

A RESOLUTION SUPPORTING "BUY CARRBORO WEEK 2009"
Resolution No. 61/2009-10

Whereas, Carrboro's locally-owned businesses are a big part of our town's distinctive character; and

Whereas, local businesses are the largest employer nationally, and create more and high-paying jobs in our community; and

Whereas, shopping closer to home and buying local products conserves energy and resources in the form of fuel and packaging; and

Whereas many of Carrboro's local businesses donate dollars, time and other resources to our local government, schools, churches and non-profit agencies which receive an average 350% more support from local business than from non-local businesses; and

Whereas, buying local instead of online or outside the County ensures that sales taxes are reinvested locally; and

Whereas, for every \$100 spent at a locally-owned business, \$68 stays in our community while that same \$100 spent at a chain store only \$43 stays local; and

Whereas, supporting locally owned businesses sustains a variety of offerings catering to many different tastes; and

Whereas, customer service is better in local businesses because they are owned by people who know our community, are less likely to leave it, and are more invested in our success; and

Whereas, Carrboro's entrepreneurial ventures are engines for job growth, and the foundation of a strong, diversified and sustainable economy; and

Whereas, our unique destinations like the Farmer's Market, DSI, Carr Mill Mall, the ArtsCenter, and Cat's Cradle depend on community support; and

Whereas, the town created the Local Living Economy Task Force (LLETf) which developed the above list of reasons to buy local; and

Whereas, on April 7, 2009, the LLETf recommended that the town "support establishment of a business network... support promotion of events... [and] support business network's educational efforts on buy local;" and

Whereas, the local business network "LocalMotive" has formed and is partnering with the town to promote shopping locally for the holiday season.

NOW, THEREFORE, BE IT RESOLVED:

Section 1. The Carrboro Board of Aldermen hereby resolves that December 5-12, 2009 is declared "Buy Carrboro Week 2009" and encourages all Carrboro residents to do as much of their holiday shopping as possible here in Carrboro.

Section 2. This resolution shall become effective upon adoption.