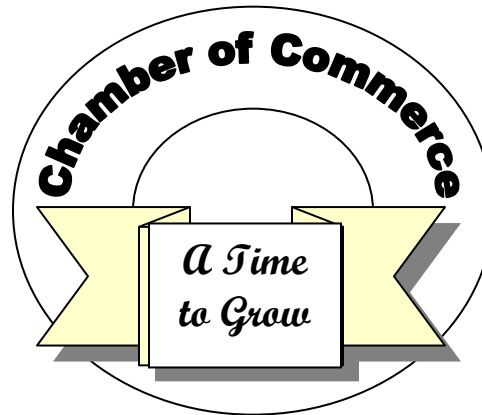


Memorandum



To: **High School of Business: *Principles of Business* Students**
From: **Juanita Cortez, President, Local Chamber of Commerce**
Date: **10/07/2013**
Re: **Bringing new business into our community**

As you may know, we recently launched our “A Time to Grow” campaign to attract new business establishments to our area. Many local organizations and individuals such as the mayor and city council members have pledged their time and attention to this latest push to grow our business community, but we still need more help—from you.

We’d like for your class to develop a “Snapshot: A Look at Our City” informational item to distribute to prospective business owners. The item should focus on the business types in our area— retail, wholesale, manufacturing, service, and non-profit. The item should be based on your research of each business type in general and also on our local area’s business community. Be sure to emphasize why new businesses should locate in the area. The informational item should contain five sections (one for each business type). Each section should consist of three parts, including:

- 1) A discussion of the local community and what would attract new businesses to that community
- 2) A “snapshot” (1-3 paragraphs) of the business type
- 3) A “spotlight” description of a local business

Thank you for your interest and forthcoming efforts. I look forward to meeting with you in the near future.