

**THE  
DISBURSEMENT  
LIST IS AVAILABLE  
FOR REVIEW IN  
THE  
CONTROLLER'S  
OFFICE**

**CITY OF ROSEVILLE  
MACOMB COUNTY, MICHIGAN**

**RESOLUTION NO. \_\_\_\_**

**RESOLUTION REVOKING IFT CERTIFICATE NO. 2007-162**

At the regular meeting of the City Council for the City of Roseville held in the Council Chambers at 29777 Gratiot Ave., City of Roseville, Macomb County, Michigan 48066, on the \_\_\_\_\_ day of March, 2014, commencing at 7:00 p.m.

Present: MEMBERS \_\_\_\_\_

Absent: MEMBERS \_\_\_\_\_

The following preamble and resolution were offered by member \_\_\_\_\_ and supported by member \_\_\_\_\_.

WHEREAS, Paul W. Marino Gages Inc./American Modular Tooling LLC located at 30744 Groesbeck, Roseville, Michigan, IFT Parcel No. 501-30744-99, has failed to attain the purposes for which the Certificate No. 2007-162 was issued and that the purposes of which the Certificate was issued are not being fulfilled as a result of a failure of the holder to proceed in good faith with the terms and conditions set forth in the agreement with the City by continuing to operate at the aforementioned location in accordance with said agreement, submit necessary paperwork for valuation, pay taxes, and otherwise continues to be noncompliant with said agreement; and

WHEREAS, pursuant to MCL 207.565(2) the City of Roseville may by resolution request the Commission to revoke the industrial facilities exemption certificate; and

NOW, THEREFORE, BE IT RESOLVED the City of Roseville hereby requests the State Tax Commission to revoke the Industrial Facilities Exemption Certificate No. 2007-162 for Paul W. Marino Gages Inc./American Modular Tooling located at 30744 Groesbeck, Roseville, Michigan,

IFT Parcel No. 501-30744-99 for the reasons as set forth above.

This resolution was duly PASSED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2014, and takes effect upon signing by the City of Roseville.

Any and all resolutions in conflict herewith are repealed only to the extent necessary to give this Resolution full force and effect.

This Resolution is deemed severable and should any provision, clause, word or sentence be deemed unenforceable, the remainder shall remain in full force and effect.

AYES: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

\_\_\_\_\_  
John Chirkun, Mayor

\_\_\_\_\_  
Richard Steenland, Clerk

**CERTIFICATION OF CLERK**

I hereby certify that the foregoing constitutes a true and complete copy of a Resolution adopted by the Council of the City of Roseville, County of Macomb, State of Michigan, at a regular meeting held on \_\_\_\_\_, 2014, and that public notice of said meeting was given as required by Act 267, Public Acts of 1976, as amended.

\_\_\_\_\_  
Richard Steenland, Clerk

**CITY OF ROSEVILLE  
MACOMB COUNTY, MICHIGAN**

**RESOLUTION NO. \_\_\_\_**

**RESOLUTION REVOKING IFT CERTIFICATE NO. 2012-538**

At the regular meeting of the City Council for the City of Roseville held in the Council Chambers at 29777 Gratiot Ave., City of Roseville, Macomb County, Michigan 48066, on the \_\_\_\_\_ day of March, 2014, commencing at 7:00 p.m.

Present: MEMBERS \_\_\_\_\_

Absent: MEMBERS \_\_\_\_\_

The following preamble and resolution were offered by member \_\_\_\_\_ and supported by member \_\_\_\_\_.

WHEREAS, Paul W. Marino Gages Inc./American Modular Tooling LLC located at 30744 Groesbeck, Roseville, Michigan, IFT Parcel No. 74-08-103-005, has failed to attain the purposes for which the Certificate No. 2012-538 was issued and that the purposes of which the Certificate was issued are not being fulfilled as a result of a failure of the holder to proceed in good faith with the terms and conditions set forth in the agreement with the City by continuing to operate at the aforementioned location in accordance with said agreement, submit necessary paperwork for valuation, pay taxes, and otherwise continues to be noncompliant with said agreement; and

WHEREAS, pursuant to MCL 207.565(2) the City of Roseville may by resolution request the Commission to revoke the industrial facilities exemption certificate; and

NOW, THEREFORE, BE IT RESOLVED the City of Roseville hereby requests the State Tax Commission to revoke the Industrial Facilities Exemption Certificate No. 2012-538 for Paul W. Marino Gages Inc./American Modular Tooling located at 30744 Groesbeck, Roseville, Michigan,

IFT Parcel No. 74-08-103-005 for the reasons as set forth above.

This resolution was duly PASSED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2014, and takes effect upon signing by the City of Roseville.

Any and all resolutions in conflict herewith are repealed only to the extent necessary to give this Resolution full force and effect.

This Resolution is deemed severable and should any provision, clause, word or sentence be deemed unenforceable, the remainder shall remain in full force and effect.

AYES: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

\_\_\_\_\_  
John Chirkun, Mayor

\_\_\_\_\_  
Richard Steenland, Clerk

**CERTIFICATION OF CLERK**

I hereby certify that the foregoing constitutes a true and complete copy of a Resolution adopted by the Council of the City of Roseville, County of Macomb, State of Michigan, at a regular meeting held on \_\_\_\_\_, 2014, and that public notice of said meeting was given as required by Act 267, Public Acts of 1976, as amended.

\_\_\_\_\_  
Richard Steenland, Clerk

**CITY OF ROSEVILLE  
MACOMB COUNTY, MICHIGAN**

**RESOLUTION NO. \_\_\_\_**

**RESOLUTION REVOKING IFT CERTIFICATE NO. 2012-540**

At the regular meeting of the City Council for the City of Roseville held in the Council Chambers at 29777 Gratiot Ave., City of Roseville, Macomb County, Michigan 48066, on the \_\_\_\_\_ day of March, 2014, commencing at 7:00 p.m.

Present: MEMBERS \_\_\_\_\_

Absent: MEMBERS \_\_\_\_\_

The following preamble and resolution were offered by member \_\_\_\_\_ and supported by member \_\_\_\_\_.

WHEREAS, Paul W. Marino Gages Inc./American Modular Tooling LLC located at 30744 Groesbeck, Roseville, Michigan, IFT Parcel No. 500-30744-99, has failed to attain the purposes for which the Certificate No. 2012-540 was issued and that the purposes of which the Certificate was issued are not being fulfilled as a result of a failure of the holder to proceed in good faith with the terms and conditions set forth in the agreement with the City by continuing to operate at the aforementioned location in accordance with said agreement, submit necessary paperwork for valuation, pay taxes, and otherwise continues to be noncompliant with said agreement; and

WHEREAS, pursuant to MCL 207.565(2) the City of Roseville may by resolution request the Commission to revoke the industrial facilities exemption certificate; and

NOW, THEREFORE, BE IT RESOLVED the City of Roseville hereby requests the State Tax Commission to revoke the Industrial Facilities Exemption Certificate No. 2012-540 for Paul W. Marino Gages Inc./American Modular Tooling located at 30744 Groesbeck, Roseville, Michigan,

IFT Parcel No. 500-30744-99 for the reasons as set forth above.

This resolution was duly PASSED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2014, and takes effect upon signing by the City of Roseville.

Any and all resolutions in conflict herewith are repealed only to the extent necessary to give this Resolution full force and effect.

This Resolution is deemed severable and should any provision, clause, word or sentence be deemed unenforceable, the remainder shall remain in full force and effect.

AYES: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

\_\_\_\_\_  
John Chirkun, Mayor

\_\_\_\_\_  
Richard Steenland, Clerk

**CERTIFICATION OF CLERK**

I hereby certify that the foregoing constitutes a true and complete copy of a Resolution adopted by the Council of the City of Roseville, County of Macomb, State of Michigan, at a regular meeting held on \_\_\_\_\_, 2014, and that public notice of said meeting was given as required by Act 267, Public Acts of 1976, as amended.

\_\_\_\_\_  
Richard Steenland, Clerk

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# **PUBLIC PARTICIPATION PLAN**

**For:**

**City of Roseville  
Planning Commission  
29777 Gratiot, P.O. 290  
Roseville, MI, 48066**

**Prepared by:**

**Public Participation Plan Committee  
Of  
City of Roseville Planning Commission  
Committee Members:  
Otto Wilhelm  
Kurmmell W. Knox, Esq.  
Joseph Montgomery**

**November 2013 - DRAFT**

## **Introduction**

This is a draft of a Public Participation Plan for the Planning Commission which can be used as a template for other Boards and Commissions.

The City of Roseville Planning Commission (PC) has developed this public participation plan in an effort to ensure that the citizens of Roseville will be informed of those issues that affect them. The purpose of this public participation plan is to promote meaningful community involvement during PC activities.

This public participation plan describes the activities that the PC will do to inform the public about activities and identifies opportunities for the community to become involved as the actions are implemented.

The main objectives of this plan are to:

- Notify the public of opportunities to comment on and be involved in key decisions.
- Provide information and promote public understanding of the PC process.
- Open and maintain communication between the public, PC and other City Agencies.
- Ensure the public's questions are answered and concerns are addressed.

## **State Regulations on Public Participation**

### **The Michigan Open Meetings Act**

In accordance with the Michigan Open Meetings Act ([PA 267 of 1976](#)), the City of Roseville Planning Commission will hold meetings in the City Hall building located at 29777 Gratiot (VFW Memorial) Roseville, Michigan 48066, which is accessible to the general public.

The public will be notified within 10 days of the first meeting of the Planning Commission in each calendar or fiscal year; the Planning Commission will publicly post a list stating the dates, times and places of all its regular meetings at its principle office.

If there is a change in schedule, within three days of the meeting in which the change is made, the Planning Commission will post a notice stating the new dates, times and places of regular meetings.

For special and irregular meetings, in accordance with the statute, the Planning Commission will post a notice indicating the date, time and place at least 18 hours before the meetings.

NOTE: A regular meeting of the Planning Commission which is recessed for more than 36 hours, can only be reconvened if a notice is posted 18 hours in advance.

The Planning Commission will hold emergency sessions without a written notice or time constraints if the public health, safety or welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting.

### **The Michigan Planning Enabling Act**

In accordance with the Michigan Planning Enabling Act ( [PA 33 of 2008](#)) the following parties will be notified via first class mail, personal delivery or electronic mail by the planning commission (or legislative body if no planning commission exists) of the intent to plan and request the recipient's cooperation and comment:

- The county in which the municipality is located
- The regional planning commission for the region in which the municipality is located, if there is no county planning commission for the county in which that municipality is located. If there is a county planning commission, the municipal planning commission may consult with the regional planning commission but is not required to do so
- The county planning commission, or if there is no county planning commission, the county board of commissioners for the county in which that municipality is located
- Each public utility company, railroad company, and public transportation agency owning or operating a public utility, railroad, or public transportation system within the local unit of government, and any government entity that registers its name and mailing address for this purpose with the planning commission
- If the master plan will include a master street plan, the county road commission and the state transportation department.

After the draft master plan has been submitted to the legislative body for review and approval for distribution, the draft plan will be submitted to the previously listed entities for review.

Before approving a proposed master plan, the Planning Commission will hold not less than 1 public hearing on the proposed master plan. The hearing will be held after the expiration of the deadline for comment as outlined in the Act.

The Planning Commission will give notice of the time and place of the public hearing not less than 15 days before the hearing by publication in a newspaper of general circulation within the local unit of government. The Planning Commission will also submit notice of the public hearing as outlined in the Act.

After the adoption of the master plan, the Planning Commission may publish and distribute copies of the master plan or of any report, and employ other means of publicity and education.

### **History**

Roseville, MI is a community of over 48,000 residents. While the city is almost fully developed, a proactive approach to attracting and retaining businesses over the years has led to reinvestment and expansion of existing properties. The affordable housing stock has created opportunities for families just starting out, as well as those wishing to remain in Roseville.

Roseville is home to companies in the automotive, military, printing, paper recycling, food service industries, and many more. Approximately 681 acres of Roseville are devoted to industrial property. Easy access to I-94 and I-696, the Groesbeck corridor and CN Railway make Roseville desirable to many industries according to the U.S. Census.

Public participation activities are coordinated by the Planning Commission, City Council and the City Clerk's Office. The Planning Commission maintains overall responsibility and the City Council maintains approval authority in accordance with the City of Roseville's Ordinances. The Planning Commission will, with participation from other stakeholders, conduct public comment periods, including soliciting, receiving, and considering comments.

**Proactive Practices-** The Planning Commission intends to provide public participation methods that are less reactive and focused on education and collaborative visioning. The Planning Commission with the assistance of the Planning Consultant and the City of Roseville Building Department shall determine amongst themselves the party/parties to lead the workshops considered. The following are examples, while not exhaustive these examples do provide a sample of activities that can be used to insure community involvement and public input.

- **Public Hearing** - Typically required prior to public adoption of an ordinance. It is the most structured, but least effective since it is really public input more than public engagement.
- **Public Meeting** - An informal process for sharing a draft plan and receiving feedback through dialogue.
- **Negotiation and Mediation** - This process, a formal dispute resolution method, is conducted by trained mediators; with the goal being consent to move forward with a solution that all parties can accept. This method would be used mostly in dealing with land use disputes.
- **Opinion Surveys** - Surveys are useful for identifying specific areas of interest or concentration from a broad scope of ideas or issues. These areas of interest can then be further explored using other methods like the ones outlined below. Surveys can be useful to get a general idea of something, but should not be used as the sole method of public input. Optimally it will be best to administer surveys in conjunction with community partners. As with most public input efforts, it is best to vary the delivery method (mailed, handed out, electronic) and include bilingual language if applicable. This method can accurately represent the opinion of the city or area affected as long as the sample is representative of the universe (*Random Sample*).
- **Visual Preference Survey** - Involves showing a series of pictures and having participants rate them on a scale.
- **Focus groups** - Focus groups can help to narrow down concepts or get a specific side of the story. Stakeholders groups make ideal participants of a focus group. In this method a

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small number of people collectively provide specific feedback and problem solving on one or more complex issues.

- **Social networking-** Technology offers a unique opportunity to give and receive information to a mass of people. The Planning Commission can post events, share information and even solicit feedback. This public participation method is best used in conjunction with other methods because it excludes those who do not use social media. The Public Participation Plan should identify a person who will be responsible for making posts and monitoring the posts of others. The ability to spread misinformation or post disrespectful comments makes it important to plan for the use of social media.
- **Standing committees-** These are focus groups that repeatedly meet and will differ depending on the needs of a community. They are perfect for concerned residents, underrepresented groups, or groups that may have specific needs in the community, such as students or seniors. This is an opportunity for the City of Roseville to draw from the expertise of residents, perhaps organizing a standing committee of real estate professionals, business owners and brokers to offer feedback.
- **Citizen Advisory Committee -** Since Michigan law allows planning commissions to create committees with members who are not on the commission, this method allows for a broad cross-section of the community and/or a select panel of experts to be involved in the decision making process.
- **Facilitation:** The method helps a group meet its goals by actively involving members while managing the group to achieve tangible results.
- **Delphi Technique -** This can be thought of as an expert brainstorming session. The method works by having a series of questionnaires, surveys, etc. sent to selected respondents who are considered experts. (They do not meet face-to-face). The responses are collected and analyzed to determine conflicting viewpoints on each point. The process continues in order to work towards synthesis and building consensus.
- **Community workshops-** These would consist of a series of question and answer sessions or as creative as [creating a board game](#). The Planning Commission will identify potential venues, considering access for the disabled and citizens without vehicles. In addition, we will work to identify how to reach underrepresented groups. For example, holding workshops in different languages to suit our community's demographic and at different locations and times. This section is an ideal place to identify who would facilitate the workshops; whether it is an outside consultant, active citizen or municipal staff. Often workshops are a great way to educate the community surrounding a specific topic and hear concerns, questions and ideas.
- **Visioning -** This is where stakeholders and citizens develop a common vision for the community.

- **Charrette** - A multi-day, collaborative planning event that harnesses the talents and energies of all affected parties to create and support a feasible plan that represents transformative community change. In a charrette, everyone interested helps out in a team effort that incorporates their unique contribution. By eliminating rework, the result is that plans can go quickly into the adoption process and actual development can start soon thereafter. Many times it leads to a faster decision process.

When to use which Technique?

Technique	Required by law	Useful for Early Involvement	Conducive for Issue Framing	Allow for Consensus	Conducive for Collaboration
Public Hearing	X				
Public Meeting		X			
Negotiation/Mediation				X	
Opinion Survey		X	X		
Visual Preference Survey		X	X		
Focus Group		X	X	X	
Social Networking		X	X		
Standing Committees		X	X	X	
Citizen Advisory Committee		X	X	X	
Facilitation		X	X	X	X
Delphi Technique		X	X	X	X
Community Workshop		X	X		
Visioning		X	X	X	X
Charrette		X	X	X	X

## **Public Participation Activities**

- Hold public meetings when required by Statute.
  - Hold the meeting at a location and time convenient to the community.
  - Announce public meeting in a notice to be broadcast on Cable Access Channel and posted on the City Website and social media pages, i.e., *Twitter, LinkedIn, and Facebook*.
- Use comment periods as the primary method to get feedback from the public on proposed decisions.
- - Provide public comment period as required.
  - If state or federal holidays occur during a comment period, extend the end date of the comment period one day for every day of holiday.
  - During the comment period, invite the public to comment in writing, or if a public hearing is held, provide opportunities for oral comment.
  - Place all comments received during the public comment period into Central Files of the Planning Commission which are kept by the office of the City Clerk.
  - After the public comment period, review all comments received. The Planning Commission may, but is not required to, respond to both written and oral comments in a responsiveness summary. If a summary is created, make the summary available with other documents at the information repositories listed below.
  - Provide public comment periods on modifications to any action taken by the Planning Commission.
- Create and maintain a list specific to the Planning Commission for parties interested in receiving updates on Planning Commission activities.
  - Include neighboring property owners, public agencies, elected officials, tribes, schools, libraries, public utilities, individuals that have requested notices, and other known interested parties on the list.
  - Maintain and update the list as needed at City Hall. The public will be able to contact the appropriate department to be added to or removed from the list.
- Make copies of the proposed changes available to the public for review and comment.

Place copied materials at public locations convenient for the local community to access and review for the duration of the process. Use the following locations as information repositories:

Roseville City Hall  
29777 Gratiot  
Roseville, MI 48066  
586-445-5450

Roseville Recreation Center  
Roseville Senior Center  
18185 Sycamore  
Roseville, MI 48066  
586-777-7177

- Post site information and documents on the City of Roseville's website at: [www.roseville-mi.gov](http://www.roseville-mi.gov)
- Make copies of documents available for a fee through the Building Department at Roseville City Hall.

Use a variety of methods to inform the community of public meetings, comment periods and related activities.

- Place announcements in the City of Roseville's newsletter. Make copies of the newsletter available to the public. Make copies of the newsletter available on the City of Roseville website at [www.roseville-mi.gov](http://www.roseville-mi.gov)
- Place announcements of the public comment period and, if requested, public meeting on the City of Roseville's *Public Events Calendar* available at the City website [www.roseville-mi.gov](http://www.roseville-mi.gov)
- Direct the public to pertinent websites that include links for all resources that do not contain sensitive information (including all notices, public comment period dates, documents proposed for review, fact sheets, legal ads, and exhibits).
- Create and distribute fact sheets to persons and organizations interested in the activities of the Planning Commission. Display fact sheets at the information repositories, and make them available on the City's website and at City Hall.
- Place a legal ad in the newspaper of general circulation announcing any public comment period or meeting. Include information about the proposed action, a request for public comment, and the dates of the public comment period in the ad.

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- Review the plan annually in May. If substantial changes are necessary, the Planning Commission will submit the revised plan to the public for review and comment.

### **Closing**

Public participation, when properly executed, builds community consensus and strengthens sense of place. Creating a culture of collaborative visioning enriches democracy by allowing citizens to voice their ideas, not just their complaints. A community's public participation plan is not another document to be created and shelved, but a daily guide for how to best incorporate the public into decisions that affect their space. The Planning Commission has created this Public Participation Plan in an effort to enrich the lives of the citizens of Roseville by insuring their involvement in the issues that directly affect them. We believe that the result will be development that the whole community has planned for, smoother approval processes and a more satisfied public.

<b>Community Event Satisfaction Survey</b>	
	Date <input style="width: 100px;" type="text"/>
What event did you attend today?	
How did you hear about this event?	
Was the event held at a convenient location and time?	
Are you glad you came to this event? Would you improve it in any way?	

**Internal Public Participation Evaluation Form**

Type of Public Participation  
How was the event advertised?

Date

Where was the event held?

How many people attended? Was there a group that was underrepresented?

Who facilitated/completed the event?

Are there ways this could be improved for future events?

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# **TRAINING PLAN**

**For:  
City of Roseville  
29777 Gratiot, P.O. 290  
Roseville, MI 48066**

**Prepared by:  
City of Roseville Planning Commission**

**with assistance by:  
Beckett and Raeder Inc.**

**February 24, 2014 - DRAFT**

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## **Introduction**

The City of Roseville, MI places great emphasis and value on training its elected officials, administration, board and commission members, and staff (hereafter called “staff”). They understand that training and development is one of the most critical functions of the City. People are the number one resource the city has at its disposal, and only when they are fully developed can Roseville reach the goals that it has set for itself. Therefore training is one of the most important components of the City of Roseville’s strategy to have highly educated and informed members.

The main objectives and goals of training are to:

- Create a learning culture
- Increase productivity
- Create a better corporate image
- Develop leadership skills
- Improve morale
- Prevent obsolesces by continuing educating and improving skill sets

## **Training Strategy**

To meet these objectives and goals, the city has developed a comprehensive training strategy for each major group in the city.

### City Administration:

- Shall stay current with the best practices in their profession or occupation.
- Will attend seminars, webinars, and other training options as offered by the City.
- Shall write a summary of the training they attended and detailing whether it was beneficial or not.
- During the annual budget process, the City Administration will determine:
  - who needs to be trained,

- where the training focus should be, and
  - what specifics are needed to train Roseville staff to be the most productive
- The City Administration will propose an adequate training budget.
- The Administration will monitor training opportunities that are the most beneficial, including attendance at seminars, webinars, and self study options.
- On a yearly basis Administration shall present a questionnaire to staff asking
  - what training have you completed in the previous year,
  - what are your training needs for the upcoming year,
  - what are your longer term training needs, and
  - what training opportunities are we not providing that you would like to see offered?

Planning Commission:

- By August of each year, the Planning Commission will review the training goals from the previous year and make any required changes for the new fiscal year.
- If there are training opportunities to attend conferences, seminars, etc, they will be done on a rotating basis determined by the Chair.
- Members of the commission will try to be active on other boards/commissions when time allows.
- The Planning Consultant will continue to provide a least one training session per year on a variety of topics, including but not limited to: Form Based Codes, Charrettes, Complete Streets, Planning and Zoning Essentials, and Brownfields.
- The Planning Consultants Monthly Report will continue to list upcoming training opportunities.
- The Education/Training Subcommittee will continue to provide teaching and education opportunities throughout the year.
- The Planning Consultant will continue to update the commission on current, critical, and cutting edge planning issues.

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Other Boards and Commissions:

- Each board or commission will review the training goals from the previous year and make any required changes for the new fiscal year.
- Each board member will attempt to attend one webinar each year pertaining to their area of service.
- Each board or commission will have one in-house training session per year at a regularly scheduled meeting.
- At the end of each fiscal year, the board or commission shall write a report to the City Administration detailing the training the board/commission undertook in the past year.

City Council:

- Shall work with the City Administration in determining yearly training goals for the City of Roseville.
- Members shall attend conferences, webinars, and seminars each year.
- Members shall be active in various state, regional, and local organizations such as the Michigan Municipal League and the Southeast Michigan Chamber of Commerce.

<b>Group</b>	<b>MML Conference</b>	<b>SEMCOG Boards</b>	<b>Conference Attendance</b>	<b>Webinars</b>	<b>Workshops/ Seminar</b>	<b>Outside Boards/ Commissions</b>	<b>In House Training Session</b>
<b>City Council</b>	At least one member attends each year	At least one member sits on a board	At least three member attend each year	Each member shall watch at least 1/year	Each member shall attend at least one every other year		
<b>City Administration</b>	At least one person attends each year	At least one person sits on a board	At least one person attends each year	Each person shall watch at least 2/year	Each person shall attend at least one every other year		
<b>Planning Commission</b>				Watch at least 1/year or attend 1 In-House Training		At least one member sits on a board/ commission	Have at least 1/year
<b>Other Boards/ Commissions</b>				Watch at least 1/year			Have at least 1/year

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## **Closing**

The implementation of a city wide training plan will enable the City of Roseville to remain a leader in municipal productivity. The program outlined will help in motivating staff to work and perform better along with saving the City money as staff becomes even more efficient in their tasks. The end result will be an increased level of service to residents and business owners that will strengthen the City of Roseville as a preferred destination to live, work, and invest.

# Economic Development Strategy & Marketing Plan City of Roseville, Michigan



Department of  
Community & Economic  
Development

2014

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# Economic Development Strategy & Marketing Plan

## **Executive Summary**

The City of Roseville, located in southeast Macomb County, is a mature suburban community. Throughout its history, Roseville has been a significant crossroads of Macomb County since many important transportation corridors intersect within its boundaries. The population of Roseville expanded significantly during the period from 1950 to 1970 due to rapid development of residential neighborhoods, industry and commercial establishments.

More recently, the City of Roseville, like most southeastern Michigan communities, is recovering from a decade-long, deep recession that resulted in significant job loss, declining personal income, home foreclosure, an eroding tax base, and reductions in government services. The City of Roseville has experienced higher unemployment figures as compared to the tri-county area as a result of reduced or eliminated traditional automotive-related manufacturing jobs. This strategy addresses our challenges and takes advantage of opportunities by focusing on our strengths and how the City of Roseville can position itself to developing an action-oriented plan. The City partners with local and regional agencies and links resources to service its residents and businesses.

The primary focus of this strategy is to position the community into becoming a redevelopment focused community, and to incorporate the goals and objectives of the City of Roseville Master Plan and Capital Improvement Plan. The City is actively pursuing Redevelopment Ready Community Certification (RRC) from the Michigan Economic Development Corporation's RRC Program. Once achieved, the certification communicates that the community supports redevelopment.

One such strategy is the Southeast Michigan Council of Governments (SEMCOG) seven county Regional Economic Development Strategy, "Increasing Jobs and Prosperity in Southeast Michigan. This plan helps ensure we have a dynamic economic development strategy that is evolving to reflect the region's current and future needs, which is important as we continue positioning ourselves to be successful in a globally competitive environment. It builds upon, rather than duplicates, existing programs and includes 11 broad-based strategies and associated action steps that encompass the region's human resources, business climate, and community assets – three important factors for attracting, retaining, expanding, and creating businesses and jobs.

<http://library.semco.org/InmagicGenie/DocumentFolder/IncreasingJobsAndProsperityInSoutheastMichigan112012.pdf>

In addition, Roseville also incorporates the county's economic development strategy through the Macomb County Department of Planning & Economic Development (MCPED). MCPED is structured specifically to create the ideal environment for new business and emerging sectors, as well as to support the breadth of business activities found across the county. The group's functions are comprised of business attraction, business retention, and entrepreneurial development. Further, the "Home in Macomb Business Retention Program" provides targeted assistance to assist with retaining business and talent in the region.

## **LOCATION**

The City of Roseville is located in Michigan's Lower Peninsula, near the lower southeast portion of Macomb County, an urban county. It has a land area of 9.5 square miles. The City of Roseville is located approximately 3 miles east of Lake St. Clair; 13 miles northeast of downtown Detroit, 18 miles east of Southfield, and 50 miles east of Ann Arbor. Communities immediately adjacent to the City include the cities of St. Clair Shores to the east, Eastpointe to the south, Warren and Fraser to the west and Clinton Township to the north.

Two interstates, I-94 and I-696, connect Macomb to the rest of the state, nation, and Canada. Access to a third interstate, I-75, is provided by connecting routes on I-696 and M-59. A grid system of "mile roads" traverses the county from east to west, intersected by multiple arterial roads and freeways. The I-94 expressway winds through southeast Macomb, and continues north through St. Clair County to the Blue Water Bridge to Canada, a major international border crossing for both truck and rail. Heading south, I-94 connects Macomb with the city of Detroit and the Detroit-Metro Airport.

In June 2011, the Macomb County Board of Commissioners voted to support the creation of a regional transit authority (RTA), in partnership with the City of Detroit, Wayne County, Washtenaw County, and Oakland County. In early 2012, the Michigan legislature introduced legislation establishing the Southeast Michigan Regional Transit Authority and its 10-member board.

Plans are also in place to build a second bridge between Detroit and Canada. The New International Trade Crossing Bridge will link Detroit and Windsor, Ontario. The \$2.1 billion, six-lane project is targeting for completion in 2020.

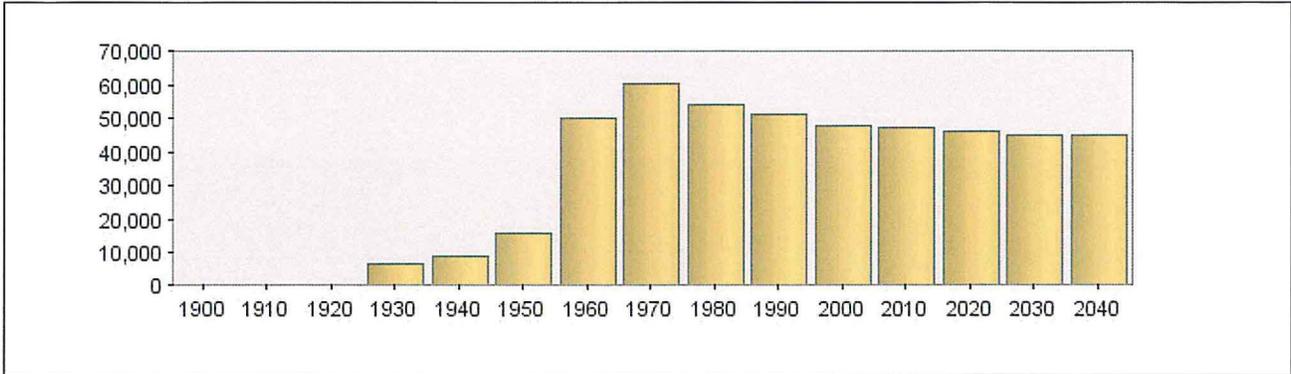


## **SOCIAL CHARACTERISTICS**

### **Demographics**

Based on the 2010 U.S. Census for the City of Roseville, the total population was 47,299 people. Roseville had a median household income of \$41,853 in 2006-2010 and has grown by 1.54% since 2000. The median age for the City of Roseville is 37.9 years of age. The income growth rate is lower than the state average rate of 1.67%. Expected increases in manufacturing jobs should result in higher household income. The charts below illustrate population changes over the years.

**Roseville Population Forecast** Source: SEMCOG



Population and Households	Census 2010	Change 2000-2010	% Change 2000-2010	SEMCOG Dec 2012	SEMCOG 2040
Total Population	47,299	-830	-1.7%	47,268	45,263
Group Quarters Population	245	61	33.2%	245	228
Household Population	47,054	-891	-1.9%	47,023	45,035
Housing Units	21,260	741	3.6%	21,226	-
Households (Occupied Units)	19,553	-423	-2.1	19,526	19,780
Residential Vacancy Rate	8.0%	5.4%	-	8.0%	-
Average Household Size	2.41	0.01	-	2.41	2.28

Source: SEMCOG

**Population Trends**

The City of Roseville has seen its population decrease over the last four decades from a peak of 60,529 in 1970 to 47,299 in 2010. It is estimated that in 2040 the population will continue to decrease to 45,263 residents.

During this same period, the population of Macomb County was 625,309 in 1970 to 840,978 in 2010. It is also estimated that in 2040 the population will increase to 905,390 residents. The decrease in Roseville’s population is contrary to the total population growth during this time span for Macomb County, which has seen growth occur in more affluent communities beyond the region’s inner ring. This net increase reflects the continued migration of residents further and further out from the urban core of the region.

The State of Michigan and the Great Lakes region as a whole continue to suffer from population loss due to a range of factors including an aging population, decreasing family sizes, the out migration of younger, potentially family-ready populations from the area, and the exodus of recent college graduates.

To properly forecast an aging population phenomenon, Macomb County developed an “Aging of Macomb County” which incorporates all factors of supporting an aging population.

**By 2040, 1 in 4 persons in Southeast Michigan will be 65 or older.**

[http://www.macombcountymi.gov/hcs/pdf/the\\_aging\\_of\\_macomb\\_county\\_phase\\_I.pdf](http://www.macombcountymi.gov/hcs/pdf/the_aging_of_macomb_county_phase_I.pdf)

The decrease in certain population segments appears to be due to several indicators including:

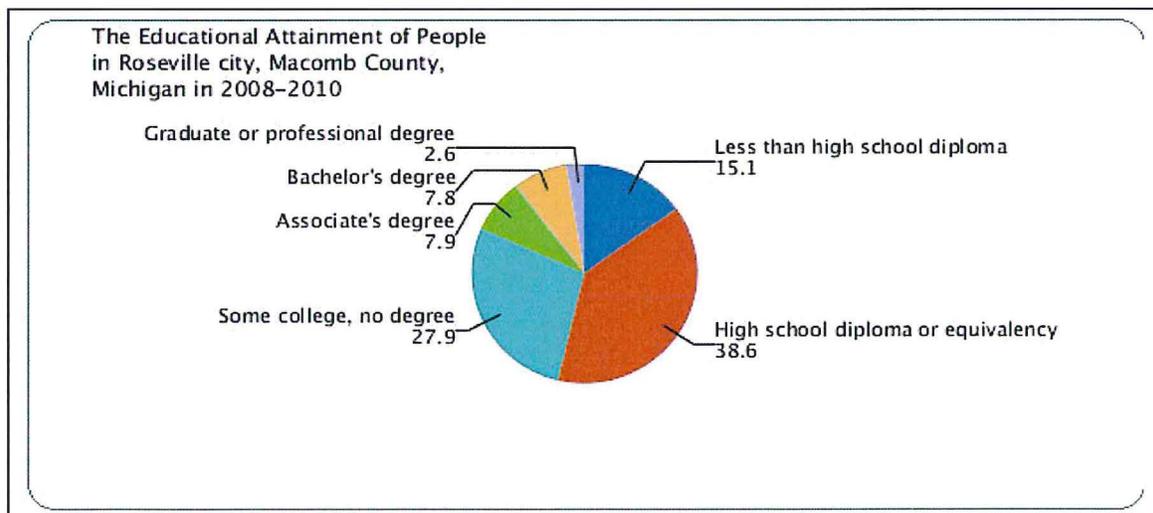
- ✚ Decrease in the number of families with children;
- ✚ Decrease in teenagers;
- ✚ Decrease in people in their twenties and thirties;
- ✚ Decrease in people in their mid-fifties to late sixties.

Roseville appears to be like many older communities, losing young people to newer suburbs. In order to retain some of these residents, it is important to address the actual reasons for out-migration of these age ranges and population sets. These reasons may include:

- ✚ Lack of larger lot homes as families look for more space;
- ✚ Shift in the ethnic/racial make-up of the community;
- ✚ Failure to provide recreational opportunities;
- ✚ Lack of entertainment/shopping options for the under 34 segment;
- ✚ Lack of job opportunities

### **Education**

The percentage of the population age 25 and older that received a graduate or a professional degree, bachelor's degree, or associate degree remained mostly stagnate, whereas the percentage of the population with some college education increased 5.1%. It is important that the City of Roseville maintain quality educational facilities and increase the educational attainment of its residents. Since schools are the number one reason why people choose to purchase a home, it is highly recommended that the City work closely with the school district to ensure its quality of education not only is comparable with the surrounding area, but improves to best in class.



Source: U.S. Census Bureau, 2008- 2010 American Community Survey

For Roseville, 2008-2010 ACS data shows 39% of people 25 years and over had at least graduated from high school and 10% had a bachelor's degree or higher. Fifteen percent were classified by the U.S. Census as dropouts; they were not enrolled in school and had not graduated from high school. The total school enrollment in Roseville was 12,000 in 2010. Nursery school and kindergarten enrollment was 1,300 and elementary or high school enrollment was 7,300 children. College or graduate school enrollment was 3,700.

## Regional Strengths

A robust manufacturing presence, including a defense corridor. Extensive transportation network; M-3 Mass Transit; I-696, I-75, I-94, Rail. Natural resources such as Lake St. Clair.

## Transportation Opportunities

### Gratiot Avenue

The SEMCOG 2040 Regional Transportation Plan for Southeast Michigan includes a federal government commitment to the RTA for an additional \$6.5 million to study transit development in other high-priority transit corridors including express bus, rail, and bus rapid transit (e.g., Gratiot Ave. (M-3) from Detroit to Mt. Clemens; M-59 corridor between Pontiac and Mt. Clemens; and Michigan Ave. The RTA will be responsible for prioritizing these corridors and securing local matching funds for these studies.

Also, mentioned in the RTA is the regional freight system is an important economic asset. SEMCOG will continue to partner with initiatives to promote growth in supply chain and logistics activity and gather information on freight industry needs.

Examples of these initiatives include, but are not exclusive to:

- ✦ Michigan Economic Development Corporation's Logistics and Supply Chain Strategic Plan implementation,
- ✦ Detroit Regional Chamber's *Translinked* initiative, and
- ✦ VenturePort and I-69 Corridor Next Michigan Development Corporation activities



*Gratiot Avenue (M-3) Map: Original Transportation "Spoke" From City of Detroit Northward*

Gratiot Avenue, (M-3), is a major metropolitan thoroughfare that traverses the entire length of the City and allows convenient non-interstate access to Mt. Clemens and Detroit.



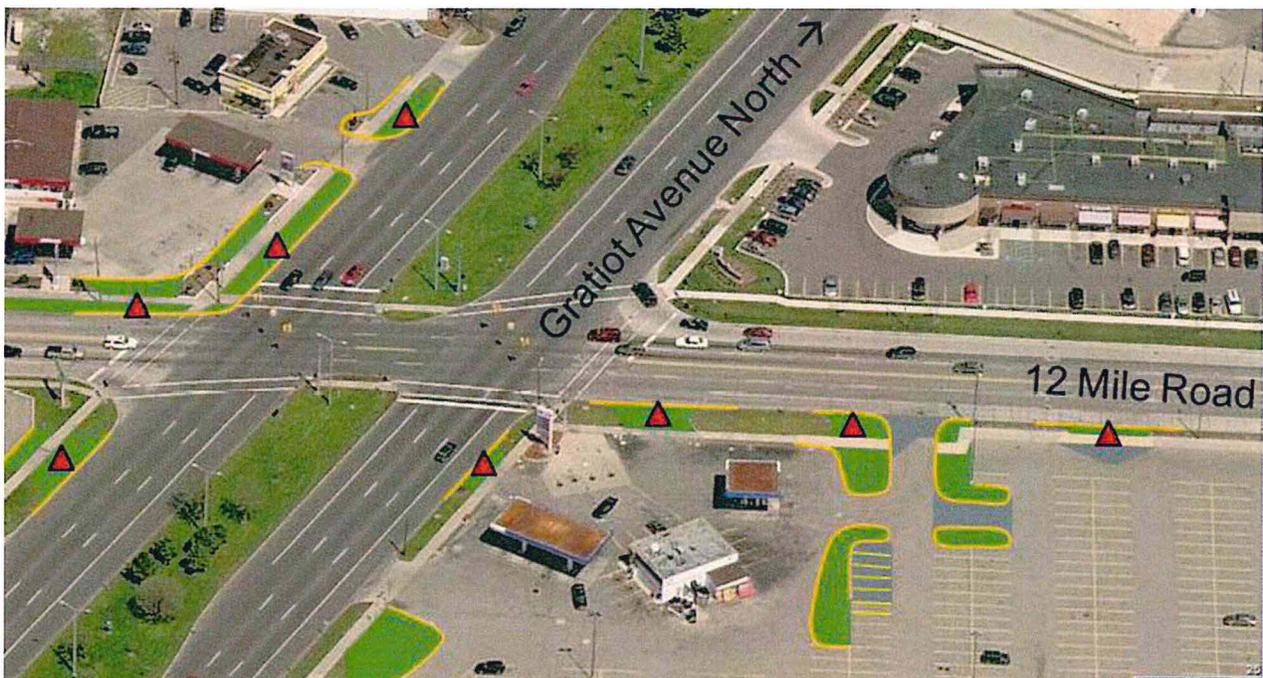
Gratiot Avenue Access Management Plan

In 2009, the City of Roseville participated in a joint Access Management Plan for the Gratiot Avenue Corridor along with the Southeast Michigan Council of Governments (SEMCOG), the Michigan Department of Transportation (MDOT), Macomb County Department of Planning and nine corridor communities as it stretches over 26 miles across Macomb County.

The purpose of the Gratiot Avenue Access Management Plan and associated zoning ordinance provisions are intended to improve safety and traffic operations along the Gratiot Avenue corridor in Macomb County. Gratiot experiences periodic congestion along several segments and there are locations with a relatively high number of crashes and general concerns associated with pedestrian safety. Those conflicts, and thus the potential for crashes and congestion, can be reduced through standards on the number, placement, and design of access points (intersecting streets, median crossovers and commercial driveways). Each community adopted the North or South Plan as part of its Master Plan and community-specific zoning ordinance amendments as part of this project to provide the basis for implementation.

Redevelopment opportunities trigger the adoption and consideration of Access Management into site plan review for Roseville-based projects. The resulting plans will serve as a guide and vision for improved access.

The plan in its entirety can be viewed here:  
[http://www.lslplanning.com/documents/ALL\\_combined.pdf](http://www.lslplanning.com/documents/ALL_combined.pdf)



All communities in Macomb County are serviced by SMART (Suburban Mobility Authority for Regional Transportation) bus system. Nearly 200,000 people ride SMART buses every week. A total of 54 routes, with 7000 stops, connect Macomb County to its neighbors in the Detroit region. SMART offers fixed route service, connector service, ADA service, and additional bus services

**Groesbeck Highway**

Unlike Gratiot Avenue, Groesbeck Highway (M-97) is a state trunkline that offers an abundance of traditional manufacturing opportunities, as the primary zoning classification along the corridor is industrial. Groesbeck Highway has a larger traffic volume than Gratiot Avenue and its large property sizes making it an ideal place for industry. Both roadways have their own unique location, convenience, and purpose.

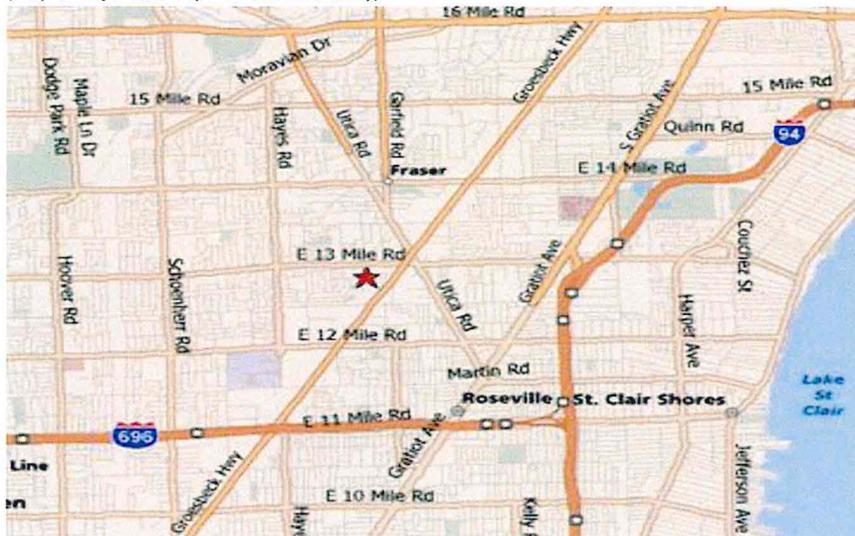
**Daily Traffic Counts**

Source: SEMCOG

Year	Road	AADT
2012	Groesbeck Hwy (M97)	37,200
2011	Gratiot Avenue	33,900



(Map of major roadways in Macomb County)



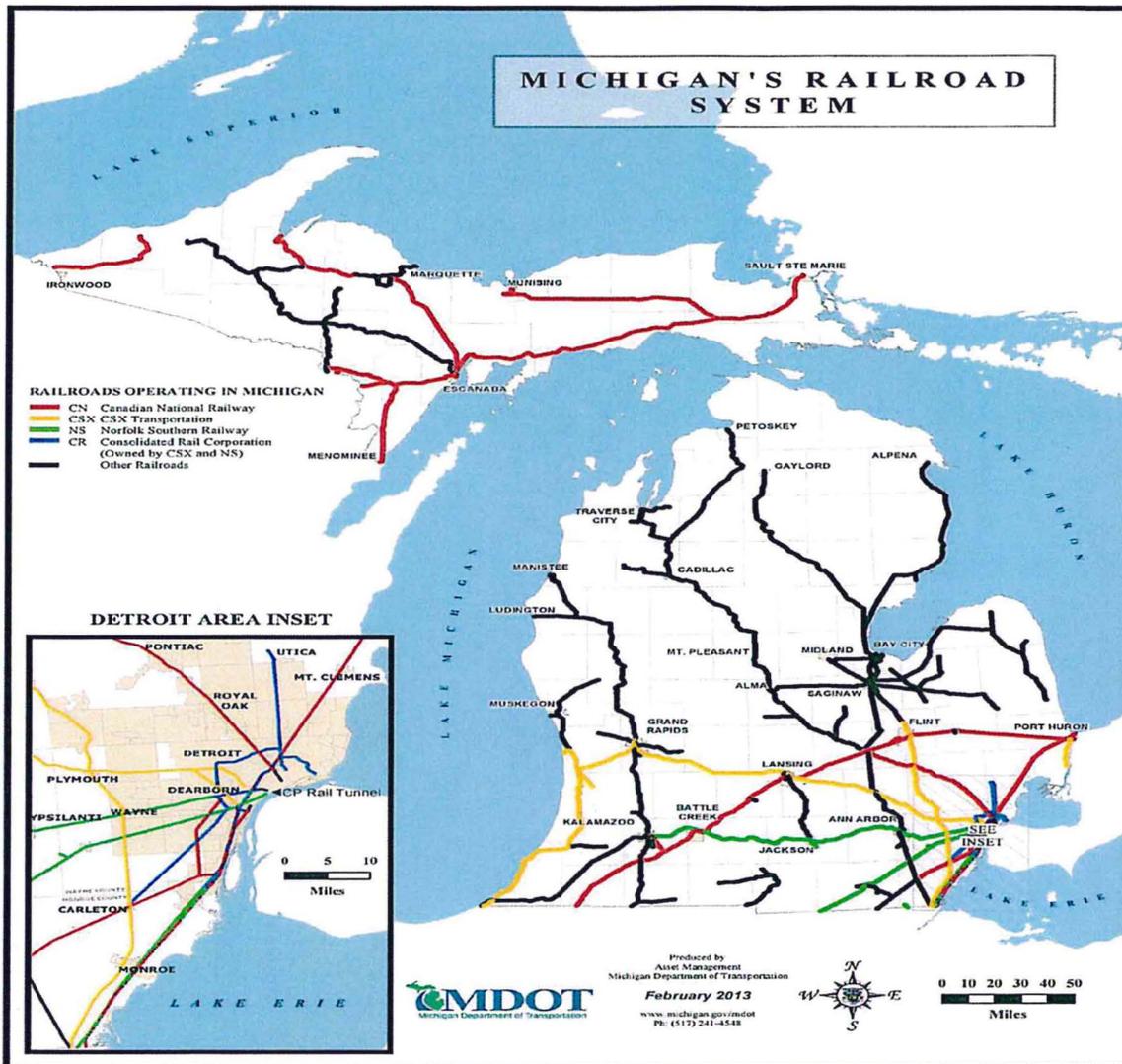
**Land Banking**

Opportunity exist to assembly functionally obsolete and/or irregular parcels of land to position for redevelopment opportunities. A lank bank could restore value to the community by acquiring, developing and selling vacant and abandoned properties in cooperation with stakeholders who value responsible land ownership.

Further, the City of Roseville has hired a Planning Consultant to create redevelopment plans for both Gratiot Avenue and Groesbeck Highway. Once adopted, these strategic plans will be part of the City of Roseville’s Economic Development Strategy. Plans are to be completed in early 2014.

## Railroad Routes

The City of Roseville is fortunate to have CN Canadian National Railway transect through the community. Below is a statewide map of the Michigan Railway Connections. If opportunity allows, it is may be possible to seek funding to locate a rail spur as a connector to the rail abutting Groesbeck Highway.



Source: MDOT

## Educational Institutions

Although the city or the County do not have a traditional four-year university in its jurisdiction, the Macomb Community College south campus is located in the neighboring City of Warren. Macomb Community College is one of the nation's leading community colleges, providing learning experiences to more than 48,000 students annually. Macomb nationally ranks in the top two percent in the number of associate degrees awarded and is the largest grantor of associate degrees in Michigan. The college's comprehensive educational programming includes pre-collegiate experiences, university transfer and career preparation programs,

bachelor degree completion and graduate degree programs, workforce training, professional education and certification, and continuing education and enrichment opportunities.

Macomb County is home to many community colleges and off campus branches which include: Baker College, Davenport University, ITT Technical Institute, Walsh College, and Macomb Community College which in 2009-2010, held a student enrollment of 50,858. There are also other university offsite branches: Central Michigan University and Wayne State University. Below are job forecasts by industry through 2040.

Forecasted Jobs by Industry	SEMCOG 2010	SEMCOG 2040	Change 2010-2040
Natural Resources, Mining, & Construction	1,102	1,465	363
Manufacturing	2,843	2,385	-458
Wholesale Trade, Transportation, Warehousing, & Utilities	820	949	129
Retail Trade	6,010	5,312	-698
Knowledge-based Services	2,310	2,335	25
Services to Households & Firms	2,937	3,502	565
Private Education & Healthcare	1,733	2,849	1,116
Leisure & Hospitality	3,104	3,364	260
Government	1,382	1,473	91
<b>Total</b>	<b>22,241</b>	<b>23,634</b>	<b>1,393</b>

**People (Talent):**

Migrant workers

Metropolitan Detroit has the second largest immigrant population of any Great Lake regional metropolitan area with 365,000 foreign born (8.4% of the regional population). The region has significant Arab-American, Indian-American, Hispanic, Bangladeshi-American, Canadian-American, and Chinese-American populations, in addition to dozens of other immigrant groups. In fact, metropolitan Detroit is home to some of the world’s largest populations of Albanian, Macedonian, Lebanese, Iraqi, and Yemeni, among others, outside of their home countries.

Once immigrants settle in a neighborhood they attract the next wave of immigrants who want to live in close proximity to their countrymen. This process transforms once deteriorated neighborhoods. Housing stock is upgraded as homes are renovated and new housing is built where abandoned buildings and vacant lots used to be. The growing awareness of the importance of immigrants to urban revitalization can be evidenced in the increasing number of cities that are pursuing immigrant recruiting and welcoming initiatives. The need for working age residents is critical for Southeast Michigan’s future.

The Regional Forecast for 2035 prepared by the Southeast Michigan Council of Governments (SEMCOG), the region’s metropolitan planning organization, estimates that the region’s senior population will increase from 12 to 24 percent in the next 25 years. This aging of southeast Michigan’s population “foreshadow[s] a serious labor shortage further down the road.” To give some perspective to what Michigan’s aging population will look like (absent the influx of new working-age residents), one need only look at the three states with the highest rate of seniors—Florida (17 percent), West Virginia (15.5 percent), and Pennsylvania (15.2 percent)—to see that Michigan will be profoundly older than most anywhere in the country.

At the same time that Metro Detroit has great reason to celebrate its international diversity, it faces significant challenges integrating and growing this population. Metro Detroit is the nation’s second most racially segregated metropolitan area in the nation, after Gary, Indiana. Roseville will continue to develop entrepreneurial programs to capitalize on immigrant populations as a tool for economic development.

**Weaknesses**

The economic analysis for the City of Roseville establishes a base from which planning decisions can be made with regard to employment and jobs. This information confirms Roseville faces many of the same challenges of other older inner-ring suburbs: an aging housing stock, smaller lots than in newer townships, higher redevelopment costs than greenfield development, and a loss of higher income wage earners. This is common for a mature stable community. Roseville needs to continue to attract new residents and businesses if it is to remain a vibrant community.

**Housing Type**

**Nearing Functional Obsolescence:** Nearly 40% of the city’s housing stock was developed between 1950 to 1959. The housing needs of this era are different to the demands and accommodations of years past. Further, the City of Roseville does assist the elderly with “aging in place” through Special Mobility Programs and the City’s Housing Rehabilitation Loan Program.

The City of Roseville is as U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) Program Entitlement Community. CDBG provides funding for a variety of community programs with the goal of improving the quality of life for moderate income and low income residents. CDBG funding supports housing rehabilitation, code enforcement/rodent control, and eligible public improvement projects, community services, services for senior citizens, and mobility assistance for handicapped persons. The City of Roseville Community Development staff works with qualified non-profit organizations, eligible service providers and government agencies to accomplish the goals of the CDBG Program.

**Year Structure Built, City of Roseville, 2010**

<b>Year Structure Built</b>	<b>Number of Units</b>	<b>Percentage</b>
<b>Built 2005 or later</b>	91	0.4%
<b>Built 2000 to 2004</b>	558	2.5%
<b>Built 1990 to 1999</b>	1,028	4.7%
<b>Built 1980 to 1989</b>	1,900	8.6%

<b>Built 1970 to 1979</b>	3,415	15.5%
<b>Built 1960 to 1969</b>	3,548	16.1%
<b>Built 1950 to 1959</b>	8,130	36.9%
<b>Built 1940 to 1949</b>	1,852	8.4%
<b>Built 1939 or earlier</b>	1,536	7.0%

Source: 2010 American Community Survey

### Housing Unit Summary

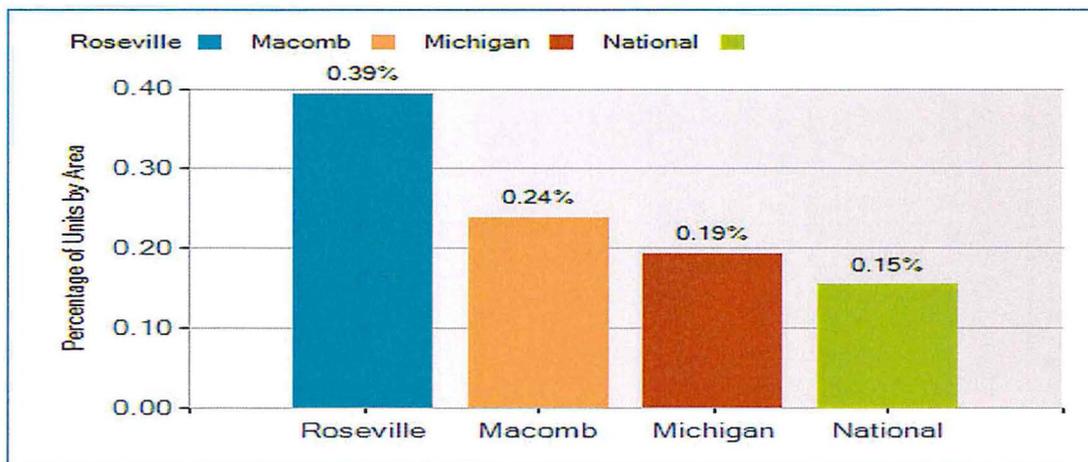
2000 Housing Units	20,519
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	2.6%
2010 Housing Units	21,260
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	8.0%
2012 Housing Units	21,163
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	8.3%
2017 Housing Units	21,194
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	9.1%

Source: 2010 American Community Survey

### Vacant Housing

In September 2011, foreclosures in Roseville reached a 12-month high of 156 foreclosures. The lowest 12-month foreclosure point in Roseville occurred in May 2012, with 84 foreclosures. The interest rates are the same as those recorded for Macomb County. The highest interest rate for Roseville occurred in July 2011 (4.55%), and the lowest interest rate is shown in May 2012 (3.80%).

### Home Foreclosure Data



Source: RealtyTrac, 2012

The City of Roseville will continue to fund Code Enforcement Officers to survey neighborhoods to prevent blight and uphold the integrity of neighborhoods, in addition to offering services to residents including the housing rehabilitation loan programs to support a sustainable community.

## Unemployment

High Unemployment: Jobs have continued to leave the City of Roseville, as it lost 2,642 jobs between 1990 and 2000. This is a decrease of 10.4%. However, SEMCOG predicts jobs will rebound in the community and reach a high in 2025. As of the 2010 ACS, Roseville’s population aged 16 years and over numbered 38,414 persons, of which approximately 66% (25,216 persons) was in the labor force. In Roseville, 54% of the population aged 16 and over were employed, 12% were unemployed, and 34% were not currently in the labor force. Eighty-three percent of the people employed were private wage and salary workers; 12% were federal, state, or local government workers; and 6% were self-employed in their own (not incorporated) business.

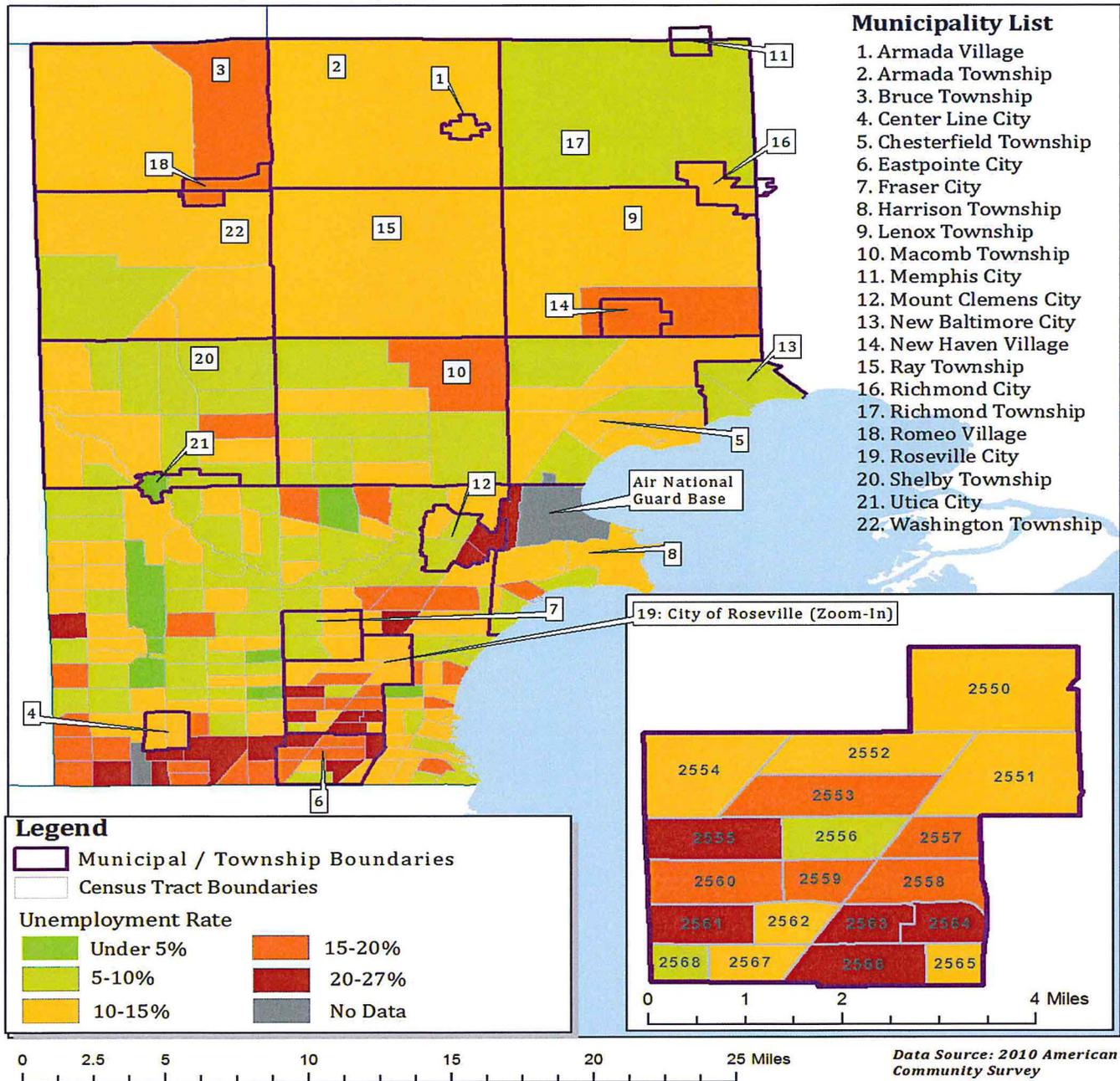
City of Roseville Worker Description	Number	Percent
Private wage and salary workers	17,108	82.7
Federal, state, or local government workers	2,411	11.6
Self-employed workers	1,180	5.7

The City of Roseville ACS data shows the following top three employment industries:

Education, Healthcare, and Social Assistance	4,604 (22.2%)
Manufacturing	4,083 (19.7%)
Retail Trade	3,215 (15.5%)

Civilian employed population 16 years and over (City of Roseville)	Number	Percent
Management, business, science, and arts occupations	4,591	22.2
Service occupations	4,283	20.7
Sales and office occupations	6,315	30.5
Natural resources, construction, and maintenance occupations	1,999	9.7

## Macomb County: Unemployment Rate Averages from 2006-2010



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## **MARKETING**

The City of Roseville has the opportunity to pursue a program of vigorous economic growth for the community. The City and surrounding area possess a number of assets which can provide the foundation of an economic development initiative resulting in the increase of jobs, investment and economic vitality to the City of Roseville and Macomb County. The key to success is to ensure that all of these resources are utilized in a timely and well-coordinated fashion to realize the maximum benefits to the community. The City of Roseville will develop hard copy marketing materials to highlight the topics mentioned below.

### **Social Media**

The City of Roseville creates its own marketing to attract new businesses and gives updates about current events in the city. Media sources can be a great way to understand and stay connected with our community as a whole with no monetary cost. The use of online websites such as a Roseville-based Facebook and Twitter Account allows users to get information in the quickest possible way. Moving forward in this new digital era it is vital that we provide up to date information for a sense of community.

### **Placemaking**

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking also capitalizes on a local community's assets, inspirations, and ultimately creates good public spaces that promote people's health, happiness, and well-being by creating a sense of place in the community. A shared goal of placemaking is to create the types of places where New Economy workers, entrepreneurs, and businesses want to locate, invest and expand.

The City of Roseville will continue to strive towards fostering an entrepreneurial environment that, through public outreach and engagement, provides creative solutions to move towards initiatives and projects that create vibrant public spaces.

### **Tax Incentive Policy**

It is critical that any tax incentive or business assistance be directed to accomplish the marketing objectives of the City of Roseville. Inducements will be weighted to achieve the maximum effect on job creation and investment, quality of business activity, and overall impact on the community. With this in mind, the following is a list of qualities that will be carefully considered in determining levels of abatement. Greater incentives will go to projects that:

- Create high paying jobs
- Create high capital investment
- Create innovative and high tech. jobs
- Enhance existing local industries
- Do substantial business locally
- Contribute locally to schools, community, and other organizations

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For manufacturer's, the city's Industrial Facilities Tax Exemption (IFTE) Policy allows greater incentives to develop/ expand on the Groesbeck corridor south of 12 Mile Road, and also includes a scoring sheet so businesses may gauge the anticipated term of the IFTE.

[\[LINK TO IFTE POLICY\]](#)

### **Redevelopment Plans**

The City of Roseville has developed subplans from its Master Plan to address redevelopment focus areas of the community. Redevelopment Plans include the Gratiot Avenue and Groesbeck Highway corridors.

[\[LINK TO REDEVELOPMENT PLANS ONCE COMPLETED\]](#)

### **Community Master Plan and Capital Improvement Plan**

Adopted in March of 2010, the Master Plan is a comprehensive long range plan intended to guide growth and development of a community or region. It is a blue print for the future that sets public policies regarding growth and development. A master plan creates a vision that is supported by policies, guidelines and priorities.

<http://www.ci.roseville.mi.us/LinkClick.aspx?fileticket=yCoYQCJN6xk%3d&tabid=1229>

A Capital Improvement Plan (Program), or CIP, is a short-range plan, usually four to ten years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan.

[\[LINK TO CAPITAL IMPROVEMENT PLAN ONCE COMPLETED\]](#)

### **Redevelopment Ready Certification**

Redevelopment Ready Certification (RRC) is a certification program made available through the Michigan Economic Development Corporation promoting effective redevelopment strategies through a set of best practices. The program measures and then certifies communities that integrate transparency, predictability and efficiency into their daily development practices. The RRC certification is a formal recognition that a community has a vision for the future and the fundamental practices in place to get there.

[\[LINK TO REDEVELOPMENT READY SITES\]](#)

### **Business Climate**

In 2006, the County of Macomb completed a comprehensive Target Industry Report that focused on Macomb County's Economic Development efforts. The report was established for the purposes of identifying and focusing efforts of a successful economic development program for Macomb County, Michigan. The report highlights four primary growth sectors, including advanced manufacturing, advanced automotive, defense/homeland security, and healthcare.

*The Target Industry Report:*

<http://macombcountymi.gov/BusinessDevelopment/TargetedIndustries/TargetedIndustriesReport.pdf>

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## **Alternative Energy Sector Profile**

The development of alternative-energy technologies represents a transformational opportunity for Macomb County, the region and the state, to attract new global investment and create new jobs. Experts predict that renewable energy and energy efficiency alone will add \$4.5 trillion in value to the U.S. economy by 2030.

<http://macombcountymi.gov/BusinessDevelopment/TargetedIndustries/Imagine%20Macomb%20-%20AlternativeEnergySectorProfile.pdf>

## **Defense & Homeland Security Profile**

Macomb County is leading the marketing of the Defense Corridor, which is supported by the City of Roseville. Between 2000 and 2010, 63% of the \$41 billion in defense contracts awarded to Michigan companies landed in Macomb County. Macomb County regards itself as the “Defense Capitol of the Midwest” and is home to the “Arsenal of Democracy”. Roseville-based manufacturers including defense related contracting and a network to support federal contracting. In fact, in May of 2011, the Macomb Community College received a grant from the New Economy Initiative to support the collaborative effort to promote economic and workforce development through the defense sector. This collaborative initiative is to advance the southeast Michigan defense industry.

<http://www.macomb.edu/News/Defense+Industry+Initiative.htm>

<http://www.macombcountymi.gov/BusinessDevelopment/TargetedIndustries/Imagine%20Macomb%20-%20DefenseIndustryProfile.pdf>

## **Natural Resources: Lake St. Clair**

Roseville has an abundance of regional assets that helps the community grow. Known for its nearly 32 miles of Lake St. Clair coastline and the Clinton River with its many tributaries. Our blue waters provide us in Macomb with a unique opportunity to expand our economy and increase our quality of life. If you love boating or fishing, the beautiful Lake St. Clair is a top attraction. In fact, Bassmaster Magazine, in its May 2013 edition, crowned Lake St. Clair as the best bass lake in the country in its annual ranking of the nation’s best bass lakes. Below are a few new initiatives to market our natural resources as an economic tool.

## **Macomb County Blue Economy Initiative**

Macomb County has traditionally been a national leader in water related businesses and is known for it’s nearly 32 miles of Lake St. Clair coastline and the Clinton River with its many tributaries. Our blue waters provide us in Macomb with a unique opportunity to expand our economy and increase our quality of life.

<http://www.makemacombyourhome.com/blue.html>

## **Macomb County Blue Economy Strategic Plan**

The mission statement for the Macomb County Blue Economy Initiative is to “celebrate the world-class assets of the Clinton River and coastal Lake St. Clair as they relate to diversifying and transforming our local economy.

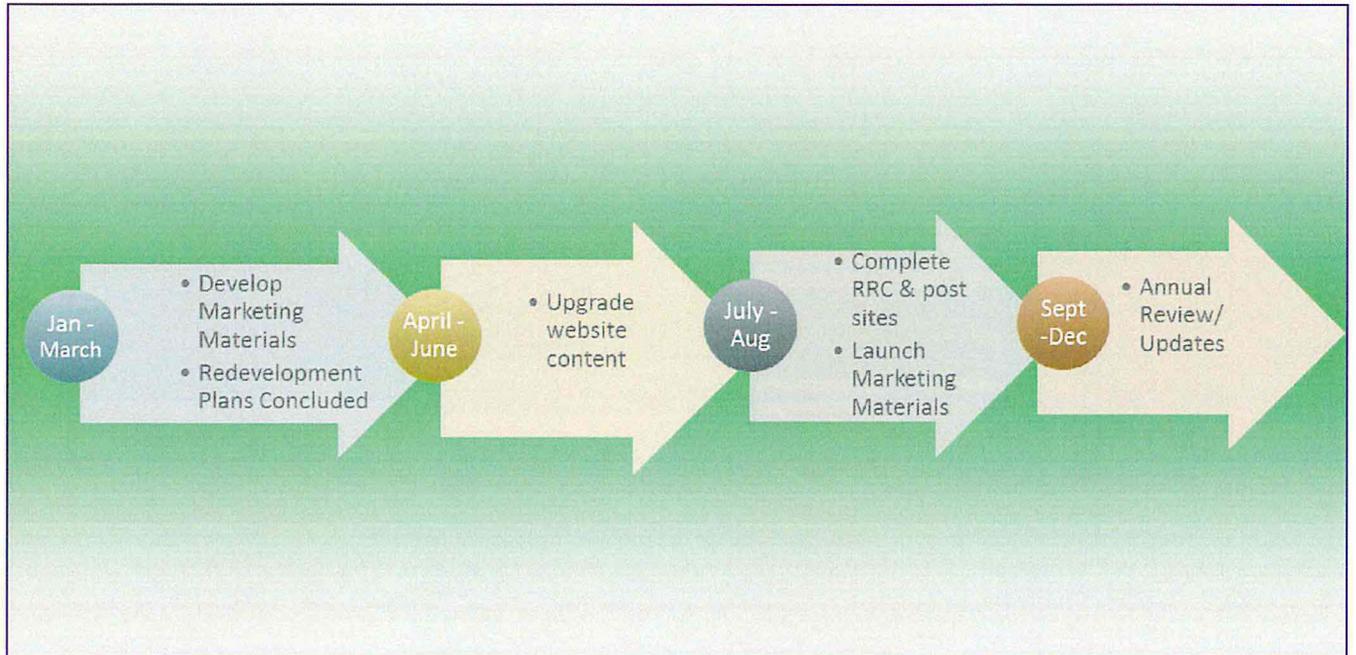
[http://www.macombcountymi.gov/mcped/Documents/05-21-13\\_blue\\_econSDP.pdf](http://www.macombcountymi.gov/mcped/Documents/05-21-13_blue_econSDP.pdf)

## State of Michigan Programs

Depending on the type and size of project, the State of Michigan has a wide range of programs to assist companies creating employment and investment. These programs include business income tax credits, cost reimbursement and tax credits for employee training, and tax break for new equipment and warehouse inventory. The City will actively pursue these options for eligible projects.

<http://www.michiganbusiness.org/grow/incentives-taxes/#incentives>

## 2014 TIMELINE FOR IMPLEMENTATION



# Memorandum

**To:** Scott Adkins, City Manager  
**From:** Paul VanDamme, Purchasing Assistant  
**Date:** March 20, 2014  
**Re:** **Mowing and Maintenance Services**  
Bid # 101-011403

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Bid Advertised: February 18, 2014 in the Macomb Daily  
Bid Due: March 18, 2014 at 11:00 a.m. Local Time  
Present at Opening: Paul VanDamme, Purchasing Assistant  
Virginia Green, Administrative Assistant  
Representatives from: Bob's Landscaping Service, Inc., Franks  
Landscaping, Green Meadows Lawnscape, Inc. and JR Services Group  
LLC

Specifications were written for Mowing and Maintenance Services. Bid invitations were posted on the Michigan Inter-Governmental Trade Network (MITN), the City's website, as well as advertised in the Macomb Daily. Six (6) companies responded with written proposals.

The bids were thoroughly reviewed and the lowest three companies were interviewed by Thomas Aiuto, DPS Director, Robert Cady, Assistant City Manager and Paul VanDamme, Purchasing Assistant. The lowest bidder meeting bid specifications for mowing of the City's municipal buildings and parks in the amount of \$61,683 and broadleaf weed control application for Gratiot Ave. in the amount of \$1,593 is **Green Meadows Lawnscape, Inc.** of Shelby Township for a total amount of \$63,276 per year. Green Meadows Lawnscape has performed business for the City of Troy, City of Sterling Heights and private companies in a satisfactory manner.

The lowest bidder meeting bid specifications for spring and fall clean-ups, which includes all municipal properties and parks, in the amount of \$1,325 *each*; right of ways in the amount of \$10,500; and Erin Grove Cemetery in the amount of \$1,125 is **JR Services Group LLC** of Troy for a total amount of \$14,275 per year. JR Services Group LLC has performed business in a satisfactory manner for the City and surrounding communities.

Therefore, it is recommended that you accept the bid submitted for mowing of municipal buildings and parks and broadleaf weed control in the amount of **\$63,276** to **Green Meadows Lawnscape, Inc.** Also, it is recommended you accept the bid submitted for spring and fall clean-ups, right of ways and Erin Grove Cemetery in the amount of **\$14,275** to **JR Services Group LLC**.

Should you have any questions, please contact my office.

Attachment

**CITY OF ROSEVILLE  
DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT**

**U.S. Department of Housing and Urban Development (HUD)  
Community Development Block Grant (CDBG) Program**

**2014-2015 Allocation** **\$526,106**

**[Anticipated Program Income of \$56,000 applied to Local Roads below]**

**ACTIVITIES & PROJECTS**

**Local Road Resurfacing** **292,606**

*Anticipated Program Income applied to project 56,000*

**Census Tract 2565; Block Group 2  
Mackinac Street (10 Mile North to Church Street)**

**Code Enforcement/Rodent Control** **65,000**

**Program Administration** **105,000**

**(Macomb Homeless Coalition Program Administration \$3,875)**

**Total Projects & Activities** **462,606**

**PUBLIC SERVICES**

**Senior Chores Service - MCCSA** **27,000**

**St. Vincent DePaul** **10,000**

**HOPE Center** **20,000**

**MCREST** **6,500**

**TOTAL** **\$526,106**