

iLABS

Where opportunity meets execution

M UNIVERSITY OF MICHIGAN-DEARBORN

2010 eCities Luncheon

iLabs, Center for Innovation Research

M
DEARBORN

eCITIES

Sharing the Best Practices of Local Communities



eCITIES 2010



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

- 112 Participating Communities from 35 Counties
 - Home to 35% of Michigan's Residents
 - Account for Half of the Michigan Real Commercial Property
 - Had \$1.2 Billion in Commercial Development Last Year
 - Home to 48% of State's College Graduates
 - Home to 128,242 Entrepreneurs, Earned \$3.4 Billion income

eCities 2010 Four-Star Communities

Ada Township

Cascade Township

City of Farmington

City of Grand Rapids

Holland Township

Independence Township

City of Livonia

Milford Township

Plymouth Township

City of Saline

Superior Township

Thomas Township

City of Westland

West Bloomfield Township

Alpine Township

City of Dearborn

Flint Township

City of Hillsdale

City of Howell

City of Lansing

City of Madison Heights

City of Monroe

City of Romulus

City of Sturgis

City of Taylor

Traverse City

Waterford Township

eCities 2010 Five-Star Communities

City of Ann Arbor

City of Chelsea

City of East Lansing

City of Frankenmuth

City of Litchfield

City of Marshall

City of Midland

Northville Township

Village of Oxford

City of Rochester

City of Royal Oak

City of Southfield

City of Tecumseh

City of Wixom

City of Auburn Hills

City of Coldwater

City of Farmington Hills

Village of Jonesville

City of Marquette

Meridian Township

City of Northville

City of Novi

Pittsfield Township

City of Rochester Hills

Scio Township

City of Sterling Heights

City of Troy

Ypsilanti Township

Best Practices Learned

- Listen to Local Businesses
- Understand the Needs of Business Community
- Partner to Provide Resources
- Match the Process to Community Culture

City of East Lansing

- Resources for Entrepreneurs and Retaining Students
- Partnerships and Environment for Targeted Industries



City of Grand Rapids

- Encourage City-wide Sustainability
- Businesses as Innovation Drivers and Partners



CITY OF
GRAND
RAPIDS

Village of Jonesville

- Online Tools and Regional Support
- Online and Offline Retention Tools



City of Livonia

- Education Partners for Entrepreneurial Resources
- Using Existing Businesses to Inform Environment



Meridian Township

- Partnerships to Encourage Entrepreneurship
- High Level of Transparency



City of Tecumseh

- Partner with Business for Growth
- Students and Identifying Future Opportunities



City of Wixom

- Focus on “Green” for City and Business
- Online Tools for Communication



Best Practices Communities



eCITIES 2010



Additional Resources

- Use of the eCities Seal
- Sharing the Business Retention Survey
- Economic Benchmarking Report
- Individual Community Star Report





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2010