



April 2011

**HISTORIC BAKER CITY INC.**

**Our mission is to develop and promote a healthy and prosperous downtown, serving a community rich with culture and history.**

**Board of Directors**

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*Business Representative*

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*Property Owner*

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**Terry Drever Gee**  
*Property Owner*

**Mike Morrissey**  
*At Large*

**Marilyn Shollenberger**  
*Business Representative*

**City Liaison**  
Beverly Calder  
*Baker City Council*

**Ann Mehaffy**  
*Program Director*  
*Main Street Manager*

**Historic Baker City, Inc.**

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Monthly HBC Board meetings are the third Thursday of the month, at 6:00 pm, HBC office.

**SHOPPING LOCALLY**

Shop Local campaigns are springing up everywhere. These campaigns can transform business districts into retail destinations. With so many “Mom & Pop” businesses in our downtown commercial district, we are truly a unique shopping experience. Locally supported one-of-a-kind stores can become retail destinations, with inventory or services unique to our area or specialized by the small business owner. Travelers will definitely detour off the highway or even plan a side trip to include a special shopping experience.

Shopping locally does not suggest you must buy all goods and services in town. Rather, it is a conscious effort and desire to support local businesses and our local economy in the following ways:

- Shopping locally creates jobs. Our shops create local employment and self-employment. These people in turn spend in the local economy.
- Local independent shops invest more in your communities. Local businesses are proportionally more generous in their support of local charities, schools, and community events. Supporting local shops means a financial contribution to your community.
- Local shops sell great products at affordable prices. Some people get out of the habit of shopping locally and are then surprised by the range of products available.
- Shopping locally saves you time and money. You travel less, saving on time and fuel.
- Shopping locally retains your communities. People don't like losing shops and services in small towns but don't equate this with how they spend their money.
- Shopping locally retains your distinctiveness. Independent shops create distinctive shopping experiences and stock different products. Local businesses respond more quickly to the needs of local customers, stocking products to meet changing population needs.
- Shopping locally saves the environment. Local shops often stock a high percentage of locally sourced goods that do not require long-distance transportation, helping to reduce our global footprint.
- Local shops are for everyone. Most people can get to their local shops easily. This is especially important for the elderly, young people and others who rely on public transportation.
- Local shops value you more. Evidence from numerous surveys show people receive better customer care and service locally. These businesses survive by their reputation and repeat business, which means you get a higher standard of service.
- Shopping locally saves services. Private and public sector services cluster around shops. As shops disappear so do hairdressers, banks, restaurants and other businesses.

