

NEWS UPDATE

APRIL 10, 2007

The DDA will be hosting a special meeting on Wednesday, April 25 at 5:30 P.M. in the City Council Room. This will be the last meeting before construction begins. Representatives from Bacco Construction, who has been awarded the complete project, and representatives from MDOT will be available to give a more concise over-view of the water separation and streetscape project. Depending on the weather, construction could start as soon as the end of April.

As part of the DDA's marketing strategy for the upcoming construction project, Pat Sommers contacted the following advertising media and asked them to consider giving Crystal Falls businesses discounts. Take time to give them a call and see what they can do for you.

ADVERTISING DISCOUNTS

- **WIKB**
 - JAY BARRY - LIVE REMOTE IS A GO FOR BLOCK PARTY
 - THOSE ALREADY USING TT CAN UPDATE PROGRESS AT NO CHARGE
 - WILL DISCOUNT ANYTHING BUT TT
 - CONTACT MARGARET 265-5104
- **REPORTER AND SHOPPERS GUIDE**
 - 8 SPACES BIGGER THAN 2X2 REG \$24 ON SPECIAL FOR \$20
 - 4 SPACES SMALLER THAN 2X2 REG \$22 ON SPECIAL FOR \$18
 - SHOPPERS GUIDE AND REPORTER
 - WILL PROVIDE UPDATES
 - CONTACT STEPHANIE 265-9927
- **DAILY NEWS**
 - 3.6X2 TALL REG \$62.20 SPECIAL 12 WEEKS CONSECUTIVE \$31.50 EACH
 - 26 WEEKS \$21.00 EACH
 - 52 WEEKS \$16.80 EACH
 - CONTACT CARRIE 1-800-743-2088
 - SUGGEST SENDING A PRESS RELEASE VIA E-MAIL OR FAX W/ FOLLOW UP CALL
- **RESULTS BROADCASTING - FROG COUNTRY AND B-100**
 - WILL UPDATE AS PART OF THEIR DAILY NEWS BROADCAST
 - WILL HAVE SOME SPONSOR SPECIALS AVAILABLE
 - DAN WHEELER 774-5731
- **CHAMBER CHATTER**
 - BILL LEONOFF 265-3822

A letter of intent was filed at the end of March for the Michigan State Facade Improvement Initiative. There are four Crystal Falls businesses participating. This is a competitive grant and the City should hear back in a month if Crystal Falls will be considered.

A Very Useful Tool for Your Tool Box - When your house is dirty you grab your household cleaning supplies and get to work. If your door hinge is loose you go to the workbench for what you need to make the repair. What do you do if your business isn't as profitable as it should be? Call Jim Beauchamp of 1st Step, Inc.

a Michigan Small Business & Technology Development Center hosted by the Iron County EDC. Their mission is to provide quality counseling, training, research and advocacy for Upper Peninsula small business. One-on-one counseling services from 1st step, Inc. are *provided without charge*. This service is available whether you are starting a new business, buying a business or making an existing business better. Jim stated in a recent email that he visits Crystal Falls on a monthly basis and meets with individuals wanting to start a business as well as current business owners. His services include assistance with accounting, cash-flow, marketing, business plans, applications for tax registration and tax exempt forms. He offers these services free to clients with no limitation as the number of meeting times. He notes that frequently Iron County residents will travel to other locations to increase the meeting frequency. His next visit to Crystal Falls will be on April 26th. Appointments can be made by calling 875-0642.

So if you would like some fresh ideas on identifying and managing resources, help exploring new markets, a smoother business operation, assistance in identifying the source of a problem, 1st Step, Inc. would be a good tool to add to your tool box. This program is sponsored by: Iron County EDC, Upper Peninsula Power Company, First National Bank of Crystal Falls, Miners State Bank, Crystal Falls Township, Iron County Chamber of Commerce and Stambaugh Township.

Help us keep you up-to-date. [Send your email address](#) to Maureen Elson at mce459@yahoo.com for DDA and other useful business information. In an effort to save on printing and postage costs it would be nice to be able to email this newsletter and other information to area businesses.