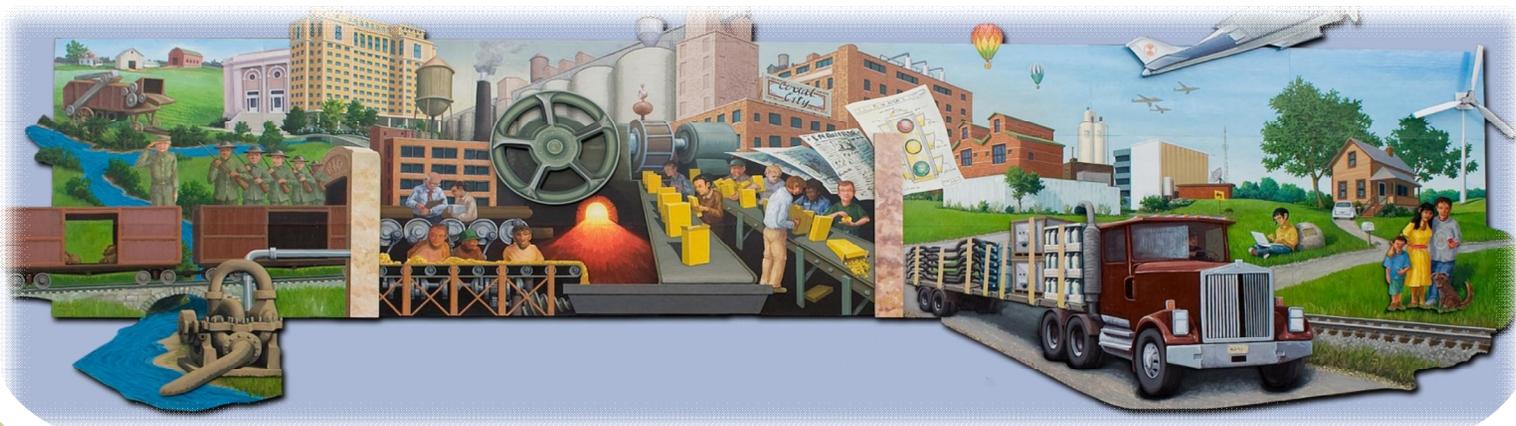




BCU Presents..... An Economic Development Overview



Mission Statement



Battle Creek Unlimited
facilitates regional wealth creation
through human, economic, and
community development, by
stimulating a diverse civic culture,
fostering new ideas, organizational
models and healthy lifestyles.

The Organization



- Established 1972 as a 501 (c)3 (one of the first in the nation)
- 43 member board of directors
- Represents a cross-section of Battle Creek
- Relationship with Cities of Battle Creek, Springfield, and Marshall
- Urban regeneration strategy
- Offices: Fort Custer Industrial Park and Downtown Partnership



The Organization



- ☀ Business retention/attraction
- international & domestic
- ☀ Market & manage 3,000 acre
Fort Custer Industrial Park
- 90 companies, 23 from
Europe and Asia
- ☀ Market 1,200 acre W.K.
Kellogg Airport – WMU
COA, ANG, nine employers



The Organization



- 🔦 FTZ 43 & US Customs Inland Port of Entry
- 🔦 Downtown development: \$130 million transformation, food protection training & innovation, Kellogg expansion, education, infrastructure
- 🔦 Technology business acceleration
- 🔦 BCU Direct Investment Fund
- 🔦 Administer BCTIFA, Brownfield



The Organization



How We Relate to Rural Development:

- ☀️ BCU pursues a strategy of urban regeneration where we utilize brownfield credits, land acquisition, and updating of the infrastructure to provide viable development opportunities in the city
- ☀️ This allows farmland, recreational land, and wilderness areas to be preserved rather than mindless consumption of green-space throughout the county
- ☀️ The costs of energy will militate against rural green-space consumption and drive development back to the cities
- ☀️ This is one of the underlying justifications for our Downtown Transformation Initiative

The Organization



WARNING!!

**RELEVANT COMMUNITY ECONOMIC
DEVELOPMENT IS BASED UPON SPECIFIC
COMMUNITY COMPETENCIES AND
COMPARATIVE ADVANTAGES**



Target Sectors



- ☀️ Aviation/Aerospace
- ☀️ Homeland Security/Defense
- ☀️ Food Sciences/Food Protection
- ☀️ Alternative Energy
- ☀️ Advanced Manufacturing
- ☀️ Information Technology
- ☀️ Education & Training



City-wide Economic Development



Plants, Expansions, and Construction:

- 🌟 Toda America: \$77MM, 57 new jobs, 70,000 sf
- 🌟 Rösler Metal Finishing USA: \$4MM, 55 jobs, 100,000 sf
- 🌟 Musashi Auto Parts: \$5MM, 5 to 10 jobs (phase 1)
- 🌟 Uni-Solar: \$100MM to date, completion on hold
- 🌟 Clyde Union Pump Company: \$18 MM, 190 new jobs
- 🌟 Kellogg Airport Hangar: \$4 MM, 25,000 sf
- 🌟 Airport Parallel Runway: \$15MM
- 🌟 Motor Mile: Battle Creek Honda renovation
- 🌟 Next Alternative: potential for 110 new jobs, \$3.7 MM investment



City-wide Economic Development



- 🔧 Fort Custer Companies: overall economic recovery is underway
- 🔧 Auto Sector: more substantial volumes Q1 and Q2 2011, with further gains 2012
- 🔧 Prospect & Expansion Activity: ~ 9 projects
- 🔧 Private Investment: \$112 million, 2010-2011



Downtown Transformation Project

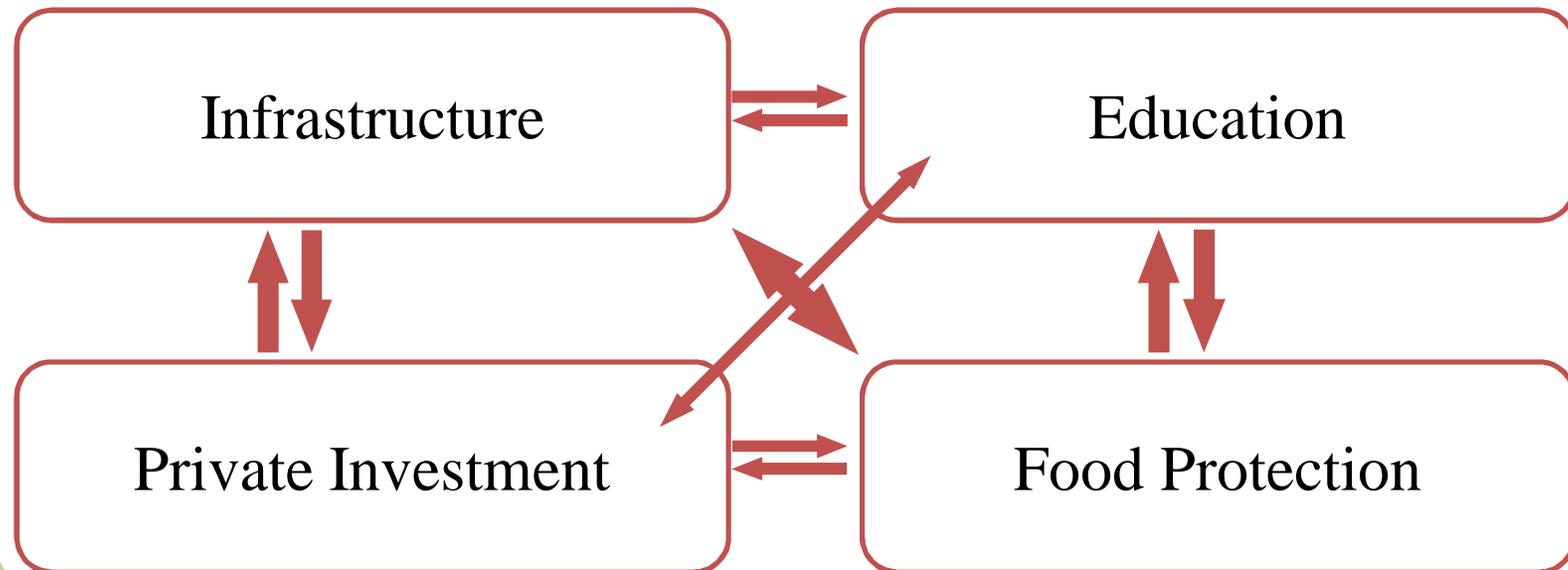


Downtown Transformation Project



Battle Creek is a food science, innovation-growth community with sustainable infrastructures that nurture family friendly, healthy, and educated lifestyles.

Four Pillars



Downtown Transformation Project



Food Protection:

Global Food Protection Institute:

- ✿ Studied feasibility 2008
- ✿ Established mid-2009
- ✿ 1,300 + local, state and federal food professional trained from 47 states



GLOBAL
FOOD PROTECTION
INSTITUTE



INTERNATIONAL
FOOD PROTECTION
TRAINING INSTITUTE

A Member of the GFPI Global Initiative



A Member of the GFPI Global Initiative



EMERGING
TECHNOLOGY
ACCELERATOR

A Member of the GFPI Global Initiative

Downtown Transformation Project



Food Protection and Rural Development:

- ❁ Battle Creek is located in West Michigan, a region that powers Michigan's strengths in the leading production of 45 different fruits and vegetables
- ❁ Within a 100 mile radius of Battle Creek is the richest and most diverse region of food processors in the U.S.
- ❁ Battle Creek is situated in Calhoun County where agriculture constitutes 37% of the local economy setting up a real model of "food to fork" chain of food safety

Downtown Transformation Project



Food Protection News Headlines:

- ✿ Battle Creek Could be a Leader in Food Safety
- ✿ IFPTI Inaugural Training Course – July 2009
- ✿ Panels OK food school
- ✿ Food Institute gets \$1 million
- ✿ Food Safety Institute makes Obama's budget
- ✿ The Center receives \$3.8 million grant
- ✿ Senate could help B.C. Food Safety Institute
- ✿ Local Group training noses in the Gulf
- ✿ Food safety bill could aid Battle Creek



Downtown Transformation Project



Private Investment:

🌟 Covance opened October 2010, \$15 MM, 50+ new jobs



Downtown Transformation Project



Private Investment:

- 🌟 WKKI: \$54 MM expansion, opened 2009 – innovation growth
- 🌟 Kellogg: Headquarters campus consolidation, 600 employees, December 2010, \$5 MM



Downtown Transformation Project



Education:

- ☀ BC Area Math & Science Center relocation, \$14 MM funding secured
- ☀ St. Phil and Battle Creek Public Schools renovations
- ☀ WMU, MSU, KCC, Miller College food science and other opportunities



Downtown Transformation Project



Retail/Amenities:

New Businesses:

- ☀ Malia's Restaurant
- ☀ Lynn Ivan Salon
- ☀ Kellogg Community Federal Credit Union
- ☀ Tavern on Michigan and East Egg



Relocation, Renovations, Prospects:

- ☀ Barista Blues
- ☀ Battle Creek Area Chamber of Commerce
- ☀ Battle Creek Enquirer
- ☀ Conway Photography
- ☀ Elwell Salon
- ☀ Interactive Learning Systems
- ☀ Worgess Insurance
- ☀ City Train/Bus Station Renovations, \$3.8 million



Downtown Transformation Project



M-66 Gateway Project:



Downtown Transformation Project



River Bridge Lighting:

- 🔦 Washington Street
- 🔦 Jackson Street
- 🔦 Michigan Avenue
- 🔦 McCamly Street
- 🔦 Capital Avenue
- 🔦 Division Street
- 🔦 Pedestrian Bridge



Downtown Transformation Project



Jackson Street Access Drive and Open Space:



Downtown Transformation Project



Jackson Street Access Drive and Open Space:



Downtown Transformation Project



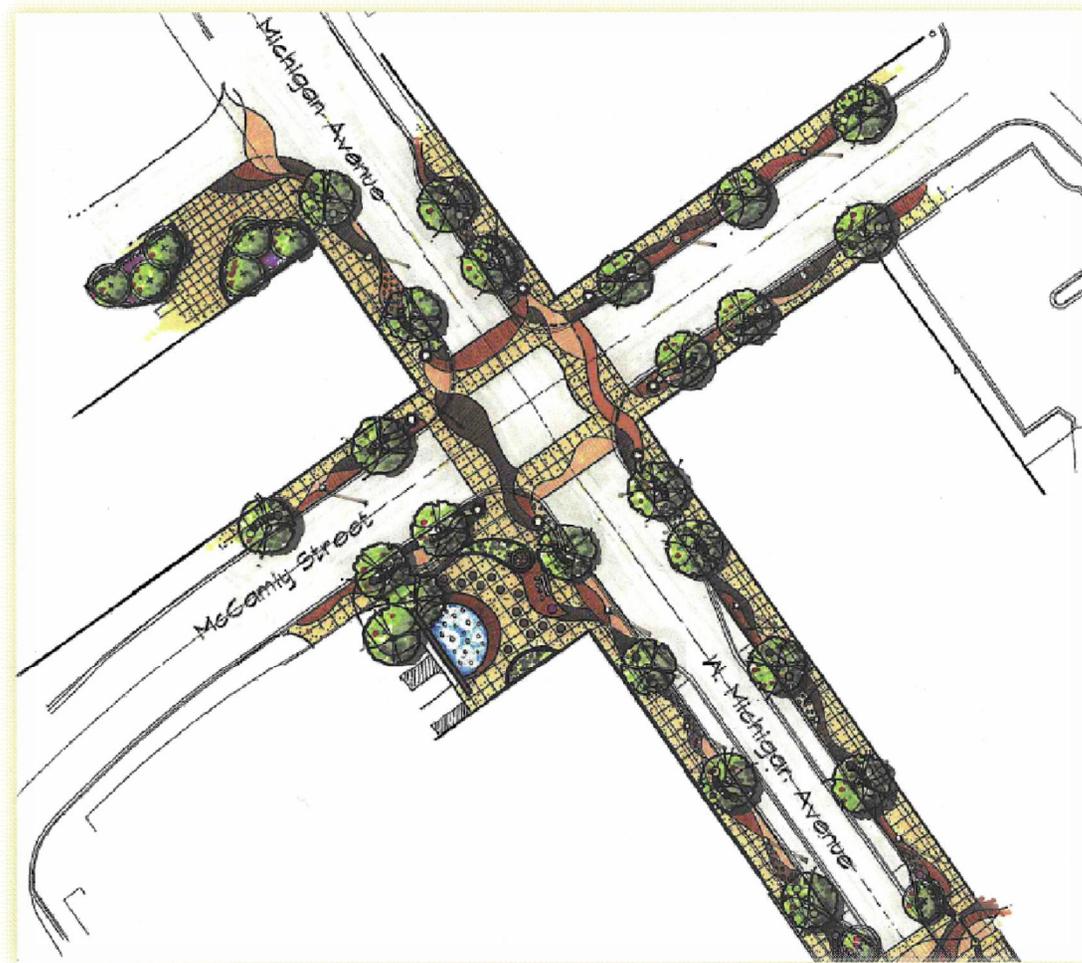
Jackson Street Access Drive and Open Space:



Downtown Transformation Project



Streetscape Project:



Downtown Transformation Project



Streetscape Project:

- Phase 1: April to December 2011
- Phase 2: April to December 2012
- \$6.5 MM

Downtown Transformation Project



Green & Sustainable Elements:

- ☀️ **Storm Water Management:** Planting areas - Silva Cell for healthier vegetation, storm runoff treatment. More opportunities in "events plaza," Jackson Street parking lot, building runoff.
- ☀️ **Benches:** pre-cast concrete with recycled porcelain aggregate. LED qualified.
- ☀️ **Fire Pit:** pre-cast concrete with recycled porcelain aggregate. Grate is recycled steel.
- ☀️ **Lighting:** Dark-sky friendly, reducing light pollution. Long life LED's, brighter and efficient.
- ☀️ **Sidewalk and Plaza Pavements:** Considering permeable paver along curb line away from pedestrian activity, and in "pocket park."
- ☀️ **Plant Material:** Native plant material, reduced irrigation costs, trees 65' spacing on corridor, green wall at Riverwalk Center parking lot.

Downtown Transformation Project



Other Activities:

- ☀️ Blight Reduction
- ☀️ Outdoor Festival and Events Center
- ☀️ Parking Development/Enhancements
- ☀️ Residential Development
- ☀️ Art Murals

Downtown Transformation Project



Art Murals: Team Active and Jack Pearls



BEFORE



AFTER



**BATTLE CREEK
UNLIMITED**

Follow the Downtown Transformation



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