

PROCLAMATION TO RECOGNIZE BLOOMFIELD CROSSROADS DISTRICT

WHEREAS, businesses located off Franklin Road, north of Square Lake Road, comprise a strong commercial expanse of Bloomfield Township; and

WHEREAS, these same businesses have recognized the need for a cohesive identity that would enhance the distinctiveness their location; and

WHEREAS, *Downtown Publications*, a highly respected community newspaper, also recognized the need to strengthen this area's marketing potential; and

WHEREAS, in the true spirit of enterprise, several business owners, led by Evan Mountain of the Fred Astaire Dance Studio, met with representatives of *Downtown Publications* and set out to create a stronger identity for the business community; and

WHEREAS, a contest to name this unique area was launched and publicized by *Downtown Publications*; and

WHEREAS, the contest was met with great public enthusiasm and received more than 300 entries; and

WHEREAS, the winning entry was submitted by Bloomfield Township resident Jean Lannen;

THEREFORE, BE IT RESOLVED that the Bloomfield Township Board of Trustees enthusiastically recognizes Bloomfield Crossroads District as the name of this unique business area in Bloomfield Township.

BE IT FURTHER RESOLVED that the Bloomfield Township Board of Trustees appreciates the efforts of all those involved in the process and extends its best wishes for success to the current and future businesses located in the Bloomfield Crossroads District.

BE IT KNOWN to all reading this proclamation that it was adopted by the Board of Trustees on September 24, 2012, and included in the minutes as a permanent record.