



Welcome to
**DOWNTOWN
BELLAIRE**
Michigan

Bellaire Downtown Development Authority

February 2017
Newsletter

Bellaire - Soon to be home to a New Call Center

Crusecom Technology Consultants, LLC is an incoming call center with headquarters in Oscoda, Michigan, aspiring to open a second location in Bellaire. Northern Lakes Economic Alliance is assisting Crusecom with two tax abatements; A Commercial Rehabilitation Exemption and a New Personal Property Tax Exemption (PA 210 and PA 328). These two abatements exempt the company from paying the new taxes on their real and personal property.

Recently the Village of Bellaire and Antrim County approved establishing the districts needed to be able to apply for the two tax abatements. Next steps include filing an application with the Village, setting a public hearing date and a vote by the Village on the applications. If the Village approves the two abatements, Crusecom will be able to outfit their new location in the old Papa K's building in Bellaire, with hopes of creating up to 100 new jobs, running 24/7 with three shifts.



How DDAs Can Maximize Downtown Marketing

Few buzzwords are quite as big right now as Downtown Marketing and it's got us all thinking, how do we make the most of what we can do to market our downtowns?

Two major factors that play into any successful marketing campaign are time and money. As a volunteer board with limited funds, DDAs need to find ways to leverage their resources for maximum impact. One great way to do this is to partner with other downtown stakeholders. For example the East Jordan DDA is teaming up with the East Jordan Area Chamber of Commerce to begin a community wide marketing team. The new group will bring input and assistance from the DDA, Chamber, Schools, and other community groups forming a bank of volunteers and staff to cover the time as well as pooling marketing budgets to increase available dollars.

Communities like Boyne City use their engagement in the Main Street program to organize their collective efforts. While the Main Street program isn't a perfect fit for all communities, taking elements from their model can help any community organize volunteers and goals into a cohesive unit. Bring It Cheboygan! is leveraging their nearly 70 volunteers to become a Main Street City and to gain momentum while they are working toward the program.

Another program that focuses on downtown marketing is the Michigan Economic Development Corporation's Redevelopment Ready Communities (RRC.) RRC focuses on streamlining the municipal process for businesses and developers to come into your town. Through 6 best practices cities establish their process and available incentives, identify properties that are prime for

redevelopment, and market those properties to developers throughout the state. Engaged communities can take advantage of the annual Opportunity Michigan publication to feature their sites in a statewide marketing push.

Keep an open mind to what works best for your community and encourage involvement to be sure you are meeting those needs. Conduct market analysis to determine what is missing in your community and actively recruit to fill those voids. Communities in the Northwest Region can start with the Networks Northwest Commercial Corridor Inventories published in 2014 to determine the growth and investment in their county. Take that information and establish what your community needs and how each group can come together to accomplish those goals.

Community Coffee Brainstorming Session

February 8, 2017 from 9 am - 11 am @ Toonies Fish and Steakhouse

Love Bellaire and have some great ideas to help our business community grow through educational forums and economic development? How do we continue to attract new visitors and businesses to our area? Have some ideas to make our community events bigger and better? Join the open conversation. Everyone is welcome to join us with all your ideas, suggestions & questions. Bellaire Chamber will treat you to the coffee. Please let us know if you plan on attending by RSVPing to this event on Facebook.



Questions or comments?
Email us at
director@downtownbellaire.com

The Bellaire DDA Board meets the last
Wednesday of each month at 8:00 a.m. at
the Village offices at 202 N. Bridge Street.

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Donations to the Bellaire Downtown
Development Authority are tax
deductible.

Please make checks payable to Bellaire
Downtown Development Authority.

Include your name, address, telephone
and email information and send to:

Village of Bellaire DDA, PO Box 1257,
Bellaire, MI 49615

For DDA boundary map, copy of the
approved development and tax increment
financing (TIF) plan, meeting agendas
and minutes,
visit:

<http://www.bellairemichigan.com/dda.html>

