

Buy Local. Think Community.

Molly Killien

STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION

At the Steamboat Springs Chamber Resort Association, the Buy Local campaign has been about community dedication, re-energizing grass-roots efforts and showing commitment to the local businesses of Steamboat Springs. Throughout the past six months, the Chamber has worked to identify five Buy Local campaign themes that highlight benefits of purchasing goods and services locally.

Members of our community have various reasons they choose to buy locally. What is your reason to buy locally? Is it for businesses to give locally, build local partnerships, get value from local vendors or choose to protect the environment and be green? The original idea that started the movement in Steamboat Springs is the idea of Buy Local. Think Community.

The notion of "Buy Local. Think Community." speaks to the hard-hitting, bottom-line reasons to purchase locally. When local customers pay local sales tax, they provide funding for city and county services such as snowplowing and road maintenance. Sales tax also pays for other popular and widely used amenities such as parks, affordable housing and the Yampa River Core Trail. Almost \$20 million in 2007 and 2008 came in from sales tax revenues to fund city operations.

A portion of the Steamboat Springs sales tax helps to fund our public education through grants to manage growth of class sizes and provides the latest technology to students. The half-cent sales tax for education now has been voted in three times by our citizens who strongly support quality education.

"We should think of buying locally as contributing locally

How to help

Your sales tax dollars help fund the following local city amenities. Think of these when you are making a purchase, local or otherwise. All numbers are approximate.

- \$5 million annually is allocated to the city of Steamboat Springs Parks, Open Space and Recreational Services Department — baseball, volleyball and soccer leagues, youth sports and summer camps
- \$3 million annually is allocated to the city of Steamboat Springs Public Works Department — snowplowing, road maintenance and closures, street lining, etc.
- \$3 million annually is allocated to the city of Steamboat Springs Transportation Department — Steamboat Springs Transit
- \$6 million annually is allocated to the city of Steamboat Springs Public Safety Department — police and fire departments

because they are one and the same," said Del Lockhart, fourth generation owner of F.M. Light & Sons. "The loss of revenue (to outside economies) though subtle and invisible, is exponentially damaging to a community's long-term health. When the community members buy outside of Steamboat Springs, regardless of the venue, those dollars, their exponential potential and the human capital derived from those dollars are lost forever."

Business people and local government officials see eye to eye in recognizing the importance of keeping money local, supporting neighbor businesses and how every dime has exponential impacts affecting local commerce.

"There is no question that every purchase we make as a business or as an individual has a ripple effect in our community. Money that is spent in our community stays in our community and is then able to be recirculated," said Jon Quinn, Steamboat Springs City Council member



MOLLY KILLIEN/STEAMBOAT SPRINGS CHAMBER RESORT ASSOCIATION

Steamboat Springs' sales tax dollars help fund widely used amenities and services in town such as snowplowing, parks and recreation and the Yampa River Core Trail. Other entities, such as Steamboat Springs Transit, are completely supported by sales tax. Pictured is the Steamboat Springs Transit hybrid bus.

and partner at Northwest Data Services. "The city of Steamboat Springs is completely unique among other resort towns in Colorado. Currently, the sales tax is the lion's share of the city's general fund. We rely on locals keeping money in the community, as well as tourism dollars, to help fund our city services and our wonderful amenities. Buying locally makes an enormous impact on the city's ability to deliver essential services to the community."

The Chamber's Buy Local program has shown that when residents and visitors spend money in town, that money helps to support the community organizations, groups, events and activities that help make Steamboat Springs such an

attractive place to live, work and play. Keeping your money in the community helps create and sustain local payrolls and local jobs.

In the current economy, sales tax doesn't just affect the city's general fund; it also influences businesses and their livelihoods. Something important to reflect upon before purchasing anything, especially outside of the Yampa Valley, is to think about the businesses here in Steamboat Springs and who you would miss the most if a business were to close its doors. What retailers, restaurants, lodging properties and activity driven businesses would you miss the most? Make an effort to stop in and say hello to these businesses that you think are part of the fabric of Steamboat Springs. Support

them by referring your friends and colleagues to them, making a purchase or even just letting them know what they mean to the community.

Steamboat Springs has become what it is because the town has managed to sustain a small-town, genuine Western, friendly character. Locally owned and operated small businesses have invested in the community and therefore have a stake in the future viability.

"Saving a 'buck' — so to speak — by buying outside the community is in reality, very costly," Lockhart says. "When we buy locally, we're essentially helping our neighbor and ourselves at the same time. Buying locally sounds like the neighborly thing to do, doesn't it?"



STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION, INC.

www.steamboatchamber.com
events • programs • hot deals

Upcoming Events

July 3-5 106th Cowboys Roundup Days & Fourth of July Celebration

July 4th features several community events including a community all-you-can-eat pancake breakfast, children's activities, concerts, the annual parade down Lincoln Avenue, rodeo, and fireworks. July 5th begins with a real cattle drive where local ranchers will drive 100 pair of cattle from their ranch down Lincoln Avenue to Romick Arena.

July 11-12 29th Annual Hot Air Balloon Rodeo presented by Bank of the West & 35th Annual Art in the Park

The 29th Annual Hot Air Balloon Rodeo combined with the 35th Annual Art in the Park have become a staple of Steamboat in the Summertime. Join us for this spectacular early-morning affair with over 40 hot air balloons rising softly from the mist and drifting over the valley. Then, head to West Lincoln Park for Steamboat's biggest arts and crafts festival. **Art in the Park on Saturday is from 9am-5pm and Sunday 9am-4pm.**

July 8 Business After-Hour Mixer

Join your fellow chamber members for a free food, free drinks, and excellent business connections. Free for chamber members and their guests.

Old Town Hot Springs 5:00 – 7:00 p.m.

BUY LOCAL.

Think Community.

New Members

Smith's Towing & Recovery

Adam Smith
(970) 879-1998
www.smithstowingco.com
40565 Steamboat Dr.

Mountain Cuts, Inc.

Jamie Morgan
(970) 870-0395
405 Anglers Dr., unit D
Walk-in haircuts and shampoos.
More stylists...less wait.
No appointments: your hair,
your time, your priorities.
Mountain Cuts...for mountain people.

Check out the amazing **HOT DEALS** on
www.steamboatchamber.com/

This page is sponsored by:



\$39.95 Oil Changes-all makes and models

970-879-8880