

**SELINGROVE PROJECTS INC.**

## **BUSINESS BEAT**

### **SPI & FNB CELEBRATE SMALL BUSINESS SATURDAY**

On Saturday, November 25th SPI in partnership with First National Bank (FNB) held a Small Business Saturday Kick-Off reception in the lobby of the bank. SPI was recognized by American Express as a Neighborhood Champion to promote Small Business Saturday in Selinsgrove. In addition to refreshments, SPI representatives were on site to pass out free merchandise including reusable shopping bags, balloons, pens and other marketing materials. Visitors also had the opportunity to enter a drawing to win one of several gift cards to downtown businesses.

Started in 2010, Small Business Saturday is an initiative created by American Express, whose goal is to support small businesses across the nation. The day became official in 2011 when Washington state mayors, governor, senators and President Barack Obama shared their support for Small Business Saturday.

### **SELINGROVE BOROUGH BUSINESSES RECOGNIZED AS “BEST OF THE VALLEY”**

The following businesses were recently recognized as “Best of the Valley” by the Daily Item’s readers’ choice poll. Businesses receiving a first place distinction include:

Bridals by J, Graci’s Flowers & Gifts, BJ’s Steak & Rib House, Dynamic Wings Xpress. The Kind Café and V.L. Seebold Funeral Home

Businesses receiving a second place distinction:

Keller’s Beer, Selinsgrove Dental Arts, Flip Salon & Spa, Bot’s Tavern, Selin’s Grove Brew Pub, Attorney Matt Slivinski

Business receiving a third place distinction:

Wicked Dog Grille

Congratulations to everyone for a job well done!



### **INSIDE THIS ISSUE**

- ◆ Small Business Saturday
- ◆ Borough Businesses “Best in Valley”
- ◆ Volunteers needed
- ◆ Economic Revitalization Committee

### **DID YOU KNOW?**

SPI’s Promotions Committee funds a billboard on Routes 11&15 to promote Selinsgrove. This billboard is changed several times a year to promote downtown Selinsgrove.





## COFFEE & CONVERSATION

Want to know what Selinsgrove Projects Inc. does for the community? Do you have questions about our mission or upcoming events?

Stop by the Kind Café the second Tuesday of each month between the hours of 7:30-9:00 am and speak to a representative from SPI.

We welcome feedback and ideas from the community!

We are also looking for volunteers to serve on the SPI board and the following committees:

- ◆ Market Street Festival
- ◆ Promotions
- ◆ Farmers' Market

Interested individuals are asked to call 570-541-9117 or email Lindsay Trick at [selingsgrovemsm@gmail.com](mailto:selingsgrovemsm@gmail.com).



## ECONOMIC REVITALIZATION COMMITTEE

The Economic Revitalization Committee is made up of the following members:

- Mike Coyne
- Robert Grayston
- Art Bowen
- Bobbi Steininger
- Matt Veins
- Carol Handlan

Committee Liaison: Steve Stumbris, SBDC

Recently restructured, some new initiatives for 2018 include:

- SPI funded façade grant program
- Biz Pitch contest for new entrepreneurs or businesses looking to expand
- Training programs for business owners and their employees

This committee will begin meeting monthly in January. Additional information will be available in upcoming issues of Business Beat.

## HOLIDAY SHOP LOCAL CAMPAIGN

SPI underwrote the registration fee for downtown businesses to participate in the Susquehanna River Valley Visitor's Bureau's annual Holiday Shop Local Campaign. In order to participate, businesses were required to submit an application and offer a discount during the campaign. The registration fee for non SRVVB members was \$25. For this fee, businesses received promotional materials for distribution as well as acknowledgement on the SRVVB website and other media outlets.

The following downtown businesses participated in this year's campaign:

Flip Salon & Spa\*, The Kind Café\*, OIP Xpress\*, Shady Pines Primitives\*, Taste of Philly\*, Selinsgrove Inn, The Cottage on Pine, Tudor House Pies\*, Uniquely Sakura\* and Wicked Dog Grille\*

*\* businesses whose fee was underwritten by SPI*

### SPI BOARD OF DIRECTOR'S

Carol L. Handlan (President)  
Bruce Johnson (Vice President)  
Mike Coyne (Treasurer)  
Rich Mease (Secretary)  
Sean Christine  
Joyce Hendricks  
Sara Lauver  
Ann Scullin Moyer  
John Lazur

**Administrative Support**– Lindsay Trick



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Downtown Selinsgrove