

**City of Battle Creek Focus Group**  
**November 19, 2009**  
**“Open Discussion”**

<b>Strengths &amp; Opportunities</b>	<b>Priority Points</b>	<b>Weaknesses &amp; Threats</b>	<b>Priority Points</b>
Renovation of Historic Buildings	3	Blight	6
Older Neighborhoods	3	Animosity “Us vs. Them” Battle Creek vs. “Lakeview”	4
Colleges/School District	3	Brain Drain	2
Diversity	2	Underutilized Parks	1
Foundations	2	Competition w/Beckley Road Commercial	
A lot of enthusiasm in City	1	Dead zones for technology	
Youth Challenge Program	1	Fragmented Identity	
Entrepreneurship	1	Too many School Districts	
Concentrated Business Core		Boundaries	
Affordable Houses		Travel Distance to jobs and to services	
Identification w/Neighborhoods		2 <sup>nd</sup> Largest City Geographically in MI	
Walkable Downtown		Need more Green Spaces	
Multiple Retail Centers		Safety Perception	
Cultural Organizations		Crime Rate (perception)	
Bike Lanes		Cut Funding Availability	
Easy to live in Battle Creek			
Dog friendly opportunities			
Military presence			

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<b>Need</b>	<b>Eligible Activity</b>	<b>Program &amp; Projects</b>	<b>Priority \$</b>
Blight  (\$38 Total)	REHAB Code Enforcement Clearance Activities Homeowner’s Assistance CBDO’s Rental Income Neighborhood Revitalization	Retro Zoning Code Enforcement Playground Improvements Habitat and Neighborhood Inc. Rehabilitation Purchase and Renovation Programs	\$18 \$7 \$3 \$5 \$5
Crime Rate  (\$17 Total)	Code Enforcement Public Facilities Special Economic Activities Program Administration Costs Public Services Micro-Enterprise	Job Creation Lighting Job Training Mentoring Programs	\$5  \$3 \$9
Brain Drain  (\$14 Total)	Micro-Enterprise Capacity Building Acquisition Interim Assistance Special Economic Activities	Job Creation Job Training Education Opportunities Earn, Learn and Play	\$7   \$7
Us vs. Them  (\$11 Total)	Micro Enterprise Relocation Special Economic Activities Special Activities Clearance Activities Public Services Affordable Housing	Community Wide Programs Conservation Work Projects Street Improvements Real Estate Training	\$3 \$5 \$3