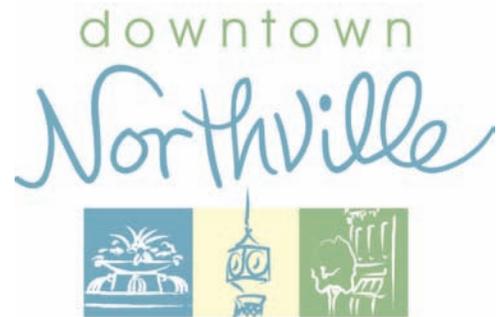




Time to venture with us...

Business Investment Guide



timeless...with a twist

Northville
Downtown Development Authority

Welcome to Northville

Who Are We?

The City of Northville is a vibrant, safe, family-friendly community with small-town Victorian charm that provides the experience and amenities of true downtown living to residents and businesses. The City provides outstanding government services and, in cooperation with Northville Township, some of the finest cultural, recreational, and educational opportunities in southeast Michigan.

- Northville is comprised of picturesque historic homes and booming new upscale residential neighborhoods. Over the past eight years the number of area households grew by 35 percent with per capita incomes increasing another 35 percent. Average property values are more than double the state average.
- Northville Public Schools rank among the top school districts in Michigan with Northville students at all grade levels consistently scoring above state and national averages on the Michigan Educational Assessment Program (MEAP), Michigan Merit Exam (MME), ACT, and SAT assessments. Ninety-nine percent of Northville High School seniors graduate each year with more than 90 percent of those students going on to college. Each year, many Northville educators are recognized by national, state, and local educational organizations for their innovation and passion on behalf of students. In partnership with local businesses and community organizations, Northville students have the opportunity to take part in a wide range of service learning and community service experiences both at school and in the community.
- Public safety is a high priority throughout the community with fully-staffed Police and Fire Departments.
- Several top-rated medical facilities are located within a short distance of Northville including St. Mary Mercy Hospital, Providence Park Hospital, and Henry Ford Urgent Care, plus an array of private practice specialists and dentists.
- The Northville community has first-class facilities and top-rated activities for young and old which includes 16 public parks and facilities on more than 210 acres, including seven major community parks, an indoor recreation center, a senior community center, two dog parks, and numerous neighborhood parks. Maybury State Park, located in Northville Township, sits on over 1,000 acres of gently rolling terrain, open meadow, and a mature forest, with miles of foot paths and mountain bike trails.
- Northville is a community that is dedicated to the arts and is home to the Northville Art House, three live theaters, and numerous galleries.
- Our downtown retains the small-town feel while bringing a bit of big-city life offering year-round shopping, dining, and entertainment.

While the above are only a few highlights of who we are, once prospective residents and businesses experience everything Downtown Northville has to offer, they realize why the area has consistently remained a premier and viable location. Downtown Northville is a perfect choice for businesses seeking quality retail, restaurant, and office space in a traditional city center and a safe community to raise a family.

So don't wait, come experience Downtown Northville.

We look forward to meeting you!





Our Community

We are proud of the many offerings within the Northville community, which include:

- **Northville Public School District:** The award-winning district features six elementary, two middle, one senior high, and two special education schools, plus one early childhood center.
- **Northville District Library:** The 26,500 square foot facility is located within the heart of downtown. A trip to the library is an event in itself highlighted by a collection of over 100,000 items, including print and audio-visual materials and a variety of electronic media that are accessible via the internet.
- **Film-Friendly Community:** With a variety of historic and new buildings, homes and a beautifully renovated downtown district, attractions such as Mill Race Village and the Northville Downs, and inviting community members, the town offers a movie set backdrop many film companies will find attractive.
- **Historic Mill Race Village:** A living museum built on 12.5 acres of land donated to the City of Northville by the Ford Motor Company, Mill Race Village was once the site of a grist mill. The village now consists of an inn, blacksmith shop, school, church, gazebo, rustic wooden bridge, interurban station, and several homes reminiscent of the Victorian Era.
- **Northville Parks & Recreation Department:** A shared service of the City of Northville and the Charter Township of Northville, the Northville Parks & Recreation Department oversees and programs two community centers, four neighborhood parks, seven community parks, and one state park.
- **Public Safety:** The City of Northville Police and Fire Departments consist of both full and part-time personnel providing 24-hour services. Residents can rest comfortably within our walkable community knowing that their safety and well-being is top priority.
- **Northville Downs Race Track:** A year-around attraction to residents and visitors, the harness racing facility is one of the last of its kind in Michigan. Whether it's a simulcast, live trotters, or a variety of special events the thrill of going to the Northville Downs is always there.
- **Northville Arts Commission:** The organization serves the Northville community by providing quality events and activities to enrich its citizens' lives through the arts. Be a pART of it!
- **Live Theaters:** Three live theaters – Marquis Theatre, Genitti's Little Theatre, and Tipping Point Theatre – present local children's performances, dinner theater, and professional productions within the community.
- **Northville Senior Community Center:** The building offers a great place for seniors to meet and participate in a variety of activities.
- **Places of Worship:** Eleven churches, including three church-affiliated schools are located throughout town.
- **Golf Courses:** Four golf courses are located within a five mile radius of Downtown Northville.
- **Farmers' Market:** There's something for everyone at the Northville Farmers' Market. Open Thursdays May-October, visitors will enjoy stalls of Michigan-made and Michigan-grown fresh produce. For all the green-thumbs out there, plants and flowers are available while other finds such as fine juried crafts, garden art, soaps, jewelry, furniture, woodworking, and home accessories are also featured. Guests can also check out the "Chefs at the Market" series with local chefs, fresh produce, free recipes, cooking demonstrations, and samples.

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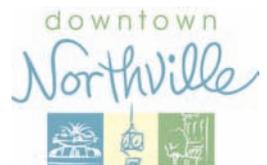
Community Events

Throughout the year, many organizations consistently work together strengthening Northville’s strong sense of community while attracting thousands of visitors to our City. The variety of community events – presented by Downtown Northville – continue to be a main draw for visitors, including:

- The **First Friday Art Walk** welcomes visitors to town the first Friday of each month when art galleries, restaurants, and various local merchants stay open late to celebrate the arts. This event has grown in popularity over the past several years and is now a Friday night destination for many.
- A brilliance of color can be found at the weekly **Farmers’ Market** May through October. Each Thursday, local vendors and growers come together to sell seasonal flowers, plant material, fruits and vegetables, and crafts. Guests can also check out the popular “Chefs at the Market” series where local chefs tour the market selecting fresh produce, preparing/demonstrating a recipe, and offering samples, and recipe cards.
- Town Square is the place to be on a Friday evening June through August when we invite the community to our **Summer Concert Series** to enjoy the music of some of the finest local musicians while taking in the charming atmosphere of Downtown Northville.
- The **Tunes on Tuesdays Concerts** invite children and their parents to enjoy the outdoors during a very hip concert series held in Town Square mid June through mid August. Guests are also entertained by musicians, magicians, and puppeteers during the hour.
- **Historic Mill Race Village** is a favorite Sunday activity for visitors from June through October as they walk the grounds and relive the Victorian era with docents on hand to share the history of each building.
- Additionally, some of Northville’s **annual events** have been community favorites for more than 20 years.

- | | |
|----------|---|
| January | <ul style="list-style-type: none"> ■ Fire and Ice – This annual event features area restaurants vying for the top prize during the popular chili and salsa cook off competition, ice sculptures, and ice carving demonstrations. ■ Movies at the Marquis – Everyone has their list of favorite classic movies that they could watch over and over again so why not see a few of them the way they were meant to be seen . . . on the big screen at the historic Marquis Theatre. |
| February | <ul style="list-style-type: none"> ■ Daddy Daughter Dance – “Little girls” can dance the night away with their daddies. |
| March | <ul style="list-style-type: none"> ■ Taste of Northville Business Showcase – The annual family-themed showcase is always fun as it features interactive exhibits from retail, service, and professional businesses. |
| April | <ul style="list-style-type: none"> ■ State of the Community – The luncheon offers the opportunity to hear from City and Township officials on the future of the Northville community. ■ Arbor Day Seedling Give-away – Observed as an official state holiday in Michigan since 1885, the Beautification Commission of the Charter Township of Northville and City of Northville jointly host the event where Arbor Day seedlings are made available at no charge to City, Township, and Northville School District residents. |

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- May

 - **Flower Days** – Guests can load up on great finds from over 20 top-rated greenhouses and garden shops at the annual favorite.
 - **Memorial Day Parade** – Everyone loves a parade; and this is one of the favorites as visitors observe the national holiday.
- June

 - **Art in the Sun** - The streets of Downtown Northville close to display a brilliant show of art featuring over 100 exhibitors from surrounding states who take part in this annual festive, juried art show.
- July

 - **Independence Day Parade** – A perfect kick-off to the 4th of July celebrations.
- August

 - **Sidewalk Sales** – Visitors can find great deals from local merchants at the popular summer sales.
- September

 - **Victorian Festival** – Guests can journey back through time to a simpler era as they experience the art, history, and romance of the 1800's.
- October

 - **Cemetery Walk** – Oakwood Cemetery comes alive with historical figures sharing their stories. Oakwood Cemetery is Northville's oldest, with graves dating back to the early 1800's. During this program, leaders guide visitors on a tour through gravesites at which costumed actors portray citizens from the past.
 - **Oktoberfest** – The two-day annual event features food, entertainment, and many other family-friendly activities.
 - **Color the Town** – The community welcomes in fall by decorating Downtown Northville with cornstalks, pumpkins, hay bales, and mums.
- November

 - **Holiday Lighted Parade** – Northville's community, civic groups, and businesses delight visitors with brightly decorated floats during the annual kick-off to the holidays.
- December

 - **Hometown Holidays** – Unique shopping, dining, and entertainment are featured in Downtown Northville including free horse and carriage rides and a fragrant Holiday Greens Market to purchase your holiday wreaths and trimmings.



Market Conditions

“You can be successful in Northville”

Opportunities Exist for Your Business

- Highlighted by approximately 200 businesses in the Downtown Development Authority (DDA) district, there is room to grow.
- Trade area spans a 4.13 mile radius and has a potential of \$2.25 billion in annual retail sales.
- Northville serves two diverse market segments, local residents and regional shoppers.
- Downtown Northville offers a unique combination of neighborhood convenience goods and services, as well as destination boutiques, galleries, and restaurants.

Vibrant Market with Excellent Customer Opportunities

- An average of 11,500 cars enter Downtown Northville each day.
- Over 2,200 free parking spaces (street parking, decks, and surface lots) provide ample availability and turnover.
- Downtown Northville has three theaters and year-round events that help support downtown restaurants, cultural arts, and retail stores.
- Street festivals and parades draw more than 300,000 visitors to town each year.
- Friday night concerts are a very popular summer event for Northville residents drawing large crowds each week to the downtown.

Properties Exist that Fit Your Needs

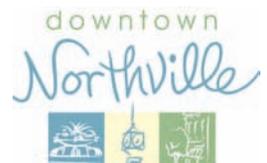
- Prime first floor retail and second floor professional space is available at competitive rates.
- An estimated \$20 million has been invested in redevelopment in the DDA area in the past three years
- More than 30 percent of the 232,000 sq. ft. of retail space has been newly constructed or substantially renovated in the past five years.
- Improved streetscape and landscape projects are outlined in the Downtown Strategic Plan for Downtown Northville.
- A complete profile of available properties is provided on the DDA website (www.downtownnorthville.com)

Great Customer Demographics

- A sophisticated and affluent community located in the booming technology/services corridor of southeast Michigan
- In the surrounding Charter Township of Northville area, housing has grown by 30 percent in the past ten years.
- Demographics of the area support downtown businesses.

	Total US	Michigan	Northville
Average Income	\$50,046	\$44,409	\$98,802
Per Capita Spending	\$21,587	\$22,168	\$43,454
College Educated	30.7%	28.8%	59.7%

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Opportunities Exist for Your Business

Characteristics	City of Northville	Northville Township
April 2009 Population	6,230	26,858
2015 Population	6,345	27,109
April 2009 Households	2,711	11,025
2000 Per Capita Income (in 1999 dollars)	\$43,454	\$40,258
2000 Median Household Income (in 1999 dollars)	\$83,961	\$81,541
2005 Median Household income	\$93,038	\$89,634
Percent of Households with Incomes Greater than \$150,000	2%	2%
2000 Percent Caucasian	6,145	18,538
2000 Percent Asian or Pacific Islander	124	897
2009 Persons per Household	2.3	2.44
2005 Median Age	40.6	40.3
Percent White-Collar Employed	82%	82%
Percent Married	52%	47%

Opportunities Exist for Your Business

- Strong partnerships exist between the DDA, Chamber of Commerce, City government, and Northville Central Business Association (NCBA).
- A business assistance grant program was established in 2008 offering funds for both physical improvement and professional resources.
- A City-wide cooperative marketing effort is in place.
- A Specially-dedicated DDA and Chamber staff is available to assist in opening your new business.



Business Profile and Opportunities

Present Business Profile

■ City

Northville has established itself as a destination spot for the arts with its numerous art galleries and live theaters. Highlighted by a downtown that consists of a diverse mix of small, family-owned, upscale retail, restaurant, and professional services in a traditional small-town open-air setting, the community also takes pride in the many parades, festivals, outdoor concerts, and cultural events that draw thousands of people to our downtown annually.

■ Surrounding Area

The surrounding Charter Township of Northville community expands the business profile to include additional professional services, large-scale or big-box retail, chain restaurants, light industrial, and small to medium size technology, manufacturing, and engineering services. Located within the Township are five technology parks with over 100 high-tech companies employing 10,000 highly skilled professionals with the total employment in the trade area exceeding 40,000 employees.

Northville sits in a primary trade area that includes 100,000 residents with over \$2 billion of disposable income. Northville's location – conveniently accessed off of M-14 and I-96 (east and west) or I-275 (north and south) – coupled with its reputation as a destination location draws customers from the entire southeast Michigan area.

Future Business Opportunities

■ Our Vision

A great flurry of business activity exists throughout the entire region with each business contributing to the entire downtown community. Visitors are drawn to the City of Northville for its charm and the entire life experience – representing an opportunity for business owners. In Downtown Northville, visitors enjoy more than a meal or a purchase – they enjoy true downtown living as they stroll through the town window shopping, meeting with friends, or enjoying a picnic lunch or event in Town Square.

■ Great New Opportunities

In 2005, the City commissioned a market study by Gibbs Planning Group, followed by a Downtown Strategic Plan in 2006 by Beckett & Raeder. These studies indicate that the City of Northville can support an additional 75,000 sq. ft. of new commercial development. This additional space is available with the completion of a number of new property developments along Main and Center Streets.

While not inclusive, the following business categories can help build on the downtown's present strengths and enhance the vision of a bustling, walkable, traditional city center. There is room for growth in the following areas:

- Family and Upscale Restaurants and Deli/Cafés – Northville has continued to be a destination for great dining with the many restaurants located around town. To further build on the dining experience for visitors, there are opportunities to add more outdoor dining establishments, including those who host live entertainment. Restaurant owners can take advantage of an active walkable community with numerous downtown festivals and organized activities.

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- Specialty Retail – Opportunities exist to bring new businesses to an already thriving business community. The City of Northville is seeking businesses such as men’s and women’s apparel, pet boutique and supplies, home décor, bath & beauty, and specialty fresh foods.
- Arts/Crafts/Cultural/Retail – Downtown Northville is the home to a collection of creative arts galleries. There is an active arts community which consists of a broad variety of live theaters and successfully organized activities and events, including the popular “First Friday Art Walk” promotion.

If your business fits our Vision, we will be very proactive in helping your business achieve success. For more information contact the Northville Downtown Development Authority.



Business Assistance

The Northville Downtown Development Authority (DDA) offers several business incentives and services to aid existing and prospective businesses.

■ Retail Market Study

The DDA contracted with the nationally recognized firm, Gibbs Planning Group, to complete its Retail Market Study for Downtown Northville. The 2005 study has detailed information that includes retail expenditures for various business segments, demographic trends, and recommendations for sustainable retail opportunities.

■ Marketing Plan

A marketing plan for Downtown Northville was developed and put into action on July 16, 2007. Downtown Northville's "timeless . . . with a twist" logo and brand is one of the many goals attained from the new Marketing Plan, which is available on the DDA web site.

The Northville DDA contracts with a graphic designer to create and coordinate marketing campaigns and advertisements for events in Downtown Northville, as well as a public relations coordinator to promote the campaigns and events taking place throughout the year.

■ Business Assistance Program

The Business Assistance Program, which began in 2008, is funded through DDA Tax Increment Financing. Fifty-fifty matching grants are periodically offered for Commercial Improvement and Technical Assistance.

Commercial Improvement Grants enable property or business owners to make exterior physical improvements, including signage, awnings, painting, and other building improvements through the grant process. Technical Assistance Grants enable business owners to utilize professional resources to aid in marketing their business, develop websites, etc. Additional information about the program's offerings is available on the DDA web site.

■ DDA Web Site

The DDA maintains an up-to-date web site which promotes the individual businesses located within the DDA boundaries, as well as downtown events held throughout the year. The web site is a complimentary service provided to businesses within the DDA.

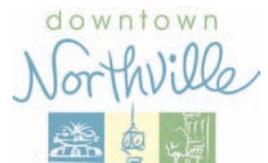
In addition to the DDA web site, we are continuing our initiative with social utility network marketing. Our presence on sites such as Facebook and LinkedIn allow us to further promote Downtown Northville by connecting and reconnecting with Northville residents, visitors, merchants, and organizations that are part of the on-line community and want to come together and support everything Downtown Northville has to offer. The DDA also encourages business owners to join us on these social utility networks and to also establish on-line presence and identity for their individual business.

■ DDA Newsletter – "Northville Times"

Downtown Northville's electronic newsletter – "Northville Times" – is sent monthly to a growing subscriber list consisting of community members. The newsletter features upcoming events taking place in the downtown, as well as news and highlights about Downtown Northville and its businesses.

For more information on these and other services, please contact the Northville Downtown Development Authority.

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Historic Appeal with a Twist

A variety of properties in the City of Northville are available to fit office and retail space needs.

■ Available property

Whether you are looking for a historic building or a newly constructed space as a home for your business venture, a wide range of properties are available in Downtown Northville.

■ Historic Buildings

Downtown Northville's retail and office district is located within a four-block area with retail and service opportunities mainly on the street level and offices on the upper levels. Many buildings in the heart of the downtown offer exposed brick walls and original wood floors reminiscent of the Victorian era. The entire downtown is listed on the National Register of Historic Homes. Historic homes on the edge of downtown are now used as office space.

■ New Construction

Throughout the years, buildings along Main Street and other streets throughout the downtown have been transformed offering space for those interested in newer construction while still being surrounded by the charm of the City. Newer construction projects are highlighted by:

The property located at 311 E. Main Street has seen the complete renovation of an old, deteriorating house into of a state-of-the-art two-story, 6,000 square foot medical office facility. Completed in 2009, the building offers the convenience of elevators, common space, and covered tenant parking.

Renovations to Northville Square - 133 W. Main Street - were completed in 2006. Formerly the Michigan Gift Mart, the 90,000 square foot building was originally built as an indoor mall in the 1970s. Following a change of use and name, the building was reopened to the public for the first time in 25 years as an upscale, indoor mall – housing a unique mix of boutiques, restaurants, and office tenants.

Also completed in 2006 is the property located at 170 E. Main Street. The original historic structure located on that property was dismantled and moved to Northville's historic living museum at Mill Race Village for reassembly. The new, three-story building constructed at that location provides retail space on the first and second floors with office space available on the third floor.

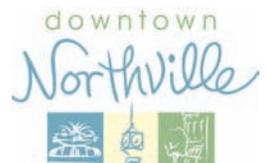
A three-story mixed use building, completed in 2005 at 120 W. Main Street, was designed to blend with the historic architecture of the surrounding buildings. A retail and restaurant mix can be found on the first floor with office tenants occupying the second and third floors.

Old Church Square, under the same private ownership as Northville Square, was completed in 2003. Located on the corner of N. Center Street and Dunlap, the 25,000 square foot project is a beautifully renovated Victorian Church – dating back more than 100 years – plus the addition of two infill buildings that house a mix of retail and service.

■ Downtown Convenience

The Downtown Development Authority (DDA) can assist you in locating the right property for your business venture that will allow you to enjoy all the conveniences of working and living in a small downtown. A complete list of properties is available on the DDA website. For more information, please contact the DDA office.

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Emergency Calls Only

Police	911
Fire.	911
Ambulance	911

Cable TV

Wide Open West.	800-848-2278
Comcast	734-459-7300

Chamber of Commerce.	349-7640
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City of Northville

Art House	344-0497
Building Department/Building Inspector	449-9902
City Clerk	349-1300
City Manager	449-9905
Downtown Development Authority	349-0345
Fire Department	449-9920
Finance Department	449-9907
Parks & Recreation Department	349-0203
Police Department – non emergency.	349-5100
Public Works Department	449-9930
Tax & Assessing	449-9901
Consumer’s Energy.	800-477-5050
DTE	800-477-4747
Historical Society	348-1845
Mill Race Village	348-1845
Northville District Library.	349-3020
Northville Public Schools.	349-3400
Post Office	349-2062
Southeast Michigan Council on Governments (SEMCOG).	313-961-4266

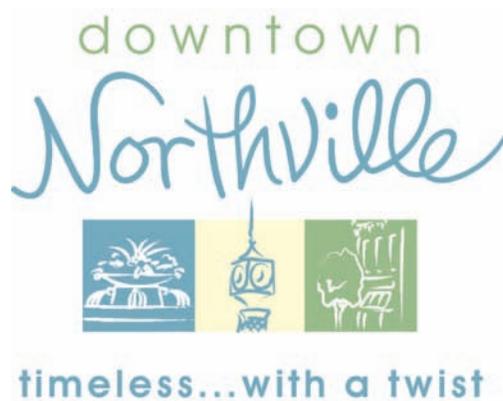
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