



June 6, 2014

Rep. Hugh D. Crawford, Chair
Regulatory Reform Committee
Michigan House of Representatives
124 North Capitol Avenue
P.O. Box 30014
Lansing, MI 48909-7514

RE: SB846

Dear Representative Crawford:

This letter is in support of the passage of SB 846, which would amend the Michigan Liquor Control Code to expand eligibility for redevelopment project area liquor licenses to downtown development authorities (DDA's) and other redevelopment project areas in Townships.

Ada Township's historical business district is on the verge of undergoing a major transformation and rejuvenation in a coordinated redevelopment effort between the DDA and the corporate leadership of Amway Corp., our major employer whose world headquarters and manufacturing complex are located immediately adjacent to Downtown Ada. The availability of on-premise liquor licenses in addition to those which are available under the quota system would be a significant boost to our efforts to make the Ada business district more desirable as a place to live, work, shop and spend recreational time. Our redevelopment plans are also aligned with the goals of Amway Corp. to recruit and retain a high-quality work force by providing a desirable and attractive community environment close to their corporate home.

Our redevelopment plans in Ada, as well as passage of SB 846, are also supportive of the State of Michigan's "Placemaking" initiative, an effort to make our local communities the types of places where New Economy workers, entrepreneurs and businesses want to locate, invest and expand. The concept of Placemaking is based on the recognition that, as stated on the State of Michigan's Placemaking web site – "people choose to settle in places that offer the amenities, social and professional networks, resources and opportunities to support thriving lifestyles."

On behalf of the Ada Township DDA, I encourage the Committee to favorably recommend SB 846 for passage.

Sincerely,

Robert Kullgren, Ada Township DDA Chair

Cc: Senator Dave Hildenbrand