



# eCities 2015

Annual Luncheon



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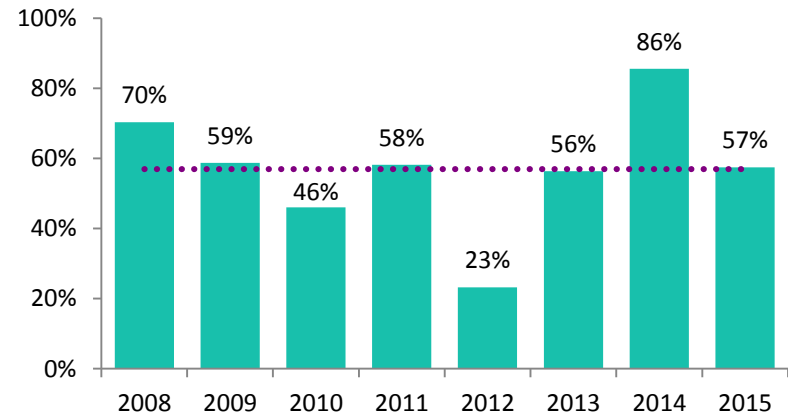
# The eCities Project

- Began as the first major study focusing on local economic development by the College of Business
- Annual project to support Michigan communities
- Since 2007, 199 local governments have participated in eCities
- Use benchmarking metrics to support municipal economic development:
  - Use data from local governments and public sources
  - Quantitative & Qualitative analysis
  - Longitudinal analysis
  - Comparative analysis

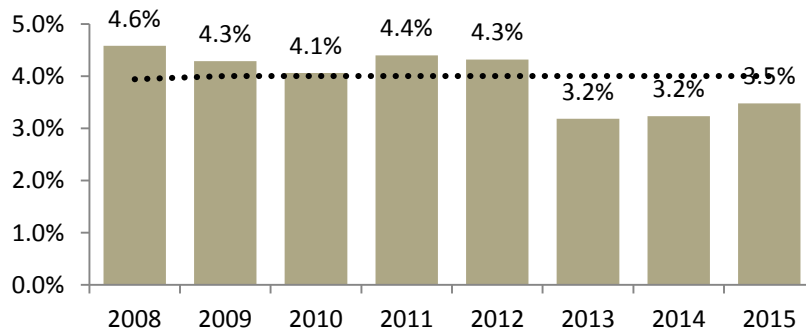
# eCities Historical Trends

- Commercial construction is near historical levels
- Additions to assets has remained consistent into this year
- Nearly 60% of communities provide 3 or more Economic Development Services

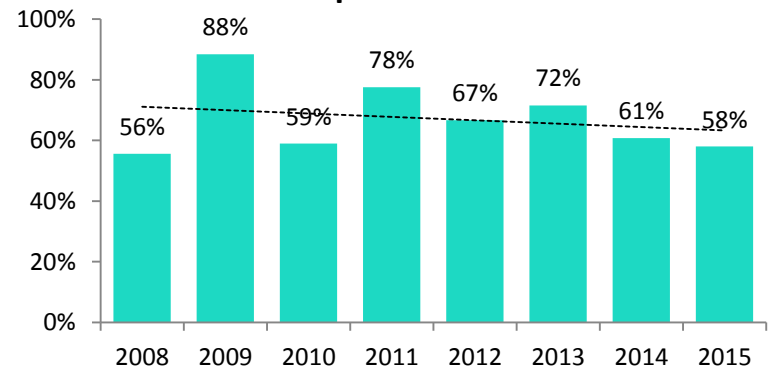
**% of Construction that is Commercial**



**% of Government Assets that are Additions**



**% of Communities with 3+ Economic Development Services**



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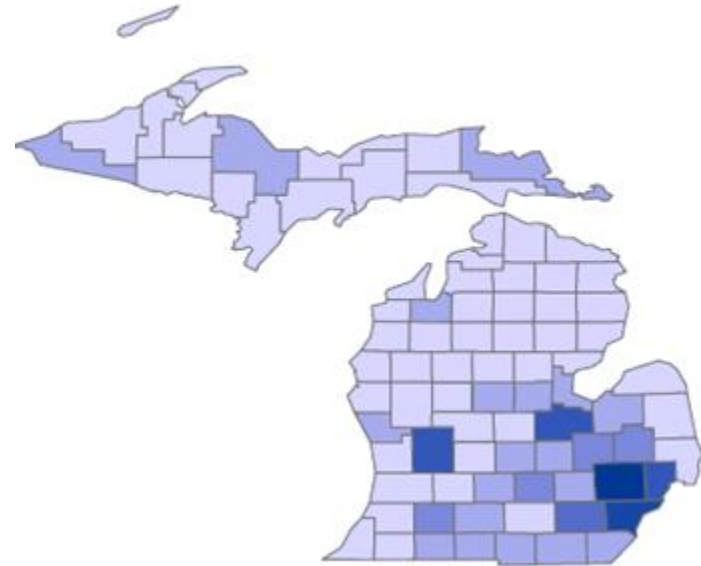
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# 2015 Participating Communities

## 66 Communities from 29 Counties

- **Home to over 1/5 of Michigan's Residents**
- Home to over 1/5 of Michigan's population of 25 and older
- **Home to over 10% of the State's College Graduates**
- 31% of Michigan's Real Commercial Property
- Over \$2.7 Billion in Total Construction
- Over \$1.5 Billion in Commercial Construction
- **Over 60% have Local Business Databases**
- **Nearly 40% have Full-time Economic Development Employees**
- **Nearly ½ have Shared Services Economic Development Services**
- Nearly a 1/3 offer Business Improvement Grants
- **Over 80% engaged in Placemaking Efforts**
- Nearly 1/5 of Michigan's Entrepreneurs
- Entrepreneurs have nearly \$1.8 Billion in Self-employed Income



# eCities 2015 Four-Star Communities

## Policies

- Over three-fourths share services
- Nearly three-fourths are engaged in placemaking
- Over one-third have façade grants

## Community

- More than 21,000 entrepreneurs
- Entrepreneurial income of over \$500 million
- Average median income of over \$50k per year

## Growth

- Nearly 1,800 commercial construction permits
- Nearly \$700 million in commercial construction



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# Congratulations to the eCities 2015 Four-Star Communities

**Village of Almont**

**Alpine Township**

**Comstock Charter Township**

**City of Farmington Hills**

**Flint Charter Township**

**Garfield Charter Township**

**City of Grant Blanc**

**City of Grant Rapids**

**City of Madison Heights**

**City of Mason**

**Charter Township of Meridian**

**City of Norton Shores**

**City of Rochester**

**City of Romulus**

**Saginaw Charter Township**

**City of Saline**

**City of Tecumseh**

**Thomas Township**

# eCities 2015 Five-Star Communities

## Clustering

- Over 29 billion in total real & personal property
- Over 5.8 billion in real commercial property
- \$31 million in additions to assets in the past year

## Growth

- \$3.2 Billion in personal property value
- 6% increase in personal property value
- 75% of construction is commercial

## Policies

- Over 90% engage in placemaking efforts
- Over 90% have shared services



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# Congratulations to the eCities 2015 Five-Star Communities

**Cascade Charter Township**

**City of Coldwater**

**City of Dearborn**

**Delta Charter Township**

**City of Dexter**

**City of Grandville**

**Kochville Township**

**City of Marquette**

**City of Midland**

**City of Mount Pleasant**

**Northville Charter Township**

**City of Novi**

**Pittsfield Township**

**City of Plymouth**

**Plymouth Township**

**City of Sault Ste. Marie**

**City of Troy**

**City of Wixom**



# Best Practices 2015

- Opportunity for communities to share more than numbers
- Process looks at a community's message as it relates to being:
  - Clear and concise
  - Compelling and unique
  - Relevant to business
- Panel of 12 reviewers:
  - Entrepreneurship
  - Government Relations
  - Business Services
  - Academia

# Best Practices Communities



# Best Practices 2015

- Proactive and Fluid Business Practices
  - Anticipating Business Needs
  - Specific Details and Services
- Collaboration
  - Identify Partners and Their Roles
  - Assessment Mapping
- Talent and Place
  - Development of Talent and Connect to Businesses
  - Paint a Picture as a Destination



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