



Westside "411"

Your source for the latest info (the "411") on businesses, events, and happenings in the Westside Commercial Association (WCA) Area. More info at www.lansingswestside.com

Volume 4, Issue 11

November 2009

In this issue:

Construction in 2010	2
Give Feedback	2
Main Street Trainings	2
Saginaw Street CIAA	3
Entrepreneur Institute	3
MISBDTC	4

Join **Lansing's Westside** Facebook Fan Page. 372 fans and growing!

facebook

Thank You Westside Commercial Association Members!

- Lisa Benck
- BIGGBY Coffee
- Deann Brown
- Capital City Wireless
- Peter Chiaravalli, DDS
- Cozy Koi Bed & Breakfast
- Dicker 'n Deal Cash Centre
- Domino's Pizza
- El Azteco Restaurant
- Famous Taco
- Colleen Fahrenbach, DDS
- James Figenshau, DDS
- Hay and O'Rourke, PC
- Irish Pub & Grill
- J & J Appliance
- M3: Motion Marketing Media
- Gregory M. Maxson, DDS, PC
- Michigan Catholic Credit Union
- Mike Morgan
- The Rathbun Agency
- Sawyer's Gourmet Pancake House
- Kevin Schwemmin
- Scribbles and Giggles Child Care
- Brad Williams

Send membership info and check to: NWI, 1012 N. Walnut, Lansing, MI 48906

\$250 Large Business
(>50 Employees)

\$100 Mid-Size Business
(25-50 Employees)

\$50 Small Business
(5-24 Employees)

\$25 Micro-Business, Individual or Non-Profit (1-4 Employees)

2nd Annual Westside Holiday Campaign

The Fall Westside Business Breakfast included sobering news about the state budget and 2010 CSO Construction (see Page 2). But there was also good news about how businesses and residents can continue working together to improve our area and make the best of the challenging times ahead. One of those ways is our 2nd Annual Holiday Campaign. Attached is the order form to indicate how you would like to support the campaign.



Thanks to the support of more than 30 businesses last year, the Westside Commercial Association hung garlands and bows on 70 utility poles on Saginaw Street between Stanley and Grand, and published a full page cooperative ad in City Pulse. If there are enough supportive businesses, we will do the same again this year.



The WCA Organization Committee is also hosting its first-ever fundraising event on **Thursday, December 3** at 5:30 p.m. at 512 Bartlett. Wear your craziest holiday sweater and mingle with Westside residents, business owners, managers, employees and supporters and support the WCA. And bring your holiday cheer!

Please reply by Monday, November 16 letting us know how you will support this year's Westside Holiday Campaign, and if you have ideas on how we can improve the program: jessica@nwlansing.org; 517-214-5684.

Promoting the Westside Commercial Association

This month the WCA is bringing flyers and posters to Westside business regarding involvement in revitalizing our area. This *Get Involved!* Campaign is targeting Westside business owners, managers, employees, customers, residents and other stakeholders. While we have formed two of our Main Street Committees, they need additional members in order to take on projects. The Organization Committee meets on 2nd Wednesdays from 5pm-6pm, and the Promotions Committee will be meeting 1st Thursdays from 12pm-1pm.

Anyone can become a dues-paying member— see membership rates to the left. If you or someone you know is a candidate for serving on a committee, please contact Jessica at jessica@nwlansing.org or 517-214-5684.

CSO Construction Schedule for 2010

In 2010, Saginaw Street on Lansing's Westside will undergo Combined Sewer Overflow (CSO) separation. This federally mandated program keeps sanitary sewage (human waste) out of our rivers and streams, where it overflows from waste water treatment plants during heavy rainfall. The current construction schedule is as follows:



- **April 2010—July 2010:** MLK to Chestnut down to one lane
- **July 2010—September 2010:** Intersection of Saginaw and MLK completely closed down. During this time, Saginaw Street will be routed as a two-way street between Westmoreland and MLK and between MLK and Butler
- **September 2010—November 2010:** Westmoreland to MLK down to one lane

Things you can do to prepare:

- Complete the Business Access Survey provided by the City of Lansing. If you need another copy, contact Nikki at Schippel@msu.edu or 248-376-6061
- If you are a restaurant or retailer, collect customer's email addresses and other info via guest books, surveys, contests, and other forms where they will leave their contact details
- Work with the WCA to plan a series of special promotions during the construction season
- Have construction specials and construction worker specials. Remember: construction workers need to eat, drink, and shop like everyone else, and they CAN get to your business!
- Stay in touch with the WCA! We will give you up to date information about detours and schedules that you can communicate to your customers

This will be a challenging time for our area, which will ultimately lead to clean rivers and streams for us and our children and grandchildren. Please contact Jessica or Nikki with any questions.

Give Your Feedback!

Is there something else that the WCA could be doing for the area or for your business?

Do you want to recommend a different format, location, or topics for our Business Breakfasts? Different topics for the Westside 411?

Other ideas about bringing people to Lansing's Westside? About improving our image and looks? About how committees are operated? About membership benefits?

Tell us!!! Email your feedback and suggestions to jessica@nwlansing.org or set up a time to talk about them in person.

Main Street Trainings

Organization/Promotion Committee

November 13- Old Town, Perspective2

November 19—Clare, Doherty Hotel

Economic Restructuring/Design Committee

January 15—Grand Haven, Community Center

January 21—Portland, City Hall

Main Street in Practice

February 11—Howell, Cleary's Pub

February 25—Boyer City, Public Library

If you would like to participate, contact jessica@nwlansing.org.

CIAA Update

The process for creating a Corridor Improvement Act Authority (CIAA) and Development/TIF (Tax Increment Finance) plan for the Saginaw Street continues to move forward. Creation of the Saginaw Street Corridor Improvement Act Authority was on the agenda for the November 2 City Council meeting and was anticipated to pass favorably. The Mayor will appoint the members of the CIAA board once the entity has been created.

The Lansing Economic Development Corporation (LEDC) has been working with the Public Service and Planning Department on estimates for the improvements recommended by the community. The CIAA board will work with City staff and WCA support to write a Development/TIF plan which will go to City Council in early 2010. In the spring, City Council will set a date for a public hearing on the plan, and the LEDC, CIAA, and WCA will take the necessary steps to notify the public of the hearing. After the hearing, Council is required (by the CIA Act of 2005) to wait 60 days between the hearing and approving the Development/TIF Plan, which would put adoption of the plan in June or July 2010.

The Westside Commercial Association wishes to recognize the following individuals who have been part of the Saginaw Street CIAA Exploratory Committee since August 2008:

Brian Anderson
Lansing Economic Development Corporation

Matt Brinkley
Lansing Township

Kira Carter
Sparrow Specialty Hospital

Harry Hepler
H, Inc

Bobby Husband
Robert's Hairstyles

Patty Ruedisueli
Michigan Catholic Credit Union

Mike Schury
Westside Resident

Entrepreneur Institute of Mid-Michigan

The Entrepreneur Institute of Mid-Michigan (EIMM) is a non-profit organization whose mission is to create opportunities for entrepreneurs by offering business plan development and financial trainings, access to capital and networking opportunities.

November 30 – December 9, 2009

Credit Before Capital Course

Location To Be Determined, \$50 fee

Credit before Capital is Phase I of the Entrepreneur Institute's Building a Foundation for Success, Business Development Services programs. The concept of the Credit When Credit is Due (CWCID) program is similar to a driver's education course. When people successfully complete driver's education, auto insurance companies recognize them as better driving risks and accordingly grant discounts on insurance premiums. The same theory applies to entrepreneurs who are borrowing money or applying for credit. Individuals who successfully complete the CWCID program are better equipped to handle their finances.

March 2010

Foundations of Business Planning

Dates and Locations To Be Determined, \$275-\$375, based on sliding scale

This Practical Hands On 15 week Business Plan Development training program is designed to guide entrepreneurs through the process of developing & writing a business plan. All elements of a business plan will be covered as well as access to the resources necessary to manage a successful business enterprise. The program will offer networking opportunities with business owners in the community.

To receive updates from EIMM, fill out the online form at www.eim-m.org or contact Denise Peek at 853-5890 or lancomme@tir.net.



Michigan Small Business Development and Technology Center (MISBDTC) at Lansing Community College

The Michigan Small Business & Technology Development Center™ (MI-SBTDC™) enhances Michigan's economic well-being by providing counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies. Below is a listing of upcoming courses in Lansing. Many are free to attend. Unless otherwise indicated, classes are at 309 North Washington Square, Suite 115, and you can call 483-1921 or visit www.gvsu.edu/misbtdc/region8/ to register.



How to Finance your Business: Tues, November 10, 9am-11am

This seminar will review various business funding sources and provide an overview of what's required to get that funding. Speaker(s): Tom Donaldson, MISBDTC Regional Director. Free Course.

Retail Promotions and Sales Management: Thurs, November 12, 9am-11am

This course is for new retail businesses, for existing independent retailers, and chain store managers. Learn how to motivate and reward sales staff, how to use low-cost promotions to boost sales and increase customer satisfaction, the importance of building repeat business in your stores, how to plan and execute successful sales, how and when to use email or direct mail to boost traffic and sales, and much more! This class condenses several of our most popular seminars into a quick study. Each participant will receive a CD with multiple tools, resources and information that can be explored later in depth. Cost: \$10.00. Speaker(s): Gordon Ferguson. This course is co-sponsored by the Lansing Economic Development Corporation.

Financials with QuickBooks: Introductory Level: Business Accounting and Budget: Thurs, November 19, 8:30am-5pm, 400 North Capitol Avenue, Room 116

This seminar increases a participant's working knowledge of the accounting process and the maintenance of accounting records. In QuickBooks you will learn how to set up your company, process inventory transactions, prepare invoices, receive customer payments, write checks, enter and pay bills and work with bank accounts. Practical examples are combined with online QuickBooks software instruction. To register call 483-9853. Speaker(s): Audrey Morris, CPA. Fee: \$ 125.00

Advanced class offered on December 10.

Tax Time: How to Avoid Business Tax Panic: Tues, December 8, 6:30pm - 8pm

Are you following IRS rules and regulations while utilizing all available deductions and credits? This program will provide information on tax planning and preparation. Learn about the most recent changes in the law and relevant issues on business taxes. "Knowledge is power" and we will give you the tools to prepare you now and in the future to make informed business and tax decisions. Topics to be discussed include: travel & auto expenses, sales & use tax, new Michigan Business Tax, web-based business taxes, independent contractor issues, and many more tax topics relevant to small business owners. Your presenter, Angelia McGarry of Carolan & McGarry CPA firm has over 15 years experience in business tax planning and preparation. Speaker(s): Angelia McGarry, CPA. Free course.



More information about the Westside Commercial Association online at www.lansingswestside.com.

A program of the NorthWest Initiative www.nwlansing.org
1012 N. Walnut Street Lansing, MI 48906