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City of Troy E-Business News

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BUSINESSCONNECT

"Creating an Environment for Investment"

Recent Business Growth

The City of Troy continues to see positive economic development activity. Recent projects include:

Arab American and Chaldean Council: 363 W. Big Beaver, 20 employees

Arada Systems: 950 Stephenson Highway, 10 employees

Ascension Health: 2800 Livernois, 220 employees

Elefant Design: 2145 Crooks, 2 employees

Form G Tech: 1291 Rochester Road, 40 employees

H.A. Automotive: 1300 Coolidge, 368 employees

Hour Media/Utica Engineering: 5750 New King, 150 employees

Innovative Learning Group: 1130 Coolidge, 15 employees

Reference USA at Troy Library

Reference USA is a powerful electronic tool for business and consumer research. With information on over 35 million US businesses and 260 million US residents, Reference USA can help your business:

- Conduct market research;
- Identify competitors; and

- Connect with fellow business owners.

For example, using the U.S. New Movers/Homeowners module, you can create lists of the names and addresses of people who have recently purchased homes in your area. These homeowners need many services to whom business can directly market their services.

Reference USA is available remotely to anyone with a valid Troy Public Library card, and at the library to those who visit in person.

Call the Troy Public Library Adult Information Services desk at 248.524.3534 for more information, or visit

<http://troypl.org/eresources>.

tech248

The City of Troy is a full participant in Oakland County's tech248 initiative. tech248 targets the 2,000 technology companies that make their home in Oakland County. The program helps to accelerate growth in the tech industry by providing better access to talent, connectivity and branding. Troy is a part of the tech248 Southeast District along with the cities of Birmingham, Ferndale, Madison Heights, Pleasant Ridge and Royal Oak.

A major component of the tech248

Kresge Foundation Headquarters Expansion: 3215 W. Big Beaver Road, 79 employees

Magna Powertrain Corporate Headquarters: 1235 E. Big Beaver, 150 employees

MSSC: 2040 Crooks, 40 employees

Orbbeq 3D International: 950 Stephenson Highway, 40 employees

Patel Brothers Indian Marketplace: 5055 Rochester Road

Peter-Lacke USA: 865 Stephenson Highway, 27 employees

Primetime Testing: 575 Robbins, 20 employees

Rochling Auto, LLC: 2370 Meijer Drive, 34 employees

Sciometric Instruments: 1409 Allen Road, 15 employees

SRG Global: 800 Stephenson Highway, 149 employees

SMZ: 1200 Kirts, 40 employees

Stanley Engineered Fastening: 2380, 2400 and 2500 Meijer Drive, 150 employees

Tebis America: 400 E. Big Beaver, 20 employees

Wellmei: 3155 W. Big Beaver, 3 employees

ZKW Lighting Systems: 100 W. Big Beaver, 8 employees

Welcome to all of Troy's new and expanding businesses!

Troy's economic development strategy emphasizes partnerships in order to provide existing and prospective businesses with the resources necessary to locate in Troy and grow. The City works closely with partners like Automation Alley, Walsh College, Troy Chamber of Commerce, Oakland County's Economic Development Office, and the Michigan Economic Development Corporation. Through these and other partners, the City is able to address business needs by providing the information, infrastructure and connectivity necessary for business growth. Please contact Troy Economic Development Specialist Glenn Lapin at 248.524.3314 or by e-mail at g.lapin@troymi.gov for business assistance.

Business Spotlights

initiative is the MeetUp event. These events take place on a monthly basis at different locations throughout the County. The first Southeast District MeetUp event took place on May 21, 2015 at 365 Retail Markets in Troy. Future Southeast District MeetUp events are scheduled at Google in Birmingham (August 13, 2015) and at Vectorform in Royal Oak (November 12, 2015). Join the tech248 network at www.mitech248.com.

The City of Troy continues to collaborate effectively with our economic development partners at Oakland County and the Michigan Economic Development Corporation on key initiatives like tech248, One Stop Ready, Medical Main Street, Economic Gardening and other programs to share information and provide the necessary resources to help Troy businesses grow and prosper.

If you would like to launch or grow your business in Troy, please contact Glenn Lapin, Economic Development Specialist at 248.524.3314 or g.lapin@troymi.gov.

MI 50 Companies to Watch List Includes 3 in Troy

Michigan Celebrates Small Business (MCSB) remains on the forefront of championing small business and fostering the entrepreneurial spirit in Michigan. The MCSB's role is to serve as a catalyst for creating an entrepreneurial culture while inspiring the next generation of entrepreneurs. MCSB brings together the resources of collaborative partners and supporters so that they may raise the profile of small businesses in Michigan, build a network of entrepreneurial companies, and tell the stories of successful, growing Michigan entrepreneurs.

Michigan 50 Companies to Watch is an awards program honoring second-stage companies headquartered in Michigan. They demonstrate high performance in the marketplace or exhibit innovative products or processes. The awards program is designed to seek businesses from a wide range of industries representing all regions of the state, not just the major metropolitan areas. The 50 companies selected each year make an astounding impact on Michigan's economy by collectively providing thousands of jobs and contributing millions of dollars of revenue. In short, they tell a compelling story about the state's diverse economic landscape.

Congratulations to our Troy Companies on the Michigan 50 Companies to Watch List:

Troy Gymnastics: troygymnastics.com

Detroit Gun Works: detroitgunworks.com

Energy Power Systems: energypowersystems.com

Trails & Pathways

The City of Troy is excited to be working on a Trails and Pathways plan; a plan that includes 11 miles of pathways from City Hall to the Clinton River Trail. According to the data from past Parks and Recreation Surveys, there is a high demand for trails and pathways; a desire that has remained consistent throughout the past two Parks and Recreation Master Plans. Based on a public input session completed prior to the 2007-2012 Parks and Recreation Plan, "Trails for Walking/Biking" was the number one priority for future recreational facilities as well as the most desired recreational amenity. The 2014-2019 Parks and Recreation Plan demonstrates a continued desire for trails and pathways. Based on this plan's public survey and public input session, the development of "multi-purpose trails and pathways" is the

number one recreational priority for Troy residents. City Council has supported this desire by adopting their Top 10 strategies, which includes “Implement a Trails and Pathways Plan and increase walkability.” City Council has also approved a three-year capital budget that includes \$500,000 towards trails and pathways with the anticipation of an additional \$500,000 received through grant opportunities for each of the three years.

In 2009, City of Troy staff, in partnership with residents and a consultant, created a Complete Streets Plan. This plan outlined a non-motorized network of bike lanes, off-road paths, and multi-use routes. Recently, City of Troy staff used this 2009 Complete Streets Plan to conceptually design an 11-mile trail and pathway. The current plan connects Big Beaver Road at City Hall to the Clinton River Trail through Auburn Hills by using both dedicated paved pathways and delineated pathways on Troy’s subdivision roads. The plan connects many of Troy’s natural features, including wooded areas, parks, and schools. Currently, Mayor Dane Slater and City of Troy staff are meeting with several property owners to develop a partnership for the trails and pathways plan. A Trails and Pathways Committee has also been developed consisting of interested members of the community and City staff. The Trails and Pathways Committee will host a public forum to discuss the Trails and Pathways Plan middle to late summer.

For more information on Troy’s Trail and Pathway Plan please contact Public Works Manager Kurt Bovensiep at 248.524.3489 or k.bovensiep@troymi.gov

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