

BATTLE CREEK DOWNTOWN TRANSFORMATION

In November 2008, Battle Creek Unlimited and private investors announced a \$85 million project to revitalize downtown and establish Battle Creek as a national leader in food science. This ambitious plan leverages current and future investments in food science, technology and education to revitalize the city's downtown. Commitments by the Kellogg Company, Battle Creek Public Schools, the City of Battle Creek, and the W.K. Kellogg Foundation lead the way to transform downtown Battle Creek. The downtown transformation is comprised of four pillars, which are unique to Battle Creek and strategically planned to support and complement each other.

1) Food Protection (Global Food Protection Institute)

Battle Creek is growing its global leadership in food protection training, research and thought leadership. This strategic pillar is developing three specific areas to turbo charge industry leadership: a for-profit food testing center of excellence, uniform training of food inspectors nationwide, and an Emerging Technology Accelerator. The Global Food Protection Institute (GFPI) and International Food Protection Training Institute (IFPTI) already are bringing new employees and thousands of trainee-visitors to downtown Battle Creek on an annual basis.

2) Kellogg and W.K. Kellogg Foundation

Battle Creek is fortunate to have high-profile corporate citizens located downtown, including Fortune 500 Company, Kellogg, and one of the world's largest philanthropic organizations, W.K. Kellogg Foundation. These organizations are committed to the community through investment and involvement. Kellogg Company is expanding its downtown presence with a relocation of 600 employees to the downtown area. The Kellogg Company and W.K. Kellogg are investing and supporting the area's expertise in food protection and research.

3) Education

Downtown Battle Creek is home to several educational institutions for students from pre-school to college. Each institution provides collaborative opportunities within the community. The Battle Creek Area Math and Science Center, which is the strategic center of this transformation pillar, could augment community synergy and educational opportunities for our talented youth.

4) Public Infrastructure and Enhancement

Several infrastructure enhancements are underway to make downtown a memorable, productive and enjoyable place. Infrastructure projects include: retail recruitment, a welcoming gateway, streetscape enhancements (streetscape, seating, lighting, landscaping), and a year-round profit-generating community plaza designed for events, collaboration, gatherings and education.

For more information on the Downtown Battle Creek Transformation, please visit these organizations online or onsite: Battle Creek Unlimited is a non-profit organization dedicated to the area's economic development, industry diversification and downtown transformation.

www.bkunlimited.org/transformation • www.facebook.com/battlecreekunlimited

Battle Creek Downtown Partnership is a non-profit organization dedicated to transforming the area into a vibrant, livable, and safe urban center. The downtown office has an open door policy for you to learn and contribute to the Transformation.

115 W. Michigan Avenue, Downtown Battle Creek

www.downtownbattlecreek.com • www.facebook.com/downtown-battle-creek

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Battle Creek Transformation Milestones

November 2008

Battle Creek Unlimited and its stakeholders announce the \$85 million plan and begin tactics of a 5-year plan to establish the area as a national leader in food protection and innovation. Strategic work and partnerships develop for food protection organizations, education and infrastructure pillars.

July 14-16, 2009

The newly established International Food Protection Training Institute (IFPTI) conducts first inaugural training session for Food Safety Regulators from around the U.S.

September 17, 2009

Kellogg announces the consolidation of 600 employees to the former Fifth Third building in downtown Battle Creek. Renovation completion anticipated for October 2010.

September 21, 2009

The Battle Creek Public School Board approves next steps to relocate the Battle Creek Area Math and Science Center. Presenters recommend the former cereal city museum as the ideal facility for the downtown relocation. Search for public and private funding (no taxes) begins.

September 29, 2009

Kellogg dedicates the W.K. Kellogg Institute for Food and Nutrition Research.

October 12, 2009

IFPTI is awarded a \$1 million federal grant to train state and local food safety inspectors.

October 20, 2009 - March 2010

The public provides input during several forums on the downtown streetscape and Battle Creek Area Math and Science Center's relocation. Multi-year construction planning begins for several projects.

April 2010

NASA Award goes to Battle Creek Area Math and Science Center for creating nutritional bars that can be eaten in space.

May 2010

International Food Protection Training Institute (IFPTI) receives a \$3.8 million grant from W.K. Kellogg Foundation. Separately, IFPTI is nationally recognized for its food protection training assistance amid the BP oil spill in the Gulf of Mexico.

August 2010

The Gateway Project starts in Battle Creek, as a welcome point for the city.