



## E-Business News June 2013

City of Troy, Michigan sent this bulletin at 06/10/2013 02:35 PM EDT

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### Welcome!

### Troy's Byte & Mortar One of the Nation's 15 Best Coworking Spaces



Are you ready to share an office with local entrepreneurs? "Imagine an office with people; only these people aren't employed by the same company. One is a lawyer, the other a freelance app developer, and the small team in the corner is building a

Welcome to Troy Michigan Business Connect, a quarterly newsletter bringing you the latest planning and development news from Michigan's premier address for business, retail, and commerce.

This newsletter highlights important business news, events, and the innovative tools the City of Troy provides to support local businesses. Each issue of Troy Michigan Business Connect will feature some of these initiatives. In addition, business spotlights will relate the experiences of local entrepreneurs, share success stories, and announce new investments in the City.

Troy Michigan Business Connect works in conjunction with our website, which we invite you to visit [here](#). Please also check out our Economic Resource Guide [online](#) for a wealth of information about the City of Troy and its business community.

If you have any questions about the e-newsletter or if you want your company to be featured in a future issue, contact Glenn Lapin, email: [g.lapin@troymi.gov](mailto:g.lapin@troymi.gov), phone: 248.524.3314

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### Troy Launches New Business Resource Tools on Website

service aimed at disrupting the mobile payments industry. This is coworking,” according to VentureBurn.

Coworking is here to stay as “more young entrepreneurs are looking to coworking facilities to grab relatively inexpensive office space, Forbes writer Karsten Strauss explains, “In addition to WiFi, fax, conference rooms, kitchen and snack-prep areas; these ‘rental’ business studios also offer new companies the opportunity to rub elbows with others in their world.”

YFS Magazine (Young, Fabulous & Self-Employed) searched the country to discover 15 of the best and most creative coworking spaces across the nation, and one of them is in Troy.

Byte & Mortar (2609 Crooks) is a relatively new addition to Troy, MI. The co-working space provides a modern design with a skilled reception staff, Wi-Fi, exclusive mailing address, conference space, full-featured phone, utilities, print/copy services, cleaning and more. Byte & Mortar offers a reasonably priced membership plan starting at \$159 per month and private office space for more established small businesses. [www.byteandmortar.com](http://www.byteandmortar.com)

See Article:

[http://yfsentrepreneur.com/2013/05/31/the-nations-15-best-coworking-spaces-for-entrepreneurs/?utm\\_source=twitterfeed&utm\\_medium=twitter](http://yfsentrepreneur.com/2013/05/31/the-nations-15-best-coworking-spaces-for-entrepreneurs/?utm_source=twitterfeed&utm_medium=twitter)

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## Check Out Troy's Website

### [www.troymi.gov/workhere](http://www.troymi.gov/workhere)

The City of Troy's Economic Development Office is making new business resource tools available on its website ([www.troymi.gov/workhere](http://www.troymi.gov/workhere)). These tools will help connect current and prospective Troy businesses to the resources they need in order to grow. Check out these tools to help take your business to the next level:

Intern in Michigan - The City of Troy has partnered with Intern in Michigan, a free internship resource that connects businesses and organizations with qualified student interns, based on skills and interests. Visit [troymi.interninmichigan.com](http://troymi.interninmichigan.com) to get matched, or view this short [video](#) to learn more about the matching technology.

InsYght - InsYght is a free service that helps you identify exactly what is available to support your business needs. No matter the stage of your idea or business, InsYght gives you access to critical resources that fit your unique profile. InsYght has collected detailed information about thousands of free or heavily discounted business resources available to Michigan entrepreneurs and innovators. Simply tell us what you need to take your business or idea to the next level and we'll connect you to the right resources to get you there. Visit <http://troy.insyght.co/> to get started.

Small Office Search - <http://www.smallofficesearch.com/mi/troy/> is the only website dedicated to office space under 3,000 square feet. The listings include single, executive, and flex office suites. The easy to use search bar at the top lets you refine the listings, and get directly to the owners of the Troy office spaces that best fit your needs.

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## Business Spotlight

### Three Troy Companies Accepted Into Exclusive Statewide Program



*Doshi Associates, Inc*

[www.doshigroup.net](http://www.doshigroup.net)

Three Troy companies – Doshi Associates, IPS Technology Services, and Unified Business Technologies - have been accepted into the Pure Michigan Economic Gardening Program. The Pure Michigan Economic Gardening Program is designed to provide significant, sophisticated technical assistance to qualified second stage companies that have the intent and capacity to grow their business. This exciting new program provides companies with direct access to national specialists who can help address key business issues in the following areas: (1) core business strategies and management, (2) market research and competitive intelligence, (3) internet presence and search engine optimization, and (4) data analysis using Geographic Information Systems (GIS). The City of Troy partnered

Check out the City of Troy's website, redesigned to make navigation easier for residents, businesses and visitors. When you log onto the new City of Troy Website you will find a new look with tabs at the top - Live Here, Work Here, Play Here, Government and Resources, as well as Calendar and Contact Us sections.

On the newly designed website, check out the City of Troy Planning and Development Department's new online Portal application to allow residents and other interested parties to view and comment on development applications being considered in Troy. You can review pending development applications, submit public comment, and learn about projects under construction within the City of Troy.

This new Planning and Development Portal contains an interactive map of all projects under construction within the City. Our intention is to provide transparency and 24/7 access to the City of Troy for all residents and others interested in our community's planning and development process.

The new redesign makes navigation easier for smartphone users.

<http://www.troymi.gov>

## Troy Today - Summer '13

Check out the Summer 2013 Troy Today, our quarterly newsletter for more Business Development News and Information at [troymi.gov/Resources/TroyToday.aspx](http://troymi.gov/Resources/TroyToday.aspx)

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## Testimonials

"The City of Troy has a distinguished business-friendly attitude. Our

with the Michigan Economic Development Corporation to nominate qualified companies.

For over 21 years, **Doshi Associates, Inc.** has been providing architectural engineering design, construction management, and energy services to a wide variety of clients in the U.S. and other countries. The firm has been committed to alternative energy use even before it became popular. Doshi Associates is located at 5755 New King Street.

**IPS Technology Services** adds value to customers' businesses by cultivating partnerships and delivering quality services to meet or exceed customer expectations. IPS applies technology to improve business performance, productivity, ROI, cycle time, and revenue generation. IPS has experience in delivering IT services in the Engineering, Manufacturing, Health Care, and Education industries. IPS Technology Services is located at 101 W. Big Beaver Road, Suite 1400.

**Unified Business Technologies** provides cutting-edge solutions in the Engineering, IT, Wireless Telecommunications, Professional and Administrative, and Construction spaces. UBT is an award-winning, certified 8(a), woman- and minority-owned small disadvantaged business enterprise. The company works extensively with the U.S. federal, state and local government agencies as well as commercial and Fortune 1000 corporations. UBT is located at 353 Indusco Court.

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## Troy Code Enforcement Using Volunteers to Remove Illegal Signs

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The illegal placement of temporary signs on public property negatively affects communities nationwide. The City of Troy Michigan is no exception. Historically, City employees would work both weekdays and weekends to remove the signs. Due to significant revenue reductions, the weekend work was eliminated. Troy Code Enforcement has effectively used citizen volunteers to make up for this service level reduction.

Starting around 2010, the City implemented budget balancing measures that resulted in a one third reduction of the City's workforce. Code Enforcement functions were affected in several ways (1) A Police Department position that regularly performed weekend sign removal was eliminated; (2) Code Enforcement Inspector staffing was reduced; and, (3) Code Enforcement overtime wages were eliminated.

The removal of illegal signs remained a high priority. However, due to the reductions, weekend work was limited to emergencies. This meant that signs placed Friday afternoon would remain until Code Enforcement Inspectors could remove them on Monday...or sometimes even later. Without question, this was a new problem for the City.

company, UBT, purchased a building in Troy and completely redesigned it with "green" technology including geothermal wells, radiant heating, foam insulation, white PVC membrane roof technology, energy efficient lighting and electrical components, and recycled bamboo furniture. When we experienced obstacles with plumbing and our geothermal wells throughout the redesign, the City of Troy was fantastic in obtaining the pertinent historical data we needed to make the repairs and move our team into our new home. And to our pleasant surprise, the City of Troy followed up in person to verify that our construction was running smoothly so that we could safely operate our business once we settled in. We are extremely happy to have relocated to Troy and would highly recommend this city to any business looking for a new home!"

Michelle D'Souza, CEO May 2013

[www.ubtus.com](http://www.ubtus.com)

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Troy's solution was to train volunteers to identify and remove the illegal signs. Volunteers work in pairs, without a supervising employee being on duty. They tour the City on Saturday morning, in an official City-marked vehicle, and document results, volunteer hours, and mileage. On Monday morning Code Enforcement staff retrieve their log sheets and signs for disposition. Staff enters volunteer activity into our Code Enforcement tracking database. Expenses associated with the program are vehicle costs such as gas, and staff time entering inspection results into the database.

The first volunteers worked in October 2011, and it went very well. Nearly every weekend since, volunteers have been removing signs. We now have 10 volunteers. Since program inception, our volunteers have removed almost 1,000 signs.

There are additional benefits created by the volunteer program:

- Maximize existing capital by using a vehicle normally idle on weekends.
- By having the signs removed on the weekend, Code Enforcement Inspectors can spend their time on more complex work.
- Volunteer citizens can immediately have a positive impact on community appearance.
- The program can influence the likelihood of illegal sign placement. Consistent weekend sign removal discourages future placement.
- During field training, volunteers interact with Code Enforcement Inspectors. They share their positive experience with other people.
- As evidenced by the lack of illegal signs, Troy Code Enforcement is perceived by local leaders and the public as efficient and important.

When administrators are told to do the same with less, using volunteers can be a very effective tool. We must remember however, that volunteers are not a substitute for most Code Enforcement functions. Our work is technical, requires very specific training, and there are legal considerations.

Anyone wanting more information or wants to report illegally placed signs or other blight should contact Paul Evans, Zoning and Compliance Specialist at 248 524 3359, or [evanspm@troymi.gov](mailto:evanspm@troymi.gov).

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For More Information:

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