

"One of the key requirements to attracting new individuals to a community is having land ready to go," King says. "The extension of Bell Boulevard certainly opened up a lot of development. This provides an opportunity for attracting new industry to the area. It's just a fantastic site for us."

Dennis McCullough, owner of Belleville's Canadian Tire, is calling 2000 the year Bell Boulevard began showing "a lot of potential" to grow.

Canadian Tire has been a staple on the strip since opening in 1977; McCullough purchased it in 1994.

"We've been very successful here," he says. "It's phenomenal. I don't think we could get a better location than where we are in this city."

He says the traffic on the street has done a lot for his gas station and car wash.

"It's been a tremendous asset; it's been great for our customers," McCullough says.

"The boulevard draws more people into the city."

It was the folks at M&M Meats' head office who suggested Tom and Diana move their Belleville shop onto the boulevard.

"They knew this was a growing area and a fairly large market. They thought it would enhance the business," Tom says. "Our business is definitely up."

The move has provided them with a larger parking lot, better storage and, of course, more customers.

"People are already in this area. You've got the mall, you've got the grocery stores," Diana says. "It's a good draw."