



ABOUT THE CHAMBER

Mission Statement

The Vallejo Chamber of Commerce is organized for the purpose of advancing the commercial, industrial, civic and general interests of the City of Vallejo and its adjacent areas.

VOLUNTEER COMMITTEE

- Barbara Chavez
Mustico Realty
- Wanda Chihak
- Mike Diaz
MD Graphics & Marketing
- Freda Dill
US Bank
- Phil Elfstrom
Skyview Memorial Lawn
- John Feldman
Concierge Coverings
- Richard Hassel
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- Rick Wells
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- Jerry Wilkerson
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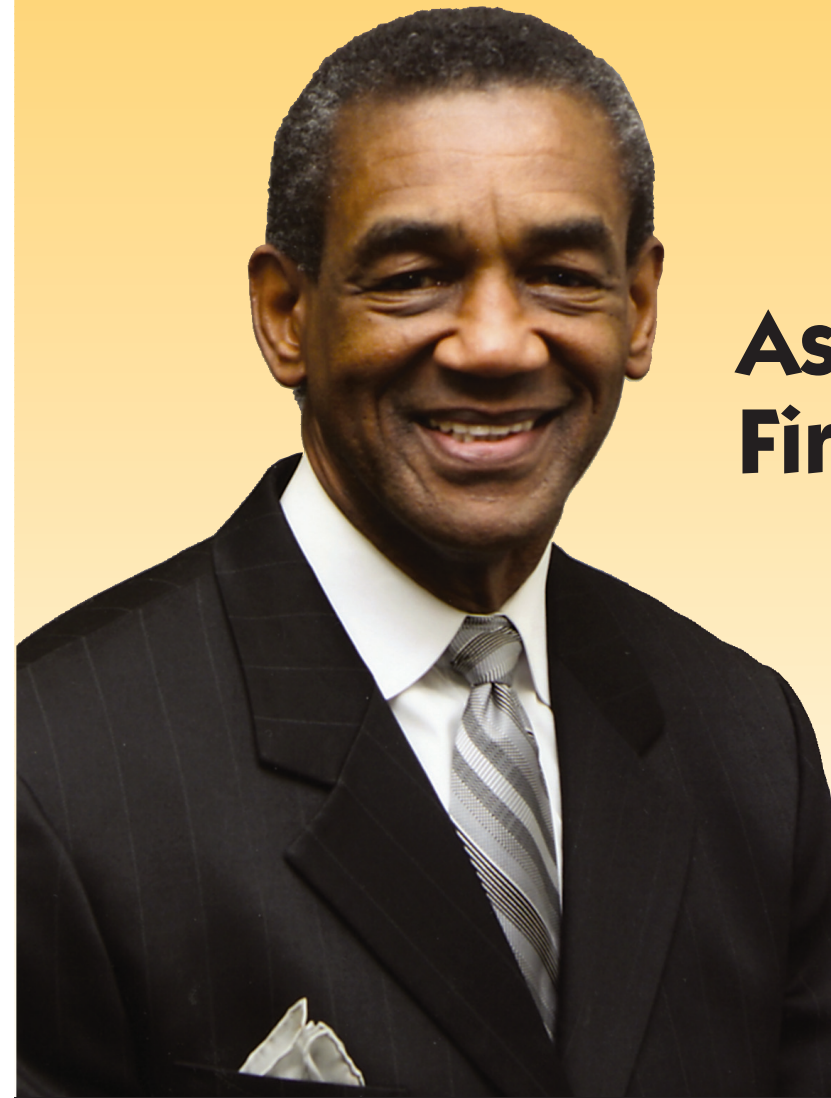
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Vallejo
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**As Mayor, I Shop Vallejo
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“Every dollar spent here,
stays here and helps to
improve our quality of life.”

“Every dollar spent here is an
investment in our future.”

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Times-Herald

Chamber urges locals to 'Shop Vallejo First'

Program aims to stem city's economic downturn by keeping retail dollars in town

By **RACHEL RASKIN-ZRIHEN**
Times-Herald staff writer

The problem — Vallejo dollars spent out of town. The solution — ShopVallejoFirst, a marketing plan being launched by the Vallejo Chamber of Commerce to try to turn the city's economic tide, chamber officials said.

Chamber leadership believes "that given the current economic situation — Vallejo's bankruptcy filing and the national economic downturn and credit crisis — the chamber is in a unique position to help our members at a time of need," said chamber president and CEO Rick Wells.

"This is a long-term marketing, promotion, outreach campaign that will use billboards, posters, flyers, bumper stickers, television advertising and giveaways and promotions that reward people who shop locally," Wells said.

Ultimately, the program will help all Vallejo businesses and the entire community by

increasing in-town spending, he said.

Besides reminding people about the benefits of local shopping, the campaign aims to "educate the public as to the availability and the diverse shopping options in Vallejo that they might not be aware of," Wells said. And, he said, the more people who patronize Vallejo businesses, the more sales tax revenues are generated to fill the city's depleted coffers.

The idea has been many months in the works, Wells said. The main holdup to launching earlier was the time chamber officials spent wrangling with a man who bought the domain name ShopVallejo.com, that the chamber wanted to use.

"He didn't want to sell it. He wanted a lease situation. He wanted to lease it at \$200 per month," Wells said. "It took a while, but we found

ShopVallejoFirst.com and bought that for a very reasonable price."

Jim Terry of the Clearlake area, said he owns a slew of "shop-city" domain names, and ShopVallejo.com is one.

"It's a business model I conceived in early 2000. It's my business," he said.

"Sometimes it takes some creative shopping. Keep your mind open when you're cruising for gift ideas."

JIM MITCHELL

Touro University spokesman
and former Vallejo Main Street Director

Since the Vallejo chamber balked at what Terry said was a reasonable price, he plans to keep the name as part of his network of domain names on which he hopes to sell advertising. He said he'd still like to work with the chamber in the

future. Meanwhile, his is a work in progress, he said.

"It's not anywhere approaching my true vision yet, but I'm working on it," he said.

Beth Lancaster of Dragonfly Solutions owned the domain name ShopVallejoFirst.com, and was willing to sell it, Wells said. Lancaster could not be reached for comment Wednesday.

"Beth was very easy to work with," Wells said. "She understood the importance of the program."

The campaign will officially kick off around Thanksgiving, with a push to interest people in doing their holiday shopping in Vallejo, Wells said.

"This is an all-volunteer committee that's really stepped up at a challenging time to help the business community," he said. "It's a concerted effort by people who care about the local business community and want to see it succeed."

Committee member

Jim Mitchell, Touro University spokesman and former Vallejo Main Street director, said the concept is tried and true.

"It's a great idea and lots of cities do it," Mitchell said. "The idea is to get people to shop in the city, and a lot of it is education. Many people don't know that when they cross over into Benicia or American Canyon, the tax dollars go to them."

Recognizing that "no city has everything" someone might want to buy, the ShopVallejoFirst campaign seeks to get people to think about shopping a little differently, Mitchell said.

"Sometimes it takes some creative shopping. Keep your mind open when you're cruising for gift ideas," he said. "The other thing is, if they find something at, say, the Best Buy at the mall, wait and buy it in the Vallejo store, so the tax dollars stay here."

STORY ORIGINALLY PUBLISHED IN THE TIMES-HERALD OCTOBER 31, 2008

Chamber Member Retailers

Groceries, Gas & General Merchandise

Continued

Food 4 Less

5184 Sonoma Boulevard
<http://www.nuggetmarket.com>

Raley's

4300 Sonoma Boulevard
<http://www.raleys.com>

Target

904 Admiral Callaghan Lane
<http://www.target.com>

Vallejo Grocery Outlet

66 Admiral Callaghan Lane
<http://www.groceryoutlet.com>

Home & Office

Best Buy

1182 Admiral Callaghan Lane
<http://www.bestbuy.com>

Enterprise Wireless Solutions

2043 Springs Road
<http://www.enterprisewirelessolutions.com>

Hal's Stove and Appliance Service

1825 Springs Road

Herren's Cellular

1833D Springs Road

Meyer Corporation

1 Meyer Plaza
<http://www.meyer.com>

Office Max

117 Plaza Drive
<http://www.officemax.com>

The Vallejo Stationers

1032 Alabama Street
<http://www.corporate-one.com>

Three Brothers Furniture

3729 Sonoma Boulevard
<http://www.threebrothersfurniture.com>

Home Improvement

Aloha Saw & Mower, Inc.

1144 Tennessee Street

Foster Lumber Yard, Inc.

3280 Sonoma Boulevard
<http://www.fosterlumber.com>

North Bay Cabinets & Countertops

1515 Solano Avenue
<http://www.northbaycabinets.com>

Sherwin Williams Paint

1044 Tennessee Street
<http://sherwin-williams.com>

Ultimate Living Space

1350 Sonoma Boulevard
<http://www.uls.fourseasonsunrooms.com>

Wetmore Swimming Pool Company

416 Mississippi Street
<http://www.wetmorepools.com>

Restaraunts & Coffee Shops

Applebee's Neighborhood Grill & Bar

1041 Admiral Callaghan Lane
<http://www.applebees.com>

Baci Ristorante Lounge & Caffe

324 Virginia Street
<http://www.baciacaffe.com>

Black Angus

124 Plaza Drive
<http://www.blackangus.com>

Burger King Restaurant

400 Santa Clara Street
<http://www.bk.com>

Buttercup Grill and Bar

3288 Sonoma Boulevard
<http://www.buttercupgrillandbar.com>

Carl's Jr Restaurants

1813 4th Street
<http://www.carlsjr.com>

China Wok

512 Sacramento Street

City Lights Cantina

415 Virginia Street

Danny's Kitchen

38 Admiral Callaghan Lane

Dillon Bread Company

451-C Ryder Street

El Tucan Bar & Grill

2272 Sacramento Street

Gracie's Family Barbecue

1801 Sonoma Boulevard

India Garden Restaurant & Banquet

910 Lincoln Road East

Jamba Juice

165 Plaza Drive
<http://www.jambajuice.com>

Java Jax

1700 Sonoma Boulevard

Matsuri Sushi

480 Redwood Street, #20

McDonald's

902 Admiral Callaghan Lane
2565 Springs Road
170 Lincoln Road East
416 Lincoln Road
<http://www.mcdonalds.com>

Panama Red Coffee Co.

289 Mare Island Way
<http://www.panamaredcoffee.com>

Pasta Pomodoro

1550 Bryant Street, Suite 100
<http://www.pastapomodoro.com>

Round Table Pizza

4300 Sonoma Boulevard, #100
2633 Springs Road
<http://www.roundtablepizza.com>

Sac's Tasty Hot Dogs

2445 Springs Road

Sardine Can

0 Harbor Way

The Front Room at the Wharf

295 Mare Island Way
<http://www.frontroomvallejo.com>

Zio Fraedo's of Vallejo

23 Harbor Way
<http://www.ziofraedos.com>

Shopping Centers

Gateway Plaza

145 Plaza Drive

Redwood Square

480 Redwood Street

Vallejo Plaza Shopping Center

3325 Sonoma Boulevard

Vallejo Village Shopping Center

1601 Marine World Parkway

Shop Vallejo Local Merchant TV Series

(To be shown) on VCAT Channel 27 Year Round

Downtown Vallejo Merchants Episode
Shaaron Fox-Bent, Independent Producer

Springstowne Center Merchants Episode
Jackie Nelson, Independent Producer

Target Shopping Center Merchants Episode
Raleys Shopping Center Merchants Episode
Marine World Parkway Center Merchants Episode
Roma Frey, Independent Producer

Tennessee Street Merchants Episode
Maria Guevara, Independent Producer

BY THE NUMBERS

Sales Tax Comparison

2007 Sales Tax Revenue

Fairfield	Vacaville	Vallejo	Napa	Benicia
\$18.1 million	\$15.5 million	\$13.4 million	\$12.5 million	\$6.3 million

2007 Sales Tax Per Capita

Fairfield	Vacaville	Vallejo	Napa	Benicia
\$172	\$161	\$111	\$162	\$226

Source - HDL Companies

Chamber Member Retailers

Cars, Boats & Motorcycles

Avery Greene Honda
800 Admiral Callaghan Lane
<http://www.averygreene.com>

Harley-Davidson of Vallejo
1600 Sonoma Boulevard
<http://www.harleyvallejo.com>

Kawasaki-Suzuki Powersports of Vallejo
111 Tennessee Street
<http://www.powersportsvallejo.com>

Luma's Auto Center
1501 Solano Avenue

Rose Import Motors
3273 Sonoma Boulevard
<http://www.roseimports.com>

Sonoma Auto Sales
3300 Sonoma Boulevard
<http://www.sonomaautocenter.com>

Team Chevrolet-Cadillac
301 Auto Mall/Columbus Parkway
<http://www.teamsuperstores.com>

Team Hyundai-Mazda
401 Auto Mall/Columbus Parkway
<http://www.teamsuperstores.com>

Thomason Auto Sales, Inc.
4325 Sonoma Boulevard
<http://www.thomason.com>

Toyota of Vallejo
1001 Admiral Callaghan Lane
<http://www.toyotavallejo.com>

Vallejo Marine
2430 Sonoma Boulevard

Vallejo Nissan
3287 Sonoma Boulevard
<http://www.vallejonissan.com>

Zee's Quality Motors
1101 Tennessee Street
<http://www.zeequalitymotors.com>

Gifts, Clothing, Accessories & More

DeMares Jewelers, Inc.
3555 Sonoma Boulevard, Suite 10

Jovance Beauty and Wellness
137 Plaza Drive, Suite 303
<http://www.jovance.com>

Liled's Ice Cream & Candy Kitchen
1318 Tennessee Street

The Pet Shoppe
2144 Springs Road
<http://www.thepetshoppevallejo.com>

Victory Stores
435 Virginia Street

Ye Olde Briar Shoppe
624 Marin Street

Zoey June Gifts & Garden
1426 Tennessee Street

Groceries, Gas & General Merchandise

7-11 Food Store
2835 Georgia Street

Cost Plus World Market
105 Plaza Drive, Suite #121
<http://www.worldmarket.com>

Costco Wholesale
198 Plaza Drive
<http://www.costco.com>

El 2 De Oros Produce Market
1417 Tennessee Street

Fairgrounds Gas Station
1610 Fairgrounds Drive

The Adventures of Buck and Dolly

...Keeping your money in town

By GARY SALVADORI

You don't have enough of it, that is a given. But when you do spend it, you can choose to spend it in a

way that helps you the most. Buck and Dolly are

twenty dollar bills and they have been together

for a long time, hanging out in your wallet. They

are good friends and really don't want to go any-

where and you would like to hold onto them too.

Unfortunately today is that fateful day.

You are going to buy a computer. So where will you buy it? You have lots of choices. There are stores in cities like Fairfield, Richmond or Concord. These places might have a better price and you could save money. So off you go, because that money is burning a hole in your pocket. You must spend it today. It is a long day of driving from one store to the next on the freeway, off the freeway, over the bridge and back.

Finally you find just what you want. You take out your money to make the purchase but your stack of bills seems a little smaller. Well you did a lot of driving and don't forget the bridge tolls. Oh, well. As you pull the bills out, you notice that it is particularly difficult to get one out. It is Buck and he doesn't want to go and leave Dolly. Too bad, he is gone now and the computer is yours. Once Buck is spent he is gone forever, because a buck spent outside Vallejo doesn't come back to help ever again. Someplace else gets the tax dollars. Someplace else gets the public services. Someplace else get potholes repaired. Someplace else saves employees and someplace else keeps their businesses. Buck is gone and the computer goes home with you.

On the way home you stop at a local furniture store to get a desk for your new computer. You shop right here in Vallejo and find the perfect desk. Out comes your wallet and a bill seems to jump into your hands. Of course it is Dolly looking for Buck, but he is gone for

good. Dolly and a few of her friends are exchanged for the desk and you are on your way. Soon after you leave, the clerk uses Dolly to make change and she is back in circulation here in Vallejo. She will get spent again and again. Each time as part of the process of spending Dolly, a contribution is made to the city through sales taxes, keeping men and women employed and keeping businesses here and healthy. Those tax dollars pay for road repairs, public services and for contributions to local groups and worthy causes. As Dolly travels

around town making new friends and helping the community, she thinks about Buck who is gone forever.

Buck and Dolly are just a couple of twenty dollar bills, but Dolly was spent here over and over again and those benefits really add up. Imagine if Dolly and her closest one million friends were spent over and over again on cars, furniture and clothing during the holidays. Keep her and your money here. Those dollars will be happier and Vallejo will be better and it will be a more financially stable city.

You have the power to revive the city. You can create economic security and make the quality of life better. Don't throw your Bucks away in some other town. Whether you are making personal purchases, business purchases or a government entity buying products and services, keep Dolly and Buck here and reap the rewards of a thriving economy.

Note: Spending in Vallejo has a huge economic impact. Every \$1,000 spent here generates about \$13 to the city though sales tax. With the economic multiplier of 7 times, this is a potential of nearly \$100. This money is available for public service, road improvements, and support for community organizations. In addition, it helps keep people employed and businesses in town. Finally, that \$1,000 spent here can be multiplied by the 100,000 or more times Vallejo residents spend at this level annually. Do the math. We are talking about real money. Let's keep it here in Vallejo to help us all.

THINK VALLEJO 1st Shop Vallejo FIRST!

Locally owned and managed businesses give back to the local community.

Think Vallejo 1st!

www.

SHOP!

...VALLEJO

FIRST.COM

New and better jobs are created at all levels of the economy when money is re-circulated locally

Local professional services such as accounting, banking, printing, attorneys & insurance thrive

More local residents are hired as managers and employees

Invest in *Our* Community by Shopping In *Our* City

WHY SHOP VALLEJO FIRST?

Shopping in Vallejo...

1. Increases Available Funds for Improved City Services.

Street & Road Repair, Public Safety and Other City Services are funded in part by the portion of the sales tax returned to Vallejo. The more you spend here, the more we have to spend on these services.

2. Creates and Sustains Jobs for Vallejoans.

Most retailers hire locally. The more money spent at those retailers, the more jobs that are available for local residents.

3. Has A Multiplier Effect.

Significantly more money re-circulates in Vallejo when purchases are made locally. More money is kept in the community because local businesses purchase from other local businesses and service providers. Purchasing locally helps grow businesses as well as the Vallejo tax base.

4. Supports Long Term Investment in Vallejo

Local businesses are owned and managed by people who live in this community, are less likely to leave, and are more invested in the community's future.

5. Encourages New Investment in Vallejo

Entrepreneurs, National Chains and Investors are more likely to invest and settle in communities that support their existing shops and service providers.

6. Supports Local Non-Profit Organizations

Non-profit organizations receive the vast majority of their financial support from local business owners and managers.

7. Is the Way to Go Green

When you shop closer to home, you are reducing travel in your car, creating less traffic congestion, and less pollution. That's good for the environment!

8. Saves You Time and Money

Shopping locally means less time in your car and lower gas use. You'll fill up at the pump less often!

9. Is Your Daily Investment in the Future of Vallejo

Each time you shop locally, you are making a conscious choice to help build a better Vallejo for future generations through your support of the local businesses, local workers, community non-profit organizations, and the families of Vallejo.