

Village of Clarendon Hills

1 N. Prospect Ave.
Clarendon Hills, IL 60514
Phone: (630) 286-5400
Fax: (630) 286-5409
Website: www.clarendonhills.us

Press Release

Contacts: Anna Sanders, Chamber of Commerce President
(630) 323-8700
Jennifer Johnsen, Assistant to the Village Manager
(630) 286-5402

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Clarendon Hills Businesses Embrace The 3/50 Project

This holiday season, the Clarendon Hills Chamber of Commerce and the Village of Clarendon Hills are reminding residents to shop in Clarendon Hills and support our local businesses. Both the Chamber and the Village have become active supporters of The 3/50 Project which has effectively spurred local economies and ensured the survival of local businesses all over the nation.

What is The 3/50 Project challenge?

The 3 - The 3/50 Project challenges consumers to return to 3 locally owned businesses they would hate to see disappear and actively commit to doing business with them on a regular basis.

The 50 - The 3/50 Project asks consumers to commit \$50 of their monthly spending to any combination of locally owned businesses.

According to Cinda Baxter, founder of The 3/50 Project, if just half of the population followed the recommendations of The 3/50 Project, it would generate more that \$42.6 billion annually.

The most stunning element of The 3/50 Project message, however, comes in the form of a third number: 68. "That's the percentage of money from each transaction that returns to the Community's economy when spent with locally owned business. If the consumer spends that with a big box or chain, the number drops to 43%...if they spend it online, nothing comes home," Baxter explains. Much of the struggle small business faces in today's slower economy is attributed to "commuter shopping," where convenience and speed have replaced quality of service and relationships.

The Village of Clarendon Hills has three major commercial districts which are located in downtown Clarendon Hills, 55th Street, and Ogden Avenue. Shopping and dining at our local businesses in these districts contributes to the public services you receive since a portion of the sales tax collected on each purchase is returned to the Village. Of the 7.25% sales tax, 1% is returned to the Village and the remaining 6.25% is distributed between the State, County, Regional Transit Authority, and DuPage Water Commission. Further, dining at one of the Village's wonderful restaurants contributes an additional 1% to the community through the places for eating tax. Combined, sales and places for eating taxes account for approximately \$600,000 of the Village's general operating budget which funds police, fire, emergency medical, and public works services.

Unfortunately, five years of data from the Village's annual Community Needs Survey has shown that residents are patronizing our local businesses less and less frequently. The results indicate that the percentage of residents who shop in downtown Clarendon Hills two times a month or more has steadily decreased by 8% over the past five years. In 2009, nearly a third of residents affirmed that they shop in the downtown less than once a month.

We have all watched many memorable Clarendon Hills businesses such as Clarendon Town Market, Clarendon Hills Pharmacy, Towne Kitchen, Glass America, Sounds Deluxe, and most recently Soul come and go. Please help protect our existing businesses while contributing to the overall quality of life in Clarendon Hills by embracing the challenge of The 3/50 Project.

The businesses within the Clarendon Hills Chamber of Commerce will be promoting The 3/50 Project through the holiday season and into 2010. For more information about The 3/50 Project, please see the attached flyer or visit <http://the350project.net>. To learn how you can be a supporter of The 3/50 Project in Clarendon Hills, contact the Chamber of Commerce at (630) 323-8700 or the Village at (630) 286-5402.

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Save your local economy...
three stores at a time.



3

Think about which three independently owned businesses you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50

If just half the employed U.S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 of the employed population did that.

68

For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

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The number of people it takes to start the trend...*you.*

Pick 3. Spend 50. Save your local economy.

Visit the350project.net

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* Employment statistics courtesy U.S. Department of Labor/Bureau of Labor Statistics, 2/6/2009