

BUSINESS SPOTLIGHT

JIMMY'S WESTSIDE MARKET BRINGS SPARK BACK TO THE COMMUNITY

By Victor S. Ingram

For nearly eight years Jimmy Banks has operated his full serv-

ice mini-market in West Las Vegas. His markets have always filled a unique niche in supplying

areas where few businessmen would risk opening a business. Recently, Banks relocated his

store, moving to the intersection of Martin Luther King Jr. Blvd., and Lake Mead Blvd. The site was formerly the location of a mini market that fell victim to the riots of 1992.

All that remained was a dilapidated building foundation. Since 1992, the property has been left vacant, leaving the community at a severe disadvantage for shopping needs. "We needed to expand because business was good," says Banks in response to relocating to the property from his previous H Street location.

The free standing building, according to Banks, was additionally attractive because it allowed for better enforcement of loitering ordinances. The move would pay off. Jimmy's Westside Market opened in February to the delight of an entire community. Banks says the community immediately endorsed the return of the store to the neighborhood.

A hometown product, Banks bases his business success on simply catering to the wants of his customers. "You've got to please them," says Banks. "They don't have to come to you." He keeps the freshest vegetables, dry goods, and dairy products at the fingertips of his valued customers.

With a full service meat department, Banks' crew of butchers serve hard-to-find southern meats and seafood. From pig feet to hog head cheese, customers are given a mandatory



JIMMY BANKS, owner/operator, Jimmy's Westside Market believes in providing customers with first class service.

Photo by Victor Ingram

FCC AUCTIONS OFFER OPPORTUNITY FOR SMALL BUSINESS, WOMEN AND MINORITIES TO ENTER TELECOMMUNICATION INDUSTRY

The FCC has made available several benefits for minorities, women and small businesses who participate in its upcoming Spectrum Auctions of licenses for narrowband Personal Communications Service (PCS) and Interactive Video Data Service (IVDS). The narrowband PCS includes opportunities for advanced voice paging, two-way acknowledgement paging, data messaging and both one-way and two-way messaging and facsimile; IVDS could include home banking, home shopping, educational and pay-per-view programming and other television viewer interaction services.

FCC's preferences for minorities, women and small businesses include:

• A government-sponsored **BUSINESS** cancelled.

The study has been spearheaded by a team consisting of BBC Research & Consulting of Denver, Colorado; The Minority Business Enterprise Legal Defence and Education Fund of Washington, D.C., the Law Offices of James Porter and Ann Cooper & Associates, both in Las Vegas. Participating in the study are: Clark County Government, The City of Las Vegas, Clark County School District, Regional Flood Control Board, Las Vegas Housing Authority, McCarran International Airport, (See Business, Page 21)

installment payment program, which is available to qualified small businesses on certain IVDS licenses.

• Bidding Credits of 25 percent, which are available to minorities or women on certain licenses. A bidding credit allows the bidder to pay 25 percent less than the amount of its successful high bid. (If a bidder is both a small business and minority/woman-owned business, it can obtain installment financing and use bidding credits with certain licenses.)

• Tax certificates are available to investors in minority and women-owned licenses on certain licenses.

The two separate auctions, July 24 through 29, will mark the first time the Commission will use auctions to license spectrum. There will be 10 nationwide licenses for PCS and approximately 600 licenses for

IVDS.

A simultaneous multiple-round auction will be conducted for narrowband PCS licenses beginning July 25 at the Omni Shoreham Hotel in Washington, D.C. Registration requirements include a short form application due Friday, July 1, and a minimum up-front bid deposit of \$350,000 due by Monday, July 11.

The IVDS is a new short-distance communication service. The IVDS licenses will be awarded using an open outcry auction format on July 28 and 29 at the Omni Shoreham Hotel in Washington, D.C. The FCC short form license application is due by Monday, June 27, an at least one cashier's check in the amount of \$2,500 is required on auction day.

For information on either of the auctions, call (202) 632-FCC1 or fax.

MONEY MANAGEMENT

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get price quotes from a few contractors. Have a budget in mind and ask the contractor to outline in writing the specific work that will be completed based on the budget you established. Ask the contractor to show you photographs of similar projects completed on similar budgets.

Finally, be sure to check contractors' references. CPAs recommend that you ask each reference if the job was completed on time and on budget. This will give you a good idea of whether your home improvement will be completed in a timely and cost-effective manner.

Money Management is a public service announcement on personal finance prepared and distributed by certified public accountants. Nevada Society of Certified Public Accountants 5250 Neil Road, Suite 205, Reno, Nevada 89502.

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