



BUSINESSCONNECT

"Creating an Environment for Investment"

Troy Historic Village

Troy Historic Village is open year-round! Travel back in time to explore Michigan's rural heritage: tour a pioneer log home, Greek Revival house, and parsonage, plus one-room school house, church, general store, blacksmith shop, and more. Visit our website for more information. Register for special events and classes in **fall 2020**:

Scarecrowtopia Exhibit: Enjoy the history of the scarecrow, self-guided & outdoors. Oct 1 – 31.

Plaidurday Happy Hour: Ages 21+ wear your best plaid and enjoy beer and live music, outdoors! Oct 2, 5:30-7:30pm.

Yoga & Wine (& Scarecrows!): Yoga class, wine/cider & scarecrow exhibit, all outdoors. Oct 6, 5-7 pm.

Trick-or-Treat: Outdoors, social-distanced, timed entry, touchless obstacle course for families! Oct 15, 16, 17, 30, 31

Celebration of Light Exhibit: Evening self-guided tours, festively lit, from Nov 1 – Jan 30.

Niles-Barnard House Gathering and Event Venue opens this fall. Check our [website](#) for more information (note: CDC and state

Temporary Enclosures Permitted

At their September 21, 2020 meeting, Troy City Council passed a resolution to permit temporary enclosures to expand seating capacity at restaurants during COVID-19. Provisions in the existing ordinance that regulate temporary buildings, structures and uses in the City are restrictive in many ways including hours of operation and duration and the requirement that temporary enclosures are permitted during periods of construction or for special events. However, the City recognizes many of the challenges faced by Troy businesses as a result of Executive Orders related to COVID-19, including reduced building capacity and limitations on gathering size.

Numerous restaurant owners have reached out to City Council and City Administration, asking for assistance in keeping their businesses open during the coronavirus pandemic. The Troy City Council desires to assist local businesses to generate revenue, attract patrons and stay competitive in spite of reduced building capacity and limitations on gathering size. Many businesses in the City of Troy have outdoor patio space that is potentially convertible to indoor usable area via the construction of temporary enclosures, and these temporary enclosures would have the effect of increasing seating capacity and revenue for Troy businesses during fall, winter and spring months.

Temporary enclosures shall require submittal and approval of a complete Temporary Building, Structure, Use and Outdoor Special Event Application and fee to the City of Troy Planning Department. Temporary enclosures are required to adhere to the Building Code and Fire Code and other laws related to public health, safety and welfare. For additional information, please contact the Planning Department at 248.524.3364 or at planning@troymi.gov.

Temporary Signage Reminder

In response to the needs of the business community during the COVID-19 pandemic, Troy City Council passed a resolution at its June 1, 2020 meeting providing allowances for additional temporary signage. This resolution provides an opportunity for every Troy business owner to place an additional temporary sign on their property or structure to advertise their business. Temporary sign allowances are summarized as follows:

- Sign may be placed on the building or on the ground

health guidelines currently limit rental capacities, but get your dates reserved for 2021).

Upcoming Troy Chamber Events

Top of Troy: Women of Influence | Sept. 30 | 8 - 9:30 am

Meet four of the area's top female business leaders for a panel discussion. Learn about the challenges they faced on their paths to success, the key tools they have used to remain focused along the way, the hard decisions they are faced with on a daily basis and how being a woman has affected the choices they made to get here. Moderating the event will be Sarah Harfield from the Lady Sarah's Magic Soiree. Ticket prices: \$20 for Troy Chamber members and \$30 for Non-Members.

Troy Restaurant Week | Oct 18-23

It's that time of year - Troy Restaurant Week is back! Enjoy savory seasonal menus crafted just for Troy Restaurant Week from Sunday, October 18 through Friday, October 23. Celebrate this week of delicious food by visiting your favorite restaurant or picking up a to-go order to enjoy at home. Most menus include three courses and range from \$15 to \$45 for lunch and dinner. View the premier participating restaurants at troyrestaurantweek.com.

15th Annual Nonprofit Management Conference | November 10 | 8 am - 1 pm

This November marks the 15th Annual Nonprofit Management Conference and its first year going virtual with a completely online experience encompassing everything you would find at a traditional live conference. This

- The temporary sign can be up to 12 square feet in area
- If the sign is on the ground, it can be up to 4 feet tall
- No permit is required
- Sign must be removed no later than December 1, 2020

For additional information, please click [Here](#)

Second-Stage Growth Solutions Program

The Second-Stage Growth Solutions (SSGS) program, and its Step I System for Integrated Growth, provides second-stage companies with technical research assistance and business expertise they need to continue to grow profitably and be prepared for the future. The information and connections gained through this program will give companies the insight and knowledge necessary to identify key opportunities for continued success. To help companies overcome business issues impacting growth, whether inside the walls of the organization or external facing, the program provides access to vetted industry experts who provide best practices, valuable data and resources to help CEOs better manage and grow their company. The program is provided at **no cost** through funding from the Michigan Economic Development Corporation in partnership with the Edward Lowe Foundation. SSGS is designed for companies that:

- Are privately held, for-profit entities
- Employ between 10 and 99 full-time equivalent employees
- Generate annual revenue between \$1 million - \$50 million
- Provide products or services beyond the local area to regional, national or global markets
- Demonstrate growth in employment and/or revenue during two of the past five years

For further information, [Click here](#) for a program flyer.

New & Expanding Businesses



Several new and expanding businesses have either recently opened or are expected to open soon. Troy welcomes all its new and expanding businesses. Below is a sampling of what's new. For additional information, check out the [Troy Today Business Briefs](#).

Buddy's Pizza (Opening October 2020 - 987 Wilshire, Suite D); **Matcha Café Maiko** (5082 Rochester Road); **Loaded Dice Brewery** (1725 Rochester Road); **G.A. Fuchs Church Supply** (302 John R); **Waterford Bank** (5600 New King Drive); **Horizon Bank** (2555 Crooks);

Swim School at Troy Gymnastics (1311 Maplelawn); **Charles Schwab** (987 Wilshire, Suite A); **Beet Analytics** (1742 Crooks).

affordable, virtual half-day management conference is designed for nonprofit professionals, board members and volunteers. Attendees have the opportunity to choose a variety of seminars to help them improve their operations in seven core areas specifically geared toward nonprofit organizations: Marketing, Finance & Accounting, Strategic Planning, Technology, Fund Development/Donor Relations, Staff Training & Volunteer Relations, and Leadership/Board Development. Ticket prices: \$30/Troy Chamber Members & \$50/Non-Members.

For more information, visit troychamber.com/events, call 248-641-8151 or e-mail theteam@troychamber.com

Futures For Frontliners

Gov. Gretchen Whitmer, along with leaders in education, business, labor and workforce development, launched the nation's first **Futures for Frontliners** program offering tuition-free college to an estimated 625,000 Michiganders who provided essential, frontline services during COVID-19 Stay Home, Stay Safe orders between April to June 2020. The funding is not only available to those in the medical field, but also essential workers in manufacturing, nursing homes, grocery stores, sanitation, delivery, retail and more. Frontline workers are encouraged to click on the link to learn more about the program and find out whether they are eligible to apply.

Message from the Troy City Manager

Like so many of you, it is a surreal time for me, and unprecedented in

Education + Network + Capital = Revenue Growth & Job Creation

Goldman Sachs *10,000 Small Businesses* is a program for small businesses that links learning to action. Through the program, participants will gain practical skills in topics such as negotiation, marketing, and employee management that can immediately be put into action. In addition, they will receive the tools and professional support they need to develop a strategic and customized business growth plan that will take their company to the next level. Goldman Sachs *10,000 Small Businesses* is a \$500 million investment to help entrepreneurs create jobs and economic opportunity by providing them with greater access to education, financial capital and business support services. The *10,000 Small Businesses* program currently operates in 30 markets in the U.S., including SE Michigan, through a network of more than 100 academic and community partners,

Applications to the program are accepted on a rolling basis. Learn more and apply today at www.10ksbapply.com.

I-75 Reconstruction

Segment 2, from 13 Mile Road to Coolidge Highway, is scheduled for completion by late fall 2020. A landscaping and tree planting phase will follow construction in 2021. Recent road openings are as follows:

- Two lanes on northbound and southbound I-75 from north of 13 Mile Road to north of Coolidge Highway
- Southbound I-75 Open Ramps
 - Exit to eastbound Big Beaver Road
 - Entrance from eastbound Big Beaver Road (open starting 9/4/2020)
 - Exit to 14 Mile Road
 - Exit to Rochester Road (open 9/14/2020)
- Northbound I-75 Open Ramps
 - Entrance and exit to Rochester Road
 - Entrance to northbound I-75 from Big Beaver Road
 - Entrance and exit to Crooks Road/Corporate Drive
 - Entrance to northbound I-75 from 14 Mile Road

Follow I-75 modernization progress at: www.modernize75.com.

COVID-19 Business Resources

[City of Troy](#)

[Troy Chamber of Commerce](#)

my long career in city government. What we do know is that we are busy preparing for a Troy Public Library millage. The Troy Public Library's dedicated millage provides for the operations and maintenance of the Library. The current millage expires on June 30, 2021. To continue operating TPL, Troy City Council approved the rate of 1.1 mills, for a term of 10 years, for the November 3, 2020 ballot. Please check out troypil.org/2020millage for more information. City staff has worked hard to extend our online services and continuously explore new ways to serve the community during this time. We appreciate your continued support and patience. Please stay healthy and safe.

Mark F Miller | City Manager |
CityManager@troymi.gov

[Oakland County](#)

[Michigan Economic Development Corporation](#)

[Federal Government](#)

Need further assistance? Please contact Troy Economic Development Specialist Glenn Lapin at 248.524.3314 or g.lapin@troymi.gov.

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