



Cheryl Beard

Director of Commercial Development

Battle Creek Unlimited, Inc.

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Cheryl L. Beard joined Battle Creek Unlimited in 1992. She has held various positions during her tenure including Downtown Development Director and Technology Marketing Director. Her primary responsibilities include assisting the development of commercial districts around the City of Battle Creek, managing Battle Creek's fiber-optic initiatives, enhancing BCU's web sites as marketing tools for properties throughout the City. Ms. Beard is also the Administrator for Battle Creek's business improvement districts - Dickman Road and Columbia Avenue. Both corridors are main commercial thoroughfares within the City.

Ms. Beard holds a B.A. in Business Administration from Western Michigan University. Her community leadership positions include: Battle Creek Area Chamber of Commerce Board of Directors and Executive Committee, Board Secretary for the Kellogg Arena, board member of Battle Creek Area International Relations Committee, Battle Creek Hot Air Balloon Championship, and Rotary Club of Battle Creek.