REGIONAL CHAMBER of COMMERCE FOUNDATION AT NEW PALTZ

the 3/50 project™

SAVING THE BRICK & MORTARS OUR NATION IS BUILT ON

the350project.net

GARDINER ASSOCIATION OF BUSINESSES

FACT SHEET

WHAT: Cinda Baxter, "The 3/50 Project: Building Business from the Ground Up"
Learn about how the Project came to be, what it's grown into today, and how you can use it to strengthen your own business.

PRODUCED BY: Regional Chamber of Commerce Foundation at New Paltz
Gardiner Association of Businesses (GAB)

WHERE: Lecture Center 102, SUNY New Paltz

WHEN: Friday, August 13, 2010, 8:30 - 9:30 a.m.
Registration begins at 8 a.m.
Q&A from 9:30 - 10:00 a.m.

ADMISSION: New Paltz Regional Chamber of Commerce and GAB members: $20 in advance; $25 on the day of the program
Non-members: $30 in advance; $35 on the day of the program

Advance tickets available online at www.newpaltzchamber.org or www.gardinernybusiness.org, or in person at the New Paltz Regional Chamber of Commerce, 257 Main St., New Paltz

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3: What the independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps that business around.

50: If half the employed population spent $50 each month in locally owned independent businesses, it 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 locally, $68 returns to the community through taxes, payroll and other expenditures. If you spend that at a national chain, only $43 stays here. Spend it online and *nothing comes home*.

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

Pick 3, spend 50, save your local economy.

- The 3/50 Project began with a post on Cinda Baxter's blog at AlwaysUpward.com. Five days later, she threw together a flyer. A couple of weeks later, a website. Once the site went live, things got interesting—in the first week alone, more than 7,600 "absolute unique visitors" found their way to www.The350Project.net (8,600+ if you count repeat visits).

- The idea is to commit $50 each month to locally owned businesses, total. Maybe that means rethinking where you currently invest your money, opting to pick up that birthday card or pair of jeans in a locally owned business instead of the big box you've been going to. Or maybe it means eating out once a month because you realize slamming the brakes on all spending stalls economic recovery. It's just that simple.

- The 3/50 Project isn't an "all or nothing" campaign that insists consumers stop shopping in chains or franchises. Instead, the message is about balance: of the money you currently spend each month, The 3/50 Project simply asks you to redirect an affordable $50 back to the locally owned independent businesses that have been forgotten of late. Just as there are things in a locally owned store that you can't find in a big box, there are also things in a big box you can't find in a locally owned store. We simply need to think about where our dollars are best invested, consider the greater amount of revenue local businesses return to the community, then purchase accordingly. Otherwise, local economies suffer irreparable harm.

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*Employment statistics courtesy U.S. Labor Department 2/6/09 report; 68/43 stats courtesy Civic Economics 2008 study.

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ABOUT THE REGIONAL CHAMBER OF COMMERCE FOUNDATION AT NEW PALTZ:

The Regional Chamber of Commerce Foundation at New Paltz aids and augments the New Paltz Regional Chamber of Commerce's current slate of successful educational programs. The Foundation also envisions a comprehensive program of educational activities and scholarships, all geared toward educating and supporting the community.

The New Paltz Regional Chamber of Commerce, with more than 700 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Hudson Valley. It responds to an estimated 22,000 requests and visits from tourists each year from its offices at 257 Main St. in New Paltz. For more information about Foundation and Chamber programs and Visitor's Center hours of operation, visit www.newpaltzchamber.org, or call the Chamber at (845) 255-0243.

ABOUT THE GARDINER ASSOCIATION OF BUSINESSES (GAB):

The Gardiner Association of Businesses (GAB) is a not for profit organization that promotes and supports business in Gardiner and provides a forum for communication between businesses and on business issues in the town. GAB membership is open to anyone who owns a business in Gardiner, or who lives in Gardiner and owns a Hudson Valley business. GAB members are provided opportunities to network with fellow business owners, spread the word about products, services, promotional events and special announcements related to their businesses. Members are listed in the organization's business directory and on it website, www.GardinerNYBusiness.com.

This year marks the first year that GAB has hosted cross-association Networking Mixers, inviting members of several other local business associations to meet its members. GAB has taken an active role in the community, organizing several charity events, such as Art in Gardiner and The Trees of Giving, and has participated in events hosted by other local organizations and community groups, such as the Cupcake Festival hosted by The Main Street Gang, Gardiner Day, and the Classics Under the Gunks Car Show. In addition, GAB proudly presented its first scholarship awards to two exceptional high school graduates from the local school districts––New Paltz and Wallkill––that service the Town of Gardiner. GAB holds true to the belief that "If the community is happy, then they support your business and if your business is doing well, then you can give back even more to the community" (Magic Johnson). Supporting local businesses goes hand in hand with supporting local communities – a concept The 3/50 Project has championed for all small business owners. This is why GAB joined forces with the Regional Chamber of Commerce Foundation of New Paltz to successfully organize this great event. The Gardiner Association of Businesses represents - *Local Food, Local Shops, and Local Services ~ We Are The People in Your Neighborhood.*