Get Ready for Small Business Saturday

Saturday, November 25

6th Ave Business District has once again signed up as a Neighborhood Champion for the Small Business Saturday promotion hosted by American Express. Last year we handed out pennants, signs, posters, door mats, and 200 shopping bags to businesses in our district. We hope to do the same this year.

We are also scheduling our Santa Walk that day to engage customers and help promote the parade.

If you would like to donate some candy for our Santas to hand out, please contact Head Elf Kristy (santaparadeheadelf@yahoo.com) and she will arrange for pickup. Our Santas can also hand out coupons, flyers, samples, etc. for your businesses that day. Let Kristy know.

Register your business as a Small Business Saturday participant at this link: https://www.americanexpress.com/us/small-business/shop-small/. There are advantages to doing so. It allows your store to be listed on their map and it gets your store some additional swag as well. They even offer customizable marketing materials so that you can

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Santa Parade |
Sunday, Dec. 3, 4:30 p.m.

Yes, Virginia, there will be a Santa Parade!

Parade Starts at 4:30, Line up at 3:30, Entertainment Stage at Crescent Moon parking lot starting at 2:00pm!

Currently there are 37 confirmed entries with 3 Tacoma High Schools committed so far (with bands, drum lines, and cheer groups)!

Parade route will be Jason Lee to Alder. We hope to close the street at Sprague and use the block from Sprague to State Street for parade lineup. If we don’t get Sprague, we will use State Street to help with parade lineup. This blockage was included in last year’s parade plan but we didn’t use it.

Businesses, please message Kristy Rawley, Head Elf, 509-387-0661, and say you will be participating in this year’s parade!! Dress in costume, carry Posters or Banners, decorate a truck or car, build a float, hand out flyers or coupons, let everyone know who you are!

A big thank you to HomeStreet Bank which is once

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Thank You, Community Partners!

Lind Pest Control O’Malley’s Irish Pub
TAPCO Credit Union University of Puget Sound
Central Neighborhood Council North End Neighborhood Council
Sixth Avenue Business District
Tacoma’s Eclectic Destination

Sixth Avenue Business District
General Membership Meetings on the second Tuesday of the month
Location & Time: Crown Bar, 2705 6th Ave at 9:30 am
Board Meetings on the last Wednesday of the month, 7:00 PM, locations TBD.
Website: on6thave.org | Art on the Ave: on6thave.org/art-on-the-ave/ | Facebook: @6thAveTacoma

again on board as a parade sponsor. Other sponsors are expected to be coming in shortly. Posters and flyers will be coming to businesses later this month as sponsors sign on.

Santa Walk Saturday, November 28
(Small Business Saturday)

We need volunteers to join us at NW Costume Shop at 12:30 on November 25th to start our 6th Avenue Santa Walk! We will have Santas and Mrs. Claus and elves and reindeer walking up and down the Ave greeting customers. Help us bring holiday cheer to business patrons as we walk along 6th Avenue!

Want us to hand out coupons/menus/information for your business? Text Kristy and she will assign someone to pick them up prior to the Santa Walk! Also, if your business would like to donate candy, we would be happy to stop by and pick up candy donations for us to pass out along the way!

Promotional Opportunities for your Business

We are planning to take photos of Santa Al, his elves, and reindeer at local 6th Ave businesses. These photos will be included in the newsletter and on our Facebook Event and Website. Let Kristy know if you are interested. It's just a fun way to get some parade attention out to hype the businesses and create some excitement!

Santa & Rudolph are getting an early start planning Sleigh Routes and checking on possible snow conditions for a very busy delivery season

!Also, consider putting a float or group in the parade. It's an easy way to be part of the fun. Join us on the Santa Walk. Talk up your business.

Thanks a bunch for all your help and ideas and for calming me down when you see my stress face! :)

Kristy Rawley, Head Elf, 509-387-0661, santaparadeheadelf@yahoo.com
Small Business Saturday
[continued from page 1]

create your own posters and offers personalized with your store name. They also provide text and images for you to use in your social media posts.

We want to promote 6th Ave as a Shopping Destination and Small Business Saturday is a great way to introduce customers to your store. 6th Ave will be promoting Small Business Saturday on our Facebook page (@6thAveTacoma), and we will be reposting your events as well. Let Angie know what your plans are.

Stuff your shopping bags with promotional items, offer Selfie opportunities, have hot chocolate available, even consider engaging a musician for the day. Make it festive and fun and encourage your customers to come back often.

Angie Lokotz

6th Ave Scheduled for Clean Up Rotation

Juvenile Diversion Group Workers for Clean Up Duties

Early in September I met with Loni Kaleiwahea, Diversion Coordinator for Pierce County to discuss how to get 6th Ave on a clean up rotation through the Diversion program. Diversion workers perform community service as assigned by the Juvenile Court or the Diversion Program. Because 6th Ave Business District is a non-profit group we can use their services to spruce up The Ave.

Loni explained that every two months, her supervised crews will come through and provide services such as trimming low branches on street trees, weed tree wells, weed whacking along curbsides and along the alleys immediately abutting the street (not the entire alley). They will also perform rudimentary garbage control by picking up litter. She said that 6th Ave had used their services in the past, but that we had fallen off the schedule.

Clean up services will begin in October. Her group will be out 10/14/17-10/15/17 and 10/21/17. They will cover 6th Ave from State to Alder, but at this time I don’t know where they will begin. The youth and staff will be wearing safety vests when working in the area. Businesses, please keep an eye out for the crews as they come through and show them some appreciation. If you can, please offer some water, tea, chocolate, or a treat appropriate to the weather.

This is a great way to get 6th Ave looking good now, for the holidays, and in the future.

Article by Angie Lokotz, District Manager

Promotions Committee Updates

Stickers and Decals! And, soon to come, Shopping Bags.

Angela Wehnert of the Promotions Committee has ordered 100 decals and stickers of the 6th Ave logo for use in a pilot program for the 6th Ave Business District. She will be handing these out to shops and stores for them to sell at $1 each to see if the public is interested in buying them. If this goes over, we will make plans to print more and figure out a good price point. Stickers and decals are a long tail marketing tool. They will be seen on cars, laptops, folders, etc. wherever they are in the city and give us good exposure.

Shopping bags are the next item on the list.

The Promotions Committee meets on the Monday of the Month before the Board Meeting. They meet at Crescent Moon Gifts at 10:00 am. All are welcome to join. If you can’t be there, please ask to join the Promotions Committee Facebook Group (6th Ave Promotions Committee) and contribute that way. We are always looking for ideas. Also, help promote other stores as well. Cross promote events. Work together. Keep the buzz going.

The 6th Ave Facebook (@6thAveTacoma) page has over 11,000 likes and we generate a lot of interest. Let us help you cross promote.

There is also a full page ad in Real Northwest Living which your business can use. The more businesses that advertise each month, the cheaper the cost per business. Contact Angela for details. (253-572-8339)

October Calendar

6th Ave Business District Meeting
When: Tues, October 10 @ 9:30 am - 10:30 am
Where: Crown Bar, 2705 6th Ave; This month’s agenda: New Business Intro, Broomie, Intros, Broomie
President: Christina Smyre, Crown Bar owner

Santa Parade Meeting
When: Wed, October 18 @ 5:30 pm - 6:30 pm
Where: Kitchen of the NW Costume Shop, entrance located in the back parking lot.
Committee Chair: Kristy Rawley, Head Elf, kristyarawley@yahoo.com, 509-387-0661

6th Ave Business District Meeting
When: Mon, October 23 @ 10:00 am - 11:00 am (Last Monday of the Month Before the Board Meeting)
Where: Crescent Moon Gifts
Committee Chairs: Angela Wehnert, 253-572-8339; Peter Vanrosendael, 253-272-9229

6th Ave Board Meeting
When: Wed, October 25 @ 7:00-8:00 pm
Where: Primo Grill (unless otherwise indicated)
President: Christina Smyre, Crown Bar owner
All are welcome! You don’t have to be a district member to come to a meeting or be on a committee. 6th Ave needs and wants your input!

Calendar Looking Forward

Small Business Saturday, Saturday, Nov. 25
Santa Walk, Saturday, Nov. 25
Santa Parade, Sunday, Dec. 3
The Police are working on utilizing unused construction space in the jail by paying for a facility that is specifically designed for the people that are causing issues that we continue to face.

- Before they could be sent to the ER but the ER didn’t have to hold them; this facility will be in lieu of the ER.
- We can’t throw money toward a problem without reason.
- Please continue to report these issues.
- Statistics make or break a case.
- Mental Health Professionals have access to info that the Police don’t due to HPA laws, please continue to request these individuals when you are reporting violent behavior.
- Please call 911 before 311 when confronted with a violent person.
- The emergency system was designed to queue people up and address the worst situations; if you are experiencing violent behavior, it will be addressed quickly.
- It is illegal to sleep in public places; don’t be afraid to report people that you see sleeping in front of your shop.
- Please keep your storefronts clean to disassociate these bad actors.
A non-profit group will do routine free clean ups along the Ave every quarter starting in September.

**Alex Soldano | Pierce Transit**

- Pierce Transit has added 35,000 hours to the current schedule.
- 10,000 hours have been added on September 24th and weekend service has been added.
- 20% of ridership occurs on the #1 route.
- With the new mobile app, bus passes are no longer needed, please load your pass on to the new mobile app.
- Pierce Transit is looking at a high-capacity transit corridor between the Tacoma Dome and Parkland by utilizing less stops & special lanes.

**City of Tacoma Economic Development | Carol Wolfe**

- The new big belly garbage cans that have been mentioned in previous meetings will be installed along the Ave soon; this should alleviate garbage issues in many of the alleys along the Ave.
- The Director of the Economic Development Department with the City is putting a proposal together to have Amazon put their new headquarters in Tacoma.
- We have connectivity with our Port of Tacoma and SeaTac Airport.
- We are in a sweet spot for people that can’t afford Seattle.
- If we don’t get it, we are on the radar for future projects.

**Open Floor**

Crescent Moon’s Fall Fantasy Fair in on Saturday, September 16th.

As of three weeks ago, the 6th & Alder project is slated to begin in January.

Meeting adjourned 10:39.
District Manager’s Report
By Angie Lokotz

It’s October already and although we have achieved much on 6th Ave this year, there’s still much more that we plan to accomplish. The City has promised us new waste containers including Big Belly solar compactors. John Wolters, Design Committee Chair, has secured an Innovative Neighborhood grant to provide wraps for the Big Belly compactors. These wraps will continue the look and feel of the banners which we installed earlier this year, giving 6th Ave a more cohesive feel and strengthening our “sense of place.” This should help with traffic calming and unify the district from one end to the other. John has included the wrap designs in his report included in this newsletter. Comments will be accepted.

Also in this newsletter you will find reports from the Safety Committee (we finally got the attention of the City of Tacoma and the City, the Police Department, and Pierce County Jail are now making progress with getting violent offenders off our street), Promotions Committee (we have a new pilot program with promotional materials to hand out), the Santa Parade Committee (4th Annual Santa Parade to be held Sunday, December 3, and featuring extended entertainment activities in a tent at Crescent Moon parking lot). We have arranged for a CityLine interview with Santa Al Switzer, Head Elf Kristy, and a Board Member on TV Tacoma that will begin airing on Thanksgiving Day. We also have Small Business Saturday to prepare for with handouts for the businesses and featuring a Santa Walk that day, and we will keep promoting the district through our social media and website.

We have reinstated our Broomie Award (thanks to Bill and Susan Connolly) and we have engaged with Pierce County Juvenile Diversion to perform larger clean up duties such as keeping the street trees pruned up and tree wells weeded, as well as weed whacking and litter pickup. We ask that businesses keep attending to your day-to-day clean up such as sweeping and daily litter duty.

6th Ave was recently hit hard by taggers, and as problematic as this is for businesses, take some comfort in the fact that we were not the only district that was hit. Hilltop also was targeted.

We have 63 members this year, which is down from last year, but the members are more involved which is a good sign. We also have a few new businesses in the last couple of months including an Air BnB, 6th Avenue Goddess, located in the beautifully renovated home next door to Bluebeard; Ruston Mercantile, a home furnishings shop located between Tacoma Games and Pure; another driving school next door to H&R Block; and, of course, El Borracho next door to The Table. La Ca Bar, next door to Mary Mart, is expected to open soon, there are rumors that Fish Fish Fish is also on track.

The project at 6th & Alder has not yet begun, so the area on the Alder end of The Ave is looking a little lonely lately. Grit City Aces has also closed its doors, so there are a number of empty storefronts in the area of Cedar street.

6th Ave is a great place to Live, Work, Eat, and Play and we intend to keep it that way, now and in the future.
Safety Committee Report
Committee Achieves Potential
Big Step for District and City

By Casey Cowles

At our last general meeting the Safety of our District took up the majority of our time. We had a very productive meeting and businesses felt encouraged by what they heard.

In response to the Safety Committee’s over-year-long fight to get the City of Tacoma to provide TPD with the tools they need to keep us safe our CLO, Officer Norling, was joined by Chief Ramsdell and Assistant Chief Gustason. As we’ve gone over before, the concern we were working hardest on getting addressed was finding something to be done with the violent homeless who are deemed mentally incompetent to be jailed but not incompetent enough to commit. Our previous written requests for help were met by deaf ears; what ended up working was the Safety Committee going to a City Council meeting and airing our grievances. Less than two months after that the above-mentioned guests had asked for time and came to our general meeting to let us know COT, TPD, and the powers that be in Pierce County had identified space to expand the jail with a focus on mental health beds that would be available for the problem demographic we had been working to get addressed.

There are a few big takeaways from this; first and foremost is our group, The SABD, can and has affected change in this city. It might not be easy, but if we keep working at finding a solution, meaningful change is attainable. Second, we felt ignored by the majority of our elected officials and it seemed that those who did respond did their best to change the subject and/or to discourage us from seeking the resolution we wanted. When one considers the cost of operating a business in this city that level of service is unacceptable and the simple real-life anecdote you’re reading shows change was possible, meaning that not accepting an unacceptable answer was paramount to our success. The third and final takeaway is that we can remain civil while not agreeing with or accepting a response. I will fully acknowledge there were some emails and conversations where the lack of effort by our elected officials was discussed and the comments they received couldn’t have made them feel comfortable but we didn’t resort to childish tactics and keeping our composure while keeping our resolve was as beneficial as anything else we did.

Last, I want to acknowledge our elected officials who I know helped spur the change. Deputy Mayor Thoms was far and away the most supportive of our efforts, however until we spoke at the Council Meeting he would have been waving our flag all by himself and I don’t think he saw that as productive. After we spoke at the meeting Councilman McCarthy and Mayor Strickland both went out of their collective ways to help us and for that (and Deputy Mayor Thoms’ efforts) our appreciation is due. We did receive some correspondence from other elected officials but it was either dismissive, off-topic, lacking in follow through and conviction, all of the above, or some combination thereof.

The Safety Committee will continue to monitor progress on this issue but for now we’re looking for the next problem that needs to be addressed and like always we would love to have more members so if you’re interested in getting involved please contact our chair, Casey Cowles (that’s me), to join.

Thank you one and all.

Members 2017

6th Ave Goddess (Air BnB), Angela Sienda, 253-753-6134, 2207 6th Ave, asiendaia@gmail.com

6th Ave Goddess (Air BnB), Angela Sienda, 253-753-6134, 2207 6th Ave, asiendaia@gmail.com

A+ Driving School, Latonya Gore & Sean Harris, 253-272-5869, 608 North Oakes St, aplusschool@hotmail.com

Altman & Witt, Attorneys at Law, Ryan C. Witt, 253.761.1000, 3817 6th Ave, ryan@altmanwitt.com

Bluebeard Coffee Roasters, Kevin McGlocklin, 2201 6th Ave, 253-272-5600, wh@bluebeardcoffee.com

Brides for a Cause, Erin Scharf, 253-272-5000, 2711 6th Ave, tacoma@bridesforacause.com

Cocoa Sweet Designs LLC, Penny Johnson, 253-267-1717, 4318 Sixth Avenue, Suite 4, info@cocosweetdesigns.com

Crescent Moon Gifts, Angela Wehnert, 253-572-8339, 2502 Sixth Avenue, cmgtacoma.com@aol.com

Crown Bar, Christina Smyre, 253-272-4177, 2705 6th Ave, crownbartacoma@gmail.com

Curves, Pati Lynn, 253-761-9766, 5401 Sixth Avenue Suite 305, westgatecurves@gmail.com

Diamond Green Recreational, Malik Singh, 253 301 3148, 4002 South 12th St, Diamondgreenrecom@gmail.com

Dirty Oscar’s Annex, Barbro, 2309 6th Ave, 253 572 0588, info@dirtyoscarsexannex.com

Foundation Escrow, Jolyne Baines, 253-756-1760, 4119 6th Ave, jlb@foundationescrowinc.com

Gateway to India, Surinder Singh, 2603 6th Ave, 253-552-5022, joe@yielders.com

Goodwill, Rob Whitted, 253-759-3701, 253-341-3779, 5401 Sixth Avenue, robertw@goodwillwa.org

Grant Center for the Expressive Arts, Dan McKeown, 253-571-5400, 1018 N. Prospect St, grantceapa@gmail.com

Gray Law Firm, The, Judson Gray, 253-759-1141, 4142 Sixth Avenue, jgrayattorney@harbormet.com

Gray Lumber Co., Greg Claire-Woldt, 253-752-7000, greg@graylumber.com

Hi-Voltage Records, Brian Kenney, 2714 6th Ave, (253) 627-4278, bkenney@comcast.net

Hippie House, The, Justin Stieglitz & Sintha, 253-267-1708, 3109 6th Ave, justin@thehippiehouse.biz

Homestead Bank, Tracy Hansen, 253-627-1700, 3315 So. 23rd Suite 104, tracy.hansen@homestead.com

Ice Cream Social, Layla Isaac, 253-372-1660, 2914 6th Ave, Ste A, icecreamssocialtacoma@gmail.com

Jon’s Barber Shop, Jon Tryfon, 3825-1/2 6th Ave, 253-752-5162, jontryfon@yahoo.com

Laundry Mart, Rose Mathes, 253-752-6100, 5401 6th Ave, Ste 501, laundrymart@hotmail.com

Law Offices of Terry E. Lumsden, Terry Lumsden, 253-537-4424, 3517 Sixth Avenue Suite 200, telumsden@aol.com

Lawn Equipment Repair of Tacoma, Al Switzer, 3519-1/2 6th Ave, 253-756-7459, achristmaswishes@gmail.com

Legal Shield, Bill Connolly, 253-272-2924, 1321 N. 5th St, susanconnolly@sprintrmail.com

Lind Pest Control, Beth Lind, 4138 6th Ave, 253-503-1100, info@lindpestcontrol.com

Lindeza Brows, Brandy Daw, 2505 6th Ave Ste. A, 253-820-2472, lindezabrows@gmail.com

Lucky Dog Outfitters, Jen Blankers, 3411 6th Ave, Ste B, 253-761-4486, teamluckydog@gmail.com

Mary Mart, Damien McDvitt, 253-327-1675, 3002 6th Ave, 253marymart@gmail.com

Melody Williams Insurance Agency LLC (Allstate), Melody (Kanter) Williams, 253-759-9999, 4304 6th Ave, melodywilliams@allstate.com

Melted Muscles Health Spa, Alana Schaser, 253-330-9353, 3701 Sixth Avenue Suite 2, meldmuscles@gmail.com

Minuteman Press, Casey Cowles, 2941 S. 38th St., Ste C, 253-474-9900, ccowles@minutemanpress.com

N2 Publishing, Michael Skiff, michael.skiff@n2pub.com

Nick Fediay, property owner, 360-507-7001, nfediay@comcast.net

North End Social Club, Justin Callier, 3013 6th Ave, Ste C, 253-212-3913, fattbelly@gmail.com

Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 6th Ave, tomjohnson3649@comcast.com

O’Malley’s Irish Pub, Pat Mawhinney, 2403 6th Ave, 253-627-9403, patmawhinney@comcast.net

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Parker, David, 253-370-6208, printerdave@comcast.net

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Primo Grill, Jacqueline Plattner, 253-383-7000, 6th Avenue at Oakes, pgrill@qwestoffice.net

Pugh, Jacob, TAPCO CU, Jacob.pugh@tapcocu.org

Pure Beauty Bar and Spa, Megan Sacks, 253-267-0367, 2501 Sixth Avenue, britnee.patiens@yahoo.com, rarebeautytybar@gmail.com

Red Hot, The, Chris Miller, 2914 6th Ave Ste. B, 253-779-0229, delicioushotdogs@gmail.com

Ruston Mercantile, Troy Smith, 2503 Sixth Avenue, trsmith123@me.com

Salvation Army Citadel Corps, Major Donald Sheppard, 1110 S. Puget Sound, 253-572-8452, donald.sheppard@usw.salvationarmy.org

Scorpio Rising, Ryan Swain, 2709 6th Ave, 253-209-3134, scorpiorisingvintage@gmail.com

Shakabra Java, Philip Panagos, 2472 6th Ave, 253-572-2787, philip@thesocialbarandgrill.com

South Sound Pano, Business Photo 360, Dan McCormack, Angi Lokotz, 253-228-2337, 704 No. Warner St, southsoundpano@gmail.com

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Members 2017 (continued)

- **Southern Kitchen**, Gloria Martin, 1716 6th Ave, 253-627-4212, SouthernKitchenRestaurant@gmail.com
- **Sutton-McCann & Co., PS**, Gordon Bower, 253-564-2217, 7320 Sixth Avenue Ste 2, admin@sutton-mccann.com
- **Tacoma Frame Makers**, Stacia Harvey, 253-564-2320, 3011 Sixth Avenue, frame4ubabe@gmail.com
- **Tacoma Games**, Jeremy Button, 2509 6th Ave, 253-301-2137, jeremy@tacoma-games.com
- **Tacoma Musical Playhouse**, Jon Douglas Rake, Managing Dir., 253-565-6867, 7116 Sixth Ave, jon@tmp.org
- **Tacoma Thrift & Consignment**, Jessica Prindel, 253-720-1695, 2812 Sixth Avenue, tacomathrift@gmail.com
- **TAPCO Credit Union**, Elizabeth Stewart, 2802 6th Ave, 253-565-9895, Elizabeth.Stewart@tapcocu.org
- **The Evergreen State College Tacoma**, Olga Inglebritson, MPA, 253-680-3000, 1210 6th Ave, inglebreo@evergreen.edu
- **The Spire** (former Epworth LeSourd), Jon Douglas Rake, Managing Dir., 253-301-9690, jon@tmp.org
- **Turntable Treasures/House of Records**, Peter W. Vanrosendael, 253-272-9229, 608 No. Prospect, peter@turntabletreasures.com
- **Ubiquitous Journey**, Robyn Liss, 253-572-2550, 2607 Sixth Avenue, robyn@ubjourney.com
- **Unity Church of South Sound**, 253-517-3883, 710 So. Anderson St. www.unityofsouthsound.org
- **University of Puget Sound**, Rachel Cardwell, 1500 N Warner St, #1027, 253-879-3530, rcardwell@pugetsound.edu
- **WC Studio | Architecture Agency**, John Wolters, 206-371-5152, 323-C Puyallup Ave, Tacoma 98421, john@wc-studio.com

Design Committee Report

**Solar Compacting Trash Containers:**

Rotator Creative, a Tacoma design agency, was hired by the 6th Avenue Business District to design graphics for the solar compacting trash containers coming to 6th Ave. Their first draft is complete and ready for your feedback. Public Works is organizing the installation of the cans. Once the cans are in place, we will install the graphic wraps. Feedback can be sent to john@wc-studio.com. Commenting will be closed November 1.

“Our goal was to extend the quirky graphical illustrations and push that vision further with fun and lively content that helps reflect the people and various businesses in the area”.

-Rotator Creative

September Brookie Winner:

**Mary Mart!**

First impressions count

People judge a business by its appearance. The Brookie Award is presented to business owners who have shown that they care about the appearance not only of their business but also their district, neighborhood, and city.

Mary Mart was chosen as the first recipient of the newly reinstated Brookie Award. Their corner of 6th Ave has gotten considerably brighter and better looking for all their hard efforts. And, as you can see, they were quite pleased with their award.

We hope that the Brookie will be featured in the front window of each month’s awarded business. At the end of the month, a new business will be selected and the Brookie will make its rounds of the district. With luck, it will visit each and every business.