

## Highlights of the May 18<sup>th</sup>, 2017 meeting:


### CAREER EXPLORATION AND LEADERSHIP CAMP –

Please see the attached flyer about an exciting opportunity for students this summer. We are launching a hands-on camp to show kids the many fantastic careers within our community. SIGN up today to reserve your spot!

## Career Exploration and Leadership Week



*Ever wondered what it takes to run a robotic welder? Do you want to know how to identify fish? How about talking to an EMT or a Fireman to see what they do everyday? Do you know how many hours a farmer works?*

**Find Your Future**  **Exploring Career Interests** 

If this sounds interesting to you .... Then this summer check out our new "**Career Exploration and Leadership Week**"! This program will take a fun and exciting look at many different careers within our community. There will be guest speakers, field trips and many hands-on activities. You will be able to interact with local professionals and see their careers in action!

**WHO:** Incoming 7th-9th Grade Students  
**TIME:** 10:00am—2:00pm Monday—Wednesday  
**June 12th-14th—Science Exploration**

- June 19th—21st—Health Care & Law Enforcement
- June 26th—28th—Ag & Entrepreneurship

**COST:** \$10 per week or all 3 weeks for \$25! Cost includes lunch daily and a t-shirt!  
**CONTACT:** Cris Adams [cladams@usd273.org](mailto:cladams@usd273.org) 785.738.8387  
Heather Hartman [hhartman@beloitks.org](mailto:hhartman@beloitks.org) 785.738.3000

Program brought to you by: **USD 273, NCK Technical College, North Central Regional Planning Commission, and Mitchell County Community Development**

Sign up today to reserve your spot!

Name: \_\_\_\_\_ Grade level completed: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Week are you interested in attending: \_\_\_\_\_ Payment: \_\_\_\_\_

T-Shirt Size: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

### HOUSING REHAB – City of Beloit - HOUSING REHABILITATION & DEMOLITION GRANT MEETING

Public Informational Meeting - **Thursday, June 1, 2017 at 7:00 p.m.**, in the Municipal Building, Trail Room to discuss a potential Housing Rehabilitation and Demolition Grant for Beloit residents. Information will be presented on the grant program and income qualifications. Come hear how to help bring this opportunity to Beloit. If you are interested in Housing Rehabilitation or Demolition and can't attend this informational meeting, please stop by City Office for an application. If the city is awarded the grant and the household income qualifies for home rehabilitation, the work could be done up to the program maximum of \$25,000.

For more information, call Heather at 738-3000 or Carol at 738-2218.

## **MEMORIAL WEEKEND – 2017 Homecoming Weekend Activities in Beloit**

### **Friday, May 26, 2017**

- 2:00 pm Placing of flags at gravesites (volunteers appreciated)
- 7:00 pm Midwest Championship Demolition Derby heats at Solomon Valley Raceway
- 9:00 pm "the return of Billy Bob and the Belaires as Gamma Raze" at Down Under

### **Saturday, May 27, 2017**

- 7:00 am Registration for S & S Drug Color Run to Cure Cancer
- 8:00 am S & S Drug Color Run To Cure Cancer starts in front of S & S Drug
- 8:00 am to 1:00pm Welcome Home Fun Days Street Fair
- Introductions 9:30 am Introduction of all 1967 graduates and veterans
- Parade Starts 10:00 am "Welcome Home Parade"  
Please contact the Chamber at 785-738-2717 for further information & parade entries.
- 11:00 am to 1:00 pm Welcome Home Fun Days Kid Zone (Main St. between Mill St. & Bell St.)
- 11:00 am to 1:00 pm Monster Trucks Chris Kyle American Sniper, Bounty Hunter, Scarlet Bandit, Barbarian, Nitro Menace, JailBird & Warrior (Ride Truck) on display and signing autographs at Mitchell County Fairgrounds
- 11:30 am Dance Company performance at Welcome Home Fun Days Kid Zone
- 11:30 am "Picnic in the Park" at Chautauqua Park; food stands by local groups
- 2:00 pm "Talking Tombstones" program at Methodist Church
- 3:30 pm Midwest Championship Demolition Derby heats at Solomon Valley Raceway

### **St John's Alumni activities**

- 4:30 pm STJ Alumni Memorial Mass at St. John's the Baptist Catholic Church
- 5:30 pm STJ Alumni Social Hour and Dinner at St. John's High School

8:00 pm to 10:00 pm Cruz'n Mill Street Reunion – time to hop in the car and cruise Mill Street.

### **Sunday, May 28, 2017**

- 11:00 am Monster Trucks on display and signing autographs. Warrior will be giving rides for \$5 at Solomon Valley Raceway
- 11:00 am BHS Booster Club Golf Tournament at Beloit Country Club
- 1:30 pm Derby Mayhem, Demo Derby at Solomon Valley Raceway
- Following the Derby Monster Truck Show at Solomon Valley Raceway
- 2:00 pm "Talking Tombstones" program at Methodist Church
- 5:30 pm BHS Booster Club Benefit Dinner & Program at Beloit Country Club

### **Monday, May 29, 2017**

#### **VFW & American Legion Memorial Activities**

- 9:00 am Wreath Ceremony at the Solomon River Bridge on Highway 14
- 9:30 am Veterans Ceremony at Elmwood Cemetery
- 10:00 am Veterans Ceremony at St. John's Cemetery

**FAÇADE IMPROVEMENT PROGRAM** – I am very pleased to announce the start of a new program in Mitchell County, the Façade Improvement Program.

Purpose – This program is designed for small scale renovation projects to the façade of the buildings in Mitchell County. The program is available to provide an affordable financing option for improvements to commercial building facades in order to improve the functionality, structural integrity and aesthetics in commercial areas.

#### Applicant Eligibility –

1. Building must be located in Mitchell County;

2. Building owner or business owner must be the program applicant;
3. Project must comply with applicable city, building, electrical, mechanical codes and have a valid permit;
4. **The applicant MUST have 2 of the following 3:**
  - a. A credit score of 700;
  - b. Been in business for 1 year;
  - c. Provide a matching fund of 1:1 for the requested amount

Eligible Use of Funds – Funding will only be approved for exterior improvements only. Projects may include but not limited to:

- Building Expansion
- Window replacement and repair
- Vacant building redevelopment
- Canopy or awning replacement, repair or installation
- Signage – not more than 30% of the funds can go towards signage
- Removal of contemporary facades to expose original construction of building
- Repair and/or tuck point existing structures
- Repair or Replacement of siding, trim, windows, doors, awnings
- Exterior painting, pressure washing, sand blasting
- Exterior Lighting
- No Interior renovations
- Will consider Heating/Air/Energy Efficiency Projects
- Other improvements not listed may be approved

Requirements include:

- All projects awarded must be completed within one calendar year from the official date of the award letter
- Will not fund debt
- Quotes for work to be completed

Loan Terms and Repayment:

1. Maximum loan of \$5,000
2. Interest rate fixed at 0%
3. Maximum loan term of 5 years
4. Closing fee of 1% to cover NCRPC expenses of administering the program
5. The loan will be paid in equal monthly installments by ACH draft from the applicants

**Application period is open and on a first come, first served basis with no deadlines, based on the availability of funds.**

## **SMALL BIZ SURVIVAL – Thoughts on Small-Business Marketing! by Glenn Muske**

*Reprinted with permission from: Small Biz Survival*

Let's start with a paraphrased quote – "Marketing is everything you do" – Jay Conrad Levinson

This quote is distilled from a slightly longer one in Levinson's book, "Guerrilla Marketing." I have used it for years when talking about marketing. Marketing should be on your mind from the moment you have an idea. Why? Because you need to think not in terms of what you would like to do, but, in terms of what the market wants and will pay for.

And marketing continues well after you have sold an item as the item must perform as promised so that the customer comes back again. In the best of worlds, your customer tells others about your small business.

Having your customer as your ambassador is probably the best marketing tool one could ask for. I recently came across a quote that makes this point through terms of branding, "Your brand is what other people say about you when you are not in the room" – Unknown author.

This short, 6-minute video, [Three Ways to \(Usefully\) Lose Control of Your Brand](#) by Tim Leberecht, digs deeper into the world of branding. It outlines ways to help you build your own brand.

In this video, Tim talks about ways that businesses expand their brand by losing control of it on purpose. That loss sparked their business then and often continues to spark their business today. One of his examples is when Interflora watched Twitter and responded with a bouquet of flowers to people having a bad day. Maybe you cannot offer anything that substantial but even a heart-felt, sincere note might be well received if it ties into your company's mission and public face.

Another example of building your brand, this time in terms of a commitment to customer service, comes from this Inc. magazine story. WestJet, again by watching the Twitter feed, was able to capitalize on another airline's misfortune. It showed their creativity and ability to overcome obstacles.

Maybe you don't want to use the misfortune of another business as an opportunity for your own. But, maybe there is a way to help out a competitor when they have a disaster – different response but, again, a way to build your brand.

Good marketing has a focus and is driven by your company's mission. That means that everything you do, every marketing tactic you use, needs to spring from the idea of establishing your face or your brand.

So what's your marketing about?

**NEXT MEETING** – Our next meeting will be on June 15<sup>th</sup>, at 12:30pm at North Central Regional Planning Commission. Be there or be square! ☺

As always, please contact me with any questions or comments.

*Heather Hartman*

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