

# Business Briefs

North Toledo's Business Connection



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## Using SCORE To Develop New Markets

**FREE** — that's right. Free! The Service Corps Of Retired Executives, or SCORE, may be the most under utilized business resource in town.

But we're going to show you how to make the most of SCORE at the next meeting of the LagrangeWORKS! business district association on Tuesday, November 11, at 8 am at the Lagrange Library.

SCORE is a national volunteer association that matches volunteer business counselors with existing and prospective small business owners in need of business advice.

Bill Shaw of Northwest Ohio SCORE will give an overview of the programs and services provided to local businesses. With nearly 50 counselors from all facets of business and diverse business talents and connections to 14 area Chambers of Commerce, Northwest Ohio SCORE is in a unique position to assist your business.

Join us on November 11 to learn more about Northwest Ohio SCORE. There is no charge to attend the meeting, but please make a reservation by calling (419) 255-8406, Ext. 304.

## Making The Most Of Your Advertising Investment

No one disputes the value of advertising and marketing a business, but the cost of traditional advertising can be somewhat intimidating at times.

That's where "thinking outside the box" can help even the smallest of businesses thrive. Here are some ideas from right here in the neighborhood:



### Business Directory & Buying Guide

You should have already received notice about the annual publication of the 2009 Business Directory and Buying Guide.

Thousands of copies are printed and distributed door-to-door in the neighborhood, at the Lagrange Street Polish Festival, and to new residents and businesses looking for goods and services in the Lagrange community. The directory is a handy reference guide for residents and a great promotional tool for our businesses.

Advertising rates are reasonable: just \$95 for a business card ad, \$150 for a half-page ad, and \$300 for a full-page ad. All revenue generated by ad sales is reinvested in our business district through



The 2008 Business Directory and Buying Guide was distributed to nearly 12,000 homes in north Toledo last winter.

the LagrangeWORKS! business district improvement program. To place your ad, call LDC at (419) 255-8406, Ext. 304. **Neighborhood Coupons** The discount coupon distributed with every paid admission to this year's Lagrange Street Polish Festival ended up in the hands of over 20,000 visitors last July — and at a cost of only \$25 for each business that advertised!



The Marketing and Promotions Committee of the LagrangeWORKS! business district association is working on expanding this concept for next year's Lagrange Street Polish Festival. We'll pass on details as this project takes shape.

### Internet Marketing

There are so many ways the Internet can help you promote your business, but the cost involved in planning, implementing, and maintaining a web site can be prohibitive.

There are numerous business uses of the Internet including e-commerce, advertising promotion, supply chain and distribution management, customer relations, sales and service management, general communications, and even portfolio display. The uses are limited only by your imagination.

You could embark on this mission alone, or you can partner with the LagrangeWORKS! business district association and United North if you don't already have a web presence.

United North is in the process of creating a new web site and will be offering neighborhood businesses the opportunity to link existing sites or e-mail addresses, as well as advertise. Details will be coming soon.



## LagrangeWORKS! Business District Association Networking Breakfast

### SCORE: Service Corp Of Retired Executives



Tuesday, November 11 — 8:00 am  
Lagrange Branch Library — Community Room

**Please Join Us!**

## United North To Hold Strategy Review Session

Over the last six months, several subcommittees have developed quality of life strategies for north Toledo that they will share with the community on October 29.

Specifically, the Jobs & Economic Development Subcommittee has addressed issues related to attracting high-quality jobs and strengthening the business district to attract the right mix of businesses.

United North's strategy review session will be held on Wednesday, October 29, at 5:30 pm at the Waite Brand Auditorium, 1600 N. Superior Street (the former Riverside Hospital). Dinner will be provided.

Please plan to attend and provide feedback as United North moves forward with implementing these strategies.

This publication was printed by Greenwood Printing & Graphics, 3615 Stickney Avenue.



*Light It Up, Clean It Up!*

# Business Association Has Member Benefits

North Toledo's business districts are some of Toledo's last remaining neighborhood commercial centers. And because of the LagrangeWORKS! business district association, they are neighborhood assets of which we can be proud.

Your membership in the business district association helps ensure continued business district enhancements, such as:

- street cleaning,
- holiday lights,
- flags and seasonal banners,
- window replacement fund, and
- security and safety including street patrols and community policing programs.

Membership also provides the following benefits for your business:

- quarterly networking breakfast meetings,
- free boldface listing in the annual business directory,
- discounted Internet advertising opportunities on the new United North web site,
- quarterly newsletter,
- marketing events,
- free notary service and access to the business district's mailing list,
- a small business insurance package available from the National Trust for Historic Preservation,
- access to a discount prescription drug card



providing savings at over 40,000 pharmacies. Small business memberships start

at only \$50 per year. Call (419) 255-8406, Ext. 304, for an application.

**This publication is financed in part by the Department of Housing and Urban Development (HUD) through the City of Toledo, Department of Neighborhoods.**



Welcome to these new business neighbors:

- A Way To A Man's Heart, 2938 Stickney
- Body Factory, 2846 Lagrange Street
- Brightside Academy, 2312 Lagrange Street
- Donna C Cut & Style, 2225 Lagrange Street
- JD's M & M New & Used Furniture Outlet, 3254 Elm Street



Stop by National City Bank on Manhattan Blvd. on October 24 when the bank will be celebrating Polish Heritage Month with giveaways, food and refreshments.

*Business Briefs* is published quarterly for the business people of North Toledo. 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@lagrangedevelopment.org](mailto:ljaegly@lagrangedevelopment.org)



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

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