



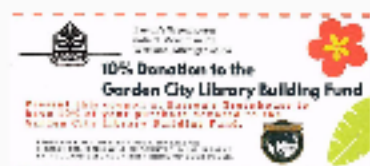
The Garden City Business Alliance

Supporting our community as we grow our business

Shop For A Cause

GCBA Members are you missing out on an opportunity for more advertising at no extra charge? If your business already works with a local non-profit or charity and you would like it promoted, we are here to help. If we fold an already on going partnership you have into our Shop for a Cause campaign, the GCBA can advertise your event through our website and social media as well as distribute flyers, coupons, etc...All you have to do to take advantage is to contact Jackie at 734-718-6228 or sassijacq@yahoo.com.

On-Going Shop For A Cause Partnerships



- Ford Rd Mini Golf donating \$1 to the GC Theater Department per round of golf (with coupon).
- Sport's Venue is teaming with Our HOME Pantry. For every can, box or non-perishable food item brought in now through May 31st, the customer will receive a raffle ticket. One ticket to be drawn on May 31st. Winner, who need not be present, will win a \$100.00 Sports Venue Gift Card and 2 tickets on a Sports Venue Bus Trip
- Barson's Greenhouse is giving a 10% of a purchase to the Garden City Library Building Fund (with coupon)
- Jill Buterbaugh with RE/MAX Cornerstone will be donating \$75 to the GC PTA for every house she helps buy or sell in GC this year.
- BIG THANK YOU to Liberty Tax for their donation of 8 boxes of food items for the Our HOME Pantry from their tax prep food drive!

Upcoming Events

Shop for a Cause
Ford Rd Mini Golf- all season

Lucky Squirrel

Downtown GC 5/6/15, 7/20,
8/17, 9/21

GC Theater Auditions
GCHS 5/31 & 6/1

Autos for Autism
GCMS 7/15

Crusin GC Park & Business
Expo
GC Park 7/22

Great Bacon Run
GC Park 8/17

Music In the Park
GC Park 8/22

Trunk or Treat
GC Park 10/24





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Lucky Squirrel Opportunities

Looking for a way to network or just get your name out more in the community? Well the Lucky Squirrel at the corner of Ford and Middle Belt is just the place! Throughout the summer and fall, there will be vendor opportunities available at this flea market type event. These attract thousands of people throughout the summer. Can't have a table? No problem! Drop off swag to the Straight Farmhouse on Wednesdays and Saturdays to put in our Promo Packs!

Want to Get Involved? Volunteers Needed

Seeking volunteers for various events and committees. The Marketing and Events Committee currently meets on the 1st Friday of the month at the Maplewood Center starting at 9:30am. Volunteers are needed currently being sought for the Lucky Squirrel events, Business Expo, Music in the Park, Trunk or Treat, and Santaland Parade.

You can also help out the local charities with the Shop for a Cause promotion going on with the GCBA. We are pairing local charities with businesses to promote the business while giving back to the community. Please contact Jackie at gcbaevents@gmail.com for more information.

GCBA Website

We are actively working on the website to ensure its accuracy and that we are utilizing it to its full potential. Please check to make sure that your information is correct on the website. Any changes, please send them to gcbamarketing@gmail.com. The website requirement form can be found on the website at www.gardencitybusinessalliance.org.

Contact Us

General info
gcbusinessalliance@gmail.com

Alan Bennett- President
gcbapres@gmail.com

Elaine Salter- Vice President
gcbavicepres@gmail.com

Sharon Hassett- Treasurer
gcbatreasurer1@gmail.com

Jill Buterbaugh- Secretary
gcbasecretary1@gmail.com

Marketing Committee
gcbamarketing@gmail.com

Events Committee
gcbaevents@gmail.com



Website Requirements

Business Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone #: _____

E-Mail Address: _____

Website: _____

Social Media: (Up to 3)

Facebook: _____

Instagram: _____

LinkedIn: _____

Pinterest: _____

Snapchat: _____

Twitter: _____

Other: _____

Description: (optional 280 character limit)

Please email company logo to: GCBAmarketing@gmail.com



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Promo Packs

The Marketing Committee has been working tremendously hard on promoting the GCBA. They are now accepting swag, flyers, coupons, etc to promote YOUR business in the upcoming events throughout the city. These promo packs will be first distributed at the Lucky Squirrel event in June, so get your information to the Marketing Committee by the end of May. You can drop off your swag at the Straight Farmhouse on Wednesday and Saturdays from 12pm-3pm. For more info, please contact Jill Lezotte-Kates at gcbamarketing@gmail.com.

New Member Alert!

We'd like to say Welcome to the the following new members!

Black Anvil Construction Supplies

Metro Bolt & Fastener

Al Malek Banquet

Know a business that you think would benefit from the GCBA? Have them contact us today!

Garden City Hospital Earns Top 100 Award



Our Journey to the Top

Did you know your community hospital recently earned the IBM Watson Health™ 100 Top Hospitals® Award for 2019? GCH was among 100 hospitals out of 3,156 selected and is the only hospital in Wayne County to receive the award in 2019. We are also among just 13 hospitals to receive the 2019 Everest Award, which recognizes significant improvement within a five-year period.

In 2014, we became a part of Prime Healthcare, an award-winning health system with 45 hospitals based in California. Since then, we've made significant improvements that reflect our top priorities: quality, efficiency, cost and growth. Over the years this has led to numerous national awards, such as the Healthgrades™ Patient Safety Excellence Award™, an 'A' grade from the Leapfrog Group and now the IBM Watson Health™ 100 Top Hospitals® designation for 2019. One of the ways we did this was increased efficiency through faster ER turnaround times. Since 2013, we've reduced our average "door to discharge" time in the ER by 75 percent.

We are expanding to meet the growing needs of the community. We are expanding our heart program later and opening an additional cardiac catheterization and diagnostics laboratory later this summer. We will be hosting an open house for the business community and would like to invite the Garden City Business Alliance as special guests. Stay tuned for more details!

These changes and more are part of what makes us Top 100. The other part? You! Look out for the 100 Top Hospitals® banners around town! Learn more about services at Garden City Hospital at GCH.org.



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May's Guest Speakers

We had the pleasure to hear from a couple guest speakers this month at the General Business Meeting. We have a couple other ideas to help spread the word about what you do!

The Division 4 Garden City Cheer team has made it to Nationals! They are looking for sponsors to help their team pay for their way. They have different opportunities. Please contact Kristin at teaandpeace@gmail.com

Burger Reverse Job Fair- At the end of May, Burger will be holding a reverse job fair to introduce businesses to the students. The students can provide a variety of skills and uses for local businesses. It is a free service to the local business and benefits the students by giving them real world business opportunities. Please contact Becky Burger at the Burger Center for more information.

More Ways to Get Your Name Out

We are here help promote YOU, our members! There are many ways to do so! Here are just a few:

- The Marketplace Newspaper- These publications are promoted throughout Garden City and Westland. Community Events are free to advertise. Contact Don or Gayle Nicholson for other advertising rates
- Become a Monthly Meeting Sponsor! Sign up to have a few minutes to speak about your business to the General Membership. Ask a board member for more information!
- Sign up for Shop for a Cause! Have your local charity help you advertise!
- Sign up for a vendor spot at the Diddyfest, Lucky Squirrel and GCBA Business Expo! Table space is very affordable BUT LIMITED!!
- Westland Mini Mall- Need a vendor space for the weekend? Look no further! Check out more info at www.westlandminimall.com

May Marketplace Deadline- April 20th

gayle@donnicholson.net



**Next General
Membership Meeting-
06/12 7pm
Straight Farmhouse**