

H.B.A.T.
Howell Business Assistance Team



Dear Business Owner,

We are inviting all Howell Business owners within the Downtown Development Authority District of the City of Howell to utilize the services of H.B.A.T. (Howell Business Assistance Team).

About Us:

H.B.A.T. is comprised of volunteer members from six areas of expertise (See page 2), all of whom are experienced in their respective fields coming together to produce ideas to help businesses move forward and prosper. Perhaps the team can assist in solving a lingering business issue, help evaluate a new product or service, discuss strategies for improving your building or simply help your business past a sticking point. Either way, a fresh set of eyes is always beneficial and best of all, there is **no cost** to you.

About You:

To make the visit even more valuable, please tell us about you. Let us know your needs, issues, ideas or whatever else you would like to review with the team. Wait. Don't tell us everything now, just the basic information on the "Request for Participation" will prompt a call and visit from the team. We can discuss all your thoughts and needs when we meet.

How We Meet Each Other:

Completing the "Request for Participation" and returning it via **fax to 517-548-1068** is a great start. Once received, an H.B.A.T. representative will contact you in order to schedule a specific time to meet with the team. Team visits are only scheduled twice per year, so please contact us soon.

Should you have any questions, you can contact me at 517-546-5777 or Charlotte Swann at 517-552-4641.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephanie Schlittler".

Stephanie Schlittler
Committee Chair
Business Development Committee

A handwritten signature in black ink, appearing to read "Charlotte Swann".

Charlotte Swann
President
Howell DDA/Main Street Board

Howell B.A.T. (Business Assistance Team)

The Howell Business Assistance Team (HBAT), under the direction of the Business Development Committee of the Howell Main Street Program, is a collaborative business outreach initiative using resources from the Howell DDA/Main Street Program, the Howell Area Chamber of Commerce, the Michigan Small Business & Technology Development Center, Service Corps of Retired Executives (S.C.O.R.E.), National City Bank and First National Bank.

H.B.A.T. is designed to take business resources directly to small business owners in the downtown Howell community. **Best of all, this program is provided free of charge to the business owner.** We'll be offering this program two times each year as long as there is interest!

H.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

<p>H.B.A.T.'s Mission: Provide actionable information to downtown merchants expanding their business knowledge and resource base offering opportunities to build a stronger business and in turn an energized Howell business community.</p>

For more information, please call Stephanie Schlittler at 517-546-5777 or Charlotte Swann at 517-552-4641 or check us out on the web at www.downtownhowell.org where you can download an application. Business visits are only scheduled twice each year.

Modeled after the tremendously successful Small Business Tour sponsored by the Woodward Avenue Action Association and the R.O.B.A.T. program in Royal Oak, the H.B.A.T. program is destined to be just as successful at helping our businesses be even more successful. Just look at the following testimonials from past participants in the Howell Business Assistance Team.

“The team offered great insight into the needs of our community and how they could specifically apply to our business. Their professional opinions were expressed with a great depth of knowledge. The program, simply put is a wonderful resource for business owners.”

Gene and Kelly Chandler-The Howell Theater

“We were very impressed with the genuine interest the team had for our organization’s success and their honest suggestions were helpful in planning our growth.”

Brent Earl-Former President of the Livingston Arts Council (The Opera House)

Participation Request Application

H.B.A.T. (Howell Business Assistance Team)

**Return request to Howell Main Street/DDA office at 122 State Street or
Fax to: 517-548-1068**

TELL US ABOUT YOUR BUSINESS

Business Name: _____

Owner(s) Name: _____

Address: _____ City: _____ Zip: _____

Phone: _____ FAX: _____ Email: _____

Business Structure: Sole Proprietor Partnership Corp LLC Non-Profit

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

of Employees _____ Full-Time _____ Part-Time _____ # of Years in Business _____

BRIEFLY DESCRIBE YOUR BUSINESS:

DESCRIBE YOUR MAJOR BUSINESS CHALLENGE:

TELL US WHAT YOU'RE LOOKING FOR:

Consulting Assistance

- Business Planning Sales/Marketing/Advertising Financial Management Staffing
 Building Remodeling/Construction Website Development/Technology
 Other _____

Financing

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