



Van Dyke Voice

news from the van dyke avenue corridor
shelby township downtown development authority

june 2010

volume 11

The Shelby Township Downtown Development Authority (DDA) is a public agency dedicated to improving the economic climate in Shelby Township.

The DDA meets monthly on the fourth Thursday at 7 p.m.

UPCOMING EVENTS:

- **DDA Board Meeting**
July 22, 7 p.m.
- **Shelby Week**
August 8-15
Fun for the whole family!
- **Friday, August 13**
Family Movie Night at the Packard Proving Grounds on Van Dyke
- **DDA Board Meeting**
August 26, 7 p.m.
- **DDA Board Meeting**
September 23, 7 p.m.

Visit our website for more details:
www.shelbytwppdda.org

Search for us on Facebook!

Van Dyke Sanitary Sewer Extension Update

The primary goal of the Downtown Development Authority (DDA) is to promote economic development and preserve property values along the Van Dyke retail corridor. With this goal in mind, the DDA is funding a preliminary engineering study to estimate costs for the extension of sanitary sewer line from 22 Mile Road to the Utica City limits.

Economic development opportunities along the southern end of the DDA would be enhanced by the availability of sanitary sewers. Over the years, failing septic fields have hampered investment in the area and limited the development and redevelopment potential of several sites on Van Dyke.

Multiple businesses in this area have been unable to improve or expand due to the lack of sewers. Replacing existing septic fields with public sewers will allow more land area for building or parking lot expansion, encouraging investment and a wider variety of business opportunities.

In May, following a competitive bidding process, the DDA recently hired the civil engineering firm of Spalding DeDecker to prepare preliminary engineering plans for the extension of a sanitary sewer line. These preliminary design plans will help determine the cost and feasibility of constructing the sewer. This information is prerequisite to establishing a Special Assessment District (SAD)



Aerial of Van Dyke Avenue, south of 22 Mile Road, courtesy of Google

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Using Social Media for Business Marketing



Have you heard about using social media as a marketing tool for your business? If you think Facebook and Twitter are just for kids, it is time to change your thinking. Most social media tools are free to all users and many companies are finding these tools a great way to market their goods and services.

Facebook is one of the most popular social media outlets, with over 120 million users. This free website can help businesses gain

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Keep up with local happenings! Become a Fan of the Shelby Township Downtown Development Authority on Facebook at www.Facebook.com (search Shelby Twp DDA)

Van Dyke Avenue Sanitary Sewer Extension Update

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to fund this improvement. An SAD is a specific geographic area of properties that receive benefits from a physical improvement and together share the costs of construction. The Township Board requires support from the owners of land constituting more than 50% of the total land area in the proposed special assessment district. The Township Board must approve the SAD to move the project forward.

Completion of this preliminary engineering study will give property owners in the proposed improvement area a better idea of the anticipated cost of this improvement and how these costs will be

apportioned to those property owners benefiting from the new sewers.

The project will consist of the construction of approximately 7,500 lineal feet of gravity sanitary trunk sewer, manholes and miscellaneous appurtenances. The engineering firm has been asked to evaluate the service area for the proposed trunk sewer. Items to be addressed in the study include trunk sewer sizing and alignment alternatives, design flow projections and future sewer main extensions locations and sizes.

The study will be completed by early July. The results of the engineering study will be presented to the DDA at the July 22,

2010 meeting. The DDA will also sponsor one or more community meetings with Van Dyke property owners to explain the results of the engineering study and the special assessment process. For more information contact Shelby Township Planning Director Glenn Wynn at (586) 726-7243

Free Online Business Directory

The Shelby Twp DDA website provides every business in the DDA corridor an opportunity to be listed in the DDA's online Business Directory. The directory provides a list of businesses in both alphabetical order and by categories such as banks, restaurants, clothing and more. Sign up today for your free listing!

<http://shelbytwppdda.org>



Fill out the enclosed form or visit the Business Directory page of the DDA website to list your business in this directory, or to find DDA businesses. To get listed, follow the link to the business survey. It only takes a few minutes to answer the questions. Once you submit the survey, your business will be listed in approximately two weeks.

Social Media

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new customers, stay in touch with current customers as well as promote new products or sales offers. When a customer becomes a "fan" of your Facebook page, they receive any updates or posts you make to your Facebook page. They, in turn, can encourage their friends to become fans as well. In addition to updating your customers on special information, Facebook allows you to post photos, videos and links to your website.

Twitter is another free social media tool that is becoming increasingly popular as a way to efficiently and effectively communicate with your customers. A tip for both Facebook and Twitter users: too many postings will overwhelm fans and cause them to remove themselves from your fan page.

This is just the tip of the social media iceberg. Once you begin to explore, you will see how businesses are using YouTube to

Using Twitter, in 140 characters or less, businesses can "tweet" to their customers such things as, "Sale on NY strip steaks \$5.99/lb at Nitsches Meats"; "Trunk show Saturday, 1-3 p.m. Great fashions and free refreshments at Nancy's Bridal"; or even, "Free appetizer to first 50 diners before 7pm tonight at Nicks!"

post videos of themselves, their customers and their products. Some use blogs to give a weekly update or tell a story about who they are and what they do.

The internet is filled with tips and advice to help you set up Facebook pages, Twitter accounts, and use other social media. Try www.facebook.com and www.twitter.com to get started.

Barbara Kiel is a DDA Board Member, chair of the Promotions committee, and owner of Nitsches Meats & Deli in the DDA District. She looks forward to meeting you on the Shelby Township DDA fan page!

Member Spotlight

Since July 2009, Bill Hellebuyck, owner/operator of Hellebuycks Power Equipment, has been the Chair of the Shelby Twp. DDA's 9-member Board. He also serves as the chair of its Economic Development Committee.



As the chair of the DDA Board, Bill is responsible for keeping the board on task as it works to improve the economic conditions in the Van Dyke (DDA) Corridor and transform the corridor into a destination for business, shopping, entertainment, and civic functions.

The DDA's Economic Development Committee promotes economic growth within the Corridor through business retention and recruitment activities. Some of the committee's tasks include monitoring the inventory of businesses and vacant locations on the Corridor as well as look for ways to stabilize and improve the district.

**"The DDA welcomes volunteers from the community who share our commitment to success."
—Bill Hellebuyck**

Hellebuycks is located in the DDA Corridor on Van Dyke just south of 24 Mile Rd. The business started with Bill and his parents as Bill's Mower Service in the early 1970s. Hellebuyck's offers retail sales, parts & service for lawn mowers and snow equipment. There is a second location in Warren near 13 Mile Rd & Mound.

Bill and his wife Daria live in Birmingham. They have two grown children and three grand children. For more information on the DDA, feel free to contact Bill by calling (586) 739-9620 or by email at info@shelbytwppdda.org

Business Directory Information

The Shelby Township Downtown Development Authority is creating an online business directory for businesses located in the DDA District: Van Dyke Avenue, from Utica city limits to 25 Mile Road.

By providing this information, your business will gain additional exposure through the promotion of the Shelby DDA website: www.ShelbyTwpDDA.org

For additional information about the Shelby DDA, please call 586.803.2052

*** 1. What is your business name? (For example: "Bob's Hardware," not "Robert Jones Corp, LLC.")**

*** 2. What is your business address?**

Street Address

*** 3. Please give a contact person for your business.**

*** 4. Please provide a phone number for your business.**

5. Does your business have a website and/or email?

Website

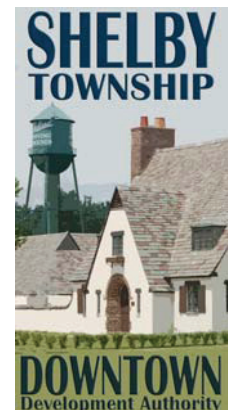
Email

6. Please describe your business.

*** 7. What is the best way to describe the category of your business?**

- | | |
|---|--|
| <input type="checkbox"/> Accountants, Architects & Attorneys | <input type="checkbox"/> Hardware, Lumber & Home Improvement |
| <input type="checkbox"/> Automotive Parts & Service | <input type="checkbox"/> Health & Wellness |
| <input type="checkbox"/> Banks, Credit Unions, Financial Services | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Banquet Halls & Catering | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Nursery & Landscape Supply |
| <input type="checkbox"/> Child Care & Education Services | <input type="checkbox"/> Personal Services |
| <input type="checkbox"/> Clothing & Shoes | <input type="checkbox"/> Property Management |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Fine Art, Crafts & Hobby | <input type="checkbox"/> Restaurants & Taverns |
| <input type="checkbox"/> Flowers & Gifts | <input type="checkbox"/> Sports & Fitness |
| <input type="checkbox"/> Grocery & Food Specialty | |

This survey can also be completed on the DDA website: www.ShelbyTwpDDA.org
Follow the link provided on the Business Directory page.



Thank you for your time!