

City of Bunnell Newsletter



August 2011



The Economic Development Issue

Small Business Development Center

A Sub-center of the SBDC recently opened its doors in Palm Coast. Prospective entrepreneurs or mature business people interested in learning about growth opportunities can take advantage of their on-going programs offering FREE one-on-one business counseling.

You can meet with one of their Certified Business Analysts in a confidential setting to discuss your current business issues, or to learn how to start up and consolidate your idea.

They are located at 160 Cypress Point Parkway, Ste. B105 and their number is 386-986-4765.

The Small Business Administration also offers free on-line training at <http://www.sba.gov/category/navigation-structure/counseling-training>

SCORE Program

SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA).

What they offer: SCORE provides local workshops and events to connect small business owners with the people and information they need to start, grow, and maintain their businesses, as well as online workshops available 24/7. SCORE provides resources, templates and tools to assist entrepreneurs in developing tools and plans they need to navigate their way to small business success.

Upcoming events:

Aug. 14: Planning For Success - having a business plan

Sep. 8: Social Media Marketing Made Simple

For more information call the Volusia/Flagler Co SCORE at (386)255-6889 or visit:

<http://volusiaflaglercounties.score.org/chapters/volusiaflagler-co-score>

Are you social?



Forbes magazine mentions an article regarding social media that starts with this quote: "Social media is probably already a key part of your marketing strategy (if it's not...crawl out from under that rock)."

These days more than ever, businesses have to strive for the attention of potential customers that have become more and more demanding as more and more possibilities are at the reach of their fingertips.

"Fingertips" is the KEY word here. Social media plays an important factor in today's economy. You may have the brightest idea for the smartest business on earth, but if you don't communicate that idea in the preferred way of today's customers, your piece of the pie may rot.

According to Office Live for Small Business: "Social Media presents you with a rich set of new tools to help in the effort to generate new business" Did you read those underlined words?

Now, crawl out from under that rock and join the Social Network!

Some quick hints for you to start "socializing":

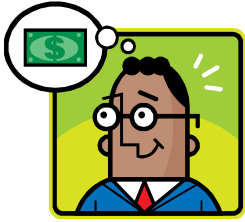
1 - Learn how to do it first: there is plenty of literature that can help you start. This link will help you understand and guide you step by step in how to do it, and what to share: <http://www.ducttapemarketing.com/socialmediaforbusiness.pdf>

2 - Be proactive with social search: Make sure you are listed on web-based directories and that your business information is ACCURATE. Some sites where you can list your business: Manta.com, MerchantCircle.com, Kudzu.com.

3 - Create a profile for your business in one of the major sites, and keep it updated: Facebook, LinkedIn, Twitter.

Remember: Use these free tools properly and timely, and they'll strengthen existing customer relationships and capture the hearts and minds of new ones.

GRANTS! Don't take it for granted.



According to [Wikipedia](#), Grants are funds disbursed by one party (Grant Makers), often a Government Department, Corporation, Foundation or Trust, to a recipient, often (but not always) a nonprofit entity, educational institution, business or an individual.

Now, most funding is awarded to nonprofit organizations, therefore the individual grantseeker should expect to encounter hard competition for grant dollars; and when you find a grant that may apply to you, make sure you evaluate the "ifs" before applying: If you qualify... If you make less than... If you live in... If your target customer is... etc.

Once you overcome the iffy "ifs" make sure that your application is accurate. So be honest, tell the truth, the whole truth, and nothing but the truth, both in your narratives and your budgets. Also, do due research, base all your statements in actual facts that can be verified, and remember, your application must be appealing and well written; it should touch the hearts of the grants makers!

BUT, not even the most heartbreaking story will save you from not being funded if you don't have some financial capacity. "If you don't have any money, you're not ready to apply for a grant. Grants should never be an organization's first dollar" says Deacon, founder of PSGA

Still, if you do not qualify for a grant, some agencies provide financial assistance programs that help small business owners obtain loans and venture capital financing from commercial lenders.

Where to look for grants and loans:

Grants.gov: Federal Grants <http://www.grants.gov/>

The Foundation Center: Foundation Grants <http://foundationcenter.org/>

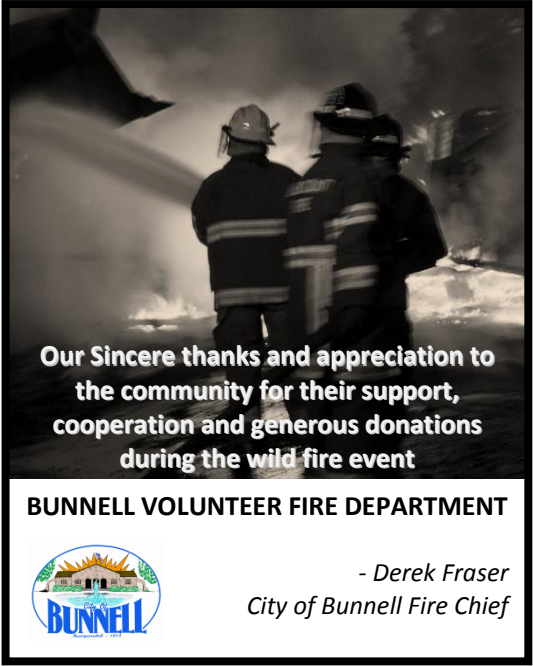
SBA.gov: loans and grants for small businesses <http://www.sba.gov/>

For any information regarding these articles, please contact Gigi Hart at ghart@bunnellcity.us

PENCIL IN!



<p>City Commission Meetings: August 8 & 22 @ 7:00 p.m. at the Flagler Co. Government Services Complex, Bldg. 2, 1769 E Moody Blvd., Board Chamber.</p>	<p>Planning Zoning & Appeals Board Meetings: August 16 @ 7:00 p.m. at Bunnell City Hall 200 S Church Street, Bunnell, FL.</p>
<p>CRA Board Meetings: August 8 @ 6:30 p.m. at the Flagler County Government Services Complex, Bldg. 2, 1769 E Moody Blvd., Board Chamber.</p>	<p>CRA Advisory Committee Meetings: August 11 @ 5:30 p.m. at the Flagler County Government Services Complex, Bldg. 2, 1769 E Moody Blvd., 1st floor conference room.</p>



Our Sincere thanks and appreciation to the community for their support, cooperation and generous donations during the wild fire event

BUNNELL VOLUNTEER FIRE DEPARTMENT



- Derek Fraser
City of Bunnell Fire Chief

CRA Business Leaders and Elected Officials Luncheon



U.S. Rep. John Mica, Mayor Robinson and City Manager Martinez

Congressman John Mica attended the first annual CRA Business Leaders and Elected Officials Luncheon where key issues affecting economic development in the area were discussed. He shared the latest transportation initiatives and emphasized that "transportation generates local development."

This is the first of a series of meetings the CRA will be hosting to encourage community development and business growth by focusing in informational sessions and networking opportunities between local businesses and organizations. We will be inviting all businesses in the CRA area to these events, so make sure we have your updated contact information to get on the list. Contact the CRA department at ext. 32 for more information.

