



Belleville

• • • • • **D·D·A** **Around Downtown**

Fall 2011/Winter 2012 IN THIS ISSUE YOU'LL FIND ...

Upcoming Events

DDA MEETINGS

3rd Wednesday at 6:00 p.m. – City Hall
December 21, January 18, February 15

DETROIT INSTITUTE OF ART FREE DAY for Belleville Residents

Sunday, November 27, 10 a.m.–5 p.m.,
DIA Family Sunday (see info on page 5)

HOLIDAY STORY TIMES

Through December 14
Belleville Area District Library

FESTIVAL OF TREES

Belleville Area Museum
November 19–December 29
Tuesday 3–7 p.m., Wednesday–Saturday
Noon–4 p.m.
Silent auction ends December 13

WINTER FEST

Saturday, December 3
(see schedule of activities on page 4)

SANTA AT THE MUSEUM

December 10, 10 a.m.–3 p.m.
December 17, noon–4 p.m.

(continued inside)



- **Shedding Light on Doing More with Less**
- **Your List of Fun Upcoming Events**
- **Free Day at the DIA**
- **Winter Fest Activities**

WE'RE OPEN FOR BUSINESS!



Downtown Belleville looks beautiful and is ready to welcome new businesses. Our streetscape and road improvements – valuable economic revitalization tools – are complete. The DDA is providing funds for commercial façade renovations. Shop-local campaigns continue to promote Downtown on the Lake and Buy It in Belleville.

To grow and prosper, Downtown Belleville is looking to add distinctive shops, great foods, and unique finds. Another powerful economic tool is creating a downtown niche. This can be a focus on a particular group of customers: elderly, young moms, teens; or a specific kind of goods and services — children's clothing, entertainment, or maybe home goods. What types of businesses do you want in our downtown? The DDA is working to bring more customers to our established businesses and help new people discover all the treasures our traditional downtown has to offer.

You can make a difference. Stop in at new shops and restaurants to meet the owners and see what they have to offer. Encourage friends and family to join you in Supporting Local Business. Let's spread the word that Belleville's Downtown on the Lake is Open for Business!



Shedding Light on Doing More with Less

Did you know that there are LED (light emitting diode) street lights in the City of Belleville? That's right, the sharp, clear white light in the municipal parking lot behind Fourth Street Square comes from cost-saving LED lights installed during the recent DDA construction project. Cost saving? You bet! LEDs can save money in three ways:

1. Reduced energy costs
2. Longer life
3. Reduced maintenance costs

First of all, like your energy bill, communities pay based on the Kilowatt-hours used. So it costs 50% more to use a 150-watt light for an hour than a 100-watt light. And the fact is that a typical LED streetlight replacement can provide the same light with a much lower wattage bulb. Early indications are the City could save \$4,000 to \$5,000 in energy costs every year!

Secondly, LEDs generally last much longer than other lights, from the incandescent bulbs in your home to the High Pressure Sodium (HPS) lights used on Main Street. Depending on the manufacturer and wattage, LEDs may last 3, 4, 8 or more times longer than other options. This means the "less expensive" lights all need to be replaced 3, 4, or 8 times while the LED is working fine. So if one product "costs" twice as much and lasts twice as long, it's a break even. While it is usually more complicated than this example, the math to figure out which product is REALLY cheaper can be done with a basic spreadsheet.

Thirdly, changing bulbs less frequently really adds up in labor and equipment savings. Unlike your home bulbs, a person can't reach a streetlight without at least a ladder, and a bucket truck and driver are usually used for streetlights. Needless to say, the more complicated it gets, the more it costs. It's easy to see how changing streetlight bulbs less often can save money!

Although they may cost more upfront, by understanding the details about various lighting options, it is possible to perform the calculations to determine if all those savings outweigh the costs. This is normally done by determining the "payback period," or how many years of savings it will take to add up to the initial costs. Hundreds of communities have been doing this investigation, with many shooting for a payback of 10 years or less, and now Belleville is taking another look.

Another look? That's right. According to Darrick Huff, P.E., an electrical engineer with Spicer Group, this was investigated in 2009 for Main Street; *"At that time, the costs outweighed the savings — but now, technology has improved and alternative lighting prices for 2012 may be nearly 1/3 or less when compared to 2009."*

While the City's investigation is not complete, if you see changes to the lights on Main Street next year, rest assured that the City has found another way to stretch the ever-shrinking taxes you pay, to help deliver the same service for a lower cost.



Each LED application can be custom designed



View of a 175W Post Top Light

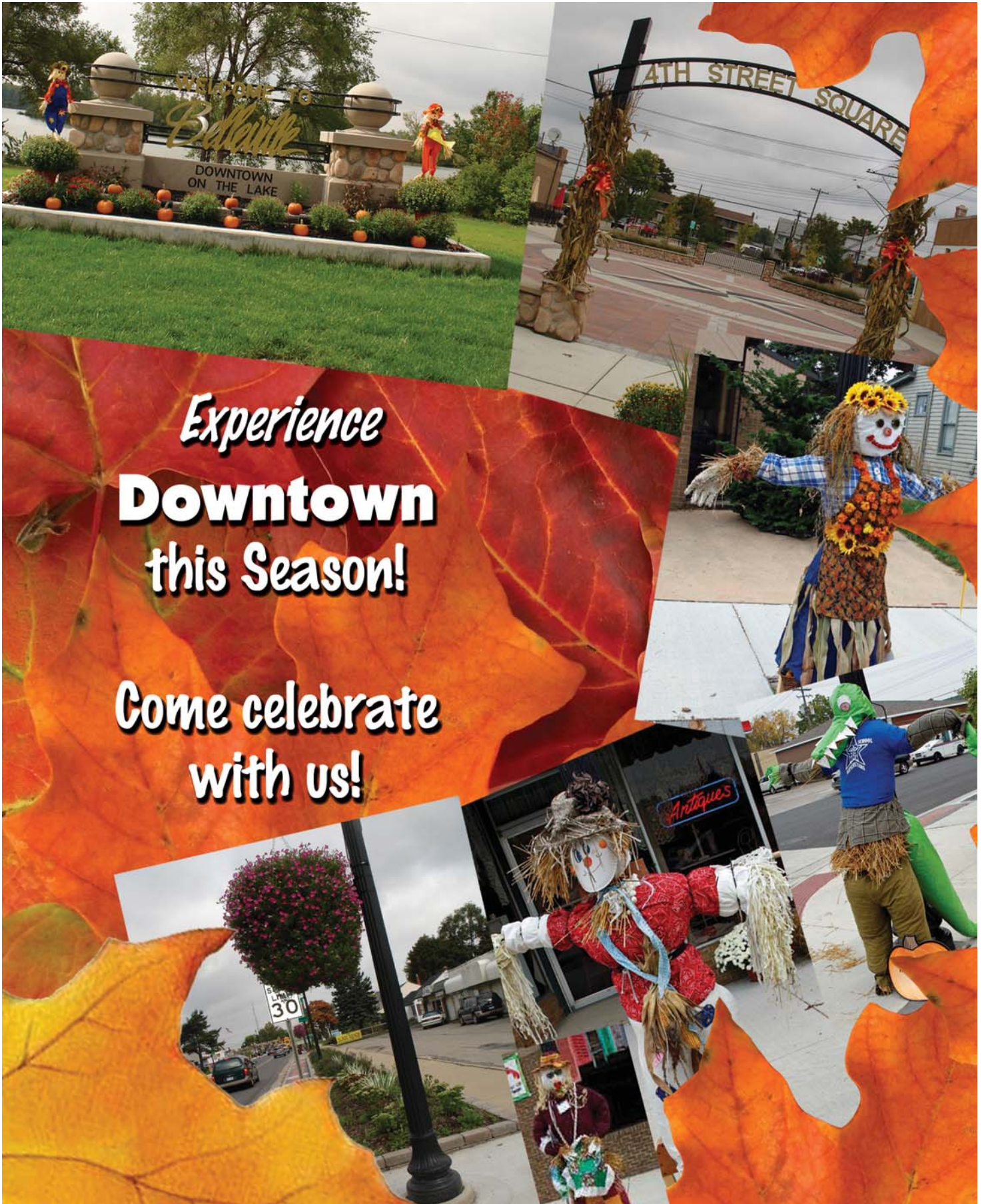


View of a 48W LED Post Top Light

Benefits of LED Lights

- ✓ Low energy consumption
- ✓ Long-lasting
- ✓ Durable
- ✓ Environmentally friendly

* Photos courtesy of Beacon Products



Experience
Downtown
this Season!
Come celebrate
with us!



2011 Winter Fest Events

Saturday, December 3rd

This year's Winter Fest theme is

"A Christmas Remembering Those Who Protect and Serve"

produced by the Belleville Area Chamber of Commerce and sponsored by EQ the Environmental Quality Company and the Belleville DDA.

❄️ **Belleville Jingle Bell 5K & 1K Kids Run**

1K Kids Run starts at 9:45 a.m.

5K starts at 10 a.m.

Start and finish in Downtown Belleville at Horizon Park

All proceeds benefit the Van Buren Public Schools Education Foundation

❄️ **Ice Skating at 4th Street Square**

Presented by the Belleville Yacht Club, some skates available for loan

❄️ **Ice Sculptures along Main Street**

See ice carving demonstrations at Third and Main Street

❄️ **Music Performances at the stage on 4th Street next to the Museum**

❄️ **Lighted Parade**

Kicks off at 6 p.m. and travels east on Columbia to Main Street, continuing up Main to the Museum

❄️ **City Officials Welcome Santa and hold Christmas Tree Lighting Ceremony**

Following the parade at the museum

❄️ **Visit Santa at the First United Methodist Church**

❄️ **Fireworks at Horizon Park**



Downtown Belleville Events

(continued from front page)

HOMEGROWN TRAVEL SERIES

December 8 - Panama Canal Cruise

January 12 - Iceland

February 9 - France

All programs 7 p.m. at Belleville Area District Library. Presented by Friends of the Library.

BELLEVILLE COMMUNITY BAND

Holiday Concert

Saturday, December 10, 7:30 p.m.

Belleville First United Methodist Church

BELLEVILLE COMMUNITY CHORUS

Holiday Concert

Saturday, December 17, 7 p.m.

Belleville First United Methodist Church

FRIENDS OF THE BELLEVILLE DISTRICT LIBRARY BOOK SALE

Saturday, February 4, 2012



- Shop closer to home!
- Find unique and creative gifts, and gift certificates!
- Invest in your community!
- Help locally owned business succeed!



Belleville Area Residents can Visit the DIA for **FREE** on November 27th

DIA
INSIDE|OUT



For a couple of months now, residents have enjoyed Downtown Belleville's open air gallery of framed, life-sized painting reproductions from the Detroit Institute of Art's stellar collection.

The Detroit Institute of Arts invites Belleville area residents to visit the DIA for FREE on November 27th, the Sunday after Thanksgiving. You can see the originals of our reproduction paintings, and take part in special Family Sunday holiday activities. Residents in the 48111 zip code who show a driver's license or state ID on November 27th will receive four free general admissions to the DIA's Family Sunday exhibits and activities. Inside|Out 2011 is sponsored by DTE Energy Foundation.

Belleville is one of 11 communities hosting the DIA's Inside|Out art exhibit. Our seven masterpieces are located in these downtown locations through Winter Fest weekend:

- ★ Pro Hardware
- ★ Bayou Grill
- ★ Belleville Area Museum
- ★ Higgerson Neal Funeral Home
- ★ Belleville Milling Company
- ★ Horizon Park
- ★ City Hall



DIA's Inside|Out art exhibit at the Bayou Grill

City of Belleville DDA

6 Main Street

Belleville, MI 48111

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Kenneth Voigt

Administrative Coordinator:

Carol Thompson

City of Belleville DDA

6 Main Street

Belleville, MI 48111

Ph: 734.646.0504

Fax: 734.697.6837

E-mail: dda@belleville.mi.us

www.buyitinbelleville.com

www.belleville.mi.us

Comments or questions? Please
contact Carol Thompson.