

QUESTION: Do you think North Avenue should be renamed? Yes _____ No _____

**List of Costs and Expenses
identified by North Avenue business and property owners
as a direct result of the renaming of North Avenue by City Council**

1. All printed material with your address on it will need to be reprinted: envelopes, business cards, letterhead, statements, invoices, phone directory, "yellow" pages advertising, etc.
2. Commercials - radio, TV/cable - that have your address mentioned: a voice-over may be done, but those are not free to do.
3. Signage: cars, trucks, vehicles, street signs, window signs, banners, etc.
4. Credit card processing and bank accounts.
5. Online Marketing. Do you have an online presence?
6. Whatever in-house point-of-sale, bookkeeping and software programs you have will need to be changed, sometimes by the program originators themselves, at a cost to you.
7. Marketing tools such as key chains, lighter's, trinkets, coffee cups, etc.
8. It takes time to make these changes. Please do not forget to count the time it will take for you and your staff to make these changes and include that as a cost.
9. Your vendors, suppliers, customers will have to be notified. Basically, anyone who sends you mail or anyone you send mail to, will have to be informed that you have a new address.
10. Attorneys, accountants, health-care professionals, etc., will have to be informed.
11. GPS systems and printed maps - if you pay for either of these services, they should also be included as an expenses.
12. Licenses will need to be changed: city, county, state, federal, etc.
13. How will the renaming affect jobs at your business?

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