



SUBMITTED PHOTO

A trip to Battle Creek, Michigan by Quinte area officials played a major role in bringing Kellogg to Belleville. While there, the officials were photographed and provided with a special keepsake: a box of Frosted Flakes with the photograph on the cover. Included in the photograph are Karen Poste, director of economic development for Belleville; Chris King, economic development officer for the Quinte Economic Development Committee; John Williams, then-chairman of the QEDC; and John Swan, representative for the Ontario Ministry of Agriculture.

Engineers came to the region and looked at two possible locations — one in Belleville and the other in Quinte West — reporting back to executives. Details were provided on how quickly buildings could be erected and a decision came back to build in Belleville.

Needing 58 acres, the final part of bringing the company to Belleville had the city — which owned only 6.2 acres of land in the desired location — purchase 52 acres from Sears and then re-sell the property to Kellogg the very same day.

“That deal took a little longer than we had hoped, but it worked out very well in the end,” Poste said.

In October a major ground breaking ceremony — involving Premier Dalton McGuinty and other provincial politicians — took place at the site. By mid-February steel-work on the building had already begun.

Poste said the Kellogg deal is the largest she has been involved with since taking her position in 1999. It was also one of the most enjoyable.

“We deal with lots of professionals, great people, whenever someone’s looking to establish here or expand. We found, with the Kellogg people — and we’ve probably met with 50 different people — they all have the most amazing personalities,” she said. “They are the nicest people, they come with the best sense of humour and they are all extremely likable people.”

Poste remains in constant communications with Kellogg officials and said she is looking forward to the conclusion of construction at the site.

The city issued a \$25 million building permit to the company which represented a \$250,000 value for the municipality and — once construction is done — will bring “several hundred thousands dollars of taxes” each year.