



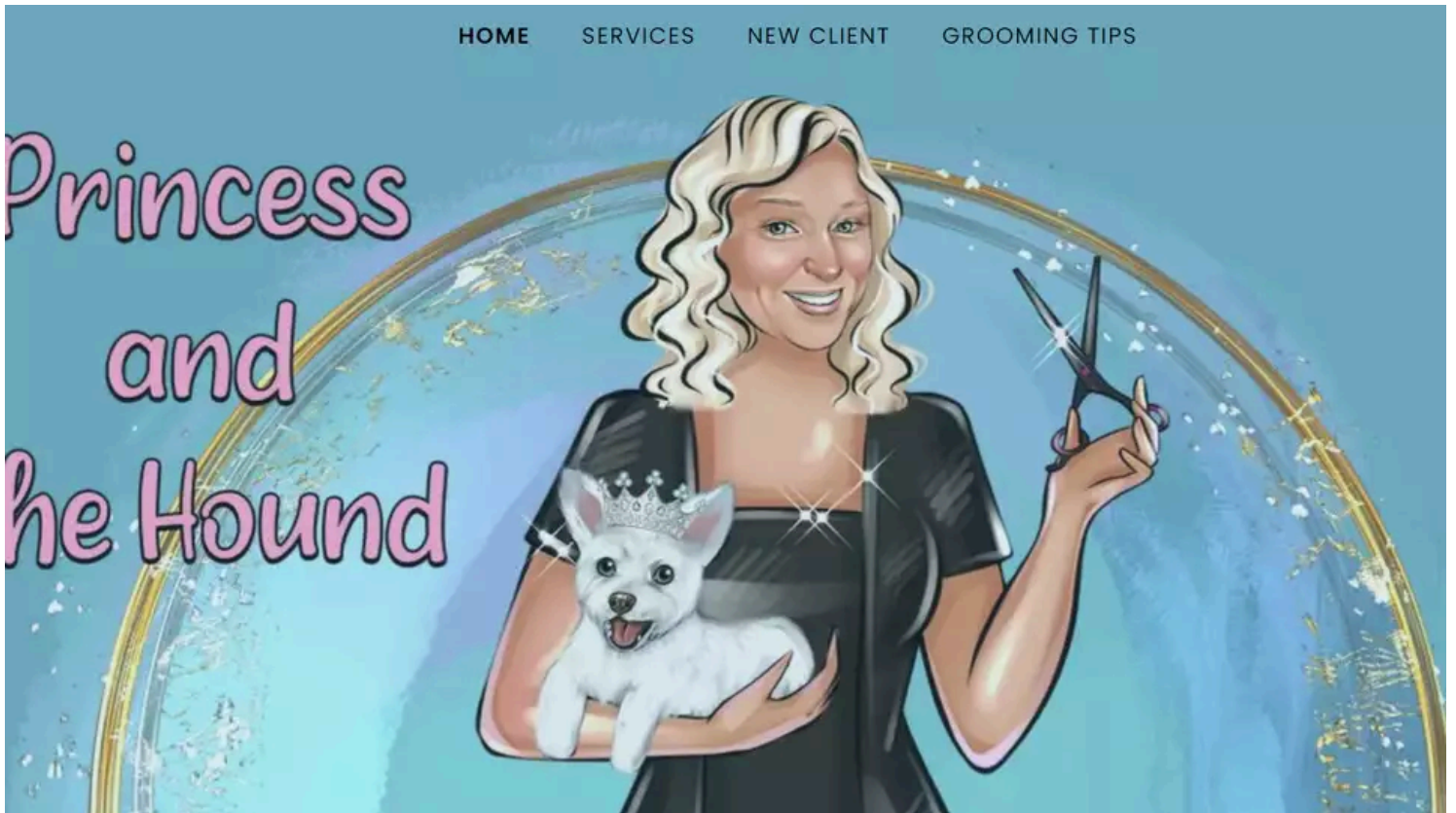
**NEWS**

# Business by the Bay Pitch Competition next week

By **Jon Becker**, *for the Daily News*

Nov 5, 2024





Princess and the Hound, a mobile pet grooming salon, took home top honors and \$5,000 as the winner of the inaugural Business by the Bay: Pitch Your Future event in Bay County in 2023. The second annual event will be held Nov. 13 at the John Glenn High School Auditorium.

screenshot

Five new local businesses will be competing for over \$11,000 in cash prizes during the 2nd annual Business by the Bay Pitch Competition on Wednesday, November 13 at the John Glenn High School Auditorium in Bay City.

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The five finalists are Bay City Boat Rental, BoneJacked Vintage Apparel, Broadway Family Grill, Carmona's Super Taco and Sanctuary Yoga.

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“With our second annual competition, we have attracted interest from businesses gaining traction in their early stages,” said Michelle Judd, Small Business Consultant at the Michigan Small Business Development Center (SBDC) and committee member for Business by the Bay.

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“Bay City Boat Rental participated as a start-up idea in 2023 and is back in 2024 with a year of operational experience. They learned from our workshops and one-on-

one consultations, went into business, and exceeded their initial projection for the first year of operation," Judd continued.

Bay City Boat Rental had planned to launch as a one-pontoon boat rental service, but blossomed into a three-pontoon boat rental operation by the end of the 2024 boating season.

"Seeing the growth of a Business by the Bay participant in such a short time is exciting," Judd said. "This event is a celebration of the entrepreneurial spirit that drives Bay County. "We are thrilled to provide these businesses with a platform to shine, and we encourage the community to come out, enjoy the event, and support these local entrepreneurs. Their success is the success of Bay County."

The event is open to the public free of charge and promises attendees an evening of supporting local businesses while enjoying light refreshments and entertainment. A Meet & Greet will begin at 5 p.m., followed by the pitch event from 6 p.m. to 8 p.m. Attendees can also participate by casting their vote for the Fan Favorite Award, with \$5 ballots available at the door.

“Our contestants form a bond throughout the competition preparation,” Judd said. “They learn and share best practices as a group and ultimately advocate for and support each other long after the competition ends. The event is a chance for family, friends, the business, and the wider community to unite and root for our newest Bay County entrepreneurs.”

Presented by Huntington Bank in cooperation with the SBDC’s Lake Huron Region, the event this year will award cash prizes to all five finalists, not just the top three like last year. First prize is \$5,000, second is \$3,500, third is \$1,500 and fourth and fifth place finishers receive \$750 each.

“This year, our pool of five finalists are all in business already,” Judd said, noting that last year’s event consisted primarily of businesses in start-up mode. “They are a diverse group looking to ramp up after being in business for a few weeks to a few months.”

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Joining presenting sponsor Huntington Bank as event supporters are Bay County Growth Alliance, Independent Bank, Northern Initiatives, Isabella Bank, Thumb Bank, and Duperon Education.

“Huntington is continually working to strengthen the communities we serve, and supporting Business by the Bay is a way to lift small businesses and ensure they are able to thrive,” said Seth Perigo, Regional President at Huntington Bank.

Nov 5, 2024

**Jon Becker**

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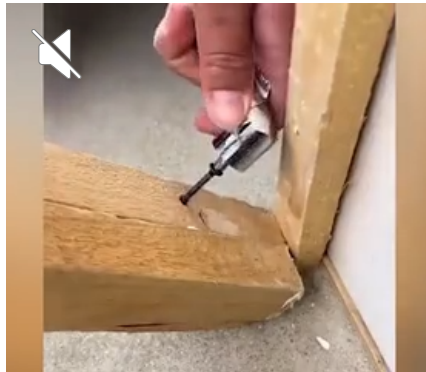
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