



BUSINESS UPDATE

Huntingdon County Business and Industry, Inc.

November 2010

YOUR FIRST STOP FOR BUSINESS ASSISTANCE

BE ON THE LOOKOUT!

During the week of November 15th, be on the lookout for your 2011 Membership letter to arrive. HCBI thanks you for your past commitment to the growth and development of Huntingdon County. Your continued support is essential in this current economic climate and with the significant budget cuts from the state and local government.

If you choose to increase your membership level by at least one tier in 2011, you will receive a web banner on the HCBI web site for one year!

All Diamond tiered members will also receive a banner advertisement in 2011. New members will receive a 50% discount on the first year's membership fee.

The members of Huntingdon County Business and Industry can collectively accomplish in the community what no one person can do alone. Your investment impacts local advancement, public policy, local employment and other areas of growth for our region. We thank you in advance for your investment and participation.

LOCAL FUNDS AVAILABLE FOR HUNTINGDON COUNTY BUSINESSES

HCBI has recently been awarded \$99,000 from the United States Department of Agriculture Rural Development's Rural Business Enterprise Grant program. This program marks the third available revolving loan fund, administered locally, through the offices of HCBI and Juniata College Center for Entrepreneurial Leadership (JCEL).

The \$99,000 received from USDA will be combined with \$15,000 from HCBI to create a \$114,000 revolving loan fund. The USDA revolving loan fund is a low interest loan, available to for-profit businesses that have less than 20 employees. The funds may be used for machinery/equipment and working capital.

HCBI also administers the Business Infrastructure Development Revolving Loan Fund (BID RLF) to assist Huntingdon County businesses with infrastructure projects including, but not limited to, roadways, telecom and sewer and water projects. Eligible applicants may apply for a low interest loan, ranging from \$15,000 to \$75,000.

Businesses interested in the USDA or BID Revolving Loan Funds should contact Amy Sheaffer-Wise, HCBI Director of Business Development, by calling 814.641.6697.

The Huntingdon County Enterprise Zone Revolving Loan Fund (EZ RLF) has recently reopened and is currently accepting applications. The EZ RLF is being administered by HCBI beginning January 1, 2011. Eligible businesses must be located within the designated Enterprise Zone. The Huntingdon County EZ, includes parts of Union, Smithfield, Shirley, Porter, Henderson, Brady and Walker townships, as well as, Huntingdon, Mount Union, Mill Creek and Mapleton boroughs. The EZ RLF is a low interest loan program with loans ranging from \$15,000 to \$75,000. To learn more about the EZ program, contact Susanne House, Huntingdon County EZ Coordinator, by calling 814.641.3735.

Revolving Loan Funds benefit all businesses located within the County. The loan recipients' payments replenish the individual loan programs and allow for additional loans to be given to more businesses within Huntingdon County. For more information on the loan programs, please visit www.HCBI.com/opportunities/funding.html.

SAVE THE DATE!



HCBI Annual Meeting
Thursday, May 12, 2011
Huntingdon Country Club
5:30 pm - Networking Hour
6:30 - Dinner



SILL BUSINESS INCUBATOR | 419 14TH STREET | HUNTINGDON, PA 16652

Innovation. Business Growth. Job Creation.

VISIT HCBI.COM | 814.641.6697



HUNTINGDON COUNTY
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\$1 MILLION EARMARK ANNOUNCED FOR ROUTE 22

As the last section of Route 22 West of Altoona prepares to open to four lane traffic, Huntingdon and Blair Counties received some good news for their section of Route 22. The portion of this major east/west corridor that runs through Blair, Mifflin and Huntingdon Counties is one of the last remaining sections of the Appalachian Regional Highway Systems that is unfinished. On October 14, Congressman Shuster held a press conference at the Stone House Bed and Breakfast (located near the Water Street intersection) to announce a \$1M earmark to fund a highway study for the portion of Route 22 that runs from Hollidaysburg to Mount Union.

While there is still much work to be done, these dollars will go a long way toward getting the improvements started. PennDot executives said they will go out to bid to hire a consultant to conduct the study which is slated to take approximately one year. The study will examine traffic patterns, look for areas that are unsafe, and improve mobility issues that currently plague the road. Chairman Jay Muir said that his task force will continue to work toward a four lane limited or controlled access Route 22. This road is essential for the continued creation of jobs and business growth in our area.

This project would not have been possible without the diligent work of the Route 22 Task Force with Jay Muir as Chairman, Huntingdon County Commissioner Bill Hoover, and Jim Frank of Congressman Shuster's Office. Thank you to all for their continued hard work on this important project.

MEDIA SAVVY MARKETING SERIES

Huntingdon County's Partners in Economic Progress (PEP) in conjunction with the Chamber of Commerce Education Committee will soon be offering a 10 course Marketing Seminar Series for local business owners and entrepreneurs. The courses will be taught by various professionals who will guide the attendees from Marketing 101 to developing their own full marketing plans. The series is designed to provide a thorough understanding and application of marketing techniques, as it spans an impressive range of topics, including:

- Marketing 101 (General Principles of Marketing)
- Who Are Your Customers? (Understanding Your Customers and Market Research)
- Customer Relationship Management (Retaining and Expanding Your Current Customer Base)
- Effective Communication Methods (Branding and Message Planning)
- Visualizing Your Message (Logo Development and Graphic Design)
- Media Mix (Incorporating Various Forms of Media Outlets, Web-marketing, and Social Media)
- Putting on a Show (Trade Shows and Special Events)
- How to Pay for It (Developing a Budget and Overcoming a Communication Crisis)
- Measuring Your Marketing Success (Tips and Tools to Calculate the Effectiveness of Your Campaign)
- Putting the Plan Together (Wrap-up and Final Drafting of Marketing Plan)

The courses will be held on the 2nd Thursday of every month, beginning in January 2011, at the Sill Business Incubator (419 14th Street, Huntingdon). The courses will begin at 9 a.m. and conclude at 11 a.m. The cost to attend each course is \$15 (members - Chamber, HCBI and Huntingdon County Visitor's Bureau) and \$25 (non-members); a reduced rate will be given to those who attend the entire series.



New Dedicated Office Space Available!

Bob & Eileen Sill Business Incubator
 419 14th St, Huntingdon, PA 16652

To schedule a tour, call 814.506.5235 or email jcel@juniata.edu

More information can be found at <http://jcel.biz/facilities/incubator.html>