, Corporate, and Associate, account for **81%** of the events at the Showplace.
- From 2019 – 2023, there were **138** Corporate events attracting over **89,000** people to the SCS.

2024 Attendance
By market segment



Source: SCS Data

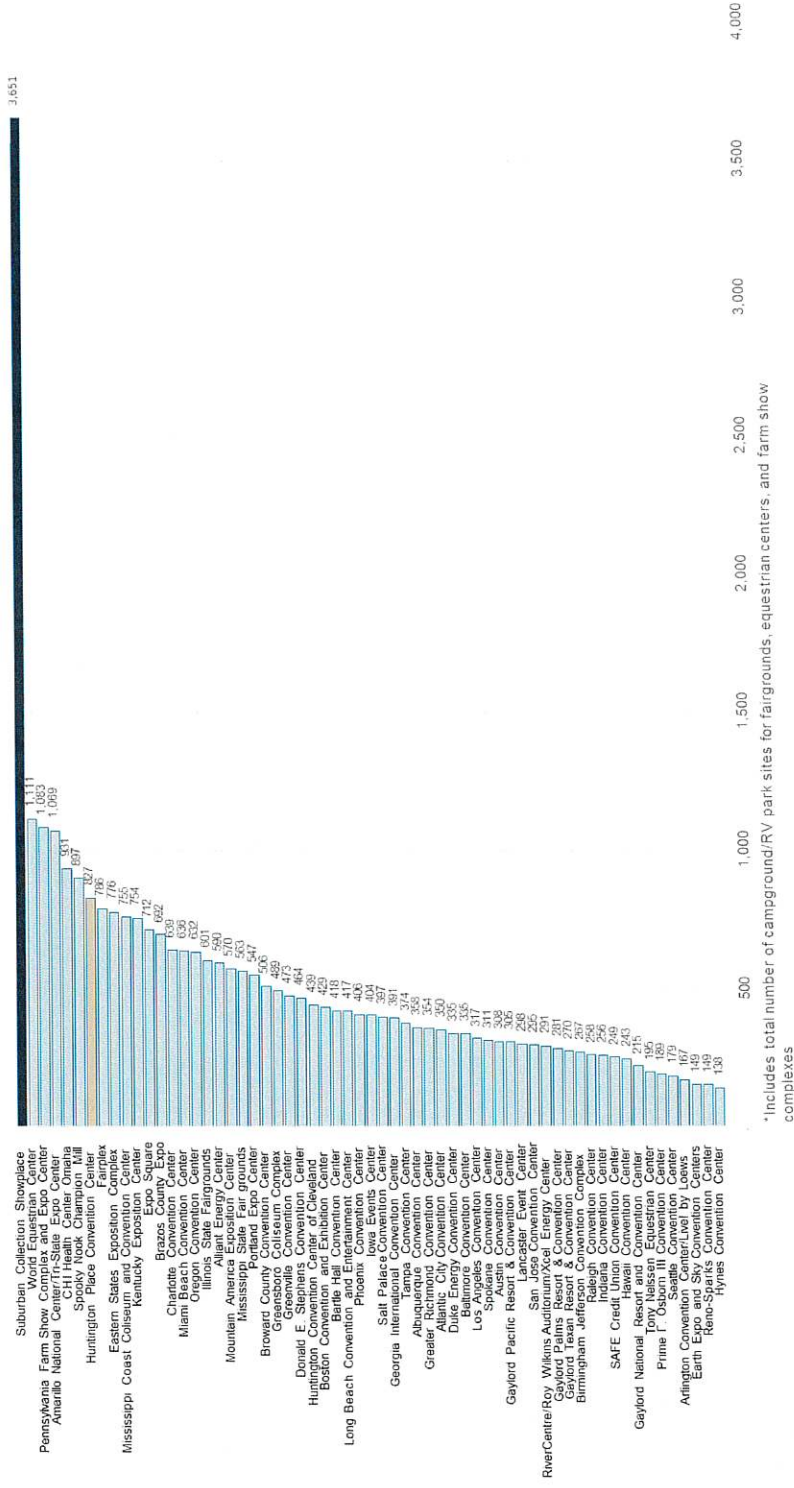
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Comparable Convention Centers

The Suburban Collection Showplace has 3,651 square feet of meeting space for every hotel room within half a mile, nearly three times less the next comparable convention center.

Meeting & Convention Sq. Ft. Per Hotel Room (Within .5 Miles)*



* Includes total number of campground/RV park sites for fairgrounds, equestrian centers, and farm show complexes

Source: SCS Data

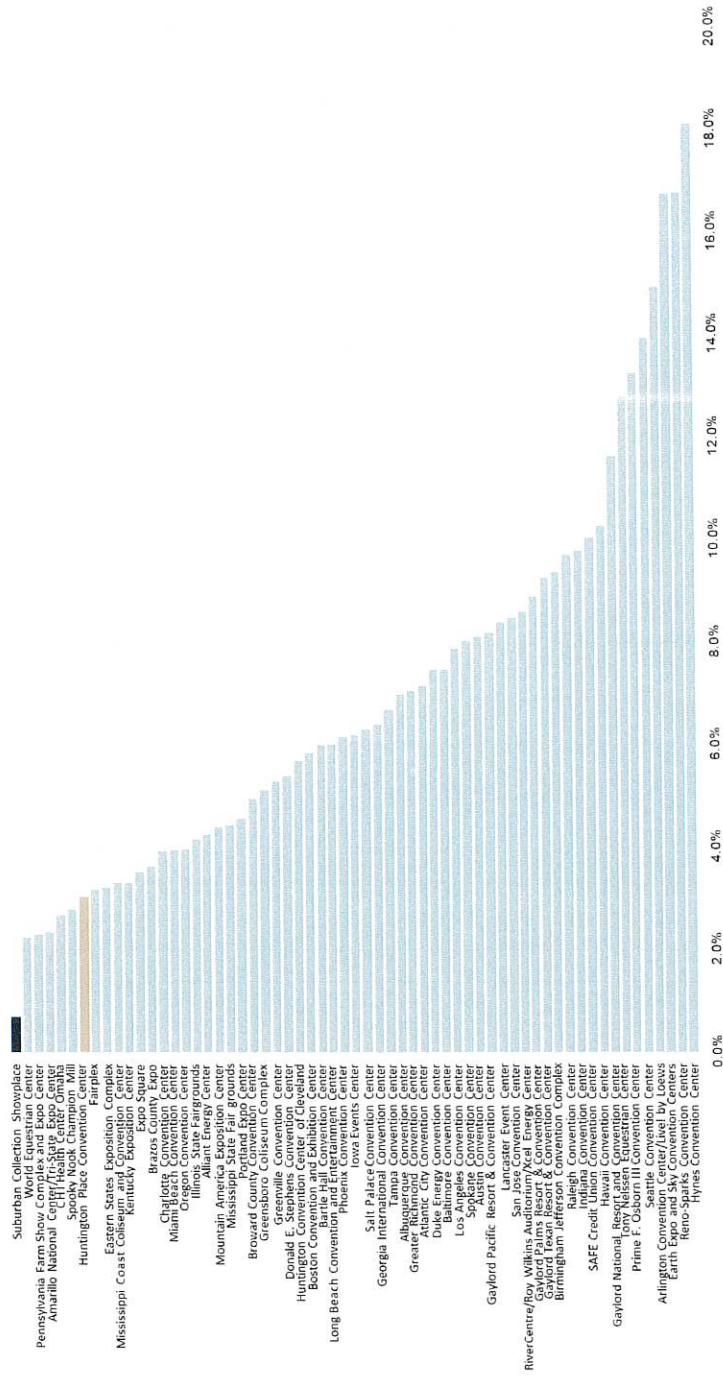
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Comparable Convention Centers

Of the 50+ comparable event venues analyzed, the Suburban Collection Showplace a significantly less hotel rooms to 25 square feet of event space ratio. The Showplace currently offers less than half the rooms to space ratio as the next event venue.

Rooms to Space Ratio (25 ft per hotel room guest @ 100% occ. / Total Sq Ft)



Source: SCS Data



Lost Business Due to Lack of Hotel Rooms

Since 2019, The Showplace has lost 81 confirmed event opportunities due to hotel room shortages, totaling 35,992 missed room nights and \$4.6 million in estimated lost hotel revenue. Pre-proposal inquiries that failed to reach contract stage account for an additional 128,650 lost room nights, totaling over \$16 million of missed revenue opportunities.

Lost Room Nights - Proposal Phase Events				
Year	# of Events	Event Days	Est. Room Nights	Avg. Rate
2024+	14	46	28,701	\$145
2023	19	37	1,321	\$140
2022	12	26	380	\$128
2021	8	34	283	\$116
2020	8	22	1,344	\$122
2019	20	48	3,964	\$126
Total	81	213	35,992	\$129

Lost Room Nights Pre-Proposal Phase Events				
Year	# of Events	Event Days	Est. Room Nights	Avg. Rate
2024+	10	27	60,400	\$145
2023	4	12	23,400	\$140
2022	3	8	15,600	\$128
2021*	-	-	-	\$116
2020*	-	-	-	\$122
2019	5	15	29,250	\$126
Total	22	62	128,650	\$129

*Did not track during COVID restrictions

Source: SCS Data

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Overflow Room Nights From Existing Events

Between 2023 and 2025, existing events at the Showplace have displaced 22,560 room nights to offsite accommodations, meaning lost local spend, inconvenience, and diluted attendee experience.

Current Events Overflow Room Nights to Surrounding Facilities (2023-2025)	
2023	6,655
2024	6,600
2025	9,305
Total	22,560

Current Events Overflow Room Nights to Surrounding Facilities (2023-2025)													
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
2023	100	100	650	0	950	1,050	300	1,230	800	625	650	200	6,655
2024	175	150	400	450	950	1,100	450	1,100	350	625	650	200	6,600
2025	225	250	550	800	1,180	1,100	1,200	1,550	475	825	950	200	9,305
Total	500	500	1,600	1,250	3,080	3,250	1,950	3,880	1,625	2,075	2,250	600	22,560



Identified Leads

Market analysis identifies 328 active association leads representing over 500,000 attendees and 102,000 room nights. Converting just 5% would deliver 10,000+ additional room nights and nearly 27,000 new visitors to the Showplace and the Novi region

Leads Requiring 500 Rooms on Peak or Less	
Identified Association Leads	328
# of Attendees	536,452
Room Nights	102,335
Est. Leads Converted	16
Est. # of Attendees	26,823
Est. Room Nights	5,117
Est. Total Room Nights	10,234

*Estimates a 5% conversion rate of leads with an average of 2 nights per event



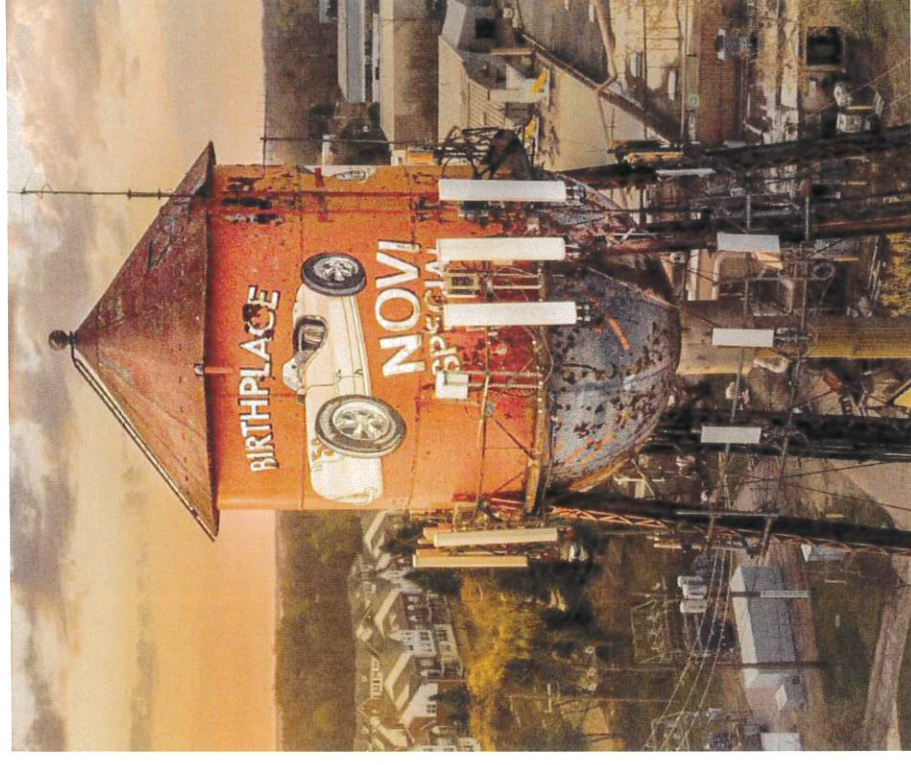
Research Recap

City of Novi Economic Highlights

- Novi, Michigan has a population of 22.9 million within 150-miles, indicating significant potential drive market attendees for multiple event types.
- Average City of Novi household income expected to increase 10% over the next five years, from \$154,000 to \$170,000 in 2030.

Suburban Collection Showplace Review

- In 2024, 138 Corporate events attracted over 89,000 people to the SCS.
- The Suburban Collection Showplace has 3,651 square feet of meeting space for every hotel room within half a mile, nearly three times less the next comparable convention center.
- Of the 50+ comparable event venues analyzed, the Suburban Collection Showplace a significantly less hotel rooms to 25 square feet of event space ratio. The Showplace currently offers less than half the rooms to space ratio as the next event venue.
- Since 2019, The Showplace has lost 81 confirmed event opportunities due to hotel room shortages, totaling 35,992 missed room nights and \$4.6 million in estimated lost hotel revenue. Pre-proposal inquiries that failed to reach contract stage account for an additional 128,650 lost room nights, totaling over \$16 million of missed revenue opportunities.
- Between 2023 and 2025, existing events at the Showplace have displaced 22,560 room nights to offsite accommodations, meaning lost local spend, inconvenience, and diluted attendee experience.
- Market analysis identifies 328 active association leads representing over 500,000 attendees and 102,000 peak room nights. Converting just 5% would deliver 10,000+ additional room nights and nearly 27,000 new visitors to the Showplace and the Novi region.



Q3 Lodging Market

City of Novi Lodging Review

by the numbers 2025

2,056	Total Rooms +5.0% increase in hotel supply from 2022
98	New Hotel Rooms Opened in 2023 Tru by Hilton Novi Detroit
380	New Hotel Rooms in the Pipeline Opening by 2028
\$125.68	Average Daily Rate (ADR) T-12 Jun 2025 ADR +9.4% from year-end 2019
61.6%	Occupancy T-12 Jun 2025 Occupancy -4.2% from year-end 2019
\$77.39	Revenue Per Available Room (RevPAR) T-12 Jun 2025 RevPAR +2.4% from year-end 2019



Novi Hotel Supply & Pipeline

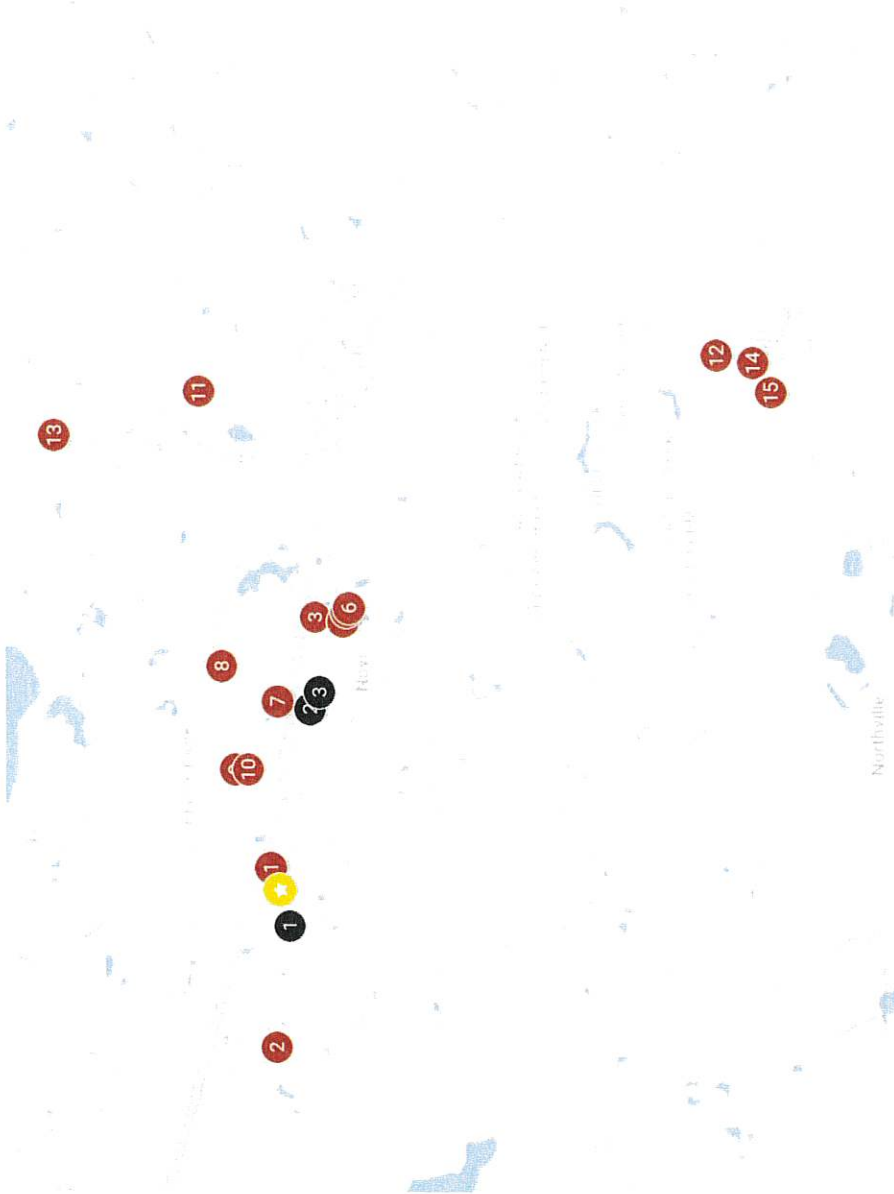
JLL evaluated the City of Novi's hotel inventory to gain an understanding of the existing supply and hotel market conditions. Hotels are sorted by distance to the Suburban Collection Showplace. There are three hotels in the current pipeline in the planning and final planning stages.

Existing City of Novi Hotels					
	Rooms	Chain Scale	Year Built	Type	Distance to SCS
Hyatt Place Detroit Novi	126	Upscale	2013	Limited	-
Staybridge Suites Detroit – Novi	108	Upscale	2008	Limited	1.5 mi
DoubleTree by Hilton Hotel Detroit Novi	148	Upscale	1988	Full	2.2 mi
Homewood Suites by Hilton Novi Detroit	89	Upscale	2018	Limited	2.2 mi
Sonesta Select Detroit Novi	122	Upscale	1999	Limited	2.3 mi
Sonesta Simply Suites Detroit Novi	94	Midscale	1999	Limited	2.3 mi
Four Points by Sheraton Detroit Novi	220	Upscale	1983	Full	2.5 mi
Renaissance The Baronette Detroit Novi Hotel	155	Upper Upscale	1990	Full	2.5 mi
Residence Inn Detroit Novi	107	Upscale	2003	Limited	2.9 mi
Hilton Garden Inn Detroit/Novi	148	Upscale	2008	Limited	3 mi
Holiday Inn Express & Suites Detroit Novi	92	Upper Midscale	2009	Limited	4.8 mi
Extended Stay America Detroit – Novi – Haggerty Road	125	Midscale	1997	Limited	5.6 mi
Tru by Hilton Novi Detroit	98	Midscale	2023	Limited	5.6 mi
Sheraton Hotel Detroit Novi	238	Upper Upscale	1985	Full	5.8 mi
Extended Stay America Detroit – Novi – Orchard Hill Place	86	Midscale	2000	Limited	6.2 mi

City of Novi Hotel Pipeline					
	Rooms	Chain Scale	Year Built	Type	Distance to SCS
TownePlace Suites by Marriott Novi (Final Planning)	119	Upper Upscale	2027	Limited	1.9 mi
Home2 Suites by Hilton Novi Detroit (Final Planning)	141	Upper Upscale	2027	Limited	1.9 mi
Holiday Inn & Suites Detroit - Novi (Planning)	120	Upper Upscale	2028	Limited	0.4 mi

Source: CoStar / STR

Novi Hotel Supply & Pipeline Map



Existing Novi Hotels

- 1 Hyatt Place Detroit/Novi
- 2 Staybridge Suites Detroit - Novi by IHG
- 3 DoubleTree by Hilton Detroit Novi
- 4 Homewood Suites by Hilton Novi Detroit
- 5 Sonesta Select Detroit Novi
- 6 Sonesta Simply Suites Detroit Novi
- 7 Four Points by Sheraton Detroit Novi
- 8 The Baronette Renaissance Detroit-Novı Hotel
- 9 Residence Inn Detroit Novi
- 10 Hilton Garden Inn Detroit/Novi
- 11 Holiday Inn Express & Suites Detroit-Novı by IHG
- 12 Extended Stay America Select Suites Novi
- 13 Tru by Hilton Novi Detroit
- 14 Sheraton Detroit Novi Hotel
- 15 Extended Stay America Detroit Novi

Novi Hotel Pipeline

- 1 Holiday Inn & Suites Detroit - Novi (Final Planning)
- 2 TownePlace Suites by Marriott Novi (Final Planning)
- 3 Home2 Suites by Hilton Novi Detroit (Planning)

Source: CoStar / STR

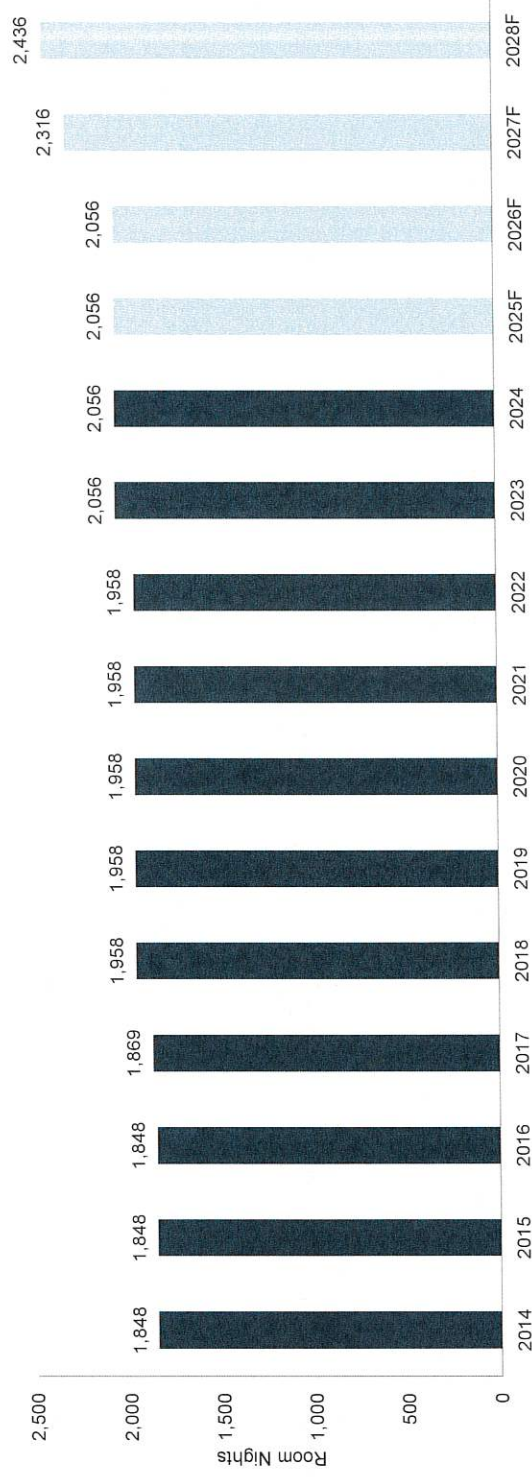
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City of Novi Hotel Market Overview Hotel Supply

- From 2014-2025, the total annual hotel supply has grown **11.3%**.
- No hotels are currently under construction in Novi
- Three hotel projects are in the planning or final planning stages
 - TownePlace Suites by Marriott Novi – 119 rooms – Final Planning – 2027 open date
 - Home2 Suites by Hilton Novi Detroit – 141 rooms – Final Planning – 2027 open date
 - Holiday Inn & Suites Detroit Novi – 120 rooms – Planning – 2028 open date

City of Novi Total Hotel Room Supply



Source: CoStar / STR

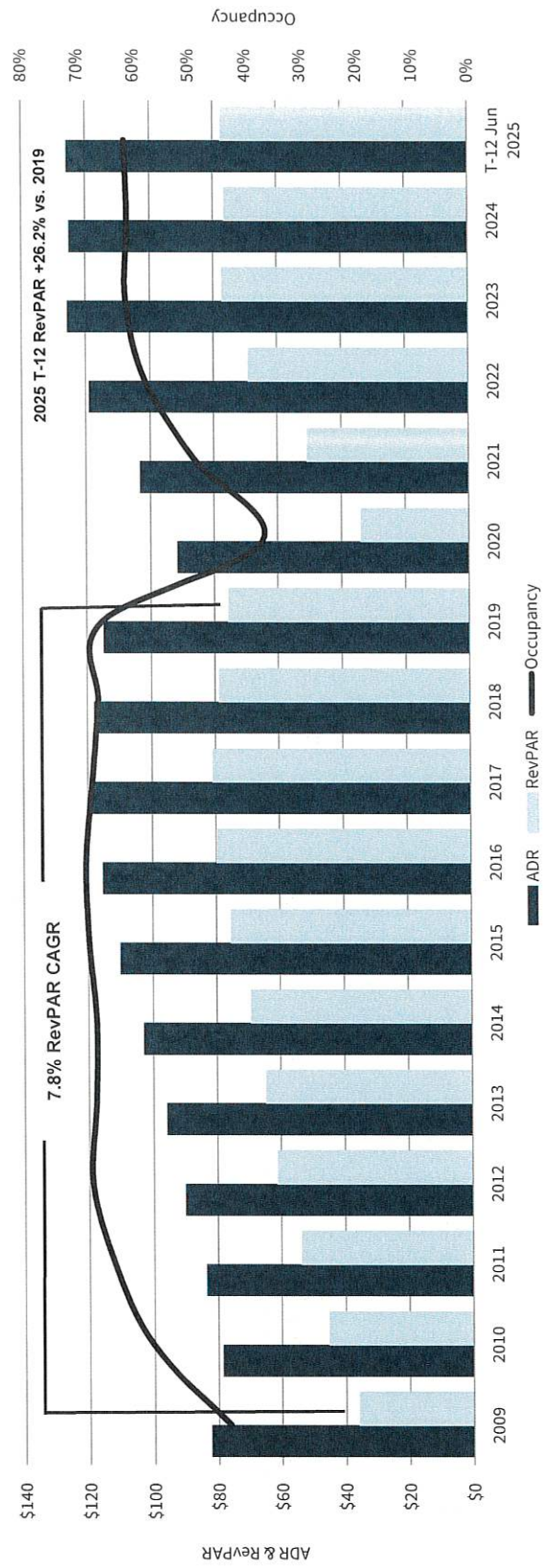
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City of Novi Lodging Historical Performance

- Hotel RevPAR in Novi returned to pre-pandemic 2019 levels in 2023. As of the trailing-12 months ending June 2025, RevPAR has exceeded year-end 2019 levels by **2.4%**.
- As of the trailing-12 months ending June 2025, ADR has exceeded year-end 2019 levels by **9.4%**.
- Occupancy has not returned to pre-pandemic levels and is below 2019 levels by **-4.2%**. Occupancy is still lagging pre-COVID levels due to the slow recovery of business and group travel.
- The Hyatt Place Detroit Novi has historically outperformed the City of Novi submarket, operating at an average +\$11 rate premium from 2022 to 2023.

City of Novi Lodging Historical Performance



Source: CoStar / STR



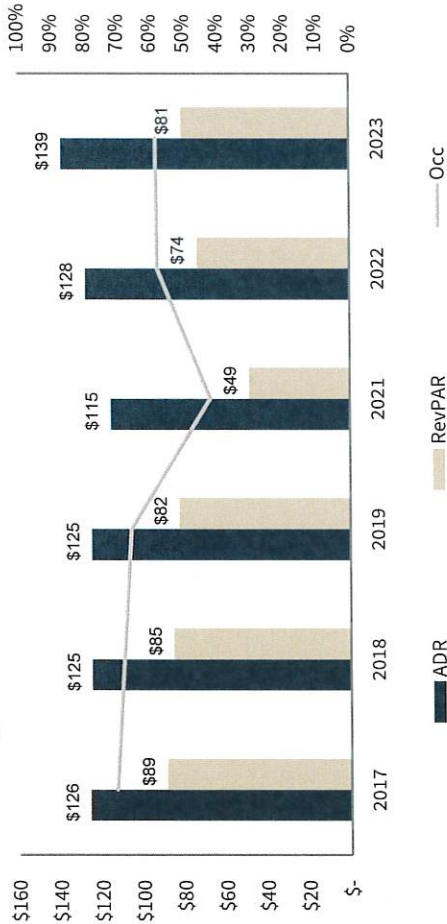
Hyatt Place Novi

Hyatt Place Novi is a 126-key select service hotel attached to the Suburban Collection Showplace. The Hyatt Place opened in 2013 and made an immediate impact on the Showplace, which saw an increase in events from 300 in 2012 to 500 in 2013.

Hyatt Place Novi provides the Showplace with majority of the needed room block for events at the Showplace. However, the size and amenities of the hotel limit the type of group the SCS can attract.



Hyatt Place Novi – Historical Performance



Source: CoStar / STR

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Demand Analysis Considerations

Hotel Demand Breakdown

Data analysis shows over 30,000 room nights could be captured annually if additional hotel inventory were present.

Room Nights	Conversion Rate	Source of Demand / Notes
9,305	100%	Between 2023 and 2025, existing events have displaced 22,560 room nights to offsite accommodations. 9,305 room nights were displaced in 2025
3,964	100%	Since 2019, the Showplace has lost 81 confirmed event opportunities due to hotel room shortages, totaling 35,992 missed room nights and 3,964 lost room nights in 2019
7,313	25%	In pre-proposal phase events, potential clients that never reached contract stage account for 128,650 room nights lost. 29,250 room nights in the pre-proposal phase were lost in 2019
10,200	5%	Market analysis reveals a pipeline of 328 active association leads, with over 500,000 attendees and 102,000 peak room nights represented. A modest 5% conversion rate with an average of 2 nights per event could yield over 10,000 additional room nights
30,782		Total Annual Group Room Night Demand

Annual Group Occupancy 37.5%

Annual Transient/Contract Occupancy 32.5%

Total Annual Room Nights Occupied 57,488

Total Annual Room Nights Available (225-room hotel) 82,125

Total Annual Occupancy 70.0%

Upper Upscale, Upscale, and Upper Midscale hotels in the Livonia/West Hospitality Submarket averaged 51.9% transient occupancy in 2024. The new convention center hotel will need to achieve an annual transient occupancy of 32.5% to attain total annual occupancy of 70%



New Hotel Considerations

A new 225-room hotel paired with room block agreements has potential to add up to **82K new room nights** to the market annually. If the hotel would need 41,000 annual group room nights to reach an ideal 50% group occupancy and 20% transient occupancy to total 70% stabilized annual occupancy.

Hotel Rooms	New Annual RNs	New Annual Rooms Needed - Group (50%)	New Annual Rooms Needed - Transient + Contract (20%)
175	63,875	31,938	12,775
200	73,000	36,500	14,600
225	82,125	41,063	16,425

Financial Projections

2017

Scenario #1: Financial Overview

Conservative hotel proforma projections were made based on the City of Novi hotel submarket performance as well as the Hyatt Place Novi's historical performance.

Scenario #1 – Hotel Proforma Assumptions

Hotel Rooms	225 keys
Hotel Brand	Cambria Hotels by Choice Hotels
Gross Building Area	168,750 square feet
Construction Cost Per Square Foot	\$375
Construction Cost	\$63,280,000
Year 1 Average Daily Rate	\$139.00 (Hyatt Place achieved \$139 ADR in 2023)
Year 1 Occupancy	45%
Year 5 Stabilized Average Daily Rate	\$160.27
Year 5 Stabilized Occupancy	70% (37% Group + 33% Transient/Contract)
Real Estate Taxes	\$2,500 per key in Year 1 with 3% inflationary growth thereafter

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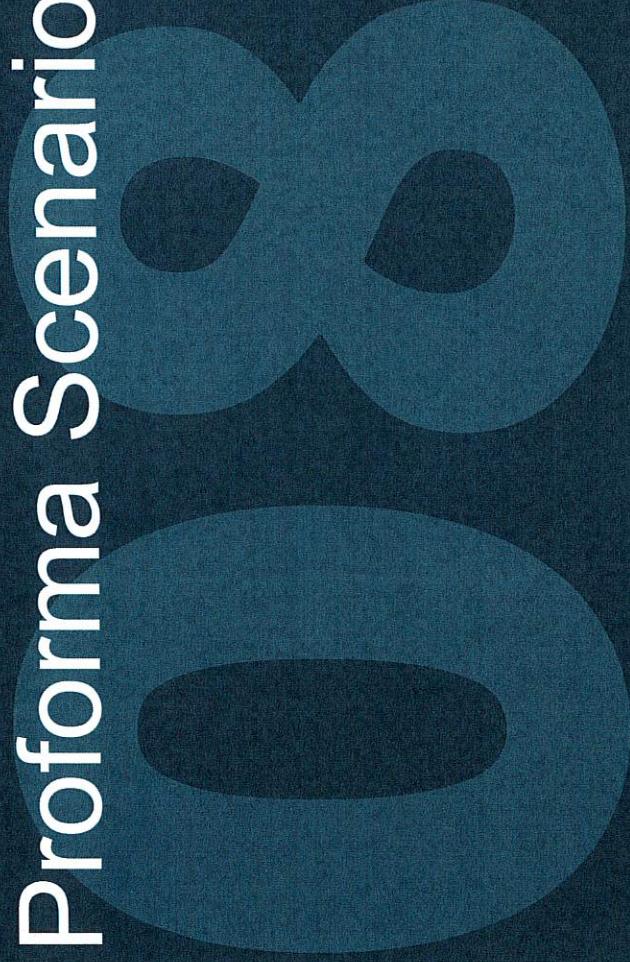
Scenario #1 – Value Summary

All Values In \$	Construction Year 1	Construction Year 2	Year 1	Year 2	Year 3	Year 4	Year 5
NOI			1,545,332	2,466,603	3,019,309	3,093,953	3,181,239
Development Costs	(31,640,000)	(31,640,000)					
Terminal Value							
Exit Costs							40,958,449
Unlevered Cash Flow	-31,640,000	-31,640,000	1,545,332	2,466,603	3,019,309	3,093,953	43,730,104
							(409,584)

Unlevered IRR	-3.1%
---------------	-------

Assumptions	
Room Count	225
Development Costs	63,280,000
Exit Cap Rate	8.0%
Long-term inflation	3.0%
Selling Costs	1.0%

Recommendation & Additional Proforma Scenarios



Recommendation & Conclusion

- The construction cost for a new premium upscale hotel in Novi continues to stay elevated in large part due to lingering supply chain inefficiencies, elevated labor prices, elevated construction material prices, and limited availability of construction financing.
- The projected development of a 225-key hotel has a gross building area (GBA) of 168,750 square feet. Current construction costs for a suburban Midwest hotel range from \$375 to \$500 per square foot¹ yielding a development cost of over \$63 million.
- Current projections and programming for the development of a 225-key Cambria hotel do not show a favorable levered Internal Rate of Return (IRR) without P3 (Public-Private Partnership) incentives.
- Without a Public-Private Partnership, JLL recommends adjusting the programming of the development.
- A private equity investor is anticipated to underwrite the development opportunity targeting an 18-20% Internal Rate of Return (IRR).
- The Internal Rate of Return (IRR) shows the expected percentage growth rate an investment is projected to generate each year, factoring in the time value of money. It is a financial metric used to evaluate the profitability of potential investments and projects. It represents the annualized rate of return that makes the Net Present Value (NPV) of all cash flows associated with an investment equal to zero.
- JLL has provided an additional proforma scenario adjusting the P3 (Public-Private Partnership) incentive contribution on the following pages.

¹ Rider Levett Bucknall Q1 2025 Construction Cost Report

Scenario #2: Financial Overview

JLL has assumed the hotel is developed with 225 keys and assumes the project has P3 (Public-Private Partnership) incentive contributions totaling \$30 million.

Scenario #2 – Hotel Proforma Assumptions

Hotel Rooms	225 keys
Hotel Brand	Cambria Hotels by Choice Hotels
Gross Building Area	168,750 square feet
Construction Cost Per Square Foot	\$375
Construction Cost	\$63,280,000 (including \$30,000,000 P3 contribution)
Year 1 Average Daily Rate	\$139.00 (Hyatt Place achieved \$139 ADR in 2023)
Year 1 Occupancy	45%
Year 5 Stabilized Average Daily Rate	\$160.27
Year 5 Stabilized Occupancy	70% (37% Group + 33% Transient/Contract)
Real Estate Taxes	\$2,500 per key in Year 1 with 3% inflationary growth thereafter

Scenario #2 – Hotel Proforma

Cambria Novi - Hotel Proforma																				
All Values in \$																				
	Year 1				Year 2				Year 3				Year 4				Year 5			
	#	%	PAR	POR	#	%	PAR	POR	#	%	PAR	POR	#	%	PAR	POR	#	%	PAR	POR
Initiation Rate																				
Days Open	365				365				366				365				365			
Rooms	225				225				225				225				225			
Available Room Nights	82,125				82,125				82,350				82,125				82,125			
Occupied Room Nights	36,956				49,275				57,645				57,488				57,488			
Occupancy %	45%				60%				70%				70%				70%			
ADR \$	139.00				145.26				151.07				155.60				160.27			
RevPAR \$	62.55				87.15				105.75				108.92				112.19			
OPERATING REVENUE																				
Rooms Revenue	5,136,919	79.9%	22,831	139	7,157,440	79.9%	31,811	145	8,708,153	80.0%	38,703	151	8,944,892	80.1%	39,755	156	9,213,238	80.2%	40,948	160
F&B Revenue	923,906	14.4%	4,106	25	1,287,309	14.4%	5,721	26	1,558,685	14.3%	6,927	27	1,601,059	14.3%	7,116	28	1,649,091	14.4%	7,329	29
Other Revenue	369,563	5.7%	1,643	10	514,924	5.7%	2,289	10	623,474	5.7%	2,771	11	621,770	5.6%	2,763	11	621,770	5.4%	2,763	11
Total Revenue	6,430,388	100.0%	28,580	174	8,959,673	100.0%	39,821	182	10,890,312	100.0%	48,401	189	11,167,721	100.0%	49,634	194	11,484,099	100.0%	51,040	200
DEPARTMENTAL EXPENSES																				
Rooms Expenses	1,284,230	25.0%	5,708	35	1,717,786	24.0%	7,635	35	2,089,957	24.0%	9,289	36	2,146,774	24.0%	9,541	37	2,211,177	24.0%	9,827	38
F&B Expenses	665,213	72.0%	2,957	18	901,117	70.0%	4,005	18	1,091,079	70.0%	4,849	19	1,120,741	70.0%	4,981	19	1,154,363	70.0%	5,131	20
Other Expenses	203,259	55.0%	903	6	283,208	55.0%	1,259	6	342,911	55.0%	1,524	6	341,974	55.0%	1,520	6	341,974	55.0%	1,520	6
Total Departmental Expenses	2,152,702	33.5%	9,568	58	2,902,110	32.4%	12,898	59	3,523,947	32.4%	15,662	61	3,609,489	32.3%	16,042	63	3,707,514	32.3%	16,478	64
Departmental Profit	4,277,686	66.5%	19,012	116	6,057,563	67.6%	26,923	123	7,366,365	67.6%	32,739	128	7,558,232	67.7%	33,592	131	7,776,585	67.7%	34,563	135
UNDISTRIBUTED EXPENSES																				
Administrative & General	527,292	8.2%	2,344	14	716,774	8.0%	3,186	15	871,225	8.0%	3,872	15	893,418	8.0%	3,971	16	918,728	8.0%	4,083	16
Information & Telecom	102,886	1.6%	457	3	134,395	1.5%	597	3	163,355	1.5%	726	3	167,516	1.5%	745	3	172,261	1.5%	766	3
Sales & Marketing	398,684	6.2%	1,772	11	537,580	6.0%	2,389	11	653,419	6.0%	2,904	11	670,063	6.0%	2,978	12	689,046	6.0%	3,062	12
Franchise Fees	256,846	5.0%	1,142	7	357,872	5.0%	1,591	7	435,408	5.0%	1,935	8	447,245	5.0%	1,988	8	460,662	5.0%	2,047	8
Property Operations & Maintenance	257,216	4.0%	1,143	7	340,468	3.8%	1,513	7	413,832	3.8%	1,839	7	424,373	3.8%	1,886	7	436,396	3.8%	1,940	8
Utilities	192,912	3.0%	857	5	268,790	3.0%	1,195	5	326,709	3.0%	1,452	6	335,032	3.0%	1,489	6	344,523	3.0%	1,531	6
Total Undistributed Expenses	1,735,835	27.0%	7,715	47	2,355,879	26.3%	10,471	48	2,863,947	26.3%	12,729	50	2,937,646	26.3%	13,056	51	3,021,616	26.3%	13,429	53
Gross Operating Profit (GOP)	2,541,851	39.5%	11,297	69	3,701,684	41.3%	16,452	75	4,502,418	41.3%	20,011	78	4,620,586	41.4%	20,536	80	4,754,969	41.4%	21,133	83
MANAGEMENT FEES																				
Management Fee	192,912	3.0%	857	5	268,790	3.0%	1,195	5	326,709	3.0%	1,452	6	335,032	3.0%	1,489	6	344,523	3.0%	1,531	6
Incentive Fee	0	0.0%	0	0	0	0.0%	0	0	0	0.0%	0	0	0	0.0%	0	0	0	0.0%	0	0
Income Before Non-Operating Income & Expenses	2,348,939	36.5%	10,440	64	3,432,894	38.3%	15,257	70	4,175,709	38.3%	18,559	72	4,285,554	38.4%	19,047	75	4,410,446	38.4%	19,602	77
NON-OPERATING INCOME & EXPENSES																				
Real Estate Taxes	562,500	8.7%	2,500	15	579,375	3.0%	2,575	12	596,756	3.0%	2,652	10	614,659	3.0%	2,732	11	633,099	3.0%	2,814	11
Insurance	112,500	1.7%	500	3	118,125	5.0%	525	2	124,031	5.0%	551	2	130,233	5.0%	579	2	136,744	5.0%	608	2
Rent	0	0.0%	0	0	0	0.0%	0	0	0	0.0%	0	0	0	0.0%	0	0	0	0.0%	0	0
Non-Operating Income & Expenses	675,000	10.5%	3,000	18	697,500	0.0%	3,100	14	720,788	0.0%	3,204	13	744,892	0.0%	3,311	13	769,843	0.0%	3,422	13
EBITDA	1,673,939	26.0%	7,440	45	2,735,394	30.5%	12,157	56	3,454,921	31.7%	15,355	60	3,540,662	31.7%	15,736	62	3,640,603	31.7%	16,180	63
Replacement Reserves (FF&E)	128,608	2.0%	572	3	268,790	3.0%	1,195	5	435,612	4.0%	1,936	8	446,709	4.0%	1,985	8	459,364	4.0%	2,042	8
EBITDA Less Replacement Reserve	1,545,332	24.0%	6,868	42	2,466,603	27.5%	10,963	50	3,019,309	27.7%	13,419	52	3,093,953	27.7%	13,751	54	3,181,239	27.7%	14,139	55



Scenario #2 – Value Summary

All Values In \$	Construction Year 1	Construction Year 2	Year 1	Year 2	Year 3	Year 4	Year 5
NOI			1,545,332	2,466,603	3,019,309	3,093,953	3,181,239
Development Costs	(16,640,000)	(16,640,000)					
Terminal Value							
Exit Costs							40,958,449
Unlevered Cash Flow	-16,640,000	-16,640,000	1,545,332	2,466,603	3,019,309	3,093,953	43,730,104
							(409,584)

Unlevered IRR	10.0%
---------------	-------

Assumptions	
Room Count	225
Development Costs Minus P3 Contribution	33,280,000
Exit Cap Rate	8.0%
Long-term Inflation	3.0%
Selling Costs	1.0%

— With a P3 (Public-Private Partnership) incentive of \$30,000,000 the development would yield an unlevered Internal Rate of Return (IRR) of **10.0%** over the hold period.

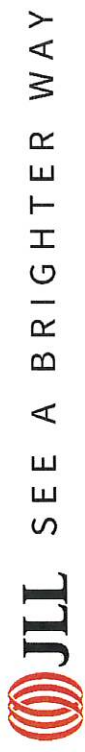
Thank you

Daniel Fenton
Managing Director
JLL Hotels & Hospitality
+1 408.309.3450
dan.fenton@jll.com

Mitchel Anzivino
Vice President
JLL Hotels & Hospitality
+1 603.722.7433
mitchel.anzivino@jll.com

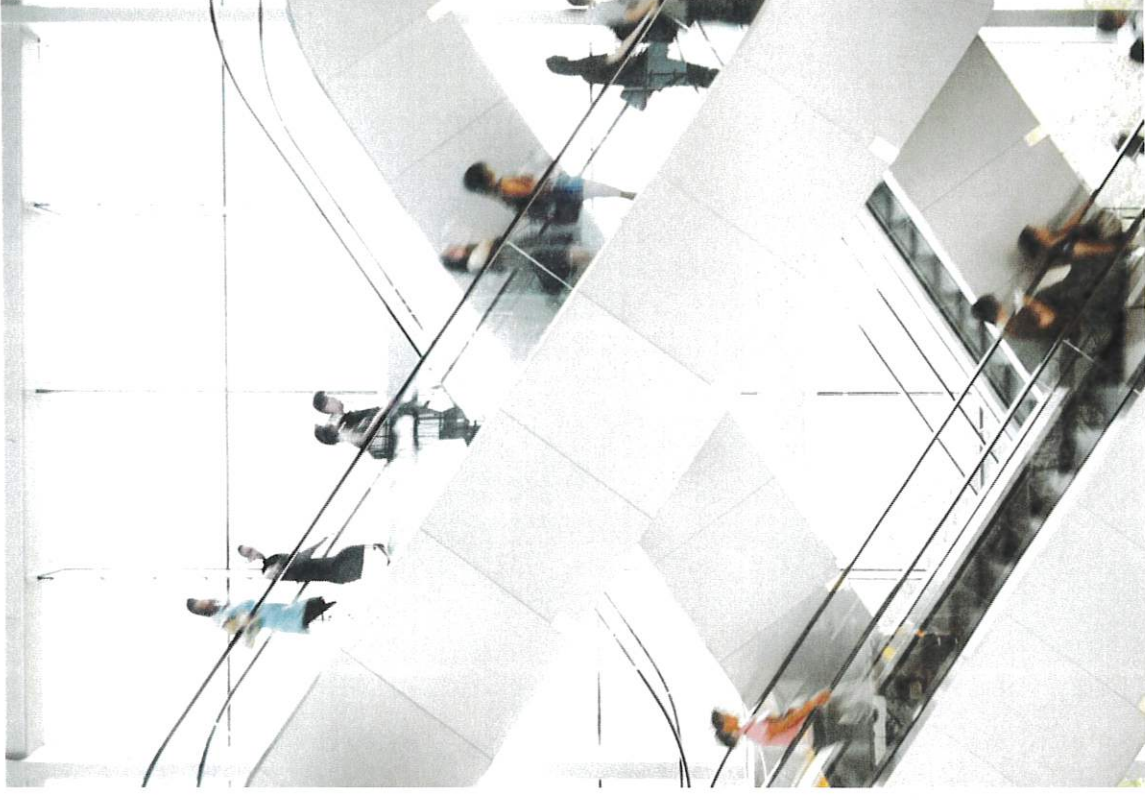
Annie Satin
Senior Associate
JLL Hotels & Hospitality
+1 734.657.2453
annie.satin@jll.com

 **JLL** SEE A BRIGHTER WAY



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Updated New Articles



Acrisure Amphitheater

The Acrisure Amphitheater is an exciting new addition to the Grand Rapids riverfront, poised to become a significant cultural and entertainment landmark. Located on Market Avenue near Williams Street, the amphitheater is part of a broader vision to transform the riverfront area into a vibrant community space.



Details

SCOPE

- The project is part of a broader riverfront redevelopment effort believed to be one of the largest in the United States.
- The Acrisure Amphitheater features a capacity for 12,000 guests and is set up to host over 50 ticketed performances per season, along with community events and celebrations.
- The project is part of a 31-acre development plan, making it what is believed to be one of the largest active riverfront re-development in the United States.
- Funding for the \$184 million public venue includes \$70 million in private investment.

TIMELINE

- Groundbreaking: May 2024
- Expected Completion: Spring 2026
- First Concert: May 2026

KEY MILESTONES ACHIEVED

KEY PARTNERS

- City of Grand Rapids
- Kent County
- Grand Action 2.0
- Grand Rapids–Kent County Convention Arena Authority
- Downtown Development Authority
- Downtown Grand Rapids Inc.
- Michigan Economic Development Corporation

CONSTRUCTION

Pioneer Construction will lead the amphitheater project in partnership with Barton Malow. According to President and CEO Tim Schowalter, Pioneer Construction anticipates employing 700 workers and investing \$6 million of the construction budget in minority-owned, women-owned, and micro-local businesses.

CURRENT STATUS

The construction of the Acrisure Amphitheater officially commenced with a May 2024 groundbreaking ceremony attended by nearly 200 business, government, and community leaders. The project is progressing as planned, and active fundraising efforts are underway to secure the remaining funds needed for completion.

Impact

COMMUNITY BENEFITS

- As the lead project, the amphitheater is expected to catalyze significant investments in housing, retail, and commercial properties along the riverfront.
- The restoration of this area has created new jobs, inspire entrepreneurial opportunities, and drive regional tourism, enriching the local economy:
 - 90% of the restoration workers are from Ionia/Kent/Ottawa counties.

connectivity between neighborhoods and the Grand River.

- The space is expected to attract major national and international events that currently bypass the region during the summer months, boosting the city's profile on the global stage.
- In addition, 620 new jobs (FTEs), \$325M in individual earnings, \$6.2M in lodging tax revenue, and \$563M net new statewide economic impact over 30 years.

ENVIRONMENTAL & SOCIAL IMPACT

The project aims to create a walkable green space, integrating the amphitheater into a nearly four-acre green ribbon along the riverfront.

Grand River Greenway Trail

Amway Stadium



Amway Stadium



Amway Stadium is set to become a major sports and entertainment hub in the heart of downtown Grand Rapids. This multi-purpose venue would host professional soccer matches, youth sports, and various community events, contributing significantly to the local economy and cultural landscape.

GR Stadium 4D



Video courtesy of Rockford.

Details

SCOPE

- The stadium will have an audience capacity of 8,500, with the potential to expand to 11,000 seats. It will feature tiered seating, suites, loge boxes, and an open concourse.
- The project covers more than seven acres of land adjacent to US-131, near Winter Avenue and Pearl Street, and is part of a larger urban development plan.
- The total cost of the stadium is \$175 million, according to Grand Action 2.0.
- The soccer stadium is expected to host 17 professional matches annually and 56 additional events. These could include youth and amateur sports as well as cultural activities, including a holiday market.

TIMELINE

KEY MILESTONES ACHIEVED

- A portion of the land for the stadium was donated by Dan and Pamela DeVos.
- Construction plans were officially filed with the city in early 2024.
- **Amway** is pledging a lead gift of \$33 million toward the design and construction of **Amway Stadium**.
- Team name announced on September 27th: **Athletic Club of Grand Rapids**.

CURRENT STATUS

The groundbreaking took place on April 22, 2025.



KEY PARTNERS

- Amway
- Kent County
- City of Grand Rapids
- Grand Action 2.0; co-chaired by Dick DeVos, Carol Van Andel, and Region President, Fifth Third West Michigan, Tom Welch
- Grand Rapids-Kent County Convention Arena Authority
- Downtown Development Authority
- Downtown Grand Rapids Inc.
- Michigan Economic Development Corporation
- Progressive Companies
- Rockford

COMMUNITY BENEFITS

- The stadium will create approximately 260 jobs, including both full-time positions with benefits and part-time roles.
- It will serve as a catalyst for additional housing developments, potentially unlocking 500 to 550 housing units in the surrounding area.
- Connects the hotel district to Bridge Street area, filling underutilized space.

ECONOMIC & SOCIAL IMPACT

- The stadium is expected to generate over \$400 million in net new economic impact for the city, along with substantial tax revenue and job creation.
- It will boost local tourism, support businesses, and foster entrepreneurial opportunities, contributing to the revitalization of the Bridge Street corridor.



Newsletters

Good Morning, BLAIR



Restaurants

Andiamo restaurant set to anchor new luxury hotel at Joe Louis Arena site

By Jay Davis

Gift Article



Credit: Neumann/Smith Architecture

Andiamo Italian Chophouse at Water Square will be the signature restaurant at the currently under-construction JW Marriott Detroit Water Square development on the Detroit riverfront.

Reprints Share

October 20, 2025 11:54 AM

A local restaurateur will open the signature restaurant at the new JW Marriott Detroit Water Square luxury hotel that is being built on the former Joe Louis Arena site on the Detroit riverfront.

Andiamo Italian Chophouse at Water Square and the hotel are slated to open in January 2027, according to a news release. The restaurant is a partnership between Water Square and the Warren-based Joe Vicari Restaurant Group.

Joe Louis Arena site development to update People Mover station, plans pedestrian-friendly corridor

New renderings show riverfront JW Marriott hotel at Joe Louis Arena site

Andiamo Italian Chophouse will join Andiamo restaurants in Bloomfield Hills, Livonia, Warren, Fenton, Clinton Township and Las Vegas.

Vicari is opening the new restaurant in a move from one Detroit property to another.

Vicari will close the Andiamo inside the Renaissance Center in November 2026, and Andiamo Italian Chophouse will open a couple of months later at the new JW Marriott, Vicari told Crain's on Monday.

Vicari this summer told Crain's that [he was planning to relocate](#) his Andiamo and Joe Muer Seafood restaurants, both inside Tower 400 of the Renaissance Center, after RenCen owner General Motors Co. [vacates the riverfront complex](#) later this year. Towers 300 and 400 are the subject of [demolition plans](#) to make way for an entertainment district on the property.



Revolutionize
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Vicari said the original plan called for the JW Marriott restaurant to run as a second downtown Detroit restaurant along with the RenCen Andiamo, but that changed with the new plans for the RenCen. The JW Marriott restaurant would have been called the Upper Cut Chophouse, Vicari said, to pay homage to the legendary boxer Joe Louis and the site on which the restaurant would sit. That restaurant would have run strictly as a steakhouse, he said.

Now, Andiamo Italian Chophouse will feature all the traditional Andiamo menu items as well as steaks, pork chops, lamb chops and other meats the restaurant doesn't typically serve, Vicari said.

Vicari said the cost of opening the new Detroit restaurant will be about \$4 million with annual sales of about \$6 million on the low end. Sales will depend on how busy the hotel is, he said.

"Half our business will be people staying at the hotel and people walking over from (Huntington Place)," Vicari said.

Andiamo Italian Chophouse will have space for 200 guests in its dining room with floor-to-ceiling window as well as additional seating on an outdoor patio, according to the release. The restaurant will have about 75 full-and part-time employees, Vicari said.

dining in the heart of downtown Detroit,” he said.

The new Andiamo is part of a project that includes the JW Marriott Detroit Water Square hotel, The Residences at Water Square apartments that [opened in February 2024](#), as well as retail and public spaces. The project is expected to tie together downtown Detroit, the Detroit RiverWalk and the new 22-acre [Ralph C. Wilson Jr. Centennial Park, which opens this weekend](#).

The hotel will have 600 rooms across 25 floors, and five podium levels that include a ground-floor restaurant, lobby bar, two ballrooms, a full-service space, pool and close to 50,000 square feet of meeting space. The recently renamed [Water Square People Mover station](#) is also a part of the project. An extension of Second Avenue over the Lodge Freeway to the RiverWalk is slated to open in the spring.

Claude Molinari, who helms the Detroit Regional Convention Facility Authority board and Visit Detroit, said in the release that the addition of the new Andiamo restaurant is another big step toward the creation of a unique 24-hour district that will be a powerful tool to attract more visitors and conventions to the city.

Sterling Group Chief Development Officer Danny Samson said the company is thrilled to add Andiamo Italian Chophouse to the development.

“Their presence reinforces our commitment to making this district not only an economic catalyst for downtown Detroit, but also a place where people will come together for exceptional experiences,” Samson said in the release. “With The Residences at Water Square already open, and the JW Marriott Detroit Water Square soon to follow, this is truly becoming a one-of-a-kind neighborhood on the RiverWalk.”



By Jay Davis

Jay Davis is a reporter covering restaurants, retail and small business issues for Crain's Detroit Business. Prior to joining Crain's in 2020, Jay held roles covering prep sports, local government, and education.

📍 Restaurants, Commercial Real Estate, News

More in Restaurants →

Tax Increment Financing Overview

NOVEMBER 2025

Tax Increment Financing

City of Novi

Executive Summary

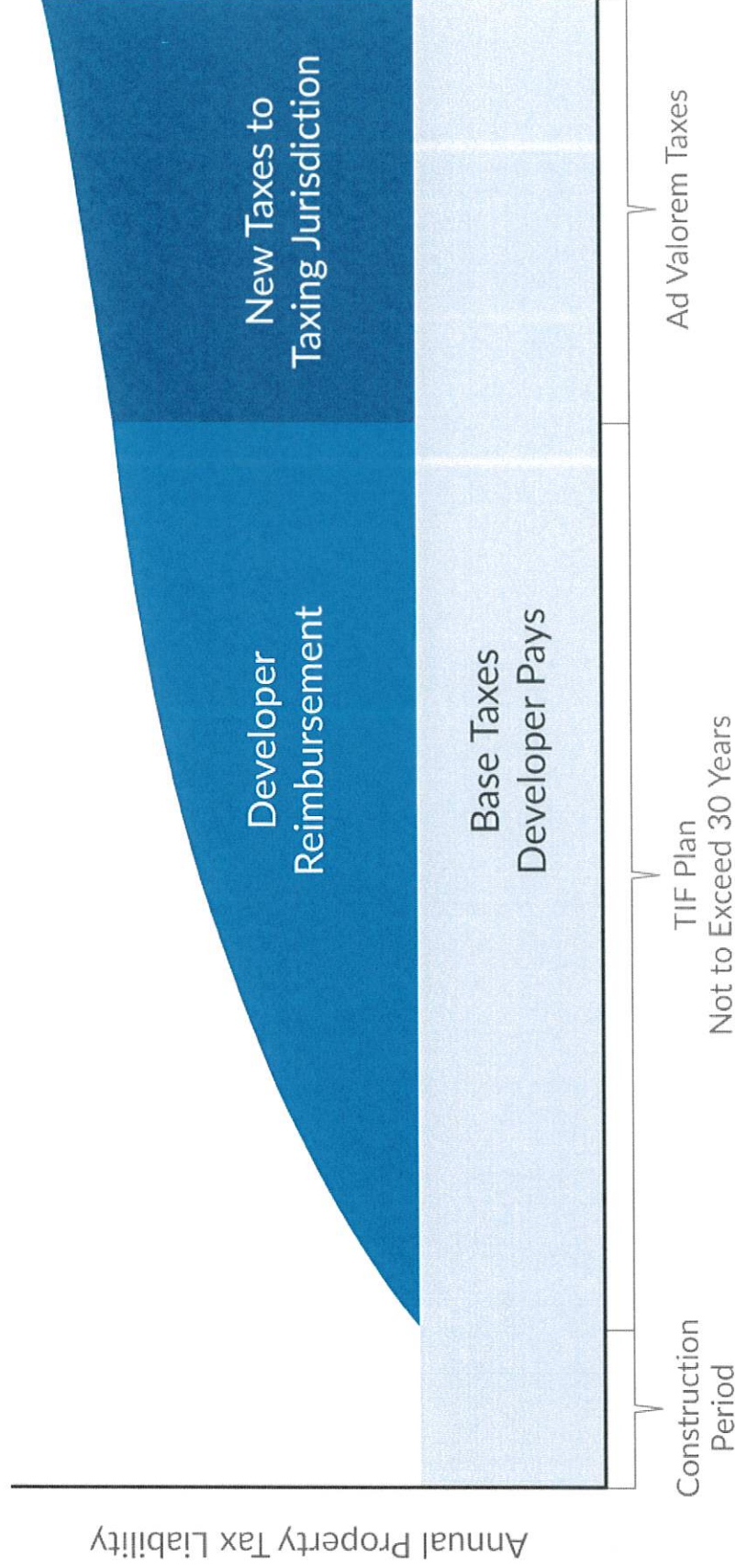
The State of Michigan's Brownfield Redevelopment Financing Act ("Act 381 of 1996" or "Act 381") was established to allow for real estate developers to be reimbursed by the new property taxes created from their investment for qualifying costs associated with the clean-up of "brownfield" (i.e. environmental contaminated) sites, aka "Tax Increment Financing" or "TIF".

The State has since enacted amendments to Act 381 in 2017 and 2023 to allow for large-scale mixed-use projects and housing development projects, making TIF a cornerstone of Michigan's redevelopment strategy. These programs enable municipalities and developers to collaborate on revitalizing underused sites, expanding housing, and stimulating economic growth. Despite their widespread use, misconceptions remain about how TIF works, who benefits, and its impact on local budgets.

It's important to note that TIF is not a tax increase — it's a reinvestment strategy. By deferring incremental tax revenue, Michigan communities unlock immediate development that drives long-term economic and social returns.

What Is “Tax Increment Financing”?

“Tax increment financing” or “TIF” is an incentive structure that exists in 49 out of 50 states in the United States. The structure allows a developer to capture incremental tax revenue generated by a development to reimburse for eligible activities (e.g. site clean-up, infrastructure, construction costs, etc.). The developer pays standard property taxes and is reimbursed for an applicable portion the following year. In Michigan, the new taxes created are eligible to be captured by the developer for up to 30 years.



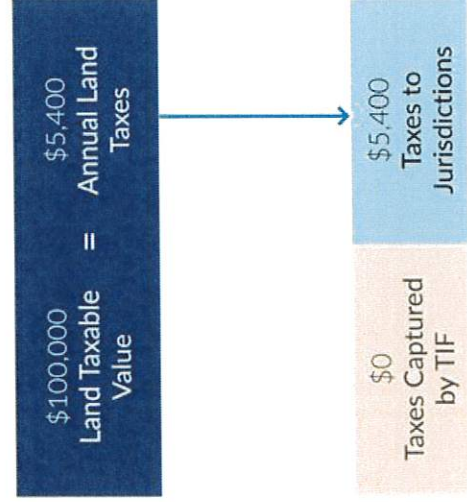
How Does A "TIF" Work Over The Long Term?

Stage 1: Vacant Land (Year 0)

A parcel of vacant land or an under-improved building is targeted for development by owner

Michigan Average Commercial
Effective Property Tax Rate = 5.4%

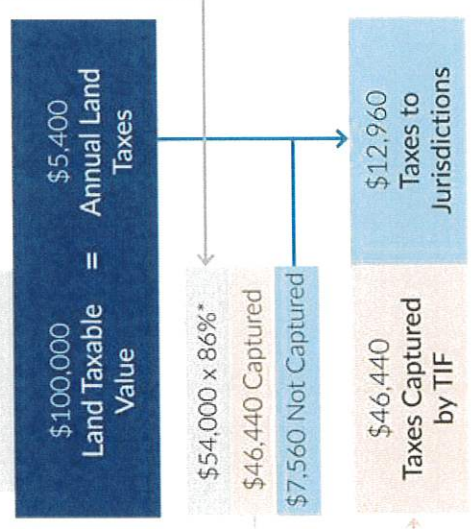
Taxes = Taxable Value x Tax Rate



Stage 2: TIF Period (Year 1-30)

Developer creates \$1,000,000 in taxable improvements; non-debt millages captured as reimbursement (~86% of new taxes*)

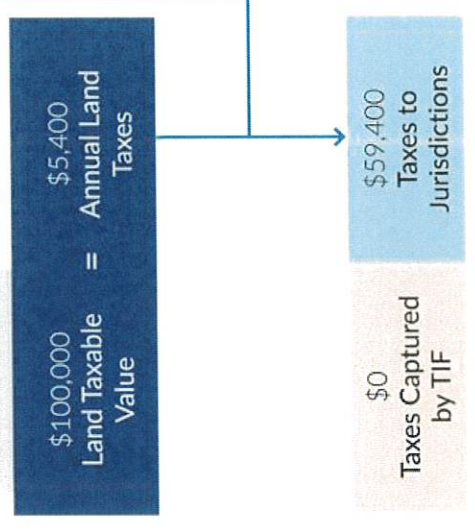
\$1,000,000 Improvements Taxable Value = \$54,000 Annual Tax on Improvements



Stage 3: Post-TIF Period (Year 31+)

After the developer has been reimbursed for eligible costs, all taxes on improvements flow as normal to the jurisdictions

\$1,000,000 Improvements Taxable Value = \$54,000 Annual Tax on Improvements



What Are Michigan's Project-Specific "TIF"s?

	BROWNFIELD TIF	MSHDA HOUSING TIF	TRANSFORMATIONAL BROWNFIELD
Description	Supports the clean up of contaminated sites, the development of transit-oriented properties, or the redevelopment of blighted, functionally obsolete, and historic property	Supports the creation of new housing and the preservation of existing housing Since 2023, ~\$800 million in housing investment projects (~3,000 units) approved through the program	Supports large-scale mixed-use developments on dirty sites that have a transformational impact on a City's population, commercial activity, or employment Since 2017, supported billions in real estate development statewide
Eligible Costs	Environmental testing and cleanup, demolition, lead/asbestos abatement, site preparation, public infrastructure	Infrastructure and safety improvements, parking, site preparation, demolition and renovation costs, financing losses associated w. affordable housing commitments	All construction activities
Reimbursement Mechanism	Property Taxes for up to 30 years - Excludes debt millages	Property Taxes for up to 30 years - Excludes debt millages	Property Taxes for up to 30 years - excluding debt millages + % of State Income, Withholding, & Sales Taxes for up to 20 years
Who Approves	Local Municipality, Local/Regional Brownfield Authority, EGLE, Michigan Strategic Fund	Local Municipality, Local/Regional Brownfield Authority, Michigan State Housing Development Authority	Local Municipality, Local/Regional Brownfield Authority, Michigan Strategic Fund

Transformational Brownfield Program

TBP PROGRAM SUMMARY			
Program Requirements	1. Each Building Has A Recognized Brownfield Condition 2. Plan Must Exceed \$75 Million in One or More “Contiguous” Buildings 3. City of Ann Arbor & State of Michigan Must Designate As Having A “Transformational Impact”, Defined As; A. Growth In Population B. Growth In Commercial Activity C. Growth In Employment 4. Pass A City & State Financial Review That Demonstrates “Need” for Incentive to Make Projects Financially Feasible		
Approving Entities	Ann Arbor City Council, Washtenaw County Brownfield Redevelopment Authority (WCBRA), Michigan Strategic Fund (MSF), Michigan Economic Development Corporation (MEDC)		
VALUE OF PROGRAM			
Incentive Resource	Description	Program Limits ^[1]	Example Value
State Construction Sales Tax Exemption	Exemption on State Sales/Use Tax For All Michigan-Based Construction Materials	Duration: Construction Program Cap: Unlimited	\$200 PSF Hard Costs * 50% Materials * 6% Sales Tax = \$6 PSF Exemption
State Construction Income Tax Reimbursement	Annual Reimbursement of State Income Taxes Paid By On-Site Construction Workers	Duration: Construction Program Cap: \$200 Million	\$200 PSF Hard Costs * 30% On-Site Labor * 3.5% Eff. Income Tax = \$2.10 PSF Reimbursement
Ongoing State Tax Capture Reimbursements	Annual Reimbursement of 50% Of The Income / Withholding Taxes Paid By Residents / Workers Occupying The Project Post-Construction + 100% Of The Sales Taxes Collected By Retail & Hospitality Businesses On-Site Of The Project	Duration: 20 Years Program Cap: \$1.6 Billion Annual Cap: \$80 Million + Unused Share from Prior Yrs	Income Taxes ^[3] = \$100,000 Income Per 800 SF Unit * 3.5% Eff. Income Tax * 50% Capture = \$2.20 PSF / Yr Reimb. Withholding Taxes = \$100,000 Income Per FTE / 400 SF * 3.5% Eff. With Tax * 50% Capture = \$4.40 PSF / Yr Reimb. Hotel Sales Taxes = \$200 / Room Rate * 6% Sales Tax = \$12 / Room Night Reimb. Retail Sales Taxes = \$400 PSF * 6% Sales Tax = \$24 PSF / Yr Reimb.
State & Local Property Tax Increment Financing	Annual Reimbursement Of Property Taxes For Approved Millages Paid Over Base Value	Duration: 30 Years Program Cap: Unlimited	\$70 Assessment PSF * 50 Capturable Mills = \$3.50 PSF / Yr Reimb.

^[1] Program Is Currently Fully Subscribed, New Legislation Pending On Expanding Limits

^[3] Income Tax Capture Eligible for 100% Reimb. With Affordability Agreement At Local Level

Why Are Cities Using TIF?

State and local government leaders continue to grapple with scourge of record-high housing unaffordability^[1] and commercial office vacancy rates^[2].

The State of Michigan is short an estimated 190,000 housing units^[3]. From 2014 to 2023, Michigan built just one new home for every 14 new jobs^[4] - leaving thousands of workers struggling to find housing. Meanwhile, changing work patterns associated with remote work and commercial office vacancy rates are beginning to impact property values^[5] — a mere 1% increase in vacancy can reduce property values by a staggering 2 to 3%.

Cities across Michigan are using project-specific TIF programs to address these problems, including the redevelopment of environmentally contaminated land^[6], investments in workforce housing^[7], and large-scale transformational investments^[8] that will draw new residents and jobs. These leaders are making the conscious decision to forgo short-term property tax gains in exchange for enhanced spending in the local economy today.

[1] <https://www.pewresearch.org/short-reads/2024/10/25/a-look-at-the-state-of-affordable-housing-in-the-us>

[2] <https://www.moodys.com/web/en/us/insights/data-stories/us-commercial-real-estate-vacancies-downtown-vs-suburbs.html>

[3] <https://www.mlive.com/public-interest/2024/01/michigan-needs-190000-more-housing-units-to-curb-a-crisis.html>

[4] <https://www.michigan.gov/mshda/developers/employer-assisted-housing>

[5] <https://stancerealestate.com/the-impact-of-vacancy-rates-on-property-value-and-roi/>

[6] <https://www.axios.com/local/detroit/2025/10/10/wrba-practice-facility-riverfront-cleanup>

[7] <https://www.mlive.com/public-interest/2025/05/michigan-developer-promises-to-build-250-extra-homes-a-year-with-new-tax-program.html>

[8] <https://www.mlive.com/news/grand-rapids/2024/08/state-board-approves-252m-incentive-plan-for-grand-rapids-stadiums-housing-towers.html>

Why Are Developers Asking For TIF?

Michigan ranks among the top states for property tax burden, making TIF a critical tool for offsetting high upfront costs and continued high operating costs. TIF programs help bridge funding gaps, making projects with broad community impact that might otherwise stall due to financial constraints viable. These programs are proving decisive for the viability of real estate projects in Michigan, as developers face significant national and local headwinds that are widening financing gaps.

STATE & LOCAL HEADWINDS

1. High Property Taxes
 - A. Michigan ranks 14th highest in the Country for effective property tax rates, with Oakland County in the top 20% of counties nationwide^[1]
2. Increasing Construction Costs Outpacing Inflation
 - A. Construction costs have increased 41.6% since the pandemic, significantly outpacing the 21.9% inflation rate^[2]

NATIONAL HEADWINDS

1. Tariffs Impact on Construction Costs
 - A. Recently enacted tariffs by the Federal Government are estimated to further increase commercial real estate construction materials costs by 9.0%^[3]
2. Persistently Higher Interest Rates
 - A. 10-Year Treasury Yields, the benchmark financing rate for most long-term real estate debt, has increased from 0.79% in October 2020 to 4.14% in October 2025^[4] – in actual dollars this means the operating income that once could finance \$1,000,000 in construction debt can now only support ~\$650,000, a 35% reduction
3. Reduction in Federal Funding for State & Local Projects
 - A. The Fiscal Year 2026 Federal Budget proposes eliminating much of the Federal funding for local economic development and residential housing gap financing^[5]

[1] <https://taxfoundation.org/data/all/state/property-taxes-by-state-county/>

[2] <https://citizenportal.ai/articles/3821813/Michigan/Michigan-construction-leaders-debate-code-changes-amid-rising-material-costs>

[3] <https://fred.stlouisfed.org/series/DGS10>

[4] <https://www.cushmanwakefield.com/en/united-states/insights/the-impact-of-tariffs-on-cre-construction-costs>

[5] <https://www.crecr.net/2025/06/06/what-the-fy-2026-federal-budget-proposal-signals-for-regional-economic-development/>

Addressing Municipal Concerns

Real estate development projects that are supported through TIF are typically done so in the interest of stimulating the local economy through further commercial development, redeveloping sites that otherwise wouldn't be redeveloped, or encouraging housing development. Cities that support TIFs are agreeing to forgo the potential new property taxes created by a project for some period of time – meaning that they are left to fund the increased cost burden on local services associated with the new development through other mechanisms.

Municipal Services Agreement	An agreement between the Developer and the Local Municipality to fund a specific amount for operations (e.g. Police/Fire, Parks & Rec) for the duration of the TIF
Community Benefits Agreement	An agreement between the Developer and a local community group outlining contributions to be made by the Developer to the community in response to concerns the community has related to the project.
Application Fees	Fees charged by the Local Municipality to offset the cost of review
Brownfield Redevelopment Authority	An authority establish by the Local Municipality or the County that can charge fees on the captured TIF to be used for various administrative costs
Local Brownfield Revolving Fund	A fund establish by the Local Municipality or the County that can charge fees on the captured TIF to be used for various land development costs

Which Jurisdictions Are Subject to “TIF” Capture?

TAXING JURISDICTION	TOTAL MILLAGE	TIF CAPTURABLE MILLAGE
School Operating	18.0000	18.0000
State Education	6.0000	6.0000
School Supp > 18	0.9365	0.9365
General City Operating	4.7505	4.7505
Streets	1.4197	1.4197
Police/Fire	1.3518	1.3518
Parks & Rec	0.3648	0.3648
Drains	0.6120	0.6120
Capital Improvements	0.9514	0.9514
Library	0.7303	0.7303
PA359 Econ DVL	0.0100	0.0100
Oakland County Operating	3.9539	3.9539
Oakland County HCMA	0.2062	0.2062
Oakland Community College	1.4836	1.4836
Oakland County PK&RC	0.6500	0.6500
Oakland County Transit	0.9464	0.9464
Oakland County ISD-Voted	2.9667	2.9667
Oakland County ISD-Allocated	0.1874	0.1874
Oakland County Zoo	0.0941	-
Oakland County Art	0.1937	-
2008 Library Debt	0.3471	-
School Debt Novi	6.5000	-
School Sink 631	0.4713	-
Public Safety Debt (2026)	1.0000	-
Total	53.1274	45.5212

Case Study: Bedrock | Approved Project

Project Highlights:

Hudson's Detroit

- 1.5 Million SF of retail, office, residential, hospitality, and event space
- Completion: October 2025

Book Tower/Book Building

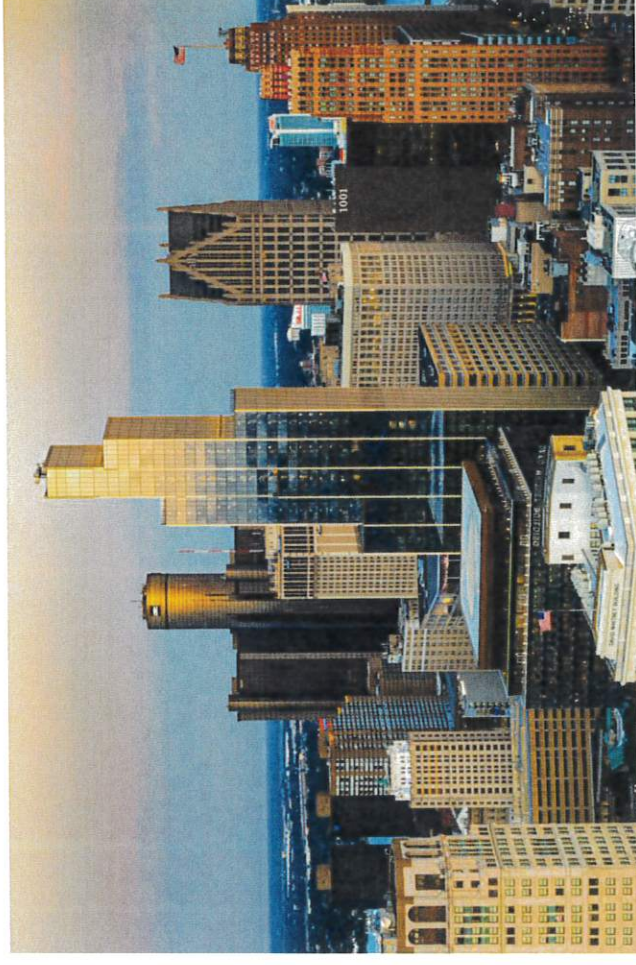
- 101,000 SF renovation of retail, office, residential, parking, and event space
- Completion: June 2023

One Campus Martius

- Expansion of 310,000 SF of office space, 27,000 SF of flexible event space, and 5,500 SF outdoor terrace
- Completion: March 2020

Cadillac Square

- 1.5 million SF of retail, office, residential, parking, and entertainment space
- Completion: TBD



Project Overview:

The Hudson's Detroit redevelopment is a landmark \$2.15 billion mixed-use initiative that spans 3.1 million square feet across four transformative sites in downtown Detroit: Hudson's Detroit, Cadillac Square, Book Tower/Book Building, and One Campus Martius. Spearheaded by Bedrock Management Services, the project encompasses six acres of new construction and historic renovation, integrating residential, retail, office, hospitality, parking, and event spaces. At its centerpiece is Hudson's Detroit, featuring Michigan's second-tallest building and marking the city's first ground-up development in over half a century. The project is backed by \$618 million in incentives through a Transformational Brownfield Plan, reflecting strong public-private collaboration. Upon completion, it is projected to create approximately 7,738 new jobs and serve as a catalyst for continued investment and revitalization in Detroit's urban core. By blending modern infrastructure with preserved architectural heritage and introducing experiential entertainment venues, the development is poised to redefine the city's skyline and enhance its cultural and economic vibrancy.

Sources: Detroit Economic Growth Corporation, Michigan Economic Development Corporation, Detroit Free Press

Case Study: Grand Rapids | Approved Project

Project Highlights:

Acrisure Amphitheater

- 12,160-seat venue on 10.6 acres
- Completion: May 2026
- Impact: 300,000 visitors annually, \$563 million in net new economic impact

Amway Soccer Stadium

- 8,500-seat stadium on 8.2 acres
- Completion: 2027
- Impact: 160,000 visitors annually, \$290.7 million in net new economic impact

Mixed-Use Development

- Amphitheater Tower: 21 stories, 475 apartments, retail, 475 parking spaces
- Stadium District Tower: 18 stories, 260 apartments, retail, office, 350 parking spaces, pedestrian skywalk



Project Overview:

Grand Action 2.0 is spearheading a transformative redevelopment of 31 acres along the Grand River, anchored by two major venues and mixed-use projects that will redefine downtown Grand Rapids. The Acrisure Amphitheater is a 12,160-seat outdoor venue on 10.6 acres, set to open in May 2026. With a \$184 million investment, it will host 50+ events annually, draw 300,000 visitors, and generate \$563 million in net new economic impact to the state. The Amway Soccer Stadium, an 8,500-seat multi-purpose venue on 8.2 acres, will open in 2027. Backed by a \$175 million investment, it's projected to deliver \$408 million in long-term revenue and \$290.7 million in economic impact for the state. Supporting these anchors are two mixed-use projects. The Amphitheater Mixed Use is 21 stories with 475 apartments, retail, and parking. The Stadium District Tower will be 18 stories with 260 apartments, retail, office, and a pedestrian skywalk. Together, these projects will create over 950 new jobs, attract hundreds of thousands of visitors annually, and unlock thousands of housing units (including future development opportunities). Public-private partnerships, philanthropic support, and the Transformational Brownfield Program (\$252.3 million) are driving the funding. This initiative will revitalize the riverfront, boost tourism, expand housing, and deliver lasting cultural and economic benefits to the region.

Sources: Crain's Grand Rapids Business, Grand Action 2.0, Michigan.gov

Case Study: Novi City West | Potential Project



Project Highlights:

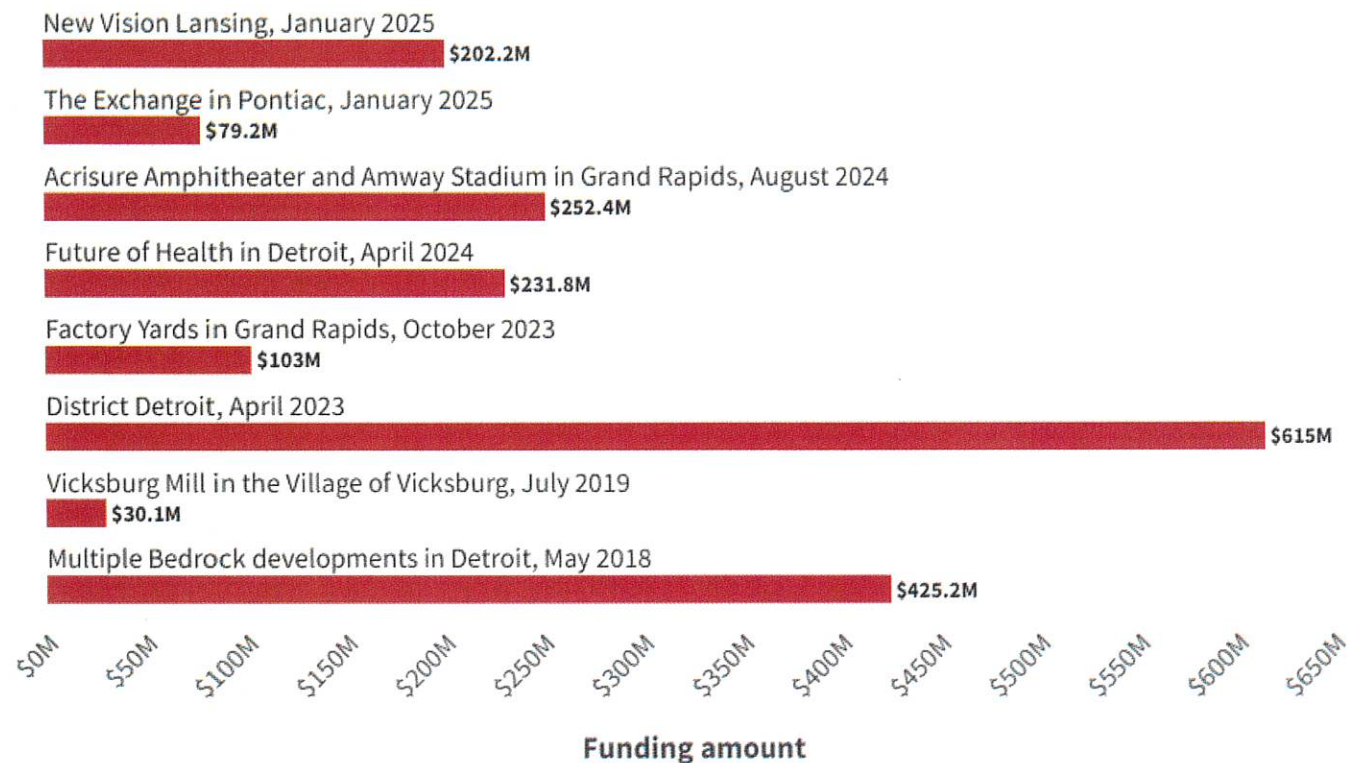
- Hotel**
 - 225+ Key new convention hotel and outlet restaurant
- Townhomes**
 - 110+ for-sale townhomes
- Senior Living Community**
 - 170+ unit for-rent senior living community
- Workforce Housing & Grocer**
 - 50+ unit workforce housing with ground floor grocer
- The Mix**
 - Restaurant concept
- Apartment Building**
 - 100+ unit for-rent apartment community
- 1Source**
 - Office expansion for existing local company
- Mixed Use Project**
 - 250+ unit for-rent apartments with retail building
- Neuro Inclusive Community**
 - 180+ for-sale unit neuro-inclusive community

Project Overview:

The Suburban Collection Showplace (SCS), Michigan's largest privately-owned convention center, anchors a transformative \$400+ million mixed-use development known as "Novi City West." Located on a 55-acre site in Novi, SCS offers over 600,000 square feet of event space and draws more than 2 million annual visitors for trade shows, expos, and corporate events. The project aligns with the City of Novi's vision to revitalize the Grand River Corridor into a vibrant, mixed-use district. The development introduces a diverse range of housing options, including over 100 for-sale townhomes, a 170+ unit senior living community, a 180+ unit neuro-inclusive residential offering, and more than 400 multi-family rental units across three mid-rise buildings. A proposed 225-key convention hotel will further enhance SCS's event-hosting capabilities and economic impact. Complementing the residential and hospitality components are key commercial additions: a 30,000 SF grocer, a 17,000 SF food and beverage destination called "The Mix," and 23,000 SF of ground-floor and outlet retail space. Additionally, 1Source plans to expand its headquarters and manufacturing facility, adding 10+ full-time jobs. Together, these elements create a walkable, inclusive, and economically dynamic district poised to elevate Novi's regional prominence.

Transformational Brownfield funding

Eight Michigan projects have received Transformation Brownfield incentives since the program was established in 2017.



Plante Moran Draft Economic & Fiscal Impact for Overall Novi City West TBP

NOVEMBER 2025

Economic & Fiscal Impact Study

Presented to: Blair Bowman, Suburban Showplace Collection



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About Plante Moran Realpoint

Full-service commercial real estate advisors

Plante Moran Realpoint, LLC (PMR) is an affiliate of Plante Moran, one of the nation's largest certified public accounting and advisory firms. PMR has supported over \$7 billion in public-private partnership and large-scale mixed-use development projects as project managers, owner's representatives, development advisors, tax incentive consultants, and economic and fiscal impact advisors.

PMR's analysis of the impact of the Novi City West Redevelopment (the "**Projects**") will have on the City of Novi, Oakland County, the State of Michigan, and other special purpose taxing authorities and jurisdictions includes three key components:

Net Fiscal Impact: Studies the direct impact to local, county, and state budgets because of the construction and operations of the Projects, including tax and other incomes.

Economic Impact: Measures the direct, indirect, and induced employment, labor income, and economic output of the Projects.

Incentives Projections: Measures the potential value of tax incentives that are proposed to be secured to support the Projects, including tax abatements and tax increment captures.

Report authors



Jake Austermann, *Principal*
jake.austermann@plantemoran.com | (248) 225-7085



Max Langenbach, *Senior Consultant*
max.langenbach@plantemoran.com | (947) 215-6677

General And Limiting Conditions

This Economic and Fiscal Impact Study (this “**Study**”) is developed for the sole benefit of Suburban Collection Showplace (“SCS”) and is not intended for any investment or financing decisions. Use or reliance by any other party is at their own risk.

Background: Plante Moran Realpoint, LLC (“**PMR**”) was engaged and compensated by Bedrock to prepare this Study. Subject to the Conditions, PMR used its independent professional judgment in good faith in developing this Study.

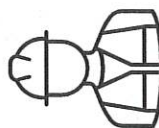
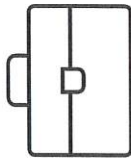
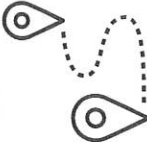
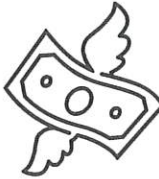
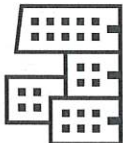
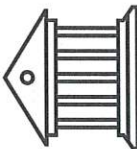
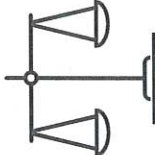
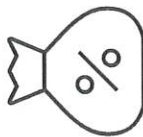
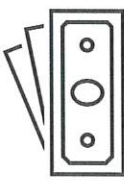
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- 4. Legal Matters:** PMR does not express opinions or assume responsibility for legal matters or specialized knowledge beyond economic and fiscal consulting.
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SECTION 1

Executive Summary

Novi City West By The Numbers

ECONOMIC IMPACT			FISCAL BENEFIT [2]								
 1,080	 399^[1]	 87K	 63	 \$191 Million	 \$110 Million	 \$66 Million	 \$42 Million	 \$270 Million	 \$213 Million	 \$111 Million	 \$4 Million
CONSTRUCTION JOBS	NEW PERMANENT JOBS	NEW ATTENDEES TO SUBURBAN SHOWPLACE	CONTAMINATED ACRES REDEVELOPED	ANNUAL MICHIGAN ECONOMIC ACTIVITY	ANNUAL NOVI ECONOMIC ACTIVITY	CITY OF NOVI	OAKLAND COUNTY	STATE OF MICHIGAN	LOCAL SCHOOLS	INCREASE IN PER PUPIL ALLOWANCE FOR NOVI SCHOOLS	OTHER TAXING JURISDICTIONS

[1]: Includes Direct, Indirect & Induced Jobs

[2]: All Fiscal Impacts are Shown over 40 Years From 2025 - 2064
NOVI CITY WEST REDEVELOPMENT | ECONOMIC & FISCAL IMPACT ANALYSIS

SECTION 2

Suburban Collection Showplace

Suburban Collection Showplace



Location	46100 Grand River Ave, Novi, MI 48374
Opened	August 2005
Total Area	600,000 sq ft
Annual Visitors	1.1+ million
Notable Events	Michigan State Fair, Motor City Comic Con, Detroit RV & Camping Show, Michigan Golf Show

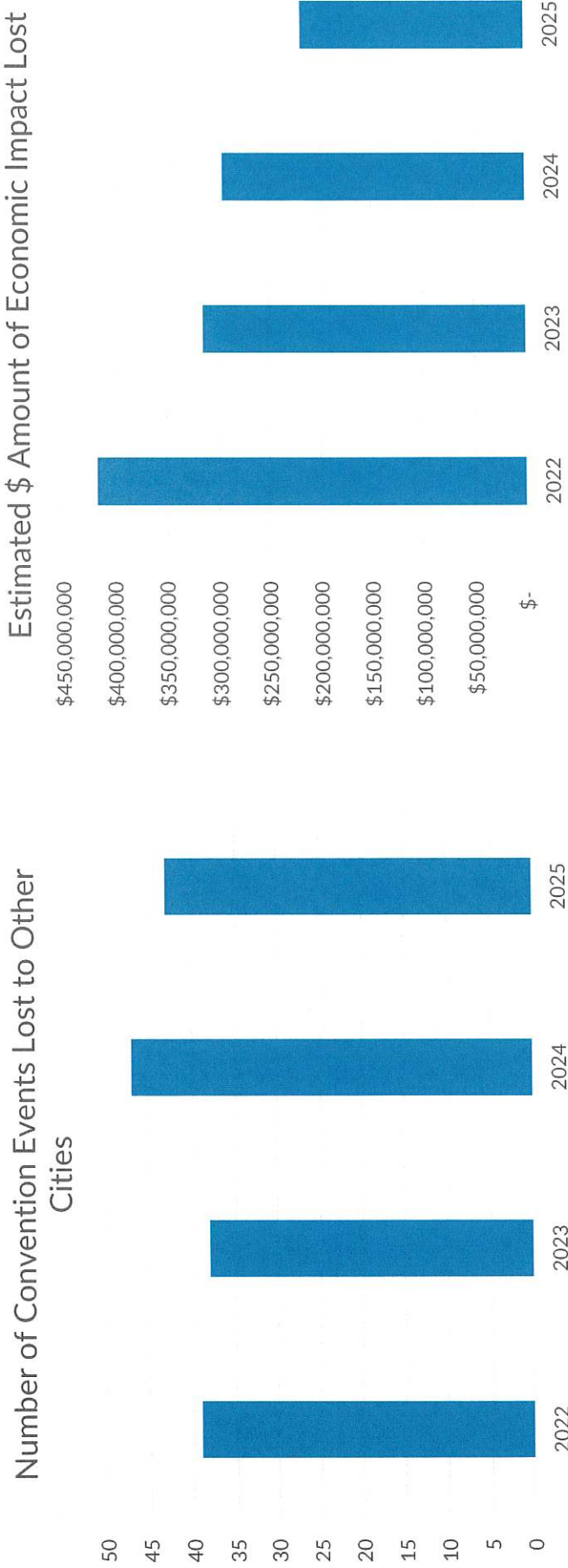
The Suburban Collection Showplace in Novi, Michigan, is a major economic engine for the region, serving as the largest privately-owned exposition, conference, and banquet center in the state. Strategically located off I-96, the facility spans 55 acres and hosts a wide range of events, from trade shows and conventions to community gatherings, including the Michigan State Fair. Its versatility and scale make it a magnet for both local and out-of-state visitors, significantly boosting tourism and hospitality revenues in the area.

The venue's impact on the local economy is multifaceted. It draws hundreds of thousands of attendees annually, which translates into increased business for nearby hotels, restaurants, and retail establishments. The Showplace also supports local employment, both directly through its operations and indirectly through the businesses that benefit from event-driven traffic. In response to growing demand, the facility underwent a major expansion, adding 180,000 square feet of event space, including a new event center hall and banquet rooms. This expansion not only enhances its capacity to host larger and more diverse events but also reinforces its role as a regional economic catalyst.



Lost Shows & Lost Impacts

Detroit & Novi have been losing conventions to other cities due to a mix of infrastructure limitations, lingering safety perceptions, and less robust public transportation. In 2024, Detroit & Novi lost over 45 large-scale convention events, resulting in almost \$300 million in lost economic impact to the region. While both cities have made strides in revitalizing its downtown, it still faces stiff competition from cities like Nashville, Orlando, and Chicago, which offer more modern facilities, larger supply of nearby hotel rooms, better transit, and stronger reputations as event destinations. Additionally, post-pandemic shifts toward hybrid events and concerns about long-term infrastructure stability have further challenged Detroit & Novi's ability to attract large-scale conventions



*Source: Visit Detroit

Visitor & Vendor Spending Patterns Today

By combining actual event data provided by the Suburban Collection Showplace team with insights from Placer.ai and established industry benchmarks, PMR calculated the total direct spending generated by visitors and vendors as a result of activities at Suburban Collection Showplace.

Total Annual Visitors(Today)	1,125,531
Total Events (Today)	490
Events w/ Vendors (Today)	101

<u>Visitor Spending Category</u>	Estimated Spend Per Visitor	Participation Rate ^[1]	Total Spend
Lodging	\$150	15%	\$42,290,000
Food & Beverage	\$150	60%	\$101,300,000
Snacks	\$25	N/a	\$28,140,000
Retail & Merchandise	\$150	60%	\$101,300,000
Transportation (Local) & Gas	\$50	N/a	\$56,280,000
Total Visitor Spending			\$329,310,000
<u>Vendor Spending Category</u>	Estimated Spend Per Vendor	Avg. Total Vendors	Total Spend
Booth Set Up & Logistics	\$10,000	167	\$168,670,000
Total Vendor Spending			\$168,670,000

[1] Participation Rate represents actual visitor behavior collected via Placer.ai's Visitor Journey Tool, which tracks visits before and after visiting Suburban Collection Showplace. According to Placer.ai, approximately 40% of visitors to Suburban Collection Showplace return directly home after their visit, resulting in no participation in food & beverage or retail spending categories.

Total Spending from SCS	\$497,980,000
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Current Economic Impact of The Showplace

The Suburban Collection Showplace is not merely a venue—it's a powerhouse of economic activity and a cornerstone of Michigan's regional prosperity. By hosting a dynamic mix of conferences, trade shows, and public events, the facility draws over 1 million visitors each year, igniting demand across hospitality, retail, transportation, and tourism sectors. This steady influx of attendee's fuels local business growth, boosts hotel occupancy, and drives restaurant and retail spending, while supporting hundreds of jobs both on-site and throughout the surrounding economy. Leveraging IMPLAN's input-output analysis, PMR's Spending Projection as outlined on the previous page and key industry benchmarks, the convention center's annual economic impact is projected at an astounding **\$1.0 Billion** for the State of Michigan—an unmistakable testament to its role as a critical driver of statewide revenue, employment, and long-term development.

Impact Type (in 000s)	Annual Industry Employment ^[1]	Annual Visitor & Vendor Spending ^[2]	Total Annual Economic Output ^[3]
Direct	\$31,005	\$497,980	\$528,985
Indirect	\$11,084	\$229,571	\$240,655
Induced	\$14,800	\$201,096	\$215,896
Total Economic Impact	\$56,889	\$928,647	\$985,536
Multiplier	1.83	1.86	1.86

[1] Reflects the direct employment generated by on-site operations.

[2] Quantifies the economic contribution of attendees and vendors through expenditures on lodging, dining, retail, and transportation as outlined on the previous page (pg. 11).

[3] Represents the aggregate economic value produced, encompassing direct, indirect, and induced effects across all sectors influenced by the convention center's operations and visitation.

Visitor & Vendor Spending Patterns Future

Using event programming data from the Suburban Collection Showplace development team, along with insights from the August 2025 JLL Hotel Market Study and industry benchmarks, PMR projected the increase in total direct spending generated by visitors and vendors associated with the newly proposed 225-key convention hotel at Suburban Collection Showplace.

Total Annual Visitors(Today)	1,212,817	87K Increase (Based on Current Attendee to Event Ratio)
Total Events (Today)	528	Increase of 38 Events (Per JLL Study)
Events w/ Vendors (Today)	109	Increase of 8 Events (Current Vendor to Total Event Ratio)

Visitor Spending Category	Estimated Spend Per Visitor	Participation Rate ^[1]	Total Spend
Lodging	\$150	25%	\$75,950,000
Food & Beverage	\$150	70%	\$127,350,000
Snacks	\$25	N/a	\$30,320,000
Retail & Merchandise	\$150	70%	\$127,350,000
Transportation (Local) & Gas	\$50	N/a	\$60,640,000
Total Visitor Spending			\$421,610,000
Vendor Spending Category	Estimated Spend Per Vendor	Avg. Total Vendors	Total Spend
Booth Set Up & Logistics	\$10,000	167	\$181,750,000
Total Vendor Spending			\$181,750,000

Total Spending from SCS	\$603,360,000
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[1] Participation Rate represents actual visitor behavior collected via Placer.ai's Visitor Journey Tool, which tracks visits before and after visiting Suburban Collection Showplace. According to Placer.ai, approximately 40% of visitors to Suburban Collection Showplace return directly home after their visit, resulting in no participation in food & beverage or retail spending categories. A 10% increase is included in this scenario to account for new demand from the proposed hotel.

Future Economic Impact of The Showplace

With the development of a new 225-key hotel on-site, the Showplace's influence is set to expand even further. The expanded lodging capacity is expected to attract more visitors, extend their stays, and enhance convenience for event attendees, resulting in increased spending across local hospitality and retail sectors and the creation of new job opportunities. According to IMPLAN's input-output modeling and PMR's Spending Projections as outlined on the previous page, the convention center's annual impact is expected to climb to **\$1.2 Billion** for the State of Michigan, reinforcing its position as a cornerstone of Michigan's economic vitality and future development.

Impact Type (in 000s)	Annual Industry Employment ^[1]	Annual Visitor Spending ^[2]	Total Annual Economic Output ^[3]
Direct	\$44,724	\$603,360	\$648,084
Indirect	\$15,414	\$268,389	\$283,804
Induced	\$20,604	\$244,135	\$264,739
Total Economic Impact	\$80,743	\$1,115,884	\$1,196,627
<i>Multiplier</i>	1.81	1.85	1.85

[1] Reflects the direct employment generated by on-site operations. A 20% increase has been applied to account for new job creation at Suburban Collection Showplace, driven by the anticipated growth in events resulting from the proposed hotel expansion.

[2] Quantifies the economic contribution of attendees and vendors through expenditures on lodging, dining, retail, and transportation that as outlined on the previous page (pg. 13).

[3] Represents the aggregate economic value produced, encompassing direct, indirect, and induced effects across all sectors influenced by the convention center's operations and visitation.

SECTION 3

Project Background

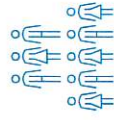
City of Novi



cityofnovi.org

The City of Novi is a vibrant city located in Oakland County, Michigan. It's part of the Detroit Metropolitan area and is known for its diverse community, excellent schools, accessibility, and thriving business environment. With a population of 66,000 residents, the City has a strong economy with a mix of retail, healthcare, and technology industries while also offering various recreational opportunities, including great parks, trails, and the Novi Ice Arena. The Twelve Oaks Mall is a major shopping destination in Novi, featuring a wide range of stores and restaurants, and the Suburban Collection Showplace brings roughly two million people to Novi for various events.

Since 2010, Novi has experienced significant growth, becoming one of Michigan's fastest-growing cities. Its diverse population, including the largest Asian community in the region (over 28%), contributes to this growth. Proximity to large auto manufacturers has driven housing demand, with over 1,100 new housing units built or in progress since 2019.



66,794

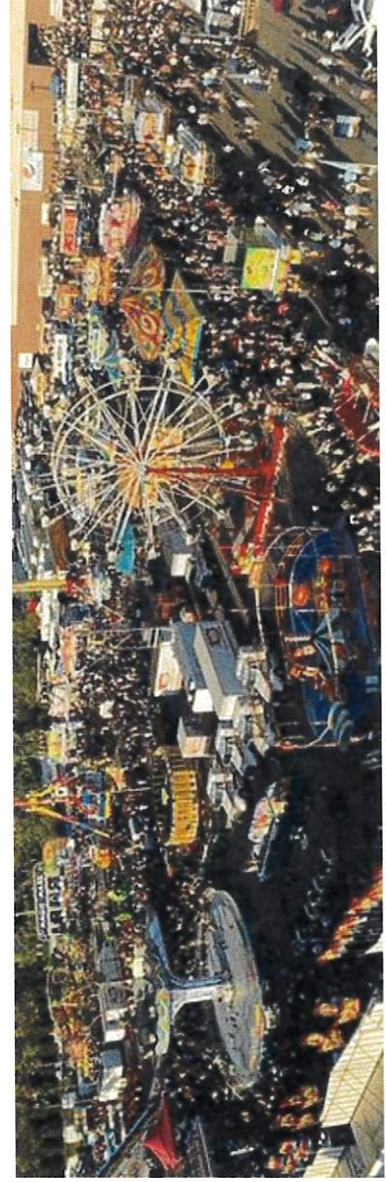
Population



#2 Best Place to Live in Detroit Area

#1 Ranked School District in Michigan

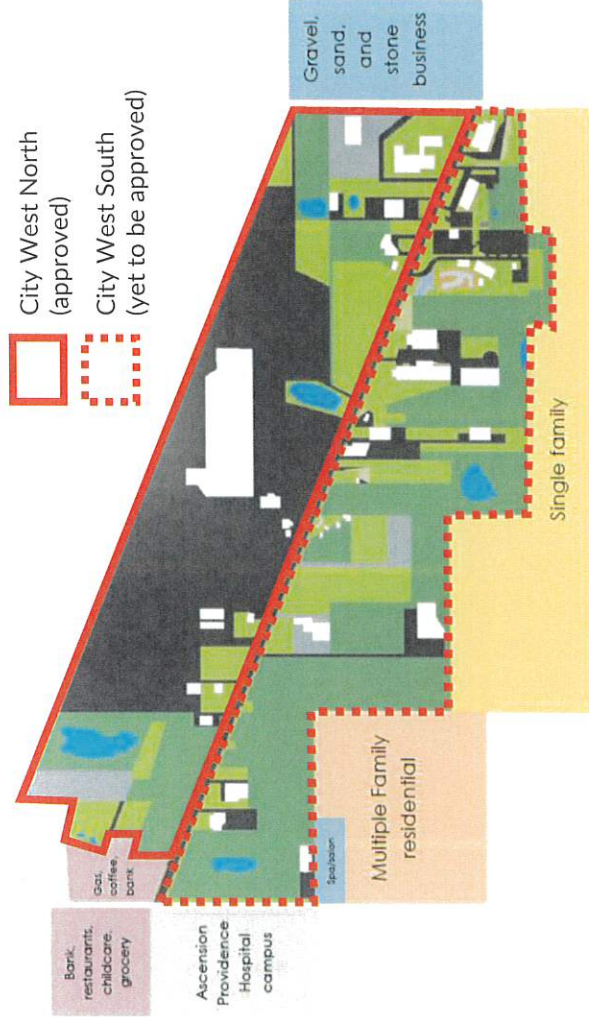
#21 Ranked School District in the Nation



City West Zoning Ordinance

CITY WEST DISTRICT

Approved in May 2024, the City West Zoning District was created with the goal of transforming this formerly commercial and industrial area within the Grand River Corridor into a vibrant, walkable, mixed-use entertainment district. The District promotes walkability and pedestrian-oriented design, high-quality architecture and building materials, and mandates open spaces for public gatherings. This initiative seeks to support nearby attractions, encourage sustainable development, and reinvest in the former industrial area near the highway. The district covers approximately 140 acres and will cover roughly 200 acres once City West South is approved. About 55 acres are former industrial zoned parcels that do not align with the future vision for the area and are now considered non-conforming uses.



PRINCIPAL PERMITTED USES	
Office (Professional & Medical)	
Municipal Uses	
Restaurants, Bars, & Breweries	
Private Higher Education Facilities	
Outdoor Theaters, Parks, Plazas & Public Gathering Places	
Personal Services Establishment	
Entertainment Facilities	
Instructional Centers & Day Care Centers	
Financial Institutions	

MIXED-USE DEVELOPMENT OPTION ("MDO") PERMITTED USES	
Multifamily Residential	
Live/Work Units	
Hotels	
Business Establishments	
Health & Fitness Clubs	
Dry Cleaning Establishments	
Any of the Principal Permitted Uses	

SPECIAL LAND USES	
Amusement and Entertainment Uses	
Theaters, Athletic & Performing Arts Venues	
Private Club & Social Organizations	
Places of Worship	
Drive Throughs	
Veterinary Hospitals & Clinics	

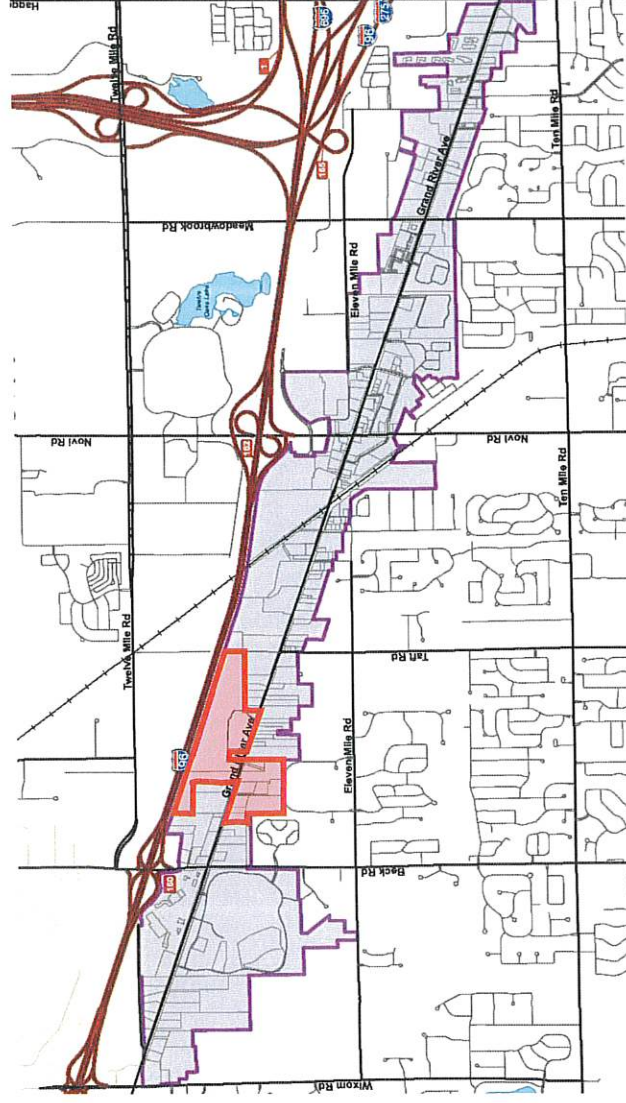
Grand River Corridor Improvement Authority

On December 4th, 2017, the City of Novi established the Grand River Avenue Corridor Improvement Authority ("CIA") to redevelopment the commercial corridor and promote economic growth. The CIA is authorized to pay for certain eligible activities and to finance improvements by capturing the property taxes levied on any incremental increase in property values within the Development Area.

The general vision for the corridor proposed in the City of Novi's master plan is to move it from an auto-oriented suburban roadway to a vibrant, thriving, artery for economic activity that utilizes land efficiently and provides housing, jobs, entertainment, and shopping for Novi residents.

The Novi City West project's program and location between Taft Rd and Beck Rd makes it's a vital piece to helping bring the City's master plan to fruition. Both the project and the CIA have aligned missions in bringing the requisite roadway, utility, public light, stormwater, and pedestrian infrastructure upgrades - making this industrial corridor more accessible for residents and visitors.

Grand River Avenue – Corridor Improvement Authority



SECTION 4

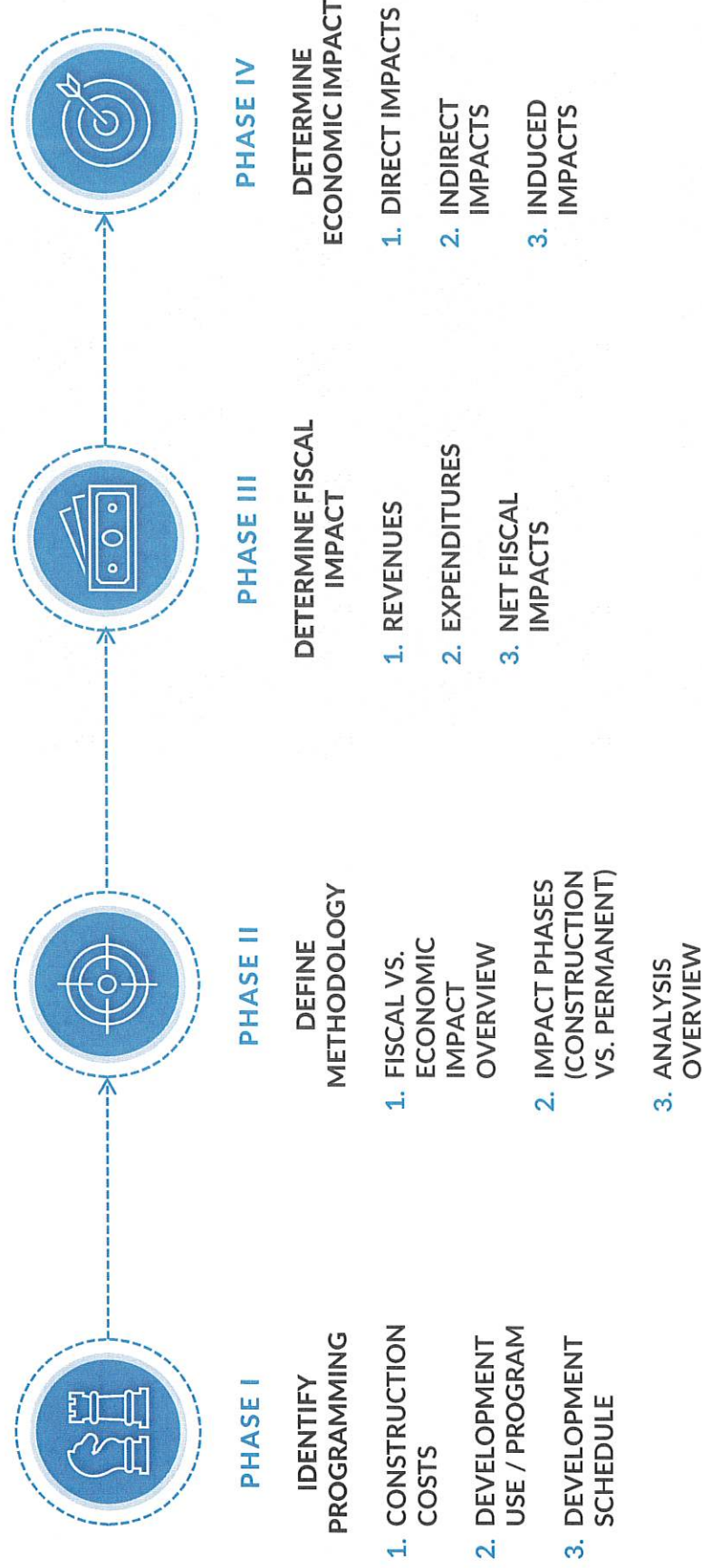
Process Overview

Process Overview

To determine the economic and fiscal impacts of the Suburban Collection Showplace and the Novi City West Redevelopment Projects, PMR utilized the 4-step process outlined below. Steps 3 and 4 are conducted twice: once for the Construction Period and once for the Permanent Period.

Various resources were used in establishing assumptions for deriving economic and fiscal impacts, including IMPLAN, Lightcast, Placer.AI, Bureau of Labor Statistics, Dun & Bradstreet, CoStar Analytics, City of Novi Property Tax Assessment Data, and others. IMPLAN's input-output model was used to evaluate the indirect and induced impacts and PMR used Lightcast to determine labor income and multipliers for all the direct, indirect and induced employees that are impacted by the Projects.

Construction & Permanent



SECTION 5

Program



Project Overview

Novi City West

Proposed Novi City West TBP

Project Highlights:

- Hotel**
 - 225+ Key new convention hotel and outlot restaurant
- Townhomes**
 - 110+ for-sale townhomes
- Senior Living Community**
 - 170+ unit for-rent senior living community
- Workforce Housing & Grocer**
 - 50+ unit workforce housing with ground floor grocer
- The Mix**
 - Restaurant concept
- Apartment Building**
 - 100+ unit for-rent apartment community
- 15Source**
 - Office expansion for existing local company
- Mixed Use Project**
 - 250+ unit for-rent apartments with retail building
- Neuro Inclusive Community**
 - 180+ for-sale unit neuro-inclusive community

Project Overview:

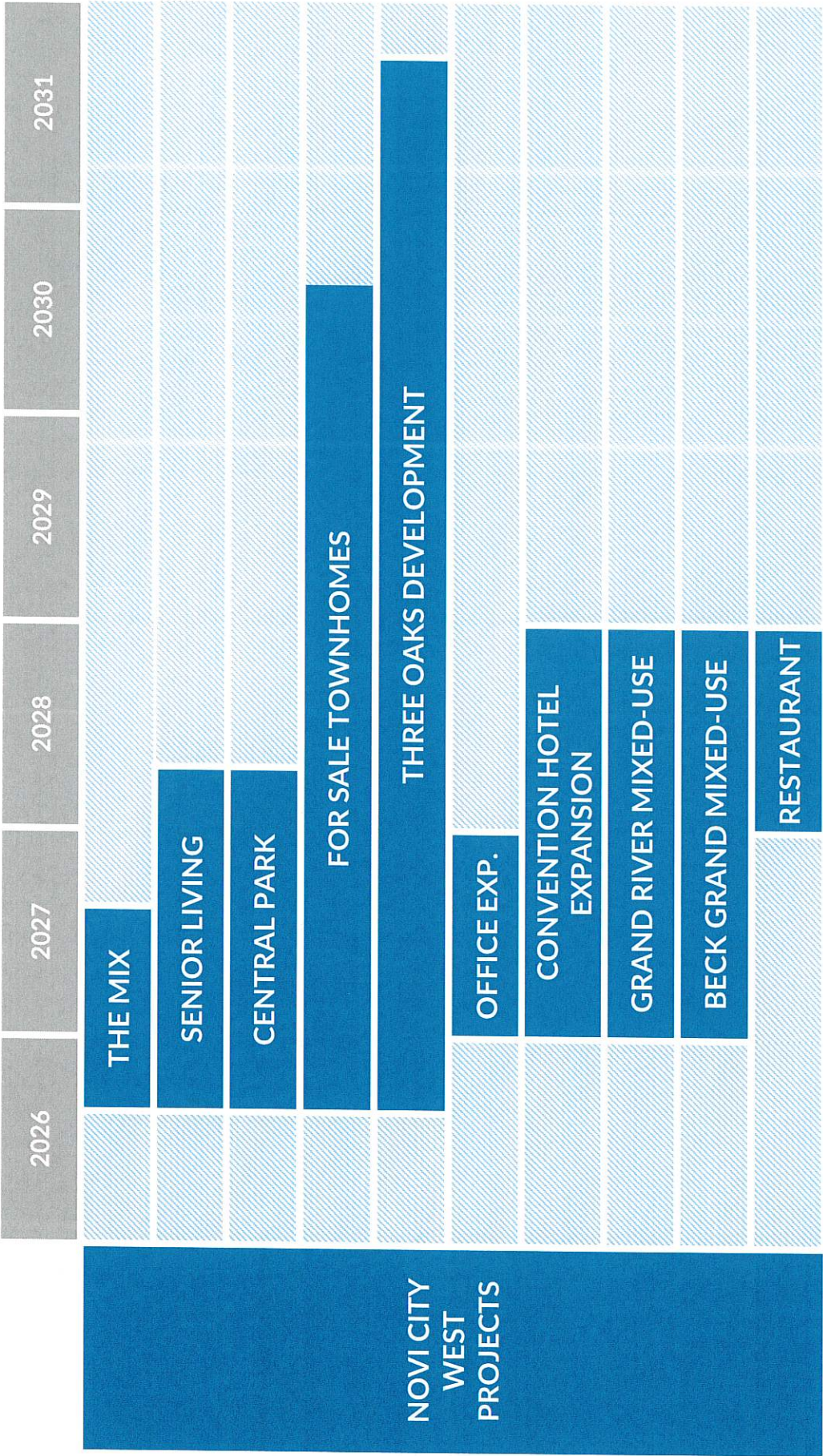
The Suburban Collection Showplace (SCS), Michigan's largest privately-owned convention center, anchors a transformative \$400+ million mixed-use development known as "Novi City West." Located on a 55-acre site in Novi, SCS offers over 600,000 square feet of event space and draws more than 2 million annual visitors for trade shows, expos, and corporate events. The project aligns with the City of Novi's vision to revitalize the Grand River Corridor into a vibrant, mixed-use district. The development introduces a diverse range of housing options, including over 100 for-sale townhomes, a 170+ unit senior living community, a 180+ unit neuro-inclusive residential offering, and more than 400 multi-family rental units across three mid-rise buildings. A proposed 225-key convention hotel will further enhance SCS's event-hosting capabilities and economic impact. Complementing the residential and hospitality components are key commercial additions: a 30,000 SF grocer, a 17,000 SF food and beverage destination called "The Mix," and 23,000 SF of ground-floor and outlot retail space. Additionally, 1Source plans to expand its headquarters and manufacturing facility, adding 10+ full-time jobs. Together, these elements create a walkable, inclusive, and economically dynamic district poised to elevate Novi's regional prominence.



Novi City West Redevelopment Program

	TOTAL	Convention Hotel Expansion	For-Sale Townhome	Senior Living	Grand River Mixed-Use	The Mix	Central Park	Office Expansion	Outlot Restaurant	Beck Grand Mixed-Use	For-Sale Three Oaks
Gross SF	1,272,655	118,750	212,000	179,520	79,120	17,000	116,700	10,000	8,000	259,200	272,365
Residential GSF	1,073,505	-	212,000	179,520	48,720	-	116,700	-	-	244,200	272,365
Retail GSF	34,000	-	-	-	-	11,000	-	-	8,000	15,000	-
Event Space GSF	6,000	-	-	-	-	6,000	-	-	-	-	-
Grocery GSF	30,400	-	-	-	30,400	-	-	-	-	-	-
Office GSF	10,000	-	-	-	-	-	-	10,000	-	-	-
Hotel GSF	118,750	118,750	-	-	-	-	-	-	-	-	-
Residential Units	864	-	106	170	50	-	106	-	-	250	182
Hotel Rooms	225	225	-	-	-	-	-	-	-	-	-
Acreage	63.44	3.00	8.02	6.21	8.38	3.40	6.99	3.64	1.50	8.08	14.23
Development Budget	(in 000s)										
Total Land Costs	\$47,672	\$2,614	\$6,983	\$5,411	\$7,301	\$2,962	\$1,590	\$3,169	\$1,307	\$7,040	\$9,297
Total Hard Costs	\$280,992	\$44,640	\$27,057	\$46,864	\$20,659	\$2,268	\$25,714	\$2,553	\$1,856	\$55,647	\$53,736
Total Soft Costs	\$84,689	\$9,085	\$10,361	\$12,603	\$8,751	\$1,681	\$6,992	\$1,349	\$1,634	\$17,735	\$14,500
Total Development Costs	\$413,354	\$56,338	\$44,400	\$64,878	\$36,710	\$6,911	\$34,296	\$7,070	\$4,797	\$80,422	\$77,532

Development Schedule



*Source: Development Team

SECTION 6

Define Methodology

Methodology

Overview

PMR was engaged by Blair Bowman (the “**Development Team**”) to estimate the fiscal and economic impacts generated by the proposed projects. Novi City West Redevelopment will involve transforming currently vacant land and parking lots into a variety of mixed-uses including multifamily residential, senior living, hospitality, food & beverage and a grocery store. The goal of this report is to provide analysis of the Development Team’s vision for the both projects by estimating the impacts of the developments on the economy.

This report will summarize the findings of PMR’s economic and fiscal impacts within the City of Novi, Oakland County, the State of Michigan and various Special Purpose Taxing Authorities over 40 years from the start of construction through the expiration of any incentives. The findings within this report are based on information provided by the Development Team regarding the anticipated program, development costs and timeline of the Projects.



Fiscal Impact Analysis

PMR’s fiscal impact analysis evaluates the direct impact to local, county, and state budgets because of the development and continued operation of the Novi City West Redevelopment projects. PMR identified all possible sources of revenues that the City of Novi, Oakland County, State of Michigan and Special Authority Districts would capture for the initial year of operations. All future revenues are adjusted with an average inflation assumption of 3%.

Economic Impact Analysis

PMR’s economic impact analysis measures the multiplier effects of the proposed development on the economy via the direct, indirect, and induced employment, earnings, and economic output of Novi City West Redevelopment projects. PMR utilized internal assumptions and multipliers to determine the direct impact of Novi City West Redevelopment projects on the economy. For indirect & induced impacts, PMR used the IMPLAN input-output model. The Economic Impact is split by two periods; construction & permanent.

Impact Phases

Construction Period vs. Permanent Period

For PMR's Economic Impact Analysis, the impact is viewed in two different phases of the project's lifecycle, each with distinct economic effects. The Construction Period captures the economic activity from construction of the buildings and supporting infrastructure. The Permanent Period follows the Construction Period and captures the ongoing economic activity from operations of the development.



Construction Period

Occurs during the construction period for the project

- Construction Expenditures
- Temporary Job Creation
- Spending on Materials and Services

Indirect Effects Arise from Supply Chain Activities Generated by Construction

Induced Effects Arise from the Spending of Wages Earned by Construction Workers



Permanent Period

Phase Begins Once Construction is Complete and the Project is Operational

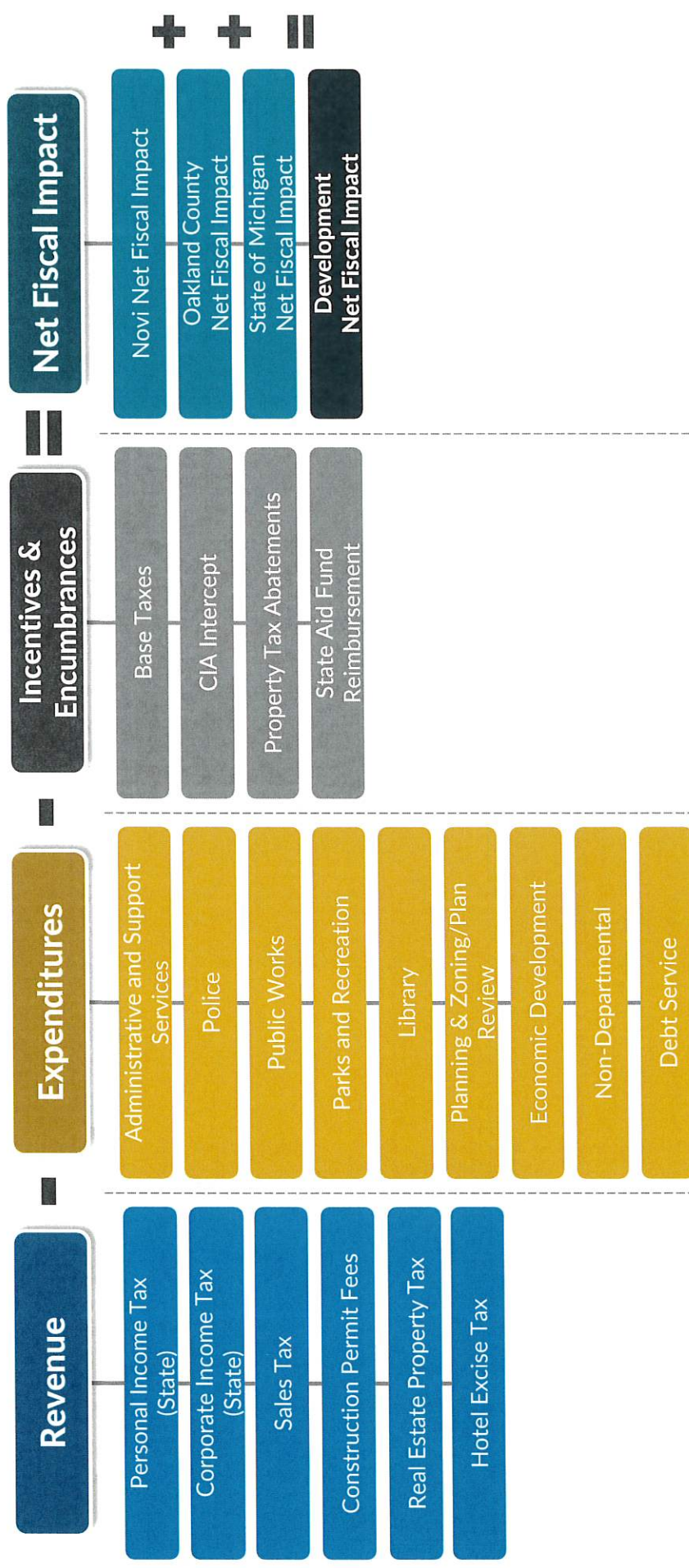
- Ongoing Operational Expenditures
- Permanent Job Creation
- Continuous Spending on Goods & Services

Indirect Effects Arise from Supply Chain Activities Generated Through Ongoing Operations

Induced Effects Arise from the Spending of Wages Earned by the Permanent Jobs and residents of the development.

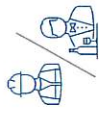
Fiscal Benefit Process Overview

- To estimate the net fiscal impact of the Project, PMR assessed the potential direct government revenues generated by the Project, including the taxes and fees expected from residents, businesses, and property owners within the development. Then PMR deducted any incentives and encumbrances.
- Next, PMR deducted the expenditures from the total estimated revenues, accounting for the municipal services that the development, residents, and employees are expected to need.
- The Net Fiscal Impact are the revenues less expenditures less incentives & other encumbrances (e.g. Novi Corridor Improvement Authority capture).



Economic Impact Process Overview

PMR's Economic Impact Analysis measures changes in economic activity, including employment, income, and output, resulting from the Construction and Permanent Periods of the project. PMR utilized assumptions from Lightcast to determine total jobs and labor income and used IMPLAN to evaluate economic output impacts on Novi and Michigan, tracing spending relationships within the region.



Employment includes all jobs (full-time, part-time, and seasonal) and is reported as an annual average, encompassing wage and salary employees, proprietors, and self-employed individuals.



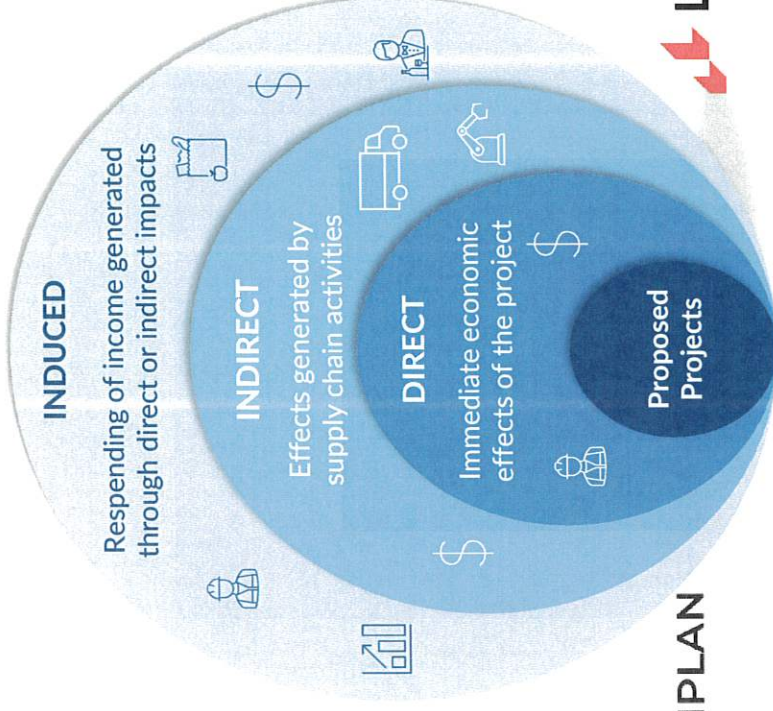
Labor Income consists of employee compensation (wages, salaries, and benefits) and proprietor income (earnings of self-employed individuals and unincorporated business owners).



Economic Output is the total value of production by an industry, measured by total receipts (sales) or total costs of production (expenditures).

Economic impacts encompass the initial, one-time effects from project construction and the ongoing (or “permanent”) effects from project operations. The three core components are:

1. **The Direct Impacts** are the initial changes in the economy caused by the Development team’s investment into the project. Direct Impacts typically include the construction spending and continued spending once stabilized.
2. **The Indirect Impacts** are the secondary effects from the supply chain activities generated by the Direct Impacts. This would include the machinery and materials for the construction of the project.
3. **The Induced Impacts** arise from the household spending of the incomes earned through the Direct and Indirect Impacts. Workers spend their wages on goods and services, further stimulating the economy.



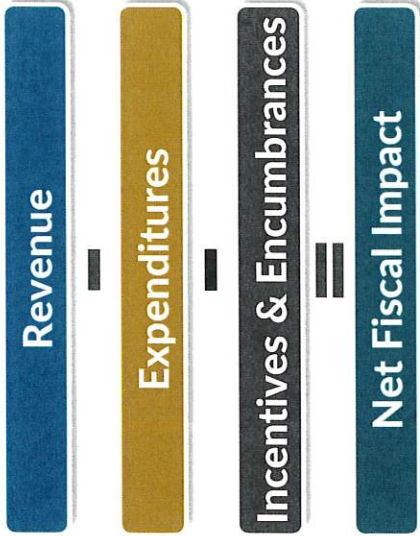
SECTION 7

Fiscal Impact

Fiscal Impact

PMR completed fiscal impact analyses for both the Construction Period and Permanent Period for various municipalities and special district authorities including the following:

Municipalities		Special Purpose Authorities	
1. City of Novi		Hotel Excise Tax Authorities	
2. Oakland County			1. Visit Detroit
3. State of Michigan		2. The Tri-County Accommodation Tax	
		Property Tax Authorities	
		1. Corridor Improvement Authority (CIA)	
		2. Novi Community School District (NCSD)	
		3. Detroit Institute of Art (DIA)	
		4. Oakland County Zoological Authority (Zoo)	
		5. Huron-Clinton Metro Authority (HCMA)	



\$66 Million

Combined City of Novi
Net Fiscal Impact*

\$42 Million

Combined Oakland County
Net Fiscal Impact*

\$270 Million

Combined State of Michigan
Net Fiscal Impact*

\$235 Million

Combined Special Purpose Authorities
Net Fiscal Impact*

*Net Fiscal Benefit from 2025 – 2064 with 3% Annual Increase



Construction Period (2026 – 2031)

This analysis indicates that Novi City West Redevelopment will yield approximately **1,080 Temporary Construction Jobs** earning **\$93M** in labor income during construction. Construction activity is projected to generate **\$2.4M** in revenue for the City of Novi between 2026 and 2031, sourced from Construction Materials Sales & Use Tax and Construction Permit Fees. Additionally, the State of Michigan is expected to receive **\$23.1M** in revenue during the same period from State Income Taxes and Construction Materials Sales & Use Taxes.

Combined Construction Period Tax Revenues (Novi)

Net Fiscal Impact (in 000s)		Combined Cumulative Fiscal Impact
Construction FTE Jobs		1,080
Construction Sales Tax Revenue Sharing		\$29
Construction Permits		\$2,367
Total Construction Period Fiscal Impact (Novi)		\$2,396

Combined Construction Period Tax Revenues (State)

Net Fiscal Impact (in 000s)		Combined Cumulative Fiscal Impact
Construction FTE Jobs		1,080
Total Income Tax (State)		\$13,027
Construction Sales Tax Revenue Sharing		\$10,087
Total Construction Period Fiscal Impact (State)		\$23,114



Permanent Period - City of Novi (2025 - 2064)

The Net Fiscal Impact of the Novi City West Redevelopment is projected to total **\$17M** for the City of Novi between 2025 and 2064. This includes all revenue streams, the additional costs of providing government services to new residents and employees and the selected public incentives and encumbrances.

Net Fiscal Impact (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
Gross City Property Taxes	\$115,314	\$2,883
Construction Sales Tax Revenue Sharing	\$29	\$1
Ongoing Sales Tax Revenue Sharing	\$1,071	\$27
Construction Permits	\$2,367	\$59
BRA Admin Fee Revenue	\$27,465	\$687
Total Revenues	\$146,246	\$3,656
Total Expenditures	(\$28,270)	(\$706)
Base Taxes	(\$7,866)	(\$197)
CIA Intercept	(\$11,419)	(\$285)
Other Property Tax Abatements	-	-
Developer Property Tax Capture	(\$21,056)	(\$526)
BRA Admin Fee - City Jurisdictions	(\$11,338)	(\$283)
Total Incentives & Encumbrances	(\$51,679)	(\$1,291)
Net Fiscal Benefit to City of Novi	\$66,295	\$1,657



Permanent Period - Oakland County (2025 - 2064)

The Net Fiscal Impact of the Novi City West Redevelopment is projected to total **\$69M** for Oakland County between 2025 and 2064. This includes all revenue streams, the additional costs of providing government services to new residents and employees and the selected public incentives and encumbrances.

Net Fiscal Impact (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
Gross County Real Property Taxes	\$101,825	\$2,546
County Transfer Tax	\$216	\$5
Total Revenues	\$102,041	\$2,551
Base Taxes	(\$7,356)	(\$184)
CIA Intercept	(\$6,828)	(\$171)
Property Tax Abatements	-	-
Developer Property Tax Capture	(\$29,523)	(\$738)
BRA Admin Fee	(\$15,898)	(\$397)
Total Incentives & Encumbrances	(\$59,605)	(\$1,490)
Net Fiscal Impact to Oakland County	\$42,437	\$1,061



Permanent Period - State of Michigan (2025 - 2064)

The Net Fiscal Impact of the Novi City West Redevelopment is projected to total **\$270M** for the State of Michigan between 2025 and 2064. This includes all revenue streams, the additional costs of providing government services to new residents and employees and the selected public incentives and encumbrances.

Net Fiscal Impact (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
Gross City Property Taxes	\$59,968	\$1,499
State Income Tax - Direct Workers	\$30,740	\$768
State Income Tax - Indirect Workers	\$5,995	\$150
State Income Tax - Construction	\$13,027	\$326
State Income Tax - New Residents	\$85,796	\$2,145
State Corporate Income Tax	\$3,163	\$79
Construction Sales Tax Revenue Sharing (State)	\$10,087	\$252
Ongoing Sales Tax Revenue Sharing (State)	\$278,287	\$6,957
State Transfer Tax	\$875	\$22
Total Revenues	\$487,937	\$12,198
TBP Incentives	(\$174,950)	(\$4,374)
Base Taxes	(\$4,838)	(\$121)
CIA Intercept	-	-
Property Tax Abatements	-	-
Property Tax Capture	(\$23,553)	(\$589)
State Brownfield Redevelopment Fund	(\$14,594)	(\$365)
Total Incentives & Encumbrances	(\$217,934)	(\$5,448)
Net Fiscal Benefit to State of Michigan	\$270,003	\$6,750

Sales Tax (2025 - 2064)

Novi City West Redevelopment is projected to generate approximately **\$289M** of new sales tax revenue for the City of Novi and State of Michigan between 2025 and 2064. Michigan Sales Tax levies a 6% sale tax on all goods and services that occur at the establishments. The tax is collected by retailers at the point of sale and remitted back to the State. Revenue is then split to Michigan cities, villages, and townships via Constitutional Revenue Sharing Payments, or 0.5% of the 4% portion of Michigan's Sales Tax Collection for the City of Novi. The below are various sources of sales tax revenue that is collected throughout the life of the project:

1. Spending by Visitors and Residents at New Retail, F&B and Entertainment Establishments Within the Projects
2. Existing and New Spending at Events & Tradeshows Occurring at Suburban Collection Showplace
3. Consumer Spending by New Households
4. Construction Sales & Use Tax
5. Hotel Sales & Use Tax

Net Sales Tax Fiscal Impact (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
City of Novi Sales Tax Revenue	\$1,100	\$28
State of Michigan Sales Tax Revenue	\$288,374	\$7,209
Total Revenues	\$289,474	\$7,237
Net Fiscal Impact	\$289,474	\$7,237

Special District Authority – Hotel Excise Taxes (2025 – 2064)

Novi City West Redevelopment is projected to generate **\$61M** in revenue for the various Special District Authorities in Oakland County that capture an excise tax on hotel rooms between 2025 and 2064. The Development Team is proposing 225 Hotel Rooms across the Novi City West Redevelopment that would be subject to the excise taxes that are levied by the below two Special District Authorities:

1. **Visit Detroit** is Detroit's tourism arm that promotes Detroit throughout the country and world. Visit Detroit captures a 3.5% excise tax (4% after 2031) on all hotel sales in Wayne, Oakland and Macomb Counties.
2. **The Tri-County Accommodation Tax** in Novi refers to the lodging taxes imposed by Wayne, Oakland, and Macomb counties on transient accommodations, such as hotels, motels, and bed and breakfasts. The accommodation tax rate is 6%.

Net Excise Tax Fiscal Benefit (in 000s)	Excise Tax Percentage	Cumulative Fiscal Impact 2025 – 2064	Average Annual Impact
Visit Detroit Hotel Tax	Now Until 2030: 3.5% After 2031: 4.0%	\$24,409	\$610
Tri-County Accommodations Tax	6.0%	\$36,756	\$919
Total Revenues		\$61,165	\$1,529
Net Fiscal Benefits to Special District Authority		\$61,165	\$1,529

Special District Authority – Corridor Improvement Authority (2025 – 2064)

Novi City West Redevelopment is projected to generate **\$18M** in tax revenue for the Grand River Corridor Improvement Authority (“CIA”) between 2025 and 2064. The CIA in Novi is a local development entity focused on revitalizing the Grand River Avenue corridor between Wixom and Haggerty Roads. Established to combat property decline and stimulate economic growth, the CIA uses Tax Increment Financing (TIF) to reinvest increased property tax revenues into public infrastructure and development projects—without raising taxes. The CIA is currently set to expire in 2038. Upon expiration, or after 2038, PMR assumes the intercepted property tax millages that the CIA was capturing are now flowing to the developer of the Novi City West Redevelopment projects. Currently, the CIA captures 50% of the below millages to fund development within the corridor:

- Oakland County Parks & Recreation
- General City Operating
- Oakland County Transit
- City of Novi Streets
- City of Novi Library
- City of Novi Police/Fire
- Oakland County Operating
- City of Novi Parks & Recreation
- Huron Clinton Metropolitan Authority (HCMA)
- City of Novi Drains
- Oakland Community College
- PA359 Economic Development

Net Property Tax Fiscal Benefit (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
Corridor Improvement Authority (CIA)	\$17,648	\$441
Total Revenues	\$17,648	\$441
Net Fiscal Benefits to CIA	\$17,648	\$441

Special District Authority – Novi Community School District (2025 – 2064)

Novi City West Redevelopment is projected to generate **\$213M** in tax revenue for Novi Community School District (“NCSD”) between 2025 and 2064. NCSD is the public school district serving the City of Novi with over 6,700 students. The district operates numerous schools, including elementary, middle, and high schools, as well as specialized and alternative education programs. Novi City West Redevelopment will contribute significant fiscal benefit to NCSD through the increase in property taxes and Novi’s population. Additional information below:

1. **NCSD School Debt** – The Novi City West Redevelopment project will exclude the capture of school debt millage, thereby generating over **\$38M** in new incremental tax revenue dedicated to repaying school-related debt.
2. **Per Pupil Allowance:** The Novi City West Redevelopment project includes the new construction of 106 for-sale townhomes & 406 for-rent multifamily units (Mixed-Use, Central Park & Beck Grand Mixed-Use) that will allow families to live in the top-rated school district of Novi. NCSD is currently allocated a per pupil allowance of \$9,918 from the Michigan Department of Education & the State Aid Fund. Assuming 90% of the townhomes & 29% of the for-rent units have an average of 1½ kids in the household, Novi City West Redevelopment project will generate an additional **\$3.2M** annually for Novi Community School District. The Senior Living and Three Oaks Developments were not included in the Per Pupil Allowance calculation due to proposed tenant/owner mix.

Net Property Tax Fiscal Benefit (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
Gross Local School Property Taxes	\$188,458	\$4,711
Allowance Foundation Per Pupil Allowance*	\$110,981	\$2,775
Base Property Taxes	(\$20,019)	(\$500)
Property Tax Capture	(\$66,485)	(\$1,662)
Total Revenues	\$212,935	\$5,323
Net Fiscal Benefits to Novi Community Schools	\$212,935	\$5,323

*No YoY inflation is applied to the Allowance Foundation Per Pupil Allowance due to uncertainty of annual increases.

Special District Authority – Other Property Taxes (2025 – 2064)

Novi City West Redevelopment is projected to generate **\$2M** in tax revenue for the various Special District Authorities in Novi and Oakland County that collect property taxes for operating revenue between 2025 and 2064. Below are the three other Special District Authorities that will benefit from the Proposed Projects:

- Huron-Clinton Metropolitan Authority (HCMA)** is a regional park system in Southeast Michigan. It manages the Huron-Clinton Metroparks, which consist of 13 parks covering nearly 25,000 acres of land.
- Detroit Institute of Art (DIA)** is the art museum for all residents of Wayne, Oakland and Macomb counties.
- Oakland County Zoological Authority (Zoo)** administers Oakland County's portion of the tri-county zoo millage to support operations at the Detroit Zoo, located in Royal Oak, Michigan.

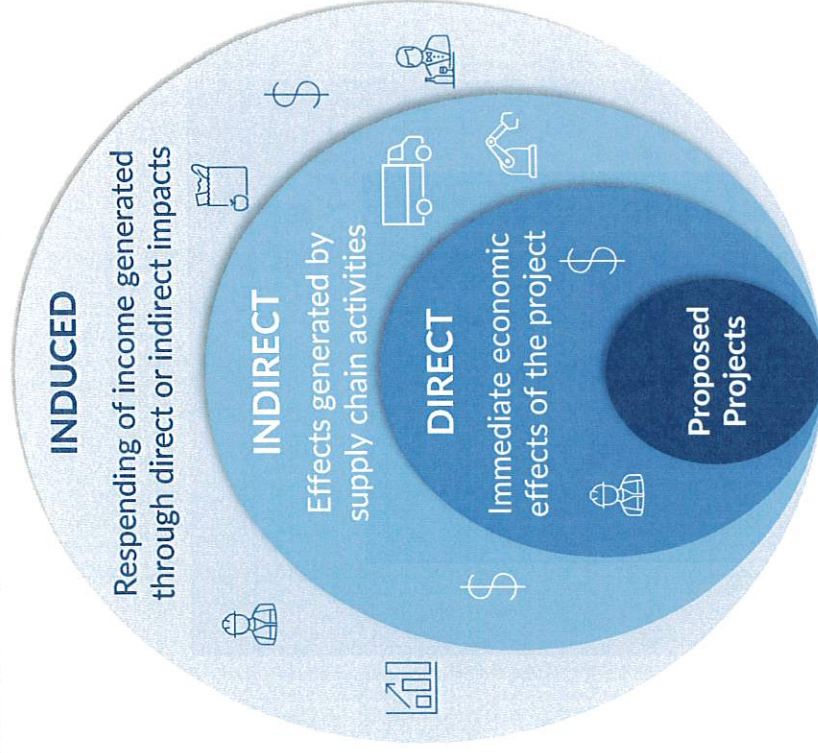
Net Property Tax Fiscal Benefit (in 000s)	Cumulative Fiscal Impact	Average Annual Impact
Huron-Clinton Metropolitan Authority (HCMA)	\$433	\$11
Detroit Institute of Art (DIA)	\$1,139	\$28
Detroit Zoological Society	\$553	\$14
Total Revenues	\$2,125	\$53
Net Fiscal Benefits to Other Special District Authorities	\$2,125	\$53

SECTION 8

Economic Impact

Economic Impact

PMR conducted an economic impact analysis for both the Construction and Permanent Periods. Initially, the Direct Impacts of the project were estimated, including the number of jobs created, total labor income, and economic output of the businesses directly involved in the project's development. Following this, the Indirect Impacts were assessed, such as the supply chain effects generated by the Direct Impacts, including machinery and materials. Finally, the Induced Impacts were calculated by projecting the effects of household spending from incomes earned through the Direct and Indirect Impacts of the project.



\$191 Million

*Combined Annual Economic Impact to
State of Michigan**

\$110 Million

*Combined Annual Economic Impact to
City of Novi**

399

*Combined New Permanent Job Creation**

**Upon Stabilization in 2029*

Employment and Labor

Overall economic health is typically discussed in terms of how many people are employed, the income associated with those employees, total value of goods produced (output), and the difference between the cost to produce outputs and the income generated by them (value added or GDP).

Once stabilized, the Novi City West Redevelopment will directly employ **302** employees and provide indirect and induced demand for an additional **97** employees, resulting in a new permanent total job creation of **399** workers that will generate **\$960M** in Labor Income from 2025 – 2064.

Employment Created by Industry

	F&B	Office	Hotel	Event	Grocery	Caregiver	Project Total
Direct	109	12	56	22	68	35	302
Indirect & Induced	29	4	22	16	21	4	97
Net New Job Creation	138	16	78	38	89	39	399

Total Labor Income Created (2025 – 2064)

Labor Income (in 000s)	Project Total
Direct	\$803,648
Indirect & Induced	\$156,720
Total	\$960,368

*Source: IMPLAN, Development Team & Plante Moran

State of Michigan

According to PMR's projections, the Novi City West Redevelopment is expected to generate a one-time economic impact of **\$527 Million** within the State of Michigan during the Construction Period. Upon full stabilization, the Novi City West Redevelopment is projected to generate **\$191 Million Annually** in total economic impact across the State. This includes Direct, Indirect and Induced effects stemming from new job creation, increased spending activity, and expanded event programming at Suburban Collection Showplace.



Construction Period (2026-2031)

Impact Type (in 000s)	Employment	Total Labor Income	Total Economic Output
Direct	1,080*	\$92,573	\$286,781
Indirect	653*	\$47,949	\$148,126
Induced	503*	\$30,041	\$92,090
Total Economic Impact	2,236	\$170,563	\$526,996
Multiplier	2.07	1.84	1.84

*Average Annual Jobs

Permanent Period (Annually)

Impact Type (in 000s)	Employment	Annual Labor Income	Annual Economic Output
Direct	302	\$10,658	\$107,482
Indirect	53	\$2,155	\$42,902
Induced	44	\$1,763	\$41,011
Total Economic Impact	399	\$14,576	\$191,396
Multiplier	1.32	1.37	1.78

"Employment" is Full Time Employees. "Labor Income" includes salary and benefits. "Economic Output" measures all economic activity, including spending and labor income. All values inflated 3% annually over the period.

City of Novi

According to PMR's projections, the Novi City West Redevelopment is expected to generate a one-time economic impact of **\$296 Million** within the City of Novi during the Construction Period. Upon full stabilization, the Novi City West Redevelopment is projected to generate **\$110 Million Annually** in total economic impact across the City. This includes Direct, Indirect and Induced effects stemming from new job creation, increased spending activity, and expanded event programming at Suburban Collection Showplace.



Construction Period (2026-2031)

Impact Type (in 000s)	Employment	Total Labor Income	Total Economic Output
Direct	1,080*	\$92,573	\$286,781
Indirect	27*	\$2,361	\$7,393
Induced	3*	\$174	\$1,426
Total Economic Impact	1,109	\$95,109	\$295,600
Multiplier	1.03	1.03	1.03

*Average Annual Jobs

Permanent Period (Annually)

Impact Type (in 000s)	Employment	Annual Labor Income	Annual Economic Output
Direct	302	\$10,658	\$107,482
Indirect	8	\$735	\$1,924
Induced	1	\$65	\$555
Total Economic Impact	311	\$11,458	\$109,961
Multiplier	1.03	1.08	1.02

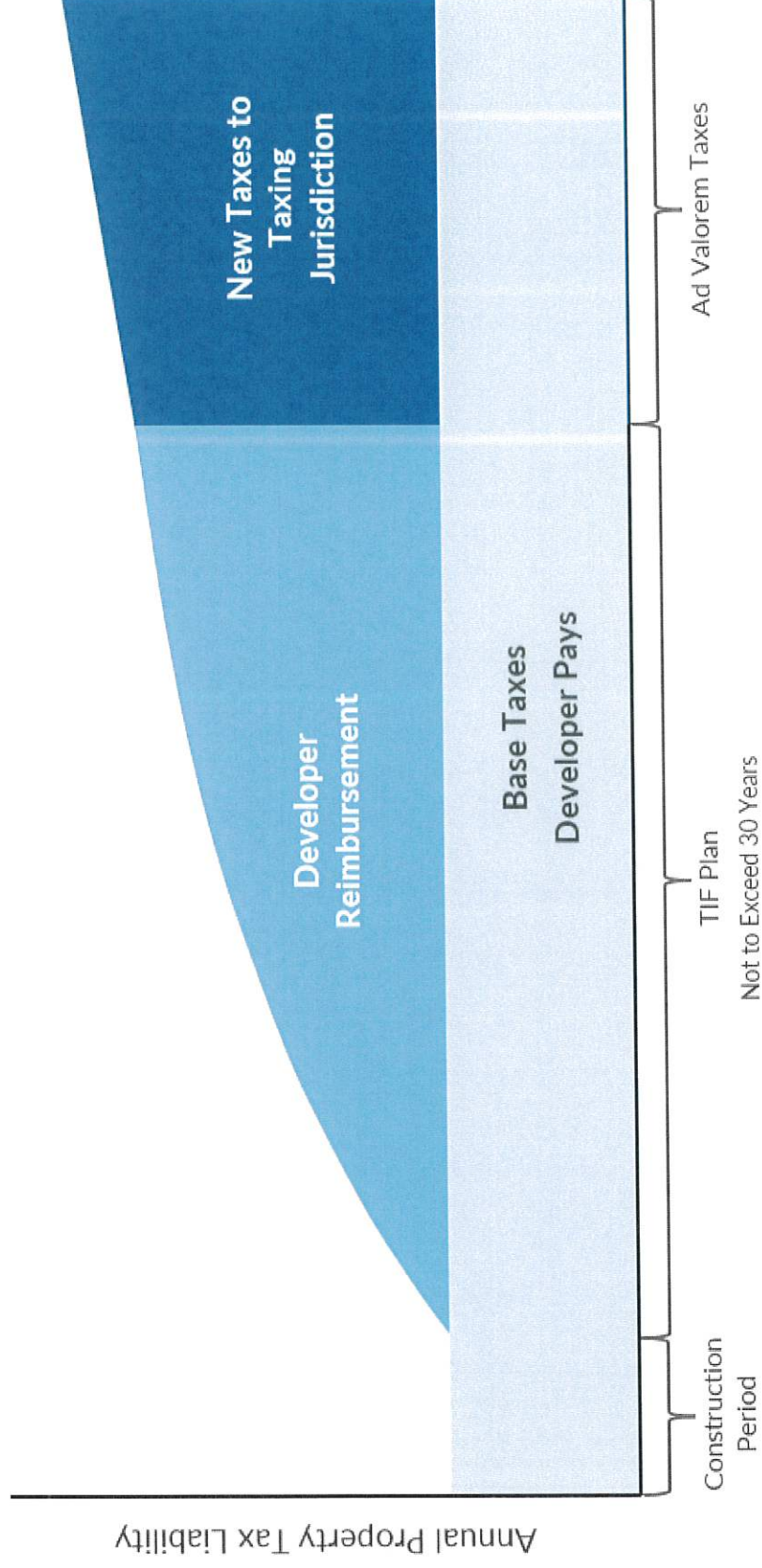
"Employment" is Full Time Employees. "Labor Income" includes salary and benefits. "Economic Output" measures all economic activity, including spending and labor income. All values inflated 3% annually over the period.

SECTION 9

Incentive Projections

Tax Increment Financing

Tax increment financing allows a developer to capture incremental tax revenue generated by a development to reimburse for eligible activities (e.g. site clean-up, infrastructure, etc.) . The developer pays standard property taxes and is reimbursed for the applicable portion at the end of the year, and the tax capture can be spread over up to 30 years.



Transformational Brownfield Program

TBP PROGRAM SUMMARY			
Program Requirements	1. Each Building Has A Recognized Brownfield Condition 2. Plan Must Exceed \$50 Million in One or More “Contiguous” Buildings 3. City of Novi & State of Michigan Must Designate As Having A “Transformational Impact”, Defined As; A. Growth In Population B. Growth In Commercial Activity C. Growth In Employment 4. Pass A City & State Financial Review That Demonstrates “Need” for Incentive to Make Projects Financially Feasible		
Approving Entities	Novi City Council, Oakland County Brownfield Redevelopment Authority (OCBRA), Michigan Strategic Fund (MSF), Michigan Economic Development Corporation (MEDC)		
VALUE OF PROGRAM			
Incentive Resource	Description	Program Limits	Example Value
Construction Sales Tax Exemption	Exemption on State Sales/Use Tax For All Michigan-Based Construction Materials	Duration: Construction Program Cap: Unlimited	\$200 PSF Hard Costs * 50% Materials * 6% Sales Tax = \$6 PSF Exemption
Construction Income Tax Reimbursement	Annual Reimbursement of State Income Taxes Paid By On-Site Construction Workers	Duration: Construction Program Cap: \$200 Million	\$200 PSF Hard Costs * 30% On-Site Labor * 3.5% Eff. Income Tax = \$2.10 PSF Reimbursement
Ongoing State Tax Capture Reimbursements	Annual Reimbursement of 50% Of The Income / Withholding Taxes Paid By Residents / Workers Occupying The Project Post-Construction + 100% Of The Sales Taxes Collected By Retail & Hospitality Businesses On-Site Of The Project	Duration: 20 Years Program Cap: \$1.6 Billion Annual Cap: \$80 Million + Unused Share from Prior Yrs	Income Taxes ^[3] = \$100,000 Income Per 800 SF Unit * 3.5% Eff. Income Tax * 50% Capture = \$2.20 PSF / Yr Reimb.
			Withholding Taxes = \$100,000 Income Per FTE / 400 SF * 3.5% Eff. With Tax * 50% Capture = \$4.40 PSF / Yr Reimb.
			Hotel Sales Taxes = \$200 / Room Rate * 6% Sales Tax = \$12 / Room Night Reimb. Retail Sales Taxes = \$400 PSF * 6% Sales Tax = \$24 PSF / Yr Reimb.
Ongoing Property Tax Increment Financing	Annual Reimbursement Of Property Taxes For Approved Millages Paid Over Base Value	Duration: 30 Years Program Cap: Unlimited	\$70 Assessment PSF * 50 Capturable Mills = \$3.50 PSF / Yr Reimb.

Incentives Summary

Below is a table highlighting the different TBP incentives for each of the Proposed Projects.

Novi City West											
	Consolidated Total	Convention Hotel Expansion	For-Sale Townhomes	Senior Living	Grand River Mixed-Use	The Mix	Central Park	Office Expansion	Outlot Restaurant	Beck Grand Mixed-Use	For-Sale Three Oaks
Transformational Brownfield Program											
Construction Sales / Use Tax Exemption	\$10,116	\$1,607	\$974	\$1,687	\$744	\$82	\$926	\$92	\$67	\$2,003	\$1,934
Construction State Income Tax Capture	\$3,031	\$482	\$292	\$506	\$223	\$24	\$277	\$28	\$20	\$600	\$580
Construction City Income Tax Capture	-	-	-	-	-	-	-	-	-	-	-
Construction Period Tax Captures	\$13,147	\$2,089	\$1,266	\$2,193	\$967	\$106	\$1,203	\$119	\$87	\$2,604	\$2,514
Ongoing State Sales/Use Tax Capture	\$63,754	\$18,029	-	-	\$24,823	\$6,731	-	\$2,902	\$3,919	\$7,349	-
Ongoing State Income Tax Capture	\$91,751	-	\$11,749	\$19,033	\$5,301	-	\$12,215	-	-	\$26,609	\$16,843
Ongoing State Withholding Tax Cap.	\$6,298	\$1,080	\$82	\$209	\$1,268	\$880	\$130	\$521	\$382	\$1,013	\$734
Total Ongoing Non-Property Captures	\$161,803	\$19,109	\$11,831	\$19,242	\$31,392	\$7,611	\$12,345	\$3,423	\$4,302	\$34,971	\$17,577
NPV of Ongoing State Tax Captures	\$56,855	\$6,916	\$3,671	\$6,964	\$11,361	\$2,975	\$4,468	\$1,239	\$1,557	\$12,656	\$5,050
Avg. Annual Ongoing State Tax Captures	\$8,090	\$955	\$592	\$962	\$1,570	\$381	\$617	\$171	\$215	\$1,749	\$879
Incr. Property Tax Capture	\$141,043	\$14,727	\$24,212	\$22,158	\$9,993	\$2,216	\$15,393	\$1,073	\$1,084	\$32,199	\$17,987
NPV of Incr. Property Tax Capture	\$35,815	\$3,953	\$5,488	\$5,946	\$2,684	\$633	\$4,135	\$267	\$285	\$8,655	\$3,771
Total TBP Capture	\$315,993	\$35,925	\$37,309	\$43,592	\$42,352	\$9,933	\$28,941	\$4,615	\$5,473	\$69,774	\$38,078
NPV of Total Tax Capture	\$105,818	\$12,957	\$10,424	\$15,102	\$15,011	\$3,714	\$9,806	\$1,625	\$1,929	\$23,915	\$11,335
Total Tax Incentives	\$315,993	\$35,925	\$37,309	\$43,592	\$42,352	\$9,933	\$28,941	\$4,615	\$5,473	\$69,774	\$38,078

SECTION 10

Assumptions & Sources

Key Project Assumptions

Economic & Fiscal Impact Assumptions			Source
Model Assumptions			
Analysis Year	2025	Development Team	
Annual Inflation	3%	PMR	
Usable SF			
F&B Usable SF per FTE	311	Dun & Bradstreet	
Office Usable SF per FTE	833	Development Team	
Hotel Usable SF per FTE	2,118	Dun & Bradstreet	
Event Space Usable SF per FTE	274	Development Team	
Grocery Usable SF per FTE	444	Dunn & Bradstreet	
Caregiver Usable SF per FTE	1,165	Development Team	
Salaries			
F&B Annual Salary (2025)	\$31,409	Lightcast / BLS	
Office Annual Salary (2025)	\$96,976	Lightcast / BLS	
Hotel Annual Salary - No F&B (2025)	\$40,976	Lightcast / BLS	
Event Space Annual Salary (2025)	\$32,383	Lightcast / BLS	
Grocery Annual Salary (2025)	\$37,686	Lightcast / BLS	
Caregiver Annual Salary (2025)	\$33,030	State of Michigan	
Construction Annual Salary (2025)	\$82,267	Lightcast / BLS	
Earnings Multiplier			
F&B Earnings Multiplier	0.6545	Lightcast	
Office Earnings Multiplier	0.3360	Lightcast	
Hospitality Earnings Multiplier	0.6654	Lightcast	
Event Space Earnings Multiplier	0.8336	Lightcast	
Grocery Earnings Multiplier	0.4899	Lightcast	
Caregiver Earnings Multiplier	0.2380	Lightcast	
Employment Multiplier			
F&B Employment Multiplier	0.2668	Lightcast	
Office Employment Multiplier	0.3746	Lightcast	
Hospitality Employment Multiplier	0.3878	Lightcast	
Event Space Employment Multiplier	0.7302	Lightcast	
Grocery Employment Multiplier	0.3107	Lightcast	
Caregiver Employment Multiplier	0.1178	Lightcast	
Employee Vacancy	10%	PMR	

Economic & Fiscal Impact Assumptions			Source
Construction			
% of Hard Costs as Labor	33%	PMR	
% of Hard Costs as Materials	60%	PMR	
Construction Permit Fee	1%	City of Novi	
Household			
Percent of Income Spent on Goods	32%	ESRI	
Rent-to-Income Factor	25%	HUD	
New Novi Households	50%	PMR	
New State of Michigan Households	30%	PMR	
Percentage of Work From Home Employees	20%	PMR	
Percentage of New HH Spending to State	30%	PMR	
For Sale Townhomes			
For Sale Townhomes SF	2,000	Development Team	
For Sale Townhomes Sales Price PSF	\$250	Zillow, Redfin	
Hotel			
Hotel Average Daily Rent (ADR)	\$165	Development Team	
Hotel Occupancy % - Year 1	67.5%	Development Team	
Hotel Occupancy % - Year 2	68.5%	Development Team	
Hotel Occupancy % - Stabilized	69.5%	Development Team	
ADR Escalation - Year 1	5.0%	Development Team	
ADR Escalation - Year 2	4.0%	Development Team	
F&B & Banquet % of Revenue	5.5%	Development Team	
Utility User			
Avg Residential Unit Electricity Bill per Year	\$1,500	USEIA, PMR	
Avg Commercial Electricity Bill PSF per Year	\$1.00	USEIA, PMR	
Avg Residential Unit Gas Bill per Year	\$450	USEIA, PMR	
Avg Commercial Gas Bill PSF per Year	\$0.25	USEIA, PMR	
Cost of Providing Municipal Services			
Costs of Providing City Services per Household	\$792	City of Novi, PMR	
Cost of Providing City Services Per Employee	\$273	City of Novi, PMR	
Retail & Recreation Sales PSF			
F&B Sales PSF	\$300	PMR	
Office Sales PSF	\$400	PMR	
Event Space Sales PSF	\$250	PMR	
Grocery Sales PSF	\$500	PMR	

Key Project Assumptions

Tax Assumptions	Amount	Source
State of Michigan		
Income Tax	4.25%	SOM
Sales Tax	6%	SOM
Hotel Tax	6%	SOM
State Transfer Tax	\$3.75 / \$500	SOM
Corporate Income Per FTE - State	\$258	PMR
Oakland County		
County Transfer Tax	\$0.75 / \$500	Oakland County
City of Novi		
Sales Tax Subject to Revenue Sharing	4%	State of Michigan
Novi Percentage of Revenue Sharing Pool	0.53%	State of Michigan
Property Tax		
Land Assessed Value PSF	\$5	BS&A, PMR
Hotel Improvement Assessed Value PSF	\$80	BS&A, PMR
Residential Improvement Assessed Value PSF	\$80	BS&A, PMR
Commercial Improvement Assessed Value PSF	\$80	BS&A, PMR
Novi Community School District Per Pupil Allowance		
Foundation Allowance Per Pupil	\$9,918	SOM
Kids per New Household	1.5	PMR
Empty Nester Assumption	10%	PMR
% of Rental Homes W/ Children in Novi	29%	U.S. Census

Industry NAIC Codes	NAIC
Office	
Specialized Design Services	5414
Printing & Related Support Activities	3231
Other Miscellaneous Manufacturing	3399
Management, scientific, and technical consulting services	5416
Office Administrative Services	5611
Event Space	
Promoters of performing arts, sports and similar events	7113
Food & Beverage	
Restaurants and Other Eating Places	7225
Special Food Services	7223
Drinking Places (Alcoholic Beverages)	7224
Hotel	
Traveler Accommodation (Hotels & Motels, No Casinos)	7211
Grocery	
Grocery and convenience retailers	4451
Specialty food retailers	4452
Caregiver	
Services for Elderly and Persons with Disabilities	6241

Key Project Assumptions - Property Tax Database

The below table summarizes the property tax assumptions PMR utilized for each project apart of the Novi City West Redevelopment Projects. PMR utilized BS&A Software to determine current values for Land True Cash, Assessed Value and Taxable Value. For all projects, PMR adjusted all values proportionate to the building square footage of the new proposed programming.

Project Name	Land SF	Land True Cash Value	Assessed Value			Taxable Value		
			Original Assessed Value	Building Assessed Value	Land Assessed Value	Original Taxable Value	Building Taxable Value	Land Taxable Value
Convention Hotel Expansion	130,680	\$653,400	\$326,700	-	\$326,700	\$326,700	-	\$326,700
For-Sale Townhomes	349,133	\$1,427,220	\$713,610	-	\$713,610	\$546,220	-	\$546,220
Senior Living	270,551	\$877,720	\$710,920	\$272,060	\$438,860	\$518,870	\$208,579	\$310,291
Mixed-Use	365,033	\$629,680	\$314,840	-	\$314,840	\$181,440	-	\$181,440
The Mix	148,104	\$555,380	\$376,570	\$98,880	\$277,690	\$243,530	\$64,018	\$179,512
Central Park	304,397	\$1,765,120	\$882,560	-	\$882,560	\$250,070	-	\$250,070
Office Expansion	158,428	\$403,980	\$623,580	\$421,590	\$201,990	\$522,730	\$353,407	\$169,323
Outlot Restaurant	65,340	\$326,700	\$163,350	-	\$163,350	\$163,350	-	\$163,350
Beck Grand Mixed-Use	352,008	\$1,136,593	\$568,297	-	\$568,297	\$398,910	-	\$398,910
For-Sale Three Oaks	619,772	\$2,061,847	\$1,030,924	-	\$1,030,924	\$662,410	-	\$662,410
Total	2,763,446	\$9,837,640	\$5,711,350	\$792,530	\$4,918,820	\$3,814,230	\$626,004	\$3,188,226

*Source: BS&A & Plante Moran

Property Tax Millage Assumptions

TAXING JURISDICTION	TOTAL	% CAPTURABLE		% UNABATED	
		TIF	CIA	PA-210	NEZ-N
School Operating	18.0000	100%	-	100%	51%
State Education	6.0000	100%	-	100%	51%
School Supp > 18	0.9365	100%	-	100%	51%
General City Operating	4.7505	-	50%	-	51%
Streets	1.4197	-	50%	-	51%
Police/Fire	1.3518	-	50%	-	51%
Parks & Rec	0.3648	-	50%	-	51%
Drains	0.6120	-	50%	-	51%
Capital Improvements	0.9514	-	50%	-	51%
Library	0.7303	-	50%	-	51%
PA359 Econ DVLP	0.0100	-	50%	-	51%
Oakland County Operating	3.9539	-	50%	-	51%
Oakland County HCMA	0.2062	-	50%	-	51%
Oakland Community College	1.4836	-	50%	-	51%
Oakland County PK&RC	0.6500	-	50%	-	51%
Oakland County Transit	0.9464	100%	-	-	51%
Oakland County ISD-Voted	2.9667	100%	-	-	51%
Oakland County ISD-Allocated	0.1874	100%	-	-	51%
Oakland County Zoo	0.0941	-	-	-	51%
Oakland County Art	0.1937	-	-	-	51%
2008 Library Debt	0.3471	-	-	-	51%
School Debt Novi	6.5000	-	-	-	51%
School Sink 631	0.4713	-	-	-	51%
Total	53.1274				

Information Sources

IMPLAN

SOURCE	IMPLAN Model	
SOURCE ORGANIZATION	IMPLAN	
DATE	2023	
LOCATION	State of Michigan & City of Novi	

SOURCE DESCRIPTION

IMPLAN, an industry standard input-output model, can be used to evaluate the economic impacts of Munising Marketplace to the city of Munising and state of Michigan. For each dollar spent in the economy, IMPLAN traces the pattern of commodity purchases and sales between 528 industries within the specified geography. The Bureau of Labor Statistics' (BLS) Census of Employment and Wages (CEW) data serve as the source for Wage and Salary Employment and Income estimates for most IMPLAN sectors.

Lightcast

SOURCE	DNB Analytical File	
SOURCE ORGANIZATION	Dunn & Bradstreet, Inc.	
DATE	2024, Quarter 3	
LOCATION	Oakland County	

SOURCE DESCRIPTION

Lightcast is a comprehensive labor market analytics company that provides detailed insights into the global labor market. With over 20 years of experience, Lightcast gathers and integrates data from a variety of sources, including job postings, government statistics, and social profiles. Their tools analyze data from over 160,000 online sources daily, offering real-time insights into job trends, skills demand, and compensation patterns. Lightcast's proprietary methodologies enrich traditional labor market information, making it possible to understand both current conditions and future trends. Their services are used by businesses, educational institutions, and regional leaders to make informed decisions and adapt to the evolving labor market.

Information Sources

Dunn & Bradstreet, Inc

SOURCE	DNB Analytical File
SOURCE ORGANIZATION	Dunn & Bradstreet, Inc.
DATE	2024, Quarter 3
LOCATION	Wayne County

SOURCE DESCRIPTION

The DNB analytical file contains records for every location of business in the US. In addition to the business' NAICs code, these records include the square footage each business location occupies as well as the number of employees at that location. By first summarizing the data by NAICs code and then dividing the square footage by number of employees for each NAICs code an assumed average usable square footage is arrived at for each NAICs code in the Munising geography.

U.S. Bureau of Labor Statistics

SOURCE	Quarterly Census of Employment and Wages (QCEW)
SOURCE ORGANIZATION	U.S. Bureau of Labor and Statistics
DATE	2024, Quarter 2
LOCATION	Wayne County

SOURCE DESCRIPTION

QCEW Employment covered by these UI programs represents about 97% of all wage and salary civilian employment in the country. The QCEW employment count is a total derived from quarterly contribution reports filed by almost every employer in the U.S., Puerto Rico and the U.S. Virgin Islands. It counts only filled jobs, whether full or part-time, temporary or permanent, by place of work. The quarterly reports include the establishment's monthly employment levels for the pay periods that include the twelfth of the month. This data was pulled for the Detroit-Warren-Dearborn MI MSA and for the NAICs codes below the December Employment was aggregated and designated to be the office workforce. Then each individual NAICs codes' December Employment was divided by the office workforce total to arrive at that industries share of the total office workforce as a percent.

Information Sources

BS&A

SOURCE	BS&A Online
SOURCE ORGANIZATION	BS&A Software
DATE	2024
LOCATION	City of Novi

SOURCE DESCRIPTION

BS&A Software is a leading provider of ERP solutions for local governments in the U.S., offering tools for financial management, property tax and assessment, human resources, and building inspection. Their BS&A Online platform includes features like Tax Lookup Software, which provides 24/7 access to property tax information, enhancing transparency and efficiency for both municipal staff and the public.

PLACER.AI

SOURCE	Placer.ai
SOURCE ORGANIZATION	Placer Labs, Inc.
DATE	2025, Quarter 1
LOCATION	City of Novi

SOURCE DESCRIPTION

Placer.ai is a leading location intelligence platform that provides detailed insights into foot traffic and consumer behavior. By leveraging advanced data analytics, Placer.ai helps businesses make informed decisions about site selection, marketing strategies, and competitive analysis. Placer.ai was used to identify annual foot traffic figures and trends at the RenCen and the Riverfront

Information Sources

CoStar Analytics

SOURCE	CoStar
SOURCE ORGANIZATION	CoStar Analytics
DATE	2025
LOCATION	Novi Market

SOURCE DESCRIPTION

CoStar Analytics is a powerful platform designed to provide comprehensive insights into the commercial real estate market. It offers a range of tools and reports that help users understand market trends, assess opportunities, and make informed decisions. With access to up-to-date information on vacancy rates, construction activity, rental rates, and more, users can generate custom forecasts based on different economic scenarios. The platform also features expert commentary and analysis from CoStar's in-house specialists, leveraging data from over 7 million commercial properties. This makes CoStar Analytics an invaluable resource for real estate professionals, investors, lenders, and appraisers looking to gain a competitive edge in the market.



pmrealpoint.com

3000 Town Center, Suite 300
Southfield, MI 48075

Summary Outline

March 2019-March 2025

Summary Outline

Total Events Per Year – Suburban Collection Showplace Running Years March 2019-March 2025

March 2019-March 2020

619 Events Held

March 2020-March 2021

23 Events Held

240 Cancelled Events

71 Rescheduled/Postponed Events

6 Oakland County Vaccination Events Onsite

March 2021-March 2022

301 Events Held

109 Cancelled Events

30 Rescheduled/Postponed Events

11 Oakland County Vaccination Events Onsite

March 2022-March 2023

529 Events Held

32 Cancelled Events

6 Rescheduled/Postponed Events

March 2023-March 2024

570 Events Held

March 2024-March 2025

555 Events Held

Current Report Period Events

March 2024-April 2025

Events Held 3.1.24-3.25.25

Start Date Description

02/29/24 Michigan Afterschool Collaborative Conference
02/29/24 Feed My Starving Children Event
02/29/24 A Million Meals - Staff Meal Room
03/01/24 Revival All Hands Meeting
03/02/24 Feldman Automotive Dealer Group Annual Awards Banquet
03/02/24 Open World Events, LLC - Brick Fest Live
03/04/24 Shriner Business Meeting
03/05/24 MGIA Trade Show & Convention
03/05/24 Alta Equipment Reception (icw MGIA)
03/06/24 Belle Tire Orientation
03/07/24 2024 DMAA Trade Show
03/07/24 Novi Rotary
03/07/24 4pm-6pm Outside Fireside Bar Cocktail Reception for DMAA Group
03/08/24 Michigan Golf Show
03/08/24 AAoM's Navigating Autism Today Conference
03/09/24 Catholic Central Fashion Show
03/09/24 Golf Show Exhibitor Party
03/10/24 AKA Founders Day
03/10/24 Walled Lake Western High School-WLW Boys Basketball
03/11/24 Schluter Systems Workshop
03/11/24 Edw. C. Levy Co. Safety Training
03/12/24 Walled Lake Northern Dance Banquet
03/13/24 ServSafe
03/13/24 CMHAM 16th Annual Gambling Disorder Symposium
03/14/24 Novi Boat Show
03/14/24 ASE HR Conference
03/14/24 CAI 2024 Conference & Expo
03/14/24 Novi Rotary
03/14/24 Wilson Marine - Bennington Club Reception
03/15/24 MSU College of Osteopathic Medicine - Residency Match Celebration
03/15/24 Metro Group Management Corporation Meeting - ICW CAI
03/16/24 Naranja Nights MS Fundraiser
03/17/24 Michigan Department of Transportation (MDOT) 2024 Conference
03/18/24 MDOT Bar
03/18/24 South Lyon Michigan Matcats
03/19/24 GFS Customer Advisory Council
03/19/24 Michigan Milk Producers Association Annual Meeting
03/19/24 Fendt/Keystone Seminar
03/19/24 Henrob Corporation Meeting
03/19/24 Visit Detroit Meeting
03/20/24 Gordon Food Service Show
03/20/24 County of Oakland Diverse Connections
03/22/24 MANA Spring Conference
03/22/24 Back Yard Pool and Spa Show

03/22/24 Pool and Spa Meeting
03/23/24 Motorcycle Swap
03/28/24 Gun & Knife Show
03/28/24 MSF Steering Committee Meeting
04/02/24 Annual Pain Symposium
04/04/24 Gift of Life Michigan Champion's Gala
04/04/24 Starpower National Talent Competition
04/04/24 Novi Rotary
04/04/24 MAFE Zone 2 Meeting
04/04/24 Home Show Reception
04/04/24 CoilTech Meeting
04/04/24 LC Scramlin Meeting
04/05/24 Novi Spring Home and Garden Show
04/05/24 Starrs Celebration (Laura's Brothers)
04/06/24 Robert & Ann's Wedding Celebration
04/08/24 Michigan Great Lakes Virtual Academy
04/09/24 Lighthouse Connections Academy
04/09/24 Wells Fargo Meeting
04/11/24 PTO Today
04/11/24 COM Research Day
04/11/24 Novi Rotary
04/11/24 Foguth Financial Group Peace & Purpose Summit
04/12/24 OBI Semi-Annual Meeting
04/12/24 Snap-on Tools Product Meeting
04/13/24 BIAMI Dinner
04/13/24 St. Paul Lutheran Church & School Auction Fundraiser
04/13/24 Craft Show
04/14/24 DIWA - Innovation Fashion & Wellness Show
04/15/24 Michigan Great Lakes Virtual Academy
04/16/24 Lipari Reception
04/17/24 Lipari
04/18/24 ICLE Annual No-Fault Summit
04/18/24 ICSC+CONTINUING EDUCATION MICHIGAN
04/18/24 Novi Rotary
04/18/24 Smiley for Commissioner
04/19/24 PMIGL 2024 Spring Symposium
04/20/24 Friends' Ball
04/20/24 Linden High School Prom
04/22/24 VDB Customer Event
04/22/24 AVL Reimagine Mobility Conference & Expo
04/24/24 ADI Detroit Expo 2024
04/24/24 2024 NACAC National College Fair - Metro Detroit
04/24/24 Clark Construction Company Training
04/25/24 Clark Construction Company Annual Meeting
04/25/24 Medical Weight Loss Clinic Meeting
04/26/24 MPPOA Reverse Tradeshow
04/26/24 Gordon Food Service GLE Divisional Meeting

04/26/24 Novi Chamber of Commerce Kentucky Derby Party
04/27/24 Michigan Cat - 25 Year Employee Celebration
04/27/24 Imani's Graduation Party
04/27/24 Antique Arms Show
04/28/24 Novi High School Band Banquet
04/28/24 The Coral Sash Boutique Fashion Show
04/29/24 Dassault Systemes- 2024 SIMULIA Americas Users Conference
04/29/24 ESD Spring Job Fair
04/29/24 Ceramics / Thermal On-Site Meeting & Walkthrough
04/30/24 Ceramics Expo & Thermal Management Expo 2024
04/30/24 Almatris Inc.- SCS Lounge - icw Ceramics Expo
04/30/24 City of Novi State of the City Address
04/30/24 Sarah and Tyler's Ceremony Rehearsal - No F&B
04/30/24 AACCM Spring Meeting & Breakfast and ACerS Corporate Partner and Manufacturing Division Br
04/30/24 Fiven GmbH - Booth #1506 (icw Ceramics Expo)
04/30/24 GeoCorp, Inc.- Booth #1500 (icw Ceramics Expo)
05/01/24 Kroger Health - Project Passion- Division Meeting
05/02/24 Novi Rotary
05/03/24 Sarah & Tyler's Wedding
05/04/24 2024 Novi Prom
05/07/24 DTE/ESD Michigan Energy Efficiency Conference & Exhibition
05/07/24 DNV Energy Services USA, Inc Meeting (ICW DTE Energy Conference)
05/08/24 Oakland County Economic Outlook Luncheon
05/09/24 Scrapbook Megameet
05/09/24 Gordon Food Service Mid Year GLE (Great Lakes East) Leadership Summit
05/09/24 University of Detroit Mercy School of Dentistry Hooding and Pinning
05/09/24 Novi Rotary
05/10/24 Updates in Digital Dentistry
05/13/24 MCWT 2024 Executive Connection Summit
05/14/24 CTI Symposium - Meet & Greet
05/14/24 Frontline Michigan HCM Team
05/15/24 CTI Symposium USA 2024
05/15/24 Hofer Powertrain (icw CTI) - Jasper ROom - 2pm - 3pm
05/17/24 Motor City Comic Con
05/20/24 2024 Michigan Peer Conference
05/21/24 PRE CON: MEETING - Milford Prom - 3:30pm Jasper
05/22/24 Great Designs in Steel
05/22/24 ServSafe
05/23/24 Northville High School 2024 Prom
05/23/24 Novi Rotary
05/24/24 Milford High School 2024 Prom
05/24/24 Srinidhi and Hemanth's Wedding
05/24/24 International Gem & Jewelry Show
05/24/24 Hot Tub Sale
05/29/24 Eagle Scout Recognition Dinner
05/29/24 Kem Krest Innovation Fair
05/30/24 Lakeland High School 2024 Prom

05/30/24 PCCS Prom 2024
05/31/24 Shravani Mandalaparty & Sharv Patel's Wedding
05/31/24 Comic Con Meeting
06/01/24 Brighton High School 2024 Prom
06/02/24 Michigan Elite Gymnastics Academy Banquet
06/03/24 Wireless Car (Highway)- icw ATD (Pearl)
06/03/24 TomTom, Inc.- CORAL ROOM (icw AutoTech)
06/03/24 Details Meeting: PJ and Malavika;s Wedding - 12pm Fireside
06/03/24 PRE CON: ZOOM - MBSC Tri-Annual Meeting - 9:30am
06/03/24 PRE CON: ZOOM - Destination Michigan - 11am
06/03/24 CoilTech Meeting
06/04/24 Arkamys SA - Booth #501 (icw AutoTech)
06/04/24 Pre Con: Hussain & Alisha's Sangeet - 10:30am Zoom
06/04/24 Women Automotive Summit: DETROIT (icw AutoTech)
06/04/24 CAR MBS Focus Group (icw AutoTech)
06/04/24 GlobalPlatform Cybersecurity Vehicle Forum (icw AutoTech)
06/05/24 AutoTech: Detroit 2024
06/05/24 inFORUM Mentor Event (icw AutoTech)
06/05/24 FPT Software- Booth #1127 (icw AutoTech)
06/06/24 Novi Rotary
06/06/24 Walled Lake Western Baseball Banquet
06/06/24 Novi High School Lacrosse Team Banquet
06/06/24 Tourism Exchange USA Meeting
06/07/24 MBSC Tri Annual Meeting
06/07/24 Hussain Khambati & Alisha Khambati Sangeet
06/07/24 Kristen's Graduation Party
06/07/24 Detroit Sports Spectacular
06/08/24 Avena Patel and Danny Knauss' Wedding
06/08/24 Shriners CORN HOLE
06/09/24 MI-ACE Women's Network Annual Conference
06/09/24 MSF Youth Council Meeting
06/10/24 DENSO 2024 North America Business Partner Convention
06/12/24 Destination Michigan - Michigan Meetings Expo
06/12/24 DENSO Business Strategy Meeting
06/12/24 MPFFU Quarterly Meeting
06/12/24 ServSafe
06/12/24 Experience Grand Rapids- Booth #55 (icw Destination MI Expo)
06/12/24 PRE CON: Leadership Summit for Women in Academic Medicine and Healthcare @1pm Zoom
06/12/24 Michigan State Fair 5K Meeting
06/13/24 Destination Michigan Sales and Services Summit
06/13/24 Novi Rotary
06/14/24 Jack & Sam's Ceremony Rehearsal & Rehearsal Dinner
06/14/24 JBSD Foundation- Scholarship Award Ceremony
06/14/24 SMART Bus Photo Shoot
06/14/24 SMART Bus Photo Shoot - Staff Meals
06/15/24 Jack & Sam's Wedding
06/17/24 MICPA Elevate

06/17/24 MEMA 2024 GM Town Hall
06/17/24 Friends to Elect Tom Konesky
06/17/24 Michigan State Fair 5K Meeting
06/18/24 MSF Senior Program
06/18/24 Motor City Comic Con Post Con
06/19/24 ICLE Annual Probate & Estate Planning Institute
06/19/24 Design 2 Part Show
06/19/24 Leadership Summit for Women in Academic Medicine and Healthcare
06/19/24 ICLE may need EC Pre Function
06/20/24 ILEA - International Live Events Association Michigan Chapter Board Retreat
06/21/24 Narine Mutfian & Mark Garrett's Wedding
06/21/24 PVM Village Victory Cup
06/21/24 CoilTech Meeting with Emily
06/24/24 USA Gymnastics Michigan Champions Banquet
06/24/24 The Dow Chemical Company- ICW FOAM EXPO (Jade Room)
06/24/24 Avery Dennison Meeting - Topaz (icw Foam Expo)
06/24/24 REPI LLC - Booth #1514 (icw Foam Expo)
06/25/24 Foam and Adhesives & Bonding Expo 2024
06/25/24 Evonik Corporation Meeting Room - Amber (icw Foam Expo)
06/25/24 PURPLAN USA, Inc. Reception - Booth #1515 (icw Foam Expo)
06/25/24 Sekisui Voltek Reception- Booth #1410 (icw Foam Expo)
06/25/24 Silicone Engineering - Booth #2527 (icw Foam Expo)
06/25/24 UFP Technologies- Booth #1912 (icw Foam Expo)
06/25/24 Novi Rotary Annual Dinner
06/25/24 Alcot Plastics Ltd.- Booth #2808 (icw Foam Expo)
06/25/24 Reilly Foam Corporation Reception - Booth #1811 (icw Foam Expo)
06/25/24 Elastochem Specialty Chemicals Inc. Meeting - CORAL ROOM (icw Foam)
06/26/24 FMA ALAW Conference
06/26/24 Belle Tire Orientation
06/26/24 Aquaspersions- Jasper Room (icw Adhesives expo)
06/27/24 HBA - CAM Mid-Year Economic Forecast Breakfast
06/27/24 Michigan Conservative Coalition
07/08/24 Air Wall Fixes
07/08/24 Amazon Onboarding - Hyatt Event
07/09/24 SmartUQ Workshop
07/09/24 Novi Hotel Partner Luncheon
07/09/24 Sportsman's Raffle Meeting
07/10/24 UberEther
07/10/24 Solar Show Meeting
07/10/24 Kim Corcoran
07/11/24 Jr. Gold Championships Trade Show & Registration
07/11/24 Medical Weight Loss Clinic Meeting
07/11/24 Novi Rotary
07/12/24 Hot Tub Sale
07/13/24 Andrea's 40th Birthday Celebration
07/13/24 Oddities and Curiosities Expo
07/16/24 LucidShape User Group Meeting

07/16/24 Moving The Torch Together Child Welfare Joint Learning Events
07/17/24 Consumers Energy Leadership Team Meeting
07/17/24 ServSafe
07/18/24 Novi Rotary
07/19/24 Varsity Spirit UDA Camp
07/19/24 Dog Show
07/20/24 Farmington High School Class of 1979 Reunion
07/20/24 Summer Sportsman Raffle
07/23/24 Tula Technology Media Day
07/24/24 ITC Holdings Corp. Safety Summit
07/24/24 Prevention Network Pre-Conference Meeting
07/25/24 Michigan SUD Coalitions Conference
07/25/24 Novi Chamber of Commerce - 2024 Multi-Chamber Summer Mixer
07/26/24 Sheel and Nameet's Wedding
07/26/24 Almetals, Ashland Aluminum & ChainOil Business Anniversary Celebration
07/27/24 Gun & Knife Show
07/27/24 MSF Homebrew Competition
07/27/24 Valerie & Christopher's Wedding Shower
07/28/24 Taylor & Aaron's Baby Shower
08/03/24 Anisha Philip & Dr. Philip Chacko's Wedding
08/03/24 FYI - Drums March during cocktail hour of Diamond Reception
08/03/24 Graduation Party
08/03/24 MSF Homebrew Second Judging Competition
08/05/24 Style Democracy - Canada Goose
08/05/24 AV Squared-MSF
08/09/24 Gem and Jewelry Show
08/09/24 PJ & Malavika's Wedding
08/12/24 NAMC Annual Membership Meeting & Reception
08/12/24 M3 Defense Consulting LLC - ICW GVSETS
08/13/24 NDIA GVSETS 2024
08/13/24 KBR Meeting - ICW GVSETS
08/13/24 Huntington Ingalls Industries - ICW GVSETS
08/13/24 McKinsey & Company Meeting - ICW GVSETS
08/13/24 Raytheon Professional Services LLC
08/13/24 MK Advisors Meeting - ICW GVSETS
08/13/24 Loc Performance Products Meeting - ICW GVSETS
08/13/24 Applied Intuition Defense Meeting - ICW GVSETS
08/13/24 RADA Technologies Meeting - ICW GVSETS
08/13/24 CTG Booth #117- ICW GVSETS
08/13/24 Overland AI Meeting - ICW GVSETS
08/14/24 Central Michigan University Center for Charter Schools
08/14/24 CMU Reception - Bar
08/16/24 Dhanushya & Nithin Wedding
08/16/24 Revival Research Institute Meeting
08/17/24 India Day
08/20/24 Novi Chamber of Commerce Dinner Tour
08/20/24 NABIP Medicare Summit

08/20/24 MSF Steering Committee
08/20/24 MSF Executive Committee
08/21/24 OCRP Lincoln Day Dinner
08/21/24 Medical Weight Loss Clinic Meeting
08/22/24 Novi Rotary
08/24/24 Lexi & Robert's Wedding
08/24/24 Shay's Garba
08/27/24 Meritor Brake Training
08/27/24 UWM Holiday Party Tasting
08/28/24 MSF Ribbon Cutting and Friends of the Fair Reception
08/29/24 Michigan State Fair
08/29/24 MSF Senior Citizen's Program
08/30/24 MSF Exhibitor Breakfast
08/30/24 MSF Courtyard Gathering
08/31/24 MSF Annual Moovin' Thru the Midway 5K
08/31/24 MSF Make It With Wool
09/01/24 MSF Exhibitor Dinner
09/02/24 MSF Scholarship Awards Ceremony
09/03/24 SPE ACCE 2024
09/04/24 Forward Engineering North America Meeting - ICW SPE
09/05/24 Novi Rotary
09/06/24 Shiv & Sree Wedding
09/07/24 Issues of the Heart Prayer Brunch
09/07/24 Summer Sounds of Praise
09/07/24 Chosen Infertility Group / Grant Surprise Meetings
09/09/24 US Foods - Immersion
09/11/24 ServSafe
09/11/24 Crisis Incident Stress Management
09/11/24 UWM Meeting
09/13/24 Frontier Distributing 2024 Open House
09/13/24 Allie Gray & Chris Pawlowski's Wedding
09/14/24 Garden City East Class of 69' Reunion
09/14/24 Shivam and Swara's Engagement Party
09/15/24 2024 SUD Conference
09/15/24 Mashburn Wedding Breakfast
09/16/24 Michigan Division Inaugural HR Leadership Summit
09/18/24 Secure World Detroit 2024
09/18/24 Belle Tire Orientation
09/19/24 Lipari Regional Managers Meeting
09/19/24 2024 Fall G2 Summit: Granger Gathers
09/19/24 PepsiCo CDA Road Show
09/20/24 2024 Obesity Management Summit
09/21/24 World Oddities Expo
09/21/24 Gun & Knife Show
09/21/24 Stephan Barthel & Kelsey Robinson's Reception
09/21/24 Zaid & Sally's Wedding
09/22/24 Fireside Requested to be open for dinner Sunday - Wednesday / Open to ALL to enjoy

09/23/24 2024 Great Lakes Women's Business Conference
09/23/24 Covesa All Member Meeting 2024
09/24/24 2024 Michigan Snow Conference and Expo
09/25/24 EGLE Great Lakes Safe Drinking Water 50 Years Conference (GLDW)
09/26/24 Rolls Royce Solutions America Inc Meeting
09/27/24 Michigan Women's Expo
09/28/24 Antique Arms
09/28/24 Melanie's Surprise Birthday
09/29/24 Michigan Donor Family Gathering - Gift of Life
09/29/24 MPFFU Quarterly Meeting
09/30/24 MMSDC - ACE Awards
09/30/24 Schluter Systems Workshop
10/01/24 C3 Summit
10/01/24 C3 Matchmaking Event
10/02/24 RV & Camper Show
10/02/24 IAOB Certification Body Meeting - icw AIAG
10/02/24 NextCycle Michigan Fall Showcase
10/03/24 AIAG Quality Summit
10/03/24 EGLE MISCON 2024
10/03/24 CoilTech Meeting with Operations (BBJR)
10/05/24 Prasanti & Christopher's Wedding
10/05/24 Family Caregiver Connections: Learn, Link and Lunch
10/08/24 TIA Annual Meeting & First Responder Appreciation Breakfast
10/09/24 ServSafe
10/09/24 TAMKO Experience Proline 2024
10/09/24 Home Show Reception
10/10/24 BETA CAE Systems USA Inc. North America Open Meeting
10/10/24 Michigan Manufactured Housing Association MMHA Reception
10/10/24 Novi Rotary
10/11/24 Novi Home Show
10/11/24 Nirali & Varun's Wedding
10/11/24 Coiltech Pop Up Meeting- 12:30 BBJR
10/12/24 MSL/EE Set for CCCU
10/12/24 Denise's Celebration of Life
10/12/24 Coiltech Comp Room
10/13/24 Kids Artistic Revue
10/13/24 Community Choice Credit Union- Team Enrichment Day
10/15/24 MI Cyber Summit
10/17/24 Trinity Health IHA Medical Group Annual Meeting
10/18/24 The 190th Convention of the Episcopal Diocese of Michigan
10/19/24 2024 AKA Michigan Cluster Meeting
10/19/24 Erin's Celebrate Life Birthday Bash
10/21/24 DTS INNOVATION ROOM (icw Testing Expo)
10/21/24 Lauda-Brinkmann Booth #6014 (icw Testing)
10/22/24 Automotive Testing & Interiors Expo 2024
10/22/24 Mankiewicz Coatings LLC Meeting (icw Interiors Expo)
10/22/24 Xin Point North America Inc. Reception - Booth A304 (icw Interiors Expo)

10/22/24 ACS, Inc.- Booth #9022 (icw Testing Expo)
10/22/24 S. Bleyer GmbH- Booth #11038 (icw Testing Expo)
10/22/24 Michigan State Fair Harvest Dinner
10/23/24 DEWESoft LLC (icw Testing Expo)
10/23/24 A&D Technology Reception - Booth #3045 (icw Testing Expo)
10/23/24 dSPACE PlaxidityX Reception (icw Testing Expo)
10/23/24 GM Proving Grounds Meeting (icw Testing)
10/23/24 Siemens Reception - Booth #10000 (icw Testing)
10/24/24 ESD Fall Job Fair
10/24/24 SEMCOG 2024 October General Assembly
10/24/24 Novi Rotary
10/25/24 Great Lakes East Divisional Meeting
10/25/24 Donald J. Trump Presidential Rally
10/27/24 Groove Dance Convention
10/28/24 Toyota Opportunity Exchange 2024
10/28/24 MPFFU Training
10/28/24 Novi High School - Cheer Banquet
10/28/24 Singh Political Event
10/30/24 FEI Evening of Innovation and Emerging Leaders
10/30/24 Toyota Guest Private Meeting 3p-5p
11/01/24 Snowmobile Show
11/01/24 Brian's Lawn Maintenance - Lawntrepreneur Academy LIVE 2024
11/02/24 Life is Good Gala
11/03/24 EnerGy NDC
11/03/24 MHF ProStart Boot Camp
11/03/24 Edward Jones / AV company move in
11/03/24 Walled Lake Western High School - Boys Soccer Banquet
11/04/24 Edward Jones CST Development Day
11/04/24 Edward Jones Legendary Days
11/04/24 Michigan GOP Celebration Night
11/04/24 MI Academy of Gymnastics Detail Meeting @11pm
11/05/24 Novi High School Boys Soccer Banquet
11/06/24 HRC Realty Agent Town Hall Meeting
11/07/24 Power Connections Cannabis
11/07/24 Comic-Con Meeting
11/08/24 Motor City Comic Con
11/08/24 Michigan Society for Parenteral and Enteral Nutrition Annual Fall Conference
11/09/24 Living Well with Blood Cancer
11/11/24 MEMA OE Annual Conference 2024
11/11/24 Novi Bobcats Football & Cheer Banquet
11/13/24 Richard W Paul and Associates Client Event
11/14/24 ICLE's Family Law Institute
11/14/24 Sewing and Quilt Expo
11/15/24 Family Law Section Meeting - ICW ICLE
11/17/24 Walled Lake Braves
11/17/24 Viking Youth Football and Cheer Banquet
11/18/24 Detroit Chapter of Payroll Org. Dinner

11/19/24 MiCareerQuest Southeast
11/20/24 Lithia Central Region Leadership Summit
11/20/24 Walled Lake Western Volleyball Banquet
11/21/24 AWMJ Detroit Chapter Holiday Party
11/22/24 City of Novi Appreciation Dinner
11/23/24 Star Dance - WILD Dance Intensive
11/23/24 Unicorn World
11/23/24 Jester Annual Dinner
11/23/24 Leah's 5th Birthday Party icw. Unicorn World
11/23/24 Melanie Ilitch Birthday Party
11/24/24 Walled Lake Marching Bands Banquet
11/24/24 Birthday Party
11/25/24 CS Partners Annual Conference
11/30/24 Gun & Knife Show
12/01/24 Belle Tire Christmas Party
12/01/24 Miracle League of Plymouth Sports Banquet
12/02/24 LMN's Mastermind Session
12/04/24 Blue Sky Recognition Dinner & Update - Lipari
12/05/24 MGIA Environmental Improvement Awards Program & Holiday Banquet
12/06/24 Annual Catholic Central Christmas Dinner Dance
12/06/24 UWM Holiday Party - Talent Rooms
12/07/24 United Wholesale Mortgage, LLC 2024 Holiday Party
12/07/24 UWM Holiday Party - CEO Rooms
12/09/24 MPFFU Quarterly Meeting
12/10/24 Northville Lumber Co. 2024 Holiday Party
12/10/24 Japan Business Society of Detroit Foundation Grant Award Ceremony
12/11/24 Home Builders Association (HBA) Leadership Awards
12/11/24 ServSafe
12/12/24 Michigan Academy of Gymnastics 46th Annual Christmas Classic
12/12/24 MPI Michigan Chapter - Celebration Gala!
12/12/24 DENSO TEN Holiday Party
12/13/24 Pet Expo
12/13/24 WZC & ICM Winter Wonderland
12/13/24 SK International Holiday Party
12/13/24 NLB Corporation Christmas Party
12/13/24 Novi Yacht Club Holiday Luncheon
12/13/24 Nagase America LLC Holiday Party
12/14/24 The Michigan Makers, LLC
12/14/24 H.H. Barnum Company Christmas Party
12/14/24 Trijicon Christmas Party
12/15/24 Walled Lake Western Football Banquet
12/19/24 Medical Weight Loss Clinic Holiday Party
12/19/24 Novi Rotary
12/20/24 123NET Holiday Party
12/21/24 Bowman Christmas
12/26/24 Jurassic Quest
12/31/24 SMOFI New Year's Eve Celebration

01/04/25 Bridal Expo
01/04/25 Detroit Auto Swap Meet
01/09/25 Ultimate Fishing Show
01/09/25 Rolls Royce Solutions America Inc. Winter Event
01/09/25 Brooks Utility Products - CARE Training
01/10/25 American Rental Association of Michigan Winter Conference
01/11/25 Riley & Tim's Wedding
01/15/25 McNaughton-McKay Sales & Engineering Summit
01/16/25 Hollywood Connection
01/16/25 Novi Rotary
01/16/25 Menu Tasting
01/17/25 Novi Home Show
01/17/25 DNR New Instructor Training
01/18/25 Amentum Annual Awards Banquet
01/18/25 Great Train Show
01/20/25 Vision Salon Meeting
01/21/25 ESD Future City Competition 2025
01/21/25 Seiler Geospatial – Trimble Workshop
01/23/25 Novi Rotary
01/24/25 Champion Force
01/24/25 MOS Winter Meeting
01/24/25 PM Technologies Holiday Party
01/26/25 JBSD New Year's Celebration
01/28/25 Universal Robots Collaborate
01/29/25 MARVAC
01/29/25 Lipari General Sales Meeting
01/29/25 BCBSM Board Dinner
01/29/25 C.A. Hull Leadership Summit
01/29/25 BIAMI Kick Off Meeting
01/29/25 Lipari IT Tech Testing
01/30/25 Novi Rotary
02/01/25 Orchard Lake St. Mary's Auction
02/06/25 Corrigan Moving Systems Annual Awards Banquet
02/08/25 Shriners Raffle
02/10/25 MRLA Site Visit
02/11/25 Motor City Winter Dog Classic
02/11/25 EGLE Environmental Emergency Management Conference 2025
02/12/25 Great Lakes Design and Construction Expo 2025
02/12/25 Foguth Financial Group, LLC Ladies Valentine's Luncheon
02/12/25 HBAM Legacy Council Meeting - ICW GLDC
02/13/25 Dan's Excavating, Inc. - 2025 Season Kickoff / Safety Conference
02/13/25 Gym America
02/13/25 Novi Rotary
02/15/25 Coldwell Banker Professionals Glitz & Glamour Awards Gala
02/17/25 Credit Union One Employee Conference
02/18/25 HP Rehmann Site Visit
02/20/25 Outdoorama

02/20/25 Cottage and Lakefront Living Show
02/20/25 Novi Rotary
02/22/25 Anne-Marie's Bridal Shower
02/22/25 Costco Wholesale #341 Commerce - Annual Employee Party
02/24/25 Techo-Bloc Corp Hardscaper Showcase
02/25/25 Futurecon Cybersecurity Event
02/26/25 Destination Michigan Sales and Services Summit
02/27/25 Michigan Afterschool Collaborative Conference 2025
02/27/25 Open World Events - LLC- Brick Fest Live
02/27/25 MEMA OE Stellantis Town Hall
03/01/25 Feldman Automotive Annual Awards Banquet
03/01/25 Gun & Knife Show
03/02/25 Brighton High School - Boys Basketball Banquet
03/03/25 Michigan Jaguars FC Senior Celebration
03/03/25 Novi High School - Cheer Banquet
03/04/25 MGIA Landscape Show
03/04/25 Walled Lake Northern Dance Banquet
03/04/25 Watch Party
03/05/25 MAPG Annual Event 2025 and Michael Burke Tribute
03/05/25 Benjamin Moore Paints 2025 Michigan Retailer Meeting
03/06/25 2025 DMAA Trade Show
03/06/25 CMHAM 17th Annual Gambling Disorder Symposium
03/06/25 Novi Rotary
03/07/25 Michigan Golf Show
03/07/25 AAoM's Navigating Autism Today Conference
03/08/25 Naranja Nights MS Fundraiser
03/08/25 Golf Show Exhibitor Party
03/10/25 Schluter Systems Workshop
03/10/25 Edw. C. Levy Co. Spring Kickoff
03/12/25 Hungry Howie's Franchisee Regional Meeting
03/13/25 ASE HR Conference
03/14/25 Platinum National Dance Competition
03/14/25 CAI 2025 Conference & Expo
03/14/25 Wilson Marine Booth
03/17/25 South Lyon Michigan Matcats Banquet
03/18/25 GFS Customer Advisory Council
03/18/25 Bevolution Group/Sunny Sky - Booth #121 (icw GFS Show)
03/18/25 Walled Lake Western High School Basketball Banquet
03/18/25 PHTA Hydraulics Class (icw Pool & Spa Show)
03/20/25 S&P Guest Personal Meeting 10a-10:30a
03/21/25 American Profit Recovery Awards Banquet

Future Events

April 2025-December 2026

Future Events

Start Date Description

03/31/25 AVL Reimagine Mobility Conference & Expo
04/01/25 PTO Today
04/02/25 ESD Spring Job Fair
04/03/25 NACAC National College Fair - Metro Detroit
04/03/25 Novi Rotary
04/04/25 FIRE
04/05/25 Friends' Ball
04/05/25 Catholic Central Fashion Show
04/07/25 VDB Customer Event
04/07/25 Michigan Great Lakes Virtual Academy
04/08/25 Lipari Reception
04/08/25 IREM Michigan Reverse Trade Show
04/09/25 Lipari Food Show
04/10/25 ICSC+CONTINUING EDUCATION MICHIGAN
04/10/25 Foguth Financial Group, LLC Peace & Purpose Summit
04/10/25 Novi Rotary
04/10/25 Volunteers of America Thrift Leadership Retreat
04/11/25 MSQC & ASPIRE 2025 Collaborative Meeting
04/11/25 The Michigan Makers, LLC
04/11/25 PMIGL 2025 Spring Symposium
04/12/25 4th Annual In the Spirits of Infertility Gala
04/13/25 Toyota Annual Business Meeting
04/13/25 MRLA - Food and Beverage Orders
04/15/25 Pure Michigan Governor's Conference on Tourism
04/15/25 MRLA Hospitality Show
04/15/25 PMGCOT - Visit Detroit Reception
04/15/25 Tourism Meeting - ICW PMGCOT
04/16/25 Motor City Comic-Con Pre-Con
04/18/25 Gun & Knife Show
04/19/25 Marriage Reception in Garimella Family
04/20/25 God's Holy Temple Fellowship Dinner / Worship Service
04/21/25 Michigan Great Lakes Virtual Academy
04/22/25 MARVAC Regional Knowledge Summit
04/23/25 Leadership Summit for Women in Academic Medicine and Healthcare
04/24/25 ICLE Annual No-Fault Summit
04/24/25 Novi Rotary
04/26/25 BIAMI Dinner
04/26/25 Grand Blanc High School Prom
04/28/25 Ceramics Expo 2025
04/28/25 Dassault Systemes 2025 SIMULIA Americas Users Conference
04/29/25 Almatris Inc. - SCS Lounge - (icw Ceramics)
04/29/25 AACCM Spring Meeting & Breakfast (icw Ceramics)
04/29/25 Henkel Booth #602 (icw Thermal Management Expo)
04/29/25 Kymera International (Fiven GmbH) - Booth #1308 (icw Ceramics Expo)

04/29/25 GeoCorp, Inc. - Booth #1400 (icw Ceramics)
04/30/25 ACerS Corporate Partner Breakfast (icw Ceramics Expo)
05/02/25 Gordon Food Service GLE Divisional Meeting
05/02/25 CMU Center for Charter Schools Board Meeting
05/03/25 Novi Prom 2025
05/03/25 DirectHeir Foundation Fashion Show Brunch
05/04/25 Novi High School Band Banquet
05/06/25 DTE ESD Energy Efficiency Conference
05/06/25 Neat Roadshow - Detroit
05/06/25 CVI Partnership Meeting
05/08/25 Scrapbook Megameet, LLC.
05/08/25 MI Department of Civil Rights Summit
05/08/25 MDAHU Breakfast Meeting
05/09/25 Updates in Digital Dentistry
05/13/25 CTI Symposium 2025
05/13/25 COM Research Day
05/16/25 Motor City Comic Con
05/19/25 Great Designs in Steel (GDIS) 2025
05/19/25 Idemitsu Lubricants America 2025 Kickoff
05/19/25 Trauma Informed Care
05/19/25 Celebrate Rehmann
05/21/25 Midwest Fire Rescue Expo
05/22/25 Northville High School 2025 Prom
05/22/25 Oakland County Economic Outlook Luncheon
05/22/25 Novi Rotary
05/23/25 Milford High School 2025 Prom
05/23/25 Gem and Jewelry Show
05/23/25 Hot Tub Sale
05/24/25 Maya & Nikhil's Wedding
05/25/25 Diya's Half Saree Event
05/29/25 Lakeland High School 2025 Prom
05/29/25 PCCS Prom 2025
05/29/25 Novi Rotary
05/30/25 Detroit Sports Spectacular
05/31/25 Brighton High School 2025 Prom
05/31/25 Ishani Shah & Roshan Shukla's Wedding
06/01/25 2025 June Monthly Nonevent Revenue
06/03/25 Women Automotive Summit: Detroit (icw AutoTech)
06/04/25 AutoTech: Detroit 2025
06/06/25 Michigan Bariatric Surgery Collaborative Tri-Annual Meeting
06/06/25 JBSD Foundation- Scholarship Award Ceremony
06/08/25 Michigan Elite Gymnastics Academy Banquet
06/09/25 ADI Detroit Expo 2025
06/09/25 MPFFU Quarterly Meeting
06/10/25 IPG Automotive Open House
06/11/25 CoilTech USA 2025
06/11/25 HBA - CAM Mid-Year Economic Forecast Breakfast

06/12/25 ICLE Annual Probate Institute
06/12/25 Novi Rotary
06/14/25 Carson's Graduation Party
06/16/25 USA Gymnastics Michigan Champions Banquet
06/17/25 MICPA Elevate
06/17/25 DENSO 2025 North American Conference
06/18/25 ALAW Conference
06/18/25 DENSO Business Strategy Meeting
06/19/25 Novi Rotary Annual Dinner
06/24/25 Foam Expo North America 2025
06/24/25 PURPLAN USA, Inc.-Booth 2220 (icw Foam Expo)
06/24/25 Evonik Corporation Meeting Room - Amber (icw Foam Expo)
06/27/25 2025 MARCQI Meeting
06/28/25 Glenn & Carol's Wedding Party
07/01/25 Telugu Association of North America (TANA) National Convention
07/10/25 Creation Convention
07/17/25 Varsity Spirit UDA Camp
07/19/25 National Model Railroad Association Annual Convention
07/22/25 LucidShape User Group Meeting
07/24/25 gun & knife
07/26/25 Akruti & Krishna's Wedding
07/29/25 ITC Holdings Corp.
07/30/25 DeMaria's Retirement Celebration.
08/01/25 North American Soccer Expo
08/01/25 2025 August Monthly Non Event Revenue
08/02/25 Anime Con
08/03/25 Tamer Brunch Shower
08/03/25 Tamer Brunch Shower
08/06/25 2025 Michigan Peer Conference
08/06/25 Gem Show
08/08/25 Vamsi & Visali's Wedding
08/11/25 NAMC General Membership Meeting and Reception
08/12/25 NDIA GVSETS 2025
08/12/25 M3 Defense Consulting LLC - ICW GVSETS
08/12/25 KBR Meeting - ICW GVSETS
08/15/25 Bikol National Association of America (BNAA) 45th Annual Convention
08/16/25 India Day
08/18/25 BCBSM Health Plan Business Summit
08/21/25 Trijicon Supplier Conference
08/22/25 Sydney & Jacob's Wedding
08/25/25 MARVAC Annual Meeting and Reception
08/28/25 Michigan State Fair
08/28/25 Homemaker Contest Dinner
09/02/25 SPE ACCE 2025
09/08/25 Toyota Opportunity Exchange 2025
09/08/25 Michigan HIMSS Chapter 2025 Conference
09/11/25 SecureWorld Detroit 2025

09/11/25 Unicorn World
09/11/25 Brook Adams & Jack Morris' Rehearsal Dinner
09/13/25 Hugh Crawford Reservation - Class Reunion
09/15/25 Schluter Systems Workshop
09/15/25 2025 ACMA Great Lakes Chapter Conference
09/17/25 NABIP Medicare Summit
09/18/25 Lipari Regional Managers Meeting
09/18/25 Cadence Design Systems, Inc. -North America Open Meeting
09/19/25 MAPAAC Annual Leadership Dinner
09/19/25 MDHHS Biomedical Summit
09/20/25 Gun & Knife Show
09/22/25 2025 Great Lakes Women's Business Conference
09/23/25 MPFFU Quarterly Meeting
09/23/25 Omnex US ASPICE Event
09/25/25 2025 Michigan Veterinary Conference
09/25/25 Kohler Expos Womens Show
09/25/25 Franchise Expo
09/27/25 Kumud's 90th Birthday Celebration
09/28/25 Michigan Donor Family Gathering - Gift of Life
09/29/25 MARVAC
09/30/25 AIAG Board Meeting
09/30/25 IAOB Certification Body Meeting - ICW AIAG
10/01/25 AIAG Quality Summit
10/03/25 Michigan Society for Parenteral and Enteral Nutrition Annual Fall Conference
10/04/25 Bhakti & Nayan's Wedding
10/06/25 MMSDC - ACE Awards
10/06/25 Window Cleaning
10/08/25 AIAG IMDS
10/10/25 Novi Fall Remodeling Show
10/10/25 Novi Chamber of Commerce CEO Panel Breakfast
10/10/25 Novi Pet Expo
10/12/25 Kids Artistic Revue
10/17/25 Jill & Yaksh's Wedding
10/18/25 Automotive Testing and Interiors Expo 2025
10/22/25 MI Cyber Summit 2025
10/24/25 The 191st Convention of the Episcopal Diocese of Michigan
10/24/25 MDHHS 2025 Licensing and Adoption Specialist Worker Conference
10/26/25 Groove Dance Convention
10/27/25 2025 MDHHS Immunizations Fall Conference
10/30/25 ESD Fall Job Fair
10/31/25 Marching Band
11/01/25 Life is Good Gala - 50th Anniversary
11/02/25 EnerGy NDC
11/05/25 Snowmobile Show
11/05/25 BCBSM Board Dinner
11/05/25 HMS Collaborative Wide Meeting
11/07/25 Brian's Lawn Maintenance - Lawntrepreneur Academy LIVE 2025

11/11/25 Rehmann Tax & Audit Conference
11/14/25 Comic Con
11/14/25 2025 MSTCVS Quality Collaborative
11/16/25 Walled Lake Braves Banquet
11/18/25 MEMA Vehicle Supplier Conference
11/18/25 MICareerQuest 2025
11/20/25 ICLE Family Law Institute
11/22/25 Sunjay & Yashu's Wedding
11/23/25 Star Dance Alliance - WILD Dance Intensive
11/23/25 Walled Lake Marching Band Banquet
11/26/25 Antique Arms Show
11/29/25 Gun & Knife Show
12/01/25 MPFFU Quarterly Meeting
12/10/25 HBA Leadership Awards
12/11/25 Michigan Academy of Gymnastics 47th Annual Christmas Classic
12/12/25 NLB Corporation Christmas Party
12/12/25 Design Systems Holiday Party
12/12/25 SK International Holiday Party
12/12/25 Novi Chamber Leadership Novi Civic Day
12/13/25 H.H. Barnum Company
12/14/25 Belle Tire Christmas Party
12/18/25 Oakland Community College Employee Meeting
01/02/26 Bride + Groom Publications
01/05/26 Fire Supression System-See TF or Bob if this is an issue
01/06/26 Ulitmate Fishing Show
01/08/26 American Rental Association of Michigan
01/15/26 Hollywood Connection
01/16/26 Home Show
01/25/26 JBSD New Year's Celebration
01/31/26 Michigan Jaguars FC Gala
02/05/26 Corrigan Moving Systems Annual Awards Banquet
02/10/26 Motor City Winter Dog Classic
02/11/26 Great Lakes Design and Construction Expo 2026
02/12/26 Dan's Excavating, Inc. – 2026 Season Kickoff / Safety Conference
02/12/26 Gym America
02/16/26 Credit Union One Employee Conference
02/17/26 Outdoorama
02/26/26 Michigan Afterschool Collaborative Conference 2026
02/26/26 Gun Show
03/02/26 Landscape Show
03/02/26 Michigan Restaurant & Lodging Association
03/04/26 Golf Show
03/05/26 2026 DMAA Trade Show
03/09/26 Boat Show
03/12/26 ASE HR Conference 2026
03/13/26 Platinum National Dance Competition
03/16/26 Gordon's Food Service Show

03/20/26 Star Dance Alliance - Starpower 2026
03/21/26 Lipari Food Show
04/02/26 Gun & Knife Show
04/07/26 Spring Home and Garden Show
04/10/26 Bunting, C.J.Lyons, & Vedder Societies Spring Dental Meeting
04/21/26 dSPACE User Conference
05/01/26 2026 Champions Gala
05/02/26 Michigans Largest Real Estate Show
05/03/26 Michigan Minority Procurement Conference (MMPC)
05/05/26 2026 Scrabook Show
05/05/26 DTE ESD 2026 Energy Conference
05/11/26 Dassault Systemes 2026 SIMULIA Americas Users Conference
05/13/26 Motor City Comic Con
05/18/26 CTI Symposium 2026
05/21/26 Northville High School 2026 Prom
05/21/26 Oakland County Economic Outlook Luncheon
05/22/26 Milford High School Prom 2026
05/28/26 Lakeland High School Prom 2026
05/29/26 AutoTech: Detroit 2026
05/30/26 Brighton High School Prom 2026
06/03/26 CoilTech North America 2026
06/09/26 2026 IEEE Transportation Electrification Conference & Expo (ITEC 2026)
06/17/26 Design-2-Part Show
06/17/26 MICPA Elevate
06/19/26 PVM Village Victory Cup
06/20/26 **Foam Expo North America 2026
07/16/26 Varsity Spirit LLC
07/23/26 Gun Show
09/03/26 Michigan State Fair
09/14/26 Mecum Auctions
09/22/26 Behler-Young 100th Anniversary – 2026 HVAC Expo
09/24/26 AIAG Quality Summit 2026
09/28/26 MARVAC
10/07/26 Pet Expo
10/09/26 Fall Home Show
10/13/26 Southeast Michigan Association of Fire Chiefs - Midwest Fire Rescue Expo
10/17/26 Automotive Testing and Interiors Expo 2026
10/27/26 Michigan Library Association 2026 Annual Conference
11/04/26 Snowmobile Show
11/09/26 Sewing Show
11/28/26 Gun Show
12/10/26 Michigan Academy of Gymnastics 48th Annual Christmas Classic

Annual Report Job Creation Data

7th Annual Report Job Creation Data

*As indicated in the prior year's report we had hoped to return to previously attained Job Creation levels by the 2022/2023 season. Although we have not reached the same level of total events, we are able to report that we have now exceeded the Job Creation levels and these levels well exceed the required amount.

1st Annual Report - Suburban Collection Showplace Expansion

March 2019

The Agreement calls for approximately 50 new full time equivalent (FTE) by December 1st, 2019. During this initial phase of the abatement, the largest job creation impact is from those construction jobs filled and other positions will continue to be ramped up as the Expansion comes fully online and stabilizes.

Construction Phase

Over 60 Subcontractors and Suppliers were utilized to construct the Expansion. Over the last one and a half year time frame, work has been conducted to complete the Project, (the Expansion is still in the final stage of actual completion), with over **600 individuals** being employed to perform work on the Expansion.

Operational Job Creation

As of the date of this report, the following is an estimate of jobs created:

Direct Administration/Operations – 7

Food and Beverage Operations:

Administration/Management – 5

Setup/Operations – 8

Direct Service Staff – 7

Third-Party Service Staff Increases – 20 FTE

Decorating/Setup Service:

Administration/Management – 1

Support Service – 1

Setup and Operation Staff – 7

Audio/Visual:

Additional FTE – 3

Third-Party Freight, Display Company Increases (Estimate) - 12

Estimate of Additional Jobs/Staff Related to New/Expanded Events - 15