

Executive Summary Magnificent Motor Mile Business Plan 2020-2024

1. Concept Summary

The Business Improvement District (BID) was created in 2000 in an effort to protect the investments of seven automobile dealers concentrated within a 1 ½ mile stretch by reversing the declining physical environment along West Dickman Road and increasing awareness through collaborative marketing efforts. The close proximity of the seven dealerships was an under exploited asset to market as the preferred option for consumer shopping. The creation of the BID has allowed marketing efforts to promote and enhance this asset.

The Magnificent Motor Mile has been marketed as the premier choice for selection and value when purchasing a vehicle. The close proximity offers large selection from every major manufacturer, ease of comparisons, test drives, and a sense of excitement. Marketing has been the key to creating the concept in the mind of the consumer, and physical improvements have reinforced the Magnificent Motor Mile concept for both area residents and regional visitors.

A vast amount of investment has occurred along the Magnificent Motor Mile since the inception of the BID.

- Seelye-Wright constructed a new KIA dealership;
- Heritage Chevrolet constructed a new showroom, an 11,000 square foot addition to its body shop, and a new service center;
- The Ford dealership transferred ownership several times since the BID creation. The current ownership is community-minded and is active with the BID;
- Erich Henkel completed an addition to its service center at the Dodge dealership;
- Star Glass constructed a 3,000 square foot facility;
- Horrocks improved its signage along Dickman Road;
- AutoBody USA constructed a new service center;
- Erich Henkel renovated its showroom at the Chrysler Jeep dealership;
- The City of Springfield razed a dilapidated building and attracted Motor Zone, a new Suzuki dealership;
- The City of Springfield worked with the State of Michigan to transform a brownfield site for two new businesses (Springfield Do-It Center and Kalsee Credit Union);
- A dilapidated house was razed for the construction of a new convenience store;
- Battle Creek Honda completed significant renovations to its showroom and service center; and
- Sunshine Toyota constructed a new showroom and service center.

The physical improvements along the Magnificent Motor Mile include:

- Increased litter patrol through the State of Michigan's Adopt-A-Highway program since 2001;
- Increased street lights and wattage; Directional dealership signage; Two gateway signs;
- Banners;
- Resurfacing of the Magnificent Motor Mile; Increase lawn maintenance along corridor; and
- Working with city representatives to ensure the corridor is clean, safe and accessible.

2. Benefits

The Magnificent Motor Mile benefits the automobile dealers by creating the potential to maximize sales by capitalizing on their existing location. Cooperative marketing of the district has enhanced each dealer's position in the broader market.

Other business owners located along the Magnificent Motor Mile have benefited several ways:

- The prevention of gradual exodus of dealers, leaving gaps that cannot easily be filled.
- A more easily identified and recognized location. Residents have become familiar with the location of the "Magnificent Motor Mile," and businesses located within that district have received an enhanced identity.
- From increased consumer traffic in the district. Businesses have experienced increases both from Battle Creek area residents, and regional car shoppers brought in through the dealers marketing campaign.
- Matching grant dollars for landscaping, asphalt, and signage continue to be offered to businesses to enhance their properties.

3. Implementation

As the Dickman Road BID spans portions of Battle Creek and Springfield; Michigan legislation was enacted to allow a multi-jurisdictional BID. A nine-member Board consisting of members from both municipalities, the auto dealers, and other non-automotive business owners in the district governs the improvements within the district.

In order for the BID to continue to expend funds, the Battle Creek City Commission and Springfield City Council need to approve an assessment renewal based on a predetermined rate per square foot on commercial property annually. The BID is seeking a five-year renewal at a rate of .0125 cents per square foot. The proposed rate is an increase of .0025 over the last five-year special assessment. In addition, it is a substantial reduction from previous BID assessments of \$.07 and \$.05 per square foot. Residential properties are exempt from the special assessment.

4. Marketing Plan

The ongoing marketing goal of the BID since its inception has been to build upon the distinct Magnificent Motor Mile identity through consistent media images, repeat images throughout the BID, and to appeal to both local and regional automotive consumers as a prime destination to purchase a vehicle. Other businesses along the Magnificent Motor Mile promote their location using the same consistent theme and logo in their advertising.

In recent years, additional emphasis has been placed on newer, less traditional means of communication, more specifically social media. Going forward, marketing efforts are expected to focus on social media as the primary form of outreach given that the platform is ideal for reaching a highly targeted audience. Social media marketing will be supplemented by strategic sponsorships and some physical improvements include the replacement of existing street side banners.

5. Physical Plan

During the first five years of the BID, there was a concerted effort to complete the majority of the physical improvements. Since then, efforts have focused on maintaining the physical improvements to a high standard. In addition, grant dollars continue to be available to encourage property improvements.

6. Budget

Please see attachment.