



Re: Wixom Business Assistance Program

Greetings Wixom Business from your City:

I am extending to you this invitation to connect with us through what has become known as the **Wixom Business Assistance Program (WBAP)**. Even if it is just to get to know people in the City, the purpose of WBAP is to share the challenges your business faces and perhaps identify solutions to those challenges. If you are interested, simply fill out the attached form and return it to the Wixom City Manager's Office at 49045 Pontiac Trail, Wixom, Michigan 48393-2567. Or, you can fax it to 248.624.0863. Team visits are at no cost to you and all discussions are confidential. Should you have any questions or would like more information, please call myself or Tony Nowicki, Assistant City Manager at 248.624.0894.

This program began in February of 2007 and the response has been exceptional. These businesses ultimately enjoyed making new financial contacts and opening new marketing methods and opportunities. Team members include professionals specializing in marketing, financing, human resources and distribution.

Clearly, the City is only as healthy as each of its members and in this economy we all need a competitive edge. Please consider answering this call if you have any inkling that a fresh look at your business might reap rewards.

Sincerely,

Michael Dornan
City Manager

Enclosure: WBAT Letter
WBAT Description
WBAT Participation Request Application

C: Tony Nowicki
Wixom Business Assistance Team

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W.B.A.T. Description

The Wixom Business Assistance Team (W.B.A.T.) is a collaborative business outreach initiative using resources from the City of Wixom, National City Bank, the Lakes Area Chamber of Commerce, Oakland County Business Center, Service Corps of Retired Executives (S.C.O.R.E.) and Student Solutions. W.B.A.T. is designed to provide business resources directly to small business owners in the downtown Wixom community. **Best of all, this program is provided as a complimentary service to Wixom business owners.**

Business Assistance Team (BAT) Mission

To identify small and medium size businesses in our community that will benefit from the business planning and operational expertise that the Business Assistance Team offers. Once identified, it is our goal to provide knowledge, guidance and useful tools to these businesses in order to help them grow effectively and efficiently so that they will thrive in their business community.

W.B.A.T. will serve as a resource in linking small business owners with organizations that can provide meaningful assistance in, among other things:

- Writing and updating business plans
- Marketing and merchandizing products and services
- Making plans for construction or remodeling
- Networking among the small business community
- Understanding and utilizing programs and resources such as the U.S. Small Business Administration (SBA)
- Positioning for conventional or SBA financing

For more information, please call Tony Nowicki at 248.624.0895 or Patrick Mondro at 248-505-3147.





W.B.A.T. Outreach Initiative **Participation Request Application**

Return requests to:
W.B.A.T Outreach Initiative
Attention City Manager's Office- Via fax: 248-624-0863
Questions? Call the Wixom City Manager's Office: 248-624-0894
[SPACE WILL BE LIMITED]

Tell us about your business

Business Name: _____

Owner(s) Name(s): _____

Address: _____ City: _____ Zip: _____

Phone : _____ FAX: _____ Email: _____

Business Structure: Sole Proprietorship Partnership Corp LLC Non-Profit

Building: Own Rent (Please provide name and address of building owner)

Number of Employees ____Full-time ____Part-time Number Years in Business _____

Briefly describe your business:

Describe your major business challenge:

Describe your needs

Consulting Assistance

- Business Planning Marketing/Advertising Financial Management Staffing
- Building Remodeling/Construction Other _____

Financing

- Equipment Real Estate Construction Inventory Working Capital Refinancing
- Contract Other (explain) _____

The business team will be contacting you regarding dates of upcoming W.B.A.T. visitations