

iLABS

Where opportunity meets execution

M UNIVERSITY OF MICHIGAN-DEARBORN

2011 eCities Luncheon

iLabs, Center for Innovation Research

Sharing the Best Practices of Local Communities



eCITIES 2011



What eCities Does

- Help Michigan Communities Encourage Entrepreneurs and Small Businesses
- Only Major Study by a College of Business Focusing on Communities
- Benchmarking Study
 - Quantitative & Qualitative Research
 - Longitudinal Dashboard Resource

Going Forward

- Best Practices, Communities, Collaboration Tools
- eCities Seal
- Business Retention Survey
- Community Star Report & Best Practices Report Card
- Dashboard Resources



CITY OF SAMPLE

COLLEGE OF BUSINESS iLABS

OVERALL COMMUNITY HONOR
★★★★★

FACTOR	PERFORMANCE	QUALITY OF 5-STAR COMMUNITIES
Clustering	★★★★★	Based on their performance and reputation in the area of the community, these areas demonstrate a commitment to maintaining their reputation as business-friendly communities and their status as premier commercial destinations.
Location	★★★★★	Clear zoning and regulatory business compliance are key for public service, while financial health is clearly evidenced by financial ratios and other metrics.
Growth	★★★★★	Business increases in business income taxes and additions to business retention programs, increase in productivity and output, increase in commercial investment.
Policies	★★★★★	Current business and community relations offer a friendly, business-friendly, positive atmosphere and a high level of customer service and service quality.
Connectivity	★★★★★	Proper an environment which is home to leading regional manufacturers means higher market ratings, increasing sales, competitiveness of markets, and overall health and vitality to business communities.
Education	★★★★★	Being in a home to a concentration of educational and training institutions is a key factor in the success of business and their ability to attract and retain talent.

BEST PRACTICES REPORT CARD
CITY OF SAMPLE

COLLEGE OF BUSINESS iLABS

OVERALL SCORE
43/50

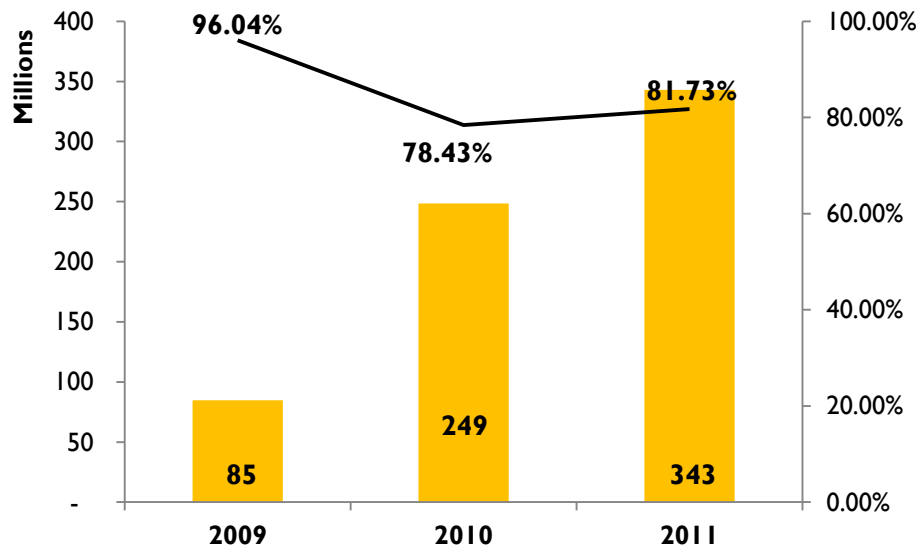
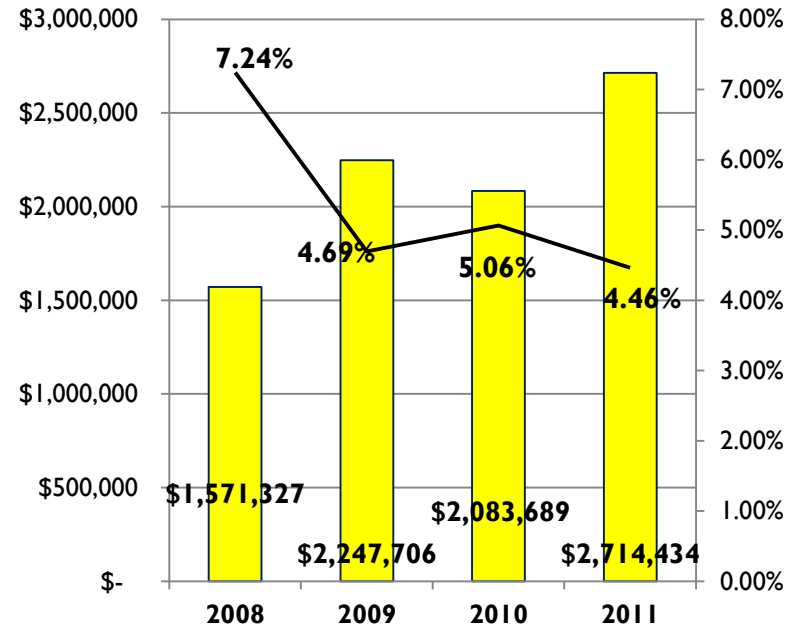
FEEDBACK FROM THE PANEL OF REVIEWERS:

Your business featured in the 2011 Best Practices Survey Report was included in a panel of professionals and was ranked best in class. Continue to work hard and strive to be the best. The label applies to the 2011 survey. The report card is provided for informational purposes only.

Economic Dashboard Opportunities

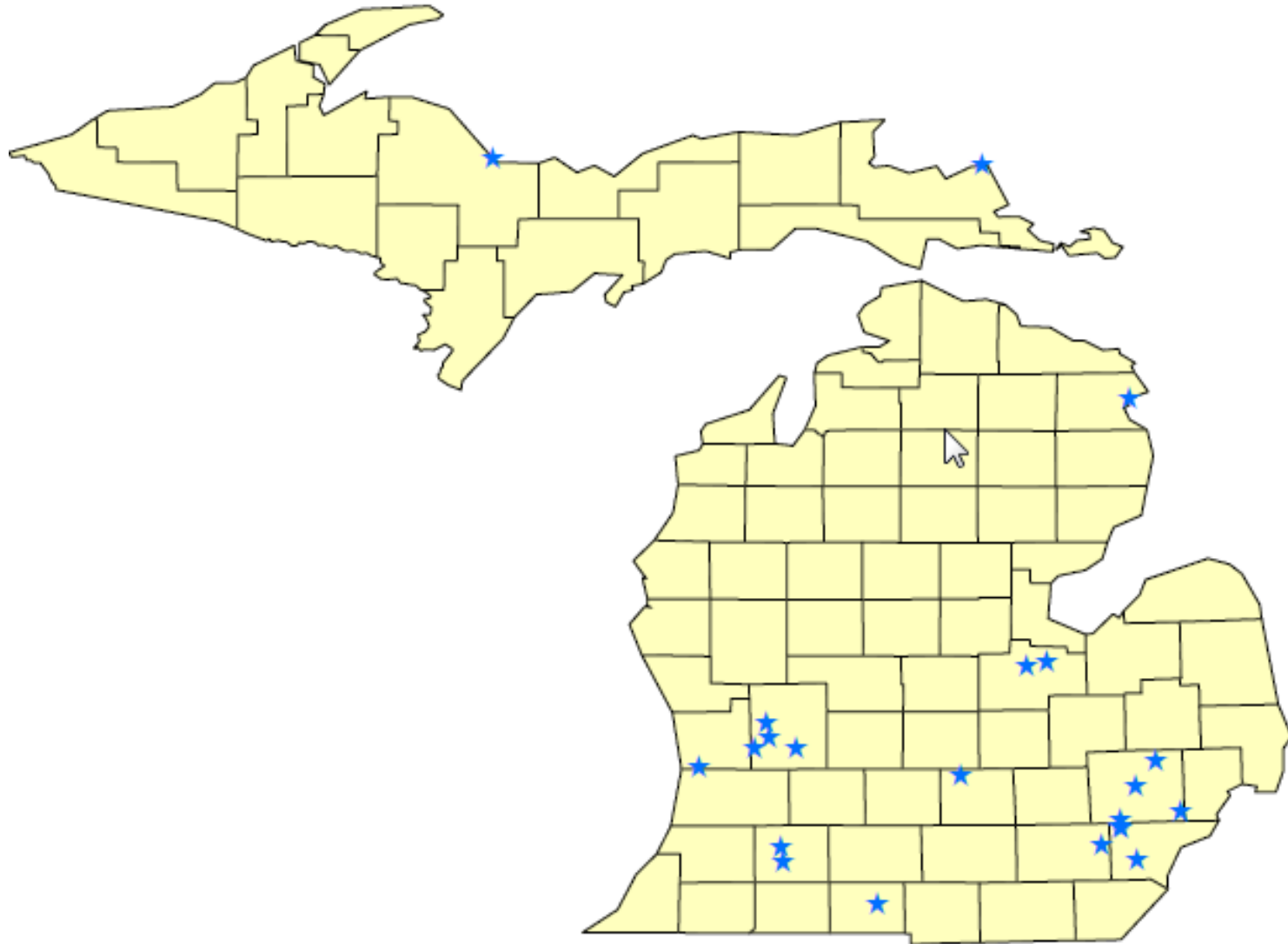
eCities Dashboard: Highlights

Growth: <i>actual change in economic activity</i>	2010	2011	Trend	Performance
Value of Personal Property	432,333,770	431,701,720	-632,050	Negative
Value of Commercial Building	32,850,297	55,053,949	22,203,652	Positive
Value of Total Property	2,377,102,620	2,032,385,020	-344,717,600	Negative
Number of Building Permits	338	421	83	Positive
Proportion of Construction that is Commercial	95.5%	99.9%	4.4%	Positive
Public Safety:				
Total Crime Offenses	2,605	2,605	0	Neutral
Reinvestment:				
Additions to Assets	2,247,706	1,571,327	-676,379	Negative
Assets Increases to Total Expenditures	5.06%	4.46%	-0.60%	Negative



- 89 Participating Communities from 30 Counties
 - Home to 36% of Michigan's Residents
 - Account for 45% of Michigan's Commercial Property
 - Over \$1 Billion in Commercial Construction
 - Home to 44% of State's College Graduates
 - Home to over 120,000 Entrepreneurs

eCities 2011 Four-Star Communities



eCities 2011 Four-Star Communities

City of Alpena	City of Marquette
Alpine Township	Charter Township of Northville
Cascade Charter Township	City of Northville
City of Coldwater	City of Novi
Charter Township of Comstock	Village of Oxford
City of East Lansing	City of Plymouth
City of Frankenmuth	City of Portage
City of Grand Rapids	City of Romulus
City of Grandville	City of Sault Ste. Marie
City of Holland	Superior Charter Township
City of Madison Heights	Thomas Township
Charter Township of Waterford	

eCities 2011 Five-Star Communities

City of Ann Arbor	Charter Township of Meridian
City of Auburn Hills	City of Midland
City of Dearborn	City of Rochester Hills
City of Farmington	Village of Quincy
City of Grand Haven	Scio Township
Village of Jonesville	City of Southfield
City of Kalamazoo	City of Sterling Heights
City of Kentwood	City of Sturgis
City of Litchfield	City of Tecumseh
City of Marshall	City of Troy
	City of Wixom

Best Practices Learned

- Community information reviewed by entrepreneurs and business leaders
- Explain why community is a great place for business and not just a great place to live
- Communicate strategy for growth and business assistance in any economy
- Demonstrate how infrastructure, policies, strategy, location, and staff improve the business climate

City of Auburn Hills



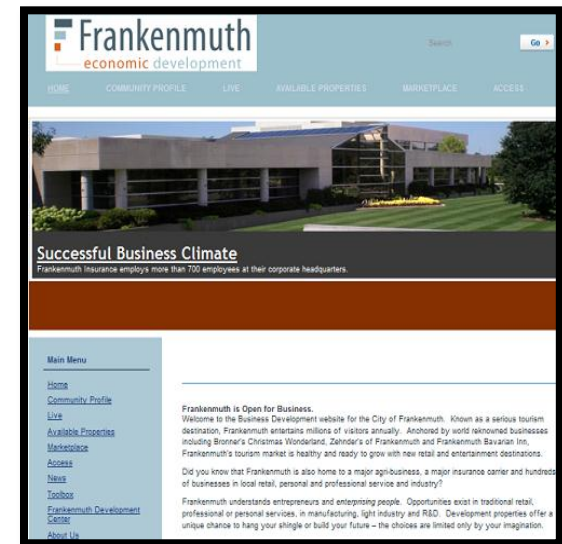
- High tech atmosphere
- Business friendly community and a great place to live



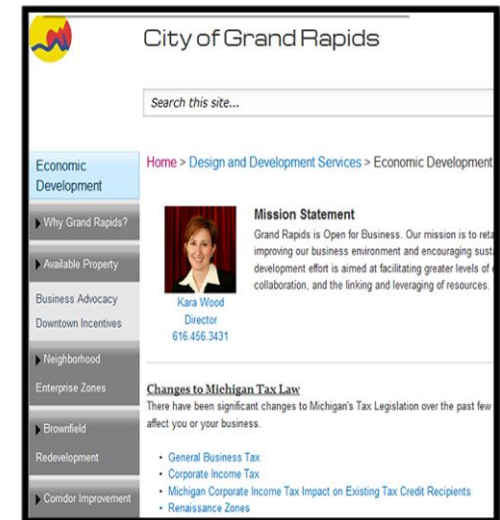
City of Frankenmuth



- More than just a tourist destination
- Web portal to business tools and profile



- Opportunities for every size and type of business
- Public-private partnerships to accomplish difficult tasks



The screenshot shows the City of Grand Rapids website interface. At the top left is the city logo. To its right is the text "City of Grand Rapids". Below this is a search bar with the placeholder text "Search this site...". A breadcrumb trail reads "Home > Design and Development Services > Economic Development". A sidebar on the left contains a list of navigation items: "Economic Development", "Why Grand Rapids?", "Available Property", "Business Advocacy", "Downtown Incentives", "Neighborhood", "Enterprise Zones", "Brownfield", "Redevelopment", and "Corridor Improvement". The main content area features a "Mission Statement" section with a photo of Kara Wood, Director, and her contact information (616.456.3431). Below this is a "Changes to Michigan Tax Law" section, which states that there have been significant changes to Michigan's Tax Legislation over the past few years that affect businesses. A bulleted list includes: General Business Tax, Corporate Income Tax, Michigan Corporate Income Tax Impact on Existing Tax Credit Recipients, and Renaissance Zones.

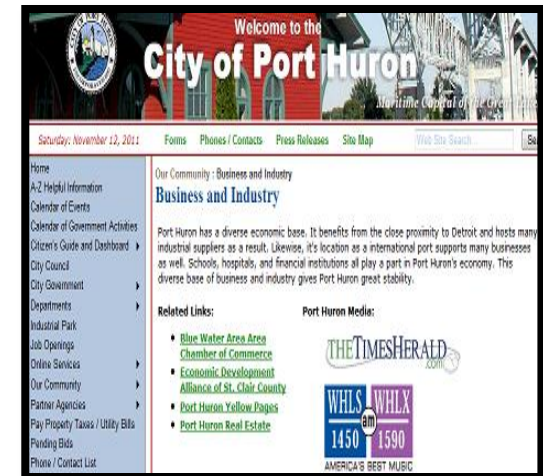
- Great customer service and accessibility
- Business Assistance Team



City of Port Huron



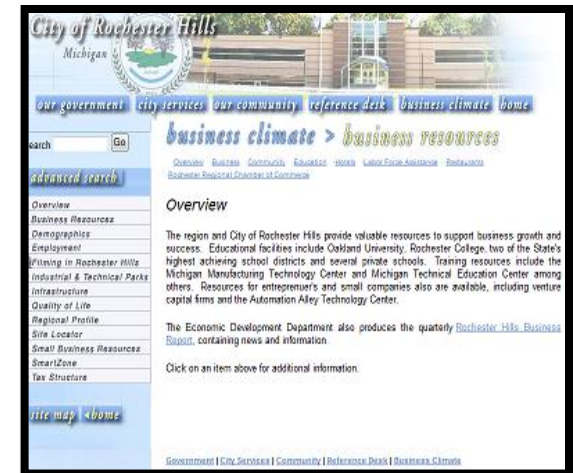
- City and EDA provide valuable, easily accessible resources
- International traffic and proximity to Canadian border



City of Rochester Hills



- Educated and skilled workforce
- Various programs to engage with businesses



- Proactive in addressing economic challenges
- Model of governmental efficiency



Best Practices Communities



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eCITIES

2011