

June 13, 2018

Rebecca Fleury  
City Manager  
City of Battle Creek  
10 N. Division Street, Suite 206  
Battle Creek, MI 49017

Dear Ms. Fleury,

Back in the early 1990's all of the automotive manufacturers were putting pressure on dealers to re-locate facilities to either a highway location or one in the middle of the primary shopping district, which for auto dealers on Dickman Rd. meant a move to the Beckley Rd corridor or a location along I-94.

Obviously, the move of several dealers along Dickman Rd. had potentially devastating consequences for the corridor. As a result, local dealers, the Cities of Battle Creek and Springfield and Battle Creek Unlimited worked together to establish the Dickman Rd. Business Improvement District (BID).

By almost every measure, the BID has been a success. We have attracted several new businesses to Dickman Rd. Since the start of the BID, the dealers have invested over \$10 million in new or remodeled facilities, making it one of the bright spots for development in Battle Creek and Springfield. We continue to invest in landscaping and maintenance to keep Dickman Rd. looking good and marketing the "miracle motor mile" as a destination shopping experience for vehicles.

The BID's most recent assessment will expire in June of 2019. At its May 2018 meeting, the BID board unanimously approved a motion to seek a new five-year assessment. Please consider this letter a formal request to initiate the renewal process.

Thank you for your time and support of the Dickman Rd. BID. We look forward to working with the city over the next five years to further grow and develop the corridor.

Sincerely,

A handwritten signature in dark ink, appearing to read "Gary Minneman, Jr.", with a stylized, cursive script.

Gary Minneman, Jr.  
Chair, Dickman Rd. BID board of directors