



Opportunity is knocking in Troy!

TROY PROVIDES THE IDEAL LOCATION AND SUPPORT STRUCTURE TO HELP YOUR SMALL BUSINESS GROW.

With more than 6,000 businesses employing about 129,000 people, Troy is home to small family-owned businesses, large Fortune 500 companies and everything in between. Small businesses have a significant impact on our local economy, and Troy Business Connect is an economic development initiative that brings together key agencies and partners that can provide your business with the resources it needs to grow and prosper. From start-up business planning to hiring talent to developing marketing strategies, the City of Troy and its partners can connect you to the resources you need.

“I’m proud to live and work in Troy. After researching many other cities, I found that Troy was the best place for my businesses. So much so, that I just bought my 4th commercial building – and they are all in Troy.”
Toby Buechner, Troy Gymnastics Owner

When you combine the many business resources offered with our central location, low tax rates, #1 safest Michigan City ranking and efficient building permit and inspection processes, it is with good reason that NerdWallet named Troy the 4th best small city in the U.S. to start a business. As you look to locate and grow your business, check out what Troy has to offer. Opportunity is knocking.



What does Troy have to offer?



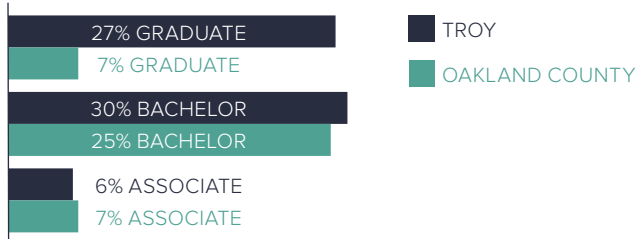
OUR PEOPLE

Troy is the largest city in Oakland County with a population of about 83,300. The workday population grows to about 170,400. Troy residents are well educated with nearly 58% of our population obtaining a bachelor's degree or higher.

POPULATION VS. WORKING POPULATION



DEGREE HOLDERS IN TROY AND OAKLAND COUNTY



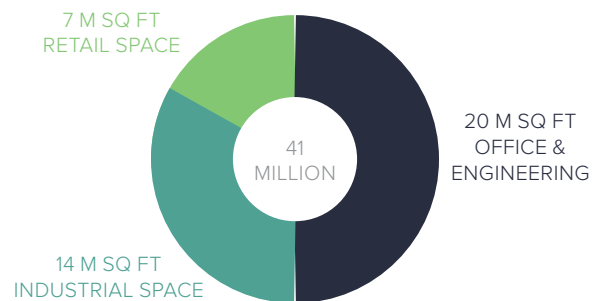
STRONG BUSINESS COMMUNITY

Troy's 6,000 plus businesses employ 129,000 people. Several corporate and regional headquarters, including the world headquarters of Kelly Services and Meritor (two Fortune 500 companies), call Troy home. Troy based Automation Alley, Michigan's largest technology business association, coordinates trade missions, promotes dialogue between government agencies and businesses, and helps create jobs.



SPACE TO GROW

Troy has over 40 million square feet of retail, office, or industrial space. You will have room to grow.



EFFICIENT GOVERNMENT

Troy has a AAA bond rating from Standard & Poors and AA+ rating from Fitch. Tax rates are some of the lowest in SE Michigan (10.3989 mills in 2016). Our building permit and inspection processes are fast, fair and predictable with a 98% customer satisfaction rate.



ECONOMIC DEVELOPMENT TEAM

Our team is here to help you and your business. Glenn Lapin, our Economic Development Specialist, can be contacted at G.Lapin@troymi.gov. Our team has well over 30 years experience in economic development and can assist you.



Need premier office space?

TROY OFFERS A WIDE SELECTION OF OFFICE PROPERTIES TO MEET YOUR BUSINESS NEEDS.

From high rise towers to small boutique spaces, Troy's progressive business environment is a perfect fit for your business. Troy is home to Fortune 500 companies, innovative technology firms and is well known as a major financial services center. Properties are continuously being enhanced to meet the needs of today's businesses. Landmark properties like 888 West Big Beaver, Centennial Corporate Center (100 East Big Beaver) and the North Troy Corporate Park are undergoing major transformations. What makes Troy so attractive for businesses?

"Byte & Mortar is an award-winning boutique workspace, offering fully-serviced private offices, virtual office services and a stunning co-working space. Troy has been a great home for Byte & Mortar and the City's eagerness to assist in the success of B&M is greatly appreciated. For our clients, not only is the location convenient and easy to access, but they also love the many available food and shopping options within a couple minutes from our front door."
Daniel Haberman, Byte & Mortar Owner

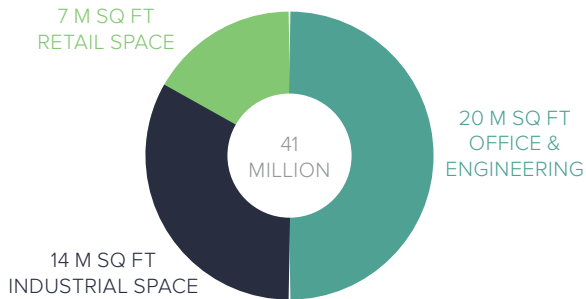
Troy offers amenities not seen in other communities. Troy has more than 2,300 first class hotel rooms, a multitude of top tier restaurants offering international cuisine options, world class retailers and more than 900 acres of parks and recreation facilities. Come see why so many businesses call Troy home.

What does Troy have to offer?



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STRONG BUSINESS COMMUNITY

Troy is home to several corporate and regional headquarters, including Altair, Bank of America, Delphi, Kelly Services, Magna and Meritor just to name a few.



SCHOOLS EARN AN A+

The Troy School District received a perfect rating from the educational nonprofit, Great Schools. Troy is one of only four districts in Metro Detroit to receive an A+ rating from the Detroit News. 97% of graduates are college bound.



EFFICIENT GOVERNMENT

Troy adopted a state-of-the-art zoning ordinance in 2011 that is user friendly, flexible and helps to create an environment for investment. SAFEbuilt, Troy's building services provider, offers permit and inspection services that are fast, fair and predictable.



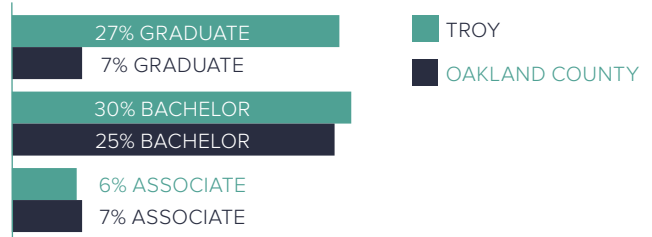
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Innovation is alive in Troy.

TROY IS A TOP LOCATION FOR CUTTING EDGE RESEARCH AND DEVELOPMENT FACILITIES.

Technology and Troy go hand in hand. Companies from all over the world have located research and development facilities in Troy. Companies like DSM Engineering Plastics, Karma Automotive, Mackevision, SRG Global, Sapa and Roechling are just a few examples of companies that have recently developed major facilities here. These and many other innovative companies understand that Troy offers an outstanding central location, access to an educated talent pool and an overall quality of life that is unsurpassed with our top schools, restaurants and shopping options. The support network for technology based companies located in Troy is extensive.

“Automation Alley is a member driven organization that really helps technology companies and manufacturers. We contact companies overseas, and they are looking to do business in Southeast Michigan. They come to Automation Alley and we put them up here free of charge and use the resources of Automation Alley to really create introductions and help them drive revenue. Since starting the program, we have had many companies come through and have gone on to build their facilities right here in the City of Troy,” according to Tom Kelly, Executive Director of Automation Alley.

Cutting edge companies require a cutting edge location. Check out what NerdWallet calls the 4th best small city in the U.S. to start a business and what 24/7 Wall Street calls the 7th best city in the U.S. to live in. We look forward to helping your company grow here in Troy.



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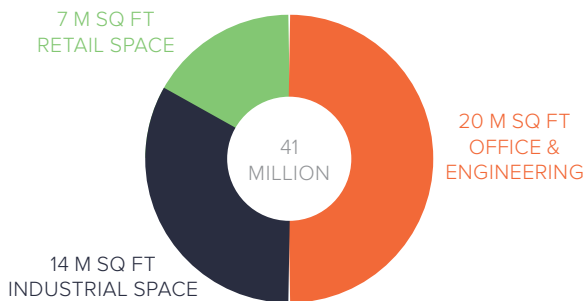
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AWARDS

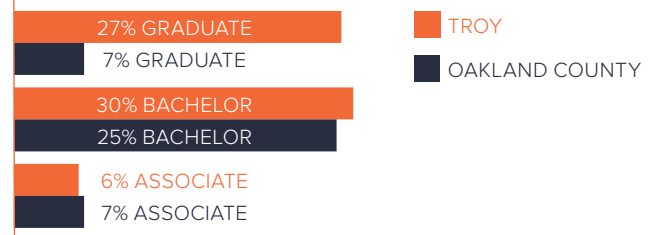
NerdWallet named Troy the fourth best small city to start a business. 24/7 Wall Street named Troy the seventh best city to live in. Troy Athens, Troy High School and the east campus of the International Academy were named in the top 4% of all U.S High Schools.



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A large white sign with a red and green diagonal stripe. The text on the sign reads "Mahindra" in large red letters, "North American Technical Center" in smaller red letters below it, and "1055" in green letters on the right side of the stripe. The sign is set against a background of a modern brick building with large windows and a clear blue sky.

Mahindra
North American Technical Center

1055

Global business loves Troy. ♥

TROY IS HOME TO A VIBRANT AND DIVERSE INTERNATIONAL COMMUNITY THAT WELCOMES BUSINESSES FROM ALL OVER THE WORLD.

Troy is the proud home to nearly 200 foreign based companies. Why do these companies locate in Troy? “We looked in Germany, we looked in Italy and we looked in Korea. The range and quantity of automotive infrastructure in this area is second to none worldwide. Prototype shops, test facilities, research centers; Troy is right in the center of it all,” according to Rick Haas, President & COO Mahindra North America Technical Center. Companies large and small and in a variety of industries find that Troy offers an ideal location, excellent city services and a friendly business environment.

With 83 languages spoken in Troy homes, 31% of the population speaking a language other than English at home and about 27% of Troy residents foreign born, Troy provides a welcoming community for international businesses. Our top ranked schools, low property tax rates and world class shopping and restaurant options help to provide an overall quality of life that is second to none for both businesses and residents alike.

Join global companies like Mahindra, Toyoda Gosei, NS International, LG Chem Power, DSM Engineering Plastics, Peter-Lacke and many others here in Troy to discover what Troy can offer your business. The welcome mat is out.



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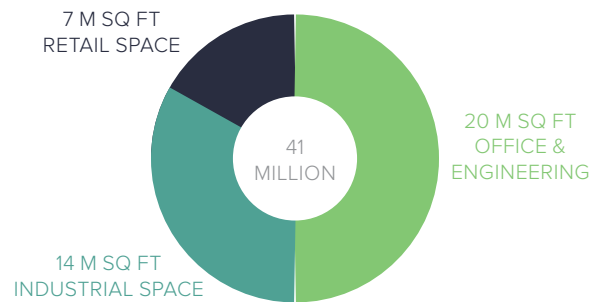
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