

# Village of Paw Paw

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**TO:** Media, Businesses and everyone in the Greater Paw Paw Community  
**FROM:** Rene Rodriguez, Vice-President, Greater Paw Paw Area Chamber of Commerce and John Schincairol, President, Paw Paw Downtown Development Authority and Larry Nielsen, Village Manager  
**RE:** Why Doing Business Locally This Holiday Season is Important  
**Date:** December 15, 2008



**'Tis the Season to Shop Local.**  
**Why? Because...**  
**"The Buck Stays Here."**

According to the National Retail Federation, consumers in the U.S. will spend an average of \$832.36 each this year for holiday related purchases. There are over 24,000 people within a 10 minute drive of downtown Paw Paw. If each person spent just half their holiday

spending in the Paw Paw Downtown Development District it would add almost \$10 million (\$9,988,320) to the local economy. That would be quite a community stocking stuffer!

## **Why is doing business locally so important?**

According to John Schincairol, President of the Paw Paw Downtown Development Authority "Dollars spent locally are critical to the overall health of the community. Healthy local businesses support many things locally."

Rene Rodriguez, Vice President of the Greater Paw Paw Area Chamber of Commerce, said that "When you do business locally ...

- You support those who employ a large number of people;
- You support businesses that give many, many students their first work experiences;

- You support business owners who live in this community, are less likely to leave, and are invested in Paw Paw's future;
- You support local business owners who donate much more to local charities than non-local business owners. Therefore, you will be doing business with stores that support:
  - Local church and student groups,
  - Boys & Girls clubs and activities,
  - Youth Sports,
  - and much more."



Schincairol added, "Every time you spend a dollar in your hometown, you ...

- Build relationships with merchants who care and are committed to your satisfaction;
- You support businesses that also do their business locally; buying from other local businesses.
- You help grow Paw Paw.

Rodriguez noted that when you shop locally, "The buck stays here." Rodriguez cited prior reports from the US Chamber which said that a dollar spent locally will 'turn over' (be spent again) at least seven (7) more times in a community before it leaves the community altogether. This cannot be said when you buy 'on-line' or from nationally owned and operated stores.

Village Manager Larry Nielsen cited another reason for doing business locally this holiday season. "By spending your dollar locally, you support those who pay a great deal in sales tax dollars, business license fees, property taxes, and other assessments which returns money to the community to pay for essential services such as police and fire protection, local public schools, parks, ambulance services, and other things."



According to Schincairol and Rodriguez the DDA's and the Chamber of Commerce's mission can generally be summed up as, "To create and promote a community climate where businesses are productive and profitable."

Rodriguez stated "The mission is particularly important now in this very difficult economic time." But, he added, "When the business community and its residents work together, the greater Paw Paw area can continue to prosper this holiday season."

Schincairol indicated it is in everyone's best interest to "promote the vitality of our local businesses." He went on to say, "The DDA and the Chamber encourage those who appreciate and benefit from the excellent quality of life in the greater Paw Paw area to support it by doing business locally and patronizing those businesses, large and small, that pay a dividend to our community."

Rene, John and Larry wished everyone a healthy, safe and joyous holiday season!

##### END #####

