

FOR IMMEDIATE RELEASE

**Buy Local**  
SANTA MONICA



**MEDIA CONTACT:**

Bayside District Corporation  
Debbie Lee | 310.393.8355 | [dlee@baysidedistrict.org](mailto:dlee@baysidedistrict.org)

## **BUY LOCAL SANTA MONICA PROGRAM PROMOTES SUSTAINABILITY AND ECONOMIC STABILITY**

*Buy Local: Think Santa Monica First*

**DOWNTOWN SANTA MONICA, CA**, March 17, 2009 – In an exciting partnership with the City of Santa Monica, the Bayside District Corporation (the management company for Downtown Santa Monica, including the Third Street Promenade) is spearheading a campaign effort called Buy Local Santa Monica to promote sustainability and support the local economy.

In an eight-week campaign that will take a personal look at Santa Monica businesses, Bayside District will raise awareness of the economic and environmental benefits to buy local.

“We are very excited about this program,” said Bayside Executive Director Kathleen Rawson. “It’s so important – environmentally, economically and emotionally – to nurture the relationships right here in our back yard.”

City Manager Lamont Ewell agrees with Rawson.

“Having the community come together in support of one another is essential to our getting through these difficult economic times,” he said. “Shopping locally not only helps to achieve this objective, it also helps to reduce carbon emissions. In the end, we become an economically stronger and healthier community.”

Bayside’s partners include the Office of Sustainability and the Environment, the Economic Development Department, CityTV and Santa Monica Daily Press.

Shannon Parry, sustainability city coordinator at the City’s Office of Sustainability and the Environment, said, “This is an exciting new campaign, buying locally supports our Santa Monica businesses, keeps resources in our community and reduces our environmental footprint,” she said. “This is a win-win for a sustainable Santa Monica.”

In addition to television segments on Santa Monica CityTV that will feature local businesses, the program will highlight other shops and services through advertisements and press releases. In all, 32 Downtown businesses will be highlighted.

A webpage on [downtownsm.com](http://downtownsm.com) that highlights the importance of buying local will launch in mid-March. It will include important facts about Buy Local Santa Monica, information on how local businesses can get more involved in the program as well as links to what other cities are doing.

Jennifer Taylor, senior administrative analyst at the City's Economic Development Department, said the city wants to awaken appreciation for the diverse range of businesses available in Santa Monica.

"There is a huge range of products and services that we have right here in our community. When you're supporting local businesses, you're supporting the local community, employees, neighbors – and you're keeping money in the community," Taylor said. "Those are cyclical benefits that it brings back to the community by buying local."

Taylor noted "all kinds of gems of little businesses," including everything from niche specialty shops to auto service mechanics to the farmer's market and the restaurants that prepare and serve its produce and meats.

"We've got much of what you need right here in Santa Monica from apples to zippers, from a to z" she said.

### **Here are the top eight reasons to buy local:**

1. **It keeps dollars in Santa Monica's economy:** For every \$100 spent at a local business, \$45 stays in the community in the form of sales taxes.
2. **It helps the environment:** Going to a business within walking or biking distance reduces traffic and air pollution.
3. **It keeps and creates local jobs:** Studies show that locally-owned businesses create more jobs in the community and often provide better wages and wages than national chains.
4. **It helps to keep us unique:** Santa Monica is a city of neighborhoods, each with a town center made of businesses that are diverse and unique.
5. **It nurtures our community:** Many local businesses are invested in the Santa Monica community, often donating to charitable causes and supporting local events and festivals.
6. **It creates more choice:** Local businesses respond to their customers' needs and have freedom to choose the products they sell.
7. **It spurs entrepreneurs:** These are the lifeblood of our local and state economy.
8. **It's fun!** Exploring Santa Monica, discovering what our more than 6,600 businesses have to offer, sharing advice on local gems, meeting neighbors and getting exercise in the process – it's part of what makes Santa Monica such a great place!

### **About Buy Local Santa Monica:**

Buy Local Santa Monica is a campaign that was created by representatives of the Santa Monica business community and the City of Santa Monica to support local businesses and raise awareness of the community, economic and environmental benefits of choosing local first. To learn more, please visit [www.buylocalsantamonica.com](http://www.buylocalsantamonica.com).

### **About Bayside District Corporation:**

In existence since 1984, the Bayside District Corporation is a public-private management company that works in partnership with the City of Santa Monica on issues impacting the area, including keeping the area economically viable and environmentally sustainable. For more information, please visit [www.downtownsm.com](http://www.downtownsm.com)

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Visuals available upon request