



# BUSINESSCONNECT

*"Creating an Environment for Investment"*

## Troy Honored as eCities Five-Star Community

The City of Troy has once again been recognized for its successes and efforts in contributing to Michigan's entrepreneurial growth and economic development in the annual eCities study conducted by researchers at iLabs, University of Michigan-Dearborn's Center for Innovation Research. Troy was honored as one of the five-star communities along with 106 other communities across the state.

The eCities project collects and analyzes data across Michigan communities as it relates to entrepreneurship, economic development, and job growth. Specifically, the study examines five years' worth of publicly available data relating to community growth and investment metrics that impact the business community. This information is available on the attached performance report and showcases the City of Troy's progress on a number of key values. Further, the data points are benchmarked against the State of Michigan, as well as the other 276 participating communities, allowing communities to easily interpret the results. Further, an award certificate is attached for communities that showed the most

## Pure Michigan Small Business Relief Initiative

The Michigan Strategic Fund approved a \$10 million grant program to help meet the urgent needs of small businesses disproportionately impacted by the COVID-19 virus. The Pure Michigan Small Business Relief Initiative will utilize federal CARES Act funding to award grants of up to \$15,000 to eligible small businesses across Michigan, with applications being available beginning December 15, 2020. To qualify for grant support, businesses must meet certain eligibility criteria. To learn more [click here](#)

## Temporary Sign Allowances Extended

On June 1, 2020, City Council passed a Resolution which permitted every Troy business owner to place an additional temporary sign on their property or structure to advertise their business. Specifically, the resolution permitted the following:

- Each business in the City of Troy may place one temporary sign not exceeding twelve (12) square feet in area and four (4) feet in height (if attached to the ground).
- The temporary sign may be attached to the ground or a structure.
- These temporary signs shall not require a Sign Permit from the City of Troy.
- The temporary signs shall be placed on private property in non-residential zoning districts in such a manner as to not negatively impact public health, safety and welfare.
- The temporary signs shall be removed within one hundred eighty (180) days of the date of this resolution.

December 1, 2020 was one hundred eighty (180) days since the resolution was passed. The State of Michigan continues to face challenges due to the COVID-19 pandemic. On November 15, 2020, Michigan Governor Gretchen Whitmer announced numerous restrictions on Michigan businesses, including prohibition on indoor dining. These restrictions expire on December 8, 2020. City Council's November 23, 2020 resolution extends the time frame for which Troy business owners are permitted to place an additional temporary sign on their property or structure to advertise their business. This time frame shall be extended to one hundred eighty (180) days following the expiration of the Governor's restrictions.

success numerically over the last five years. Top performers are considered five-star communities, while the next best performers are four-star communities. [Click here](#) for more information.

## Business Resources at the Troy Public Library

If you work or own a business in Troy and have a Troy Public Library card, the Library has several great digital resources available free to you, 24 hours a day, seven days a week.

**Data Axle Reference Solutions** (formerly Reference USA), the premier source of business and residential information for reference and research, has directory information on 60 million businesses and 299 million consumers. It offers everything from marketing solutions for business owners to information on how to manage and grow a business, with the most up-to-date data available in the market.

**DemographicsNow** allows business owners to easily create sales leads and marketing mailing lists, analyze population trends, and locate potential sponsors and donors.

For small businesses, the **Small Business Reference Center** covers all aspects of starting and operating a business, as well as information on accounting, finance, human resources, management, marketing, taxes, and more.

Visit the [TPL website](#) to learn more about these and our other online resources.

## Introducing Troy's New Diverging Diamond Intersections



With major road construction work wrapping up along I-75, Troy will have two new Diverging Diamond Intersections. One is located at I-75 and Big Beaver Road and one at I-75 and Fourteen Mile Road. A DDI is an innovative interchange design that improves safety and mobility. It is similar to a conventional diamond interchange, which is the most common in the United States, where the exit/entrance ramps make a diamond shape between the freeway and surface street. Right-hand turns are handled the same at both a DDI and a diamond interchange. However, a DDI is different in how it handles left-hand turns. The intersections with the freeway ramps smoothly move traffic on the surface street from the right side of the roadway to the left side of the roadway as the road crosses the freeway. Traffic is on the left-hand side of the roadway between the signals at ramp intersections with all left turns occurring at the entrance/exit ramps without having to cross opposing traffic. Road geometry, signs, and pavement markings work together to make driving through the DDI very simple. For more information and an explanatory video, [click here](#)

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## Troy's Top Workplaces

The Detroit Free Press announced its listing of 2020 Top Workplaces, and Troy companies are well represented. Congratulations to all of Troy's outstanding places to work. Making the list in 2020 include the following top workplaces either based in Troy or with a significant Troy administrative presence:

**Top Large Workplaces** (more than 500 employees)

**Tyler Technologies**

**Flagstar Bancorp, Inc.**

**Residential Home Health and Residential Hospice**

**Top Midsize Workplaces** (150-499 employees)

**Custom Home Health, Hospice, and Palliative Care**

**Zach Hart Agency, LLC**

**Kapnick Insurance Group**

**ESG Automotive, Inc.**

**Class Valuation**

**365 Retail Markets**

If you don't have a library card and live or work in Troy, you can [apply for one online](#).

## Troy Historic Village is Open Year-Round

Enjoy a social-distanced, self-guided tour of our grounds with timed entry and contactless check-in. Visit the [Troy Historic Village](#) for more information. Register for special events & classes in **winter 2020-21**:

- **Cocoa & Crafts with Santa** (in-person) or Zoom Santa (virtual)
- **Celebration of Light Indoor/Outdoor Exhibit** with special night and weekend hours
- **'Teas for a Few' History Talks**: Christmas Traditions, Winter in the Civil War, Golden Age of Radio
- **Programs for Scouts, Homeschoolers, and Families**

Mark your calendar: **Midwinter Open House Days - Feb. 15 & 16, 2021.**

Sponsorship opportunities are available, contact [tcollins@thvmail.org](mailto:tcollins@thvmail.org).

## News from the Troy Chamber

**Troy Chamber Business Excellence Awards | Feb. 25, 2021 - 9 - 10:30 am**

The Troy Chamber is excited to unveil the Business Excellence Awards! Join us as we celebrate

### [One10](#)

### [Rose Pest Solutions](#)

**Top Small Workplaces** (50-149 employees)

### [The Hart-Dushaj Agency](#)

### [Marsh & McLennan Agency, LLC / Michigan Health & Benefits Team](#)

### [Pulte Group](#)

### [Community Housing Network, Inc.](#)

### [O'Brien Construction Company, Inc.](#)

### [Populus Group](#)

### [Trion Solutions, Inc.](#)

## New & Expanding Businesses in Troy



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](#).

**Condado Tacos** (724 W. Big Beaver); **Marsh & McLennan Agency** (755 W. Big Beaver, Suite 2300); **Cucina Lab Torino** (3960 Crooks Road, Suite 200); **Scavolini Store** (1700 Stutz); **Flex-N-Gate** (1400 Rochester Road); **Buddy's Pizza** (987 Wilshire).

## Pure Michigan Business Connect Access and Certification Grant

Pure Michigan Business Connect (PMBC) is excited to announce a new Access and Certification Grant program designed to break down barriers preventing Michigan businesses from winning purchase orders. The program has three objectives:

- Increase supplier access to local and global procurement opportunities
- Improve competitiveness in advanced manufacturing for Michigan small businesses
- Enhance supplier capabilities and open doors to new industry verticals

Eligible companies may qualify for up to \$15,000 in assistance to offset 50 percent of pre-approved expenses per fiscal year. For more information, [click here](#):

and give recognition to the achievements and positive contributions of organizations and professionals in the Troy Chamber business community. This is your opportunity to nominate an individual or company that you feel has made a notable impact on the business community in 2020. The award winners, who are selected by the local business community, will be announced during the program on February 25, from 9–10:30 am. Nominated individuals or businesses must be Troy Chamber members in good-standing. To verify the individual or business you are nominating is a member, please click [HERE](#) to check the Troy Chamber directory.

*To nominate an individual or company or register for the Business Excellence Awards event in February visit [troychamber.com/events](http://troychamber.com/events).*

*For more information call 248.641.8151 or email:*

[theteam@troychamber.com](mailto:theteam@troychamber.com)

#### **Troy Chamber Advocate Member Referral**

Did you know 65% of new business comes from referrals?

Help us strengthen our network and we'll help you save money. By referring a company through the Troy Chamber Advocate Member Referral Program, you are growing the business community that results in a larger networking pool and resources for your company. Save \$75 (per business that joins) on your next membership renewal. After the company you referred has officially joined the Chamber, we'll brag about you to all our friends on social media and in the TC Insider weekly eNewsletter.

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## Free CNC Machine Operator Training

Do you enjoy working with your hands and your mind? Are you looking for gratifying work and portable skills with an in-demand career? There is an immediate need for CNC (Computer Numerical Control) machine operators, who make parts and pieces from raw materials. Learn more about this short-term, eight-week training program at Oakland Community College in Auburn Hills that will prepare participants for entry-level CNC machine operator positions. Classes start in January. Take advantage of this FREE opportunity to launch a new career! [Click here](#) for more information.

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## Free Legal & Financial Consulting Available

Small businesses are incurring a wide range of legal and financial issues during the pandemic. Oakland County is offering small businesses free legal and financial consulting services. Participating professional firms are offering four hours of free consulting services. Additional services are available at the going rates. For more information, please [click here](#).

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## New Electric Vehicle Chargers



In the Venture Plaza parking lot, at the corner of Livernois Road and Big Beaver Road, Oscar W. Larson Company has provided a ground-up design and installation of two Level-3 62.5kW High-Powered DC Electric Vehicle Fast Chargers for customer usage. These paired configuration units allow two vehicles to charge at the same time and share power based on the demand, letting customers get back on the road faster.

Serving the petroleum industry since 1946, Oscar W. Larson Company looks forward to bringing electric vehicle chargers to retail and commercial locations throughout the Midwest to help contribute towards a greener planet, starting with Troy, Michigan.

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## For Building/Facility Managers

The American Water Works Association has provided information for building/facility managers who have experienced low to zero occupancy in larger office type buildings. Some of these buildings have had very little water usage for months and the concern of stagnation of the water system is very valid. Please [click here](#) for guidance regarding this matter.

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**Need further assistance? Please contact Troy Economic Development Specialist Glenn Lapin at 248.524.3314 or [g.lapin@troymi.gov](mailto:g.lapin@troymi.gov).**

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To learn more about the Troy Chamber Advocate Member Referral, please visit [troychamber.com](http://troychamber.com)

 SHARE

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