



CITY OF MISHAWAKA

JEFFREY L. REA, MAYOR

OFFICE OF THE MAYOR

June, 2006

Dear Mishawaka Business Owners:

One of my desires since taking office has been to do all in my power to help our local businesses achieve success. We have taken steps to provide excellent services, incentives, and infrastructural expansion and support to help your growing business.

One area that I have been working on especially hard is promoting our area to potential visitors as well as companies wishing to locate here. We're currently producing a promotional video; and, we're working hard to move the downtown River Center project forward expeditiously.

I've also added a City Communications Manager, Philip Miller, who is proactively moving our City's web presence forward with increased services and information.

Now, I am happy to announce the implementation of a project designed to promote Mishawaka's businesses in an even greater, more innovative way. We have entered into a strategic partnership with The Visability Group to help you increase your potential customer base through an expanded on-line presence:

VisitMishawaka.com;
DineMishawaka.com;

ShopMishawaka.com;
EnjoyMishawaka.com;

are websites that present the local businesses in an easy to use format. We will be linking directly to these sites from <http://www.MishawakaCity.com> and <http://www.MishawakaUtilities.com> which together receive over 55,000 visitors and nearly 2.3million hits a month.

Each month, we receive numerous web-form requests for information about area businesses. Some requests have included:

"Where can I find a florist near my daughter's house?"

"We're in a wedding in Mishawaka and I need a hair salon near my hotel..."

"Ten of us are coming into town for a golf weekend with our wives and need to know what shopping is available near our hotel."

"Can you get me a number for a wedding photographer? We're trying to plan this wedding long-distance and it's harder than we thought."

"We're planning a cross-country trip in April and will be in Mishawaka for a week. What restaurants are in the area?"

As a result of several years of fielding these types of requests, it became clear that we needed a directory of our businesses. The Visability Group has implemented the VisitMishawaka.com directories and we are happy to introduce them to you. We are providing free listings to area businesses as our way of saying we're behind you, and going ahead of you, looking for ways to help your potential customers find you.

Please take advantage of your free listing; and, look at the expanded listing opportunities as well. Please, don't hesitate to contact us at <http://www.mishawakacity.com/contactus.asp> if you have additional ideas for further area promotion. We are excited about being a city where government and area businesses work together to make us the "Best Hometown in America!"

Best Wishes for Much Success!

Jeff Rea, Mayor