



ECONOMIC DEVELOPMENT COMMITTEE

BUSINESS DIRECTORY SUB-COMMITTEE REPORT

December 2014

The Business Directory Committee is currently involved in preparing a listing of all businesses/organizations in Lake County . This businesses/organizations directory would also include places of interest and recreation. The listings would be organized as follows:

- Alphabetically
- By Township
- By Business Category

The goal is to have a directory that would have multiple uses for economic development personnel as well as visitors and existing residents. Other benefits are as follows:

- There are many small businesses and home based businesses that would benefit from being included in a directory.
- Being aware of existing businesses will increase commerce within Lake County instead of going outside of the community.
- Residents and Visitors will have information more readily available.
- The 211 Service and MSUe would more information and be able to answer questions regarding available business resources

The following is a listing of the members participating on this committee.

Colleen Carrington-Atkins	Linda Hough
Julie Homan	Lucinda Shepard
Billi Spencer	Carol Stelly
Gail Granger	Esther Ward
Jody Lucas	Christina Hinken

Meetings were held at the Lake County Chamber of Commerce. We also communicated via email. Barbara Stenger assisted by visiting businesses in Luther and providing information.

In order to develop an accurate up-to-date listing including all businesses/organization in Lake County we decided on the following tasks. As of this report, we have completed Tasks 1 - 4.

Task #1: Use all the available resources to compile a listing of businesses/organization in Lake County. The list was set up on Excel spreadsheets.

We gleaned information from the Lake County Yellow Pages, the Chamber of Commerce website, township websites, The Lake County Star advertisement pages and google search.

Task #2: Determine as much as possible the township where the business/organization is located.

We used the BS&A Software available on the internet and maps to determine locations. Because the addresses were often listed under villages and not townships, this required research and visiting townships. Using Excel, we set up tabs for each township.

Task #3: Assign townships to committee members for the purpose of verifying the gathered information and discovering other businesses that were not included in the listing.

Christina: Elk, Eden, Sauble and Peacock Townships

Julie: North and South Newkirk, Dover, Ellsworth and Pinora Township

Colleen: Yates and Sweetwater Townships

Esther: Pleasant Plains and Webber Townships

Linda: Chase Township and Cherry Valley

Julie is the central person responsible for updating our listings with the information gathered from our research. Members are responsible for emailing any updated and new information to Julie to be included in the listings

Gail and Jodie created a flyer that we can use to advertise to businesses.

Task #4: Determine a uniformed listing of categories that could be used.

Because many businesses operate using various categories, for example one business was listed as Heating and Cooling, Excavating, and Construction, we determined that we needed to combine some of the categories to condense the listing and still provide the information.

Categories are: *Professional, Auto/Boat/Sm Engine, Government, Religion/Spirit, Motel/Cabin/Resort, Restaurant/Tavern, Construction Contractors, Store/Grocery/Hardware, Camp/Beach/Boat Launch, Human Services, Senior Centers, Real Estate, Other*

Task #5: Complete a mailing to all listed businesses as a final check of what will be going into the directory.

Existing businesses will have an opportunity to make any necessary corrections or additions to their listing. We will only list the business once so it will also be important that the category is correct.

Task #6: Contact the Star Newspaper about the directory and request an article to be placed in the newspaper about the directory.

This will include providing a final opportunity for existing and new businesses/organization to contact the committee for inclusion.

Task #7: Determine how many books will be printed and where they will be placed.

Task #8: Contact a printer and determine pricing for printing the complete directory .

We would like the directory to be eye catching and colorful. We will include also include pictures highlighting some of the tourist and other locations in Lake County. We will attempt to work within the \$1,000 budget that was set out at the beginning of the project.

Task #9: Distribute the Lake County Business Directories