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E-Business Newsletter Fall 2015

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Working For You

Crain's Fast 50

Congratulations to the following Troy companies that have been named to Crain's Top 50 Fastest Growing Companies list:

United Shore Financial Services

The Suburban Collection

Auburn Pharmaceutical Co.

Syntel, Inc.

To read the entire story, click [here](#)

City Co-Sponsors USA-China Forum

The Detroit Chinese Business Association will be holding its USA-China Business Forum on Monday, September 21, 2015 from 2-5pm at

Troy Named 4th Best Small City in the U.S. to Start a Business

The City of Troy continues to be a preferred location for businesses of all sizes. NerdWallet, a consumer advocacy website, has rated Troy the 4th best small city in the U.S. to start a business. NerdWallet analyzed 463 places in the U.S., each with at least 500 businesses and a population of 50,000 to 100,000. NerdWallet based its rankings on business climate and local economic health. Troy was cited for its excellent diversification of businesses, presence of Automation Alley as a business accelerator and affordability of housing.

Check out the Report [here](#)

Business Spotlights

City of Troy & Troy Chamber Joint Business Roundtable Meeting

On July 21, 2015, the City of Troy and Troy Chamber of Commerce jointly hosted a Business Roundtable Meeting at Troy City Hall facilitated by City Manager Brian Kischnick and Troy Chamber President Ara Topouzian. The purpose of the meeting was to bring together a wide range of Troy businesses to learn more about each company, receive input on how the City and Chamber can better serve our business community and to enable business representatives to network together.



the Troy Marriott. This popular event is geared toward local businesses that are seeking joint ventures, FDI investments, and/or expansion of business exports to the Chinese and Asian markets. Mr. Thilo Hanemann, one of the world's top experts on Foreign Direct Investment, will be a featured speaker. Troy businesses are eligible for a discounted event registration fee of \$40. For event and registration information, please click [here](#)

Troy Library Offers Business Resources

Troy Public Library offers an array of services to employees of Troy-based companies, including access to downloadable eBooks; magazines (via Zinio); and music (via Freegal). Access databases such as Reference USA and Consumer Reports to aid in any personal or job-related research. TPL has a host of resources for business owners and those interested in starting a business. Apply for your Troy Public Library card online [here](#) and download the TPL mobile app from the app store of your choice

Google 360 Spin Tours

Take a virtual tour of the [Troy Public Library](#) and [Troy Community Center](#). The Google 360 Spin Tours and InnerAct tool by LunaTech 3D, are now available on the Troy Public Library and Troy Community Center websites. The tool allows users to tour each of these outstanding facilities. You can check out meeting space, fitness rooms and other areas from your desktop or mobile device.

Sixteen representatives from the following businesses were represented at the meeting: Inteva Products, Elba Labs, Stanley Engineered Fasteners, N.S. International, Witzenmann USA, Art of Custom Framing, Urban Retail Properties (Oakland Mall), Zoyo Yogurt, Gramma's Gardens, United Shore Financial Services, Amber Apartments, DMC Children's Hospital, Mamta Holdings (HTC Global Services) and Fresh Thyme.

As a part of our economic development strategies, the City of Troy and Troy Chamber of Commerce plan to hold Business Roundtables twice a year to establish a regular dialogue with our business community partners. Please contact Glenn Lapin, Economic Development Specialist, at 248.524.3314 or g.lapin@troymi.gov if you would like to attend a future Roundtable meeting.

Inc Magazine Ranks 365 Retail Markets

Inc. magazine recently ranked 365 Retail Markets — the global leader in MicroMarket technology offering a best in class POS platform for the vending, foodservice and hospitality industry — No. 321 on its 34th annual Inc. 5000, an exclusive ranking of the nation's fastest-growing private companies. Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found [here](#). For more information on 365 Retail markets, click [here](#).

If your company has good news to share, please submit it to g.lapin@troymi.gov

Sharing Best Practices

Troy Participates in Oakland County's One Stop Ready Program



The City of Troy was one of seven communities participating in the 2014 Oakland County One Stop Ready Program. The OSR Program enables communities to share best practices and information on planning, development and building processes.

The purpose is to help participating communities capitalize on their strengths and refine their economic development processes in order to advance each community's ability to attract, retain and expand investment.

The City of Troy had strong representation from elected and appointed local officials and staff at each of the four 2014 OSR sessions. The positive feedback received on best practices and the exchange of ideas between communities was found to be especially beneficial.

On July 22, 2015, Mark Miller and Glenn Lapin attended the opening session of the 2015 OSR class of communities as panelists to share best practices on Troy development processes. The information was well received and follow-up assistance on specific best practices was provided to other communities as requested. For more information click [here](#)

Troy Trail & Pathways



If you would like to discuss your plans to launch or grow your business in Troy, please contact Glenn Lapin, Economic Development Specialist at 248.524.3314 or g.lapin@troymi.gov



The City of Troy is proud to announce the start of the Troy Trail & Pathways project. Its goal is to provide safe, accessible and convenient bicycling and walking facilities to support and encourage increased level of bicycling and walking throughout the City connecting to local and regional amenities.

The Troy Trail will consist of approximately 11 miles of **shared-use paths**, in road routes delineated by **sharrows** and sometimes **designated bike lane**.

To view the trail route and leave comments about the proposed project, [click here](#).

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