



Dwight Economic Business Information:

While our office is closed to the public, we are still working to promote and drive interest around our wonderful small business members.

Please reach out to Jane if you have any questions.

Address: 119 W. Main St,
P.O. Box 294, Dwight, IL 60420
Phone: 815-584-1830
email: janderson@dwightalliance.org

WELCOME PACKETS:

DEA is putting together Welcome Packets. These will be distributed to new home buyers in the community. This will be accomplished with the help of local realtors. If you have menus or any business related information, you would like added to the packets, please contact Jane Anderson at 815-584-1830 or janeanderson@dwightalliance.org.

THE BUSINESS INCUBATOR:

Dwight Economic Alliance continues to work towards our goal of opening a business incubator. If you are considering opening a business, please contact us. We have resources available to help you with all your strategic planning needs. Contact the DEA office for more information.

Newsletter created by: Community Coordinator Jane Anderson and Public Relations Volunteer Sage Ozment-Herr



DEA Board Seats

Dwight Economic Alliance has two open board seats. The two-year term will begin January 1st. If you are interested in a board seat, please email: janeanderson@dwightalliance.org for information and an application. Applications must be submitted by: Tuesday, November 10th. Our monthly meetings are the third Tuesday of the month at 7:00 am. At this time, the meetings will be via Zoom. If you would like to be a part of the meeting, please call the office to have your name added.

Christmas Events

Dwight Economic Alliance continues to work towards planning safe Christmas events for the community. With this in mind, Breakfast with Santa is canceled. We look forward to celebrating in 2021.

The Santa House will not be open. We are working on a potential drive-up event.

We are in the planning stages of the Christmas Parade. At this time, we are planning a drive by type of event. The details are being finalized, so follow the DEA page for more information as it becomes available. We are also looking at combining the Light Up Dwight competition and the parade. We would have one night that we hand out a list, a ballot for voting, and the drive-by for all entries. More information is to come.

Cat's Meow and 2020 Ornament

The 2020 Cat's Meow has arrived. It features the Dwight Post Office with mention of Date Meets Zip. They will go on sale at the DEA office and online via our Facebook page next week. The 2020 Ornament has not arrived. It is, also, the Post Office. Both items will sell for \$25.00 a piece. The DEA office will be open Mondays and Wednesdays from 9:00-1:00 to shop. We have many Cat's Meow and Ornaments Available.

Seven Ways to Support Small Business Without Spending Money

1. **Leave A Positive Review** - Head over to Yelp, Google, and Facebook and leave positive reviews for businesses, and share your most memorable experience. Let others know how great this organization is!
2. **Refer a Friend** - Word of mouth is very effective. Let your friends and family know about your favorite businesses.
3. **Social Media** - Post about a business, like and comment on their posts, add their post to your stories, use their hashtags, tag them in any relevant photos and posts.
4. **Join Them Live** - Many businesses are looking for opportunities outside of their traditional ways. Many are taking to live videos - join, encourage, comment, share and react with them! Little actions can go a long way.
5. **Change The Way You Follow Them On Facebook** - Go to one of your favorite business pages and click the drop-down next to the "Following" button. Select "Show First." You've just made a power change in the way you get to interact with the posts on that page.
6. **Subscribe to their email** - Email marketing is an important and effective tool for small businesses and organizations. This guarantees that you are receiving timely content from businesses you love.
7. **Write an encouraging email** - Just let them know you appreciate them and are rooting for them in these tough times. One thoughtful message can go a long way.

A Message from DEA President Rodney Connor

Despite cancellations of some of our favorite events and the office being open by appointment only, it has been a busy summer for the Dwight Economic Alliance. COVID-19 has not halted our mission, but it has required some adjustments.

While we have not been out in the public eye as much as we would like lately, we have been in many individual meetings and conversations to help our businesses navigate these tricky times. Our partnership with the Starved Rock Country Alliance enabled us to keep up-to-date on programs and grants available to small and medium sized businesses in Dwight. Many businesses were able to take advantage of these programs to assist with some of the hardship, while some invested in significant upgrades that will pay dividends when things get back to normal.

We have not halted our work on the small business incubator, although the pandemic has seemed to curb current interest. Still, there is a lot of work to do in laying the groundwork for what types of businesses we would seek, what requirements we would have, and what kind of assistance we would offer. We are looking to form a board of individuals that would be willing to share their passion for business development, and we want to ensure that we are pumping out businesses that are ready to grow on their own after a short time at our building.

The events cannot stop forever, and we are actively looking at twists we can do to current planned events in the wake of a lockdown. If you have ideas, we would love to hear them.

Obviously, this has not been the summer we all imagined, but I have to believe that Dwight, IL. will come out stronger on the other side of this. It has challenged us to be better and think differently. At the same time, the attractiveness of a small town with lots of space, relatively close to the city, is looking more attractive to everyone. Lets be ready to show them what we have to offer.

THANK YOU TO OUR SPONSORS!

THE VILLAGE
OF DWIGHT
EST 1854



SOCU
STRAIGHT OWNED CREDIT UNION

RIBER
CONSTRUCTION

PNB
Dwight Banking Center



Edward Jones

CHECK OUT
THE DEA'S WEBSITE AND
SOCIAL MEDIA PLATFORMS:

WWW.DWIGHTALLIANCE.ORG

FACEBOOK:
DWIGHT ECONOMIC ALLIANCE

INSTAGRAM:
DWIGHTEA

