

Business Briefs

ONE Village's Business Connection



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Shoestring Marketing Strategies

If you're like the majority of small businesses, your marketing budget is limited — if you have one at all.

Does that mean you can't run with the big dogs? Absolutely not. It just means you have to think a little more creatively.

Marketing for a small business is part art and part science. Promoting

a business, whether you're just starting out or have been in business for years, requires creativity and focus.

At the next quarterly networking breakfast meeting of the **ONE Village Business District Association**

we will explore some proven low-cost marketing strategies for small business including:

- targeting specific niche markets that can quickly increase sales,
 - piggy-backing on special events such as neighborhood festivals,
 - using co-op marketing,
 - getting free publicity,
 - using the internet and social media,
- And more!

So join us on **Tuesday, May 10, at 8 am** at the **Lagrange Branch Library**, 3422 Lagrange Street on the southwest corner of Manhattan Blvd. Park in the new lot on the south side with access from Lake Street.

There is no charge to attend the meeting, but please help us plan by making a reservation:

(419) 255-8406, Ext. 304

How To Tie Into Business District's Special Events

As a business owner, you have an important stake in the revitalization of ONE Village. And while much progress has been made, what puts the most "feet on the street" are special events in the neighborhood such as the annual Lagrange Street Polish Festival.

This annual celebration of the neighborhood's ethnic heritage brings thousands of people to ONE Village. And with so many visitors here, the opportunity for your business to generate extra income is greatly increased.

Special events such as festivals also allow visitors to see all that you have to offer, whether they shop during the festival or return later. This is our short-term goal.

And special events get people thinking about our business district as a destination rather than as a pass-through to get somewhere else. This is our long-term goal.

So, how can you make the most of the annual Lagrange Street Polish



The Lagrange Street Polish Festival brings 25,000 visitors to our neighborhood every July, giving you the chance to market to customers you might not reach otherwise.

Festival without breaking the bank? Here are some ideas:

● Stay open during the event

You can't make a sale if you aren't open. While festival visitors may not be your regular customers, they are certainly potential customers.

● Have a special in-store sale

Offer deals that will bring people inside. Use demonstrations to introduce your business. Use contests to build your mailing list. Or hand out "just looking" coupons that

give discounts and invite customers back later.

However, remember that there are some zoning and festival restrictions if you're on Lagrange Street. Don't put anything outside your building so as not to conflict with vendors who have paid for space on the street. And don't sell food or beverages unless you're already licensed to do so.

● Pay attention to the "curb appeal" of your business

Sweep outside, clean your windows, and keep the walkways free of clutter. Inside, make sure the space is clean, well-lit and inviting.

This year's festival will be held July 8, 9 and 10. And one of the most effective ways to tie your advertising to it is to sign on as a sponsor. Different levels of sponsorship provide various benefits. The least expensive sponsorship is for the t-shirts worn by the hundreds of festival volunteers during (and after!) the event. Check out www.polishfestival.org for details.

ONE Village

Business District Association
Quarterly Networking Breakfast



Shoestring Marketing Strategies for Business Growth

Tuesday, May 10 — 8:00 am

Lagrange Branch Library

3422 Lagrange Street

(park in new lot on south side)



FREE!!
Please Join Us!

Supporting Locally Owned Businesses

In tough economic times, it's more important than ever to keep money circulating in our local economy.

That's why **Toledo Choose Local** is promoting the growth of locally-owned independent businesses and educating the public about the benefits and economic impact of buying local.

The benefits to merchants from joining Toledo Choose are many:

- a listing in TCL's annual business directory, both printed and online,
- organizational presence at community events, fairs, and festivals,
- membership decal and related items to identify your business as locally owned, and
- opportunities to organize and collaborate with other local businesses.

So, if you have an interest in exchanging ideas with a supportive network of locally-owned businesses, visit www.toledochooselocal.org to become involved.



Light It Up! Clean It Up!

The Building Doctors Are Coming To Toledo

Yes, there are doctors who still make house calls — the Building Doctors!

If you are involved in the care and maintenance of an older building, you won't want to miss this informative seminar on caring for older buildings: **Thursday, May 5 at 7 pm Casey-Pomeroy House 802 N. Huron Street**

You'll learn to recognize and solve such common old-building problems as peeling paint, failing plaster, wet basements, deteriorating masonry, damaged wood, window repair, and much more.

The Building Doctors are experts on old-building maintenance and repair, including bringing an older building back to life without sacrificing features that make it so appealing.



The Building Doctor Clinic is free, but you must register in advance. Call (419) 255-8406, Ext. 304, for the brochure or visit www.building-doctor.org.

You may also request a personal visit with a Building Doctor to consult on specific problems you aren't sure how to solve. To qualify for a site visit on Friday, May 6, you must register (first come, first serve) and you must attend the Thursday evening seminar.

The Building Doctors visit all kinds of buildings built before 1955 to examine problems and prescribe cures. Consultations are free, but the number is limited, so register early. You'll be contacted in advance to set up an appointment.

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INTRODUCING...

Welcome to these new business neighbors:

- Jones Accounting Services, 2760 Lagrange Street
- GG & Associates, 3309 Lagrange Street
- Howard Alice LLC, 922 Locust Street



The annual Lagrange Street Polish Festival will be held July 8, 9 and 10 on Lagrange Street between Central Avenue and Mettler Street. Check out www.polishfestival.org for vendor applications, band schedules, and details on the pierogi-eating contest and the polka dance contest.

Business Briefs is published quarterly for the business people of ONE Village. Send news, ideas, and comments to:

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Got E-Mail?

Get the latest neighborhood business news by sending your address to: ljaegly@unitednorth.org

ADDRESS SERVICE REQUESTED

Our Mission: To channel the synergy of collective north Toledo neighborhoods and create the avenue needed to stabilize, rebuild, grow and organize.



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