

# NOVI MAYOR RECOGNIZES RED LEVEL NETWORKS AS A SOURCE OF ECONOMIC GROWTH IN THE COMMUNITY

## MARCHING TO THE BEAT OF A DIFFERENT DRUM

By Kelly Murad  
STAFF WRITER

### ✓ State of the City addresses Novi's strengths

With cadence and control, the Novi High School Drumline set a dynamic tone for last Thursday's State of the City Address - and Mayor David Landry's optimism echoed the opening act.

"The city is thriving and growing, we are not only beating the odds, we are beating the drum," he said. "We are setting the rhythm for the state of Michigan to march out of recession."

As about 300 Novi residents and business owners attended the luncheon at Rock Financial Showplace, Landry shared the city's successes of 2007 and strategies for 2008.

In Michigan's state of economic strife, Landry credits Novi's success, primarily, to its ability to maintain a diverse tax base.

According to Plante and Moran's comprehensive financial report of the 2006-07 fiscal year, the diverse tax mix of residential; manufacturing; office, service and technology; and retail, recreation sectors, reduces Novi's impact of adverse economic cycles and provides a stable environment for new investments.

"The City of Novi is open for business," Landry said. "Economic development is a top priority." Some of the developments Landry referred to from last year included Toyota Boshoku, Red Level Networks, ITC Holdings Corp., Ryder System Inc., Lotus Bank, Nordstrom and the Twelve Oaks Mall expansion, among others.

Maintaining a diverse tax base not only contributes to Novi being fiscally healthy, but it ensures sufficient revenues to pay for city services such as roads, public safety and water and sewer, Landry said. "Today, in the state of Michigan, unemployment is rising, property values are declining and cost of living is increasing," Landry said. "As a result of these economic factors, the demand for traditional services provided by cities is increasing. Cities are constantly challenged to do more with less."



Photo by JOHN HEIDER/Novi News

Novi Mayor David Landry presents his State of the City address last Thursday at Novi's Rock Financial Showplace. Photo by JOHN HEIDER/Novi News Novi Mayor David Landry presents his State of the City address last Thursday at Novi's Rock Financial Showplace.

Although these traditional services may not be the most glamorous, Landry said they are absolutely necessary for the long-term infrastructure of the city.



Photo by JOHN HEIDER/Novi News

Members of the audience listen to Novi Mayor David Landry's State of the City address.

"We take it seriously and we approach it professionally," he said. "Infrastructure is the framework for which daily life rests."

Not only did Landry emphasize the city's diverse tax base, but he said the overall diversity of the community has become, and will be, the defining aspect of Novi.

"We have become a destination for residents and businesses around the world," he said. "Thirty-five businesses based in Japan and 14 businesses based in Germany call Novi their Michigan-home."

With statistics showing one-third of the student body in the Novi Community School District is of Asian or Indian origin, Landry believes the growth Novi is experiencing could be a result of being a diverse community.

"In this town, the state of each of us, is the state of all of us," he said. "We live in Novi by the motto 'no one of us, is smarter than all of us.'"

With a positive outlook, Landry looks confidently at the future of Novi being a safe place to live, raise a family and conduct business.

"The life of the people in Novi is the life we make for ourselves. It's born of challenges and raised on actions.

"Many lifetimes have been, and will be lived in this community we call Novi."

Novi News staff writer Kelly Murad can be reached at (248) 349-1700, ext 103 or [kmurad@gannett.com](mailto:kmurad@gannett.com).

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