



# Belleville

D·D·A

## Around Downtown

### Summer 2011

### IN THIS ISSUE YOU'LL FIND ...

#### Upcoming Events

- **Swing into Summer in Downtown Belleville!**  
**Your List of Fun Upcoming Events**
- **What is the DDA?**  
**DDA Funding and DDA Supported Budgets**

#### DDA MEETINGS

3rd Wednesday at 6:00 p.m. – City Hall  
June 15, July 20, August 17

#### BUGLES ACROSS AMERICA – Veterans Memorial

1st Sunday of the month, 7:15 p.m., June 5, July 3, August 7, September 4, by Belleville VFW Post 4434

#### NATIONAL STRAWBERRY FESTIVAL

June 17-19 Friday 4 p.m.-10 p.m.; Saturday 10 a.m.-10 p.m.; Sunday Noon-7 p.m. Parade on Main Street, Sat. 11 a.m.

#### FATHERS DAY CAR SHOW

Victory Park, Sunday, June 19, 8 a.m.-3 p.m.

#### SUMMER READING PROGRAMS

With guest artists, Belleville District Library, June 20-July 27

#### MUSIC LAKESIDE

Free outdoor concerts, Horizon Park on Thursday evenings at 7 p.m., June 23-August 25  
*(continued inside)*

### Downtown Belleville's Progress

#### Enhancing Downtown's Image

The Belleville DDA works on many different projects to enhance the Downtown's image, including:

- ★ Signage: Community Events sign, park signs, and coming soon a new gateway sign. The Gateway sign will be dedicated to the late Chesley Odom, at the Annual Bridgewalk.
- ★ Recently approved Façade Improvement Projects – Enrica's Golden Needle and Masonic Hall.
- ★ Decorating all year with street banners, flowers, flags, and holiday decorations. Last year the DDA switched to LED lights to save energy and money.
- ★ Community input helps develop new brand: DOWNTOWN ON THE LAKE





# Around Downtown



**New signs, façade, and parking around Downtown Belleville**



## Improving the Physical Environment

Downtown Belleville has recently undergone a variety of changes to improve its physical appearance, including:

- ★ The renovated Liberty Street Parking Lot gives visitors and locals a convenient and improved place to park.
- ★ An important placemaking improvement is the new Streetscape – pavers, seating walls, parking lot screening, planting beds, benches – all add to the charm of our small town business district and let visitors know they have arrived someplace special.
- ★ A new 30 plus year Main Street roadway and water main
- ★ The paved walking path in Village Park adds to our community’s recreation offerings.
- ★ Improve side streets and Five Points; all work to be completed this summer.



## Attracting Consumers & Business

On top of all of these beautiful physical improvements, the Belleville DDA strives to retain our current businesses and attract new businesses to the Downtown. Shopping locally encourages investment in Belleville. It helps preserve our traditional Downtown and can create jobs. The DDA has been working on the following projects:

- ★ Shop Local Campaigns: Buy It In Belleville and Believe in Belleville
- ★ A new website to promote Downtown businesses and events: [www.buyitinbelleville.com](http://www.buyitinbelleville.com)
- ★ The DDA annually helps support Downtown family fun events: Music Lakeside, Art Affair, National Strawberry Festival, Annual Bridgewalk, Taste of Belleville, Harvest Fest, and Winter Fest. We invite local businesses to join us and promote your business by sponsoring these wonderful Downtown events.
- ★ We would like to welcome these new businesses: Belleville Char House, Frederico's Clothier, Kids Korner, Dazzle Designs, and BelleCare Medical.
- ★ Coming soon: Public art – DIA brings INSIDE/OUT ART outdoor art exhibit to Downtown Belleville



**New Community Events sign**



# Around Downtown



## Investing in Downtown

### *What does the DDA do?*

A Downtown Development Authority (DDA) is created to correct and prevent deterioration in the downtown district, encourage historic preservation, and promote economic growth in a specific geographic district within the city.

### *How is the DDA funded?*

The primary revenue source of the DDA is property tax “capture,” through a Tax Increment Financing Plan (TIF). The basic premise of tax increment financing is to invest in public infrastructure in a way that causes the taxable value to grow faster; the additional taxes that result from this growth are captured by and used to finance public improvements.

### *How does the Belleville DDA spend its money?*

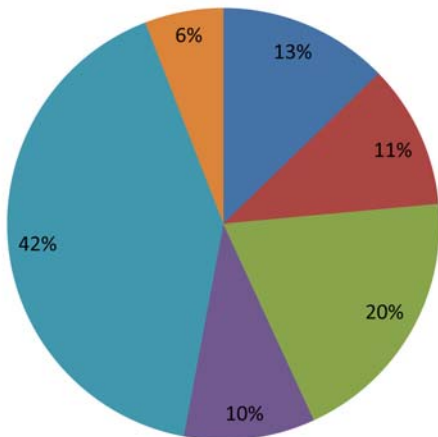
Taxes captured from the City: \$472,000 annually

Returns in District Maintenance/City Operations in District: \$327,500 annually

Taxes captured by Wayne County, Community College, Zoo, and Library: \$328,000 annually

An additional \$187,500 is School Capture specifically for repayment of debt

## Distribution of DDA Budget



- Economic Development
- Capital Improvement
- District Maintenance
- City Operations/District
- Debt Service
- Administration



**Paved walking path in Village Park**



## Downtown Belleville Events

*(continued from front page)*

### **ART AFFAIR on MAIN**

Juried Arts and Antiques, at various Downtown locations, July 29-30 sponsored by Belleville Area Council for the Arts

### **GARDEN WALK AND GARDEN MARKET**

A benefit for Belleville District Library, Sunday, July 31

### **FRIENDS OF THE BELLEVILLE DISTRICT LIBRARY BOOK SALE**

August 6, Noon-3 p.m.

### **ANNUAL BRIDGEWALK - at the Bridge, and TASTE OF BELLEVILLE**

August 18 – Bridgewalk starts at the Gateway sign at 5 p.m., with Taste of Belleville to follow at Horizon Park. Sponsored by the Central Business Community

### **CITY-WIDE YARD SALE**

August 27-28

### **BELLEVILLE AREA MUSEUM**

Open Mon. – Fri., Summer Hours: Noon-4 p.m.

### **BELLEVILLE DISTRICT LIBRARY**

Open Mon. – Thurs., 10 a.m.-9 p.m.,  
Fri. – Sat. 10 a.m.-5 p.m.

### **SAVE THESE DATES:**

October 8: Harvest Fest

October 28: Downtown Trick or Treating



## **DIA INSIDE/OUT Art Exhibit to stop in Belleville**

Downtown Belleville is excited to announce that the Detroit Institute of Art will be making a stop in Downtown Belleville with its INSIDE/OUT outdoor art exhibit this September. The exhibit will feature reproductions of the museum's most famous works throughout landmarks in the downtown area.



**Downtown Belleville Events**

**City of Belleville DDA**

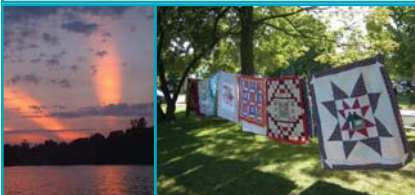
6 Main Street  
Belleville, MI 48111

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
ROMULUS, MI  
PERMIT NO. 1

**Support Our Downtown Businesses**  
**Shop Dine Stroll**



**Have a Safe  
& Happy  
DOWNTOWN  
Summer!**



**Completed 4th Street Square**



**DDA Board of Directors:**

Kerreen Conley, *Chair*  
John Hoops, *Vice Chair*  
James Higginson, *Secretary*  
Sabrina Richardson-Williams,  
*Treasurer*  
Richard Smith, *Mayor*  
Denise Baker  
Michael Colleta  
Gary Snarski  
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](mailto:dda@belleville.mi.us)  
[www.buyitinbelleville.com](http://www.buyitinbelleville.com)  
[www.belleville.mi.us](http://www.belleville.mi.us)

Comments or questions? Please  
contact Carol Thompson.