



eCities 2017

Project Celebration and Panel Event



The eCities Project

- 10th year conducting the project
- First major changes to the project
 - Reduce the effort for communities to participate
 - Increase the number of communities involved
 - Better examine trends
 - Continue hearing what works for communities
 - Continue celebrating community efforts

2017 Participating Communities

277 communities from 54 counties

- 69% of population
- 63% of total property value
- 84% of commercial property value
- 75% of industrial property
- \$23 Billion in capital investments in 2016



2017 Research Findings

- Collected 2012-2016 data from
 - Property values
 - Capital assets
 - Property tax rates
- Business viewpoint of
 - Growth
 - Investment
 - Cost of business
- Compare to state totals and other 277 communities

2017 Four and Five Star Communities

- 184 Communities from 45 counties
- Both large and small communities
- Five-year trend summaries
 - 3.6% growth in total property values
 - 4.0% increase in capital assets
 - 0.9% increase in property taxes

Strategies and Successes

- Ask communities to share more than numbers
 - Development objectives
 - Unique features
 - Role in recent success
- Panel of Reviewers
 - Reading and commenting
 - Clarifying themes to share and support successes
 - Identifying compelling and unique efforts

2017 Honored Communities



2017 Strategies and Successes

- Articulate value of diversity
 - Businesses and population
- Quickly understand one or two unique/key features
 - Value proposition and not a list of features
- Forward looking description of the environment
 - Quality of the place and community culture
- Clearly show your role in successes
 - Can be supporting player instead of the star

Challenges Ahead

- Data lags in some categories
- Community concerns
 - Talent
 - Infrastructure
 - Housing and place
 - Capital
 - Policies
- Keeping and attracting millennials

eCities 2017 Panel Discussion

Panelists

- Beth Ardisana – ASG Renaissance
- Antonio Lück – Endeavor Detroit
- Tony Tomczak – DTE Energy
- Amelia Zamir – Method Development

Moderator

- RJ King – DBusiness Magazine



COMCAST

