



Clifton Park Community Update

December 15, 2009



Town of Clifton Park supports “Think Local. Buy Local!” campaign

Clifton Park Town Supervisor Phil Barrett and Councilman Scott Hughes recently expressed their support for the “Think Local. Buy Local!” campaign launched by The Chamber of Southern Saratoga County.

The campaign will be developed throughout the coming year to bring awareness of the importance for consumers to purchase goods and services in their local communities thereby sustaining the local economy.

“There are a lot of advantages to shopping in Saratoga County and Clifton Park. The sales tax is 7 percent as opposed to 8 percent or more in some of the neighboring counties,” Barrett said.

“Whether it’s gas, clothes, or TVs, there isn’t much that you can’t buy here.”

As part of the campaign, chamber officials pointed out that a significant percentage of total sales tax remains allocated to local funding when residents purchase from local businesses. This money is vital to a community’s economic sustainability.

“Do you know the economic impacts on the communities in which you live when you decide to purchase goods and services ‘outside’ your community?” asks Peter Aust, President and CEO of the Chamber.

“Now more than ever, the spending decisions we make as consumers has a significant impact on the health and quality of our local communities.”

As sales taxes decrease when people decide to purchase from outside their community, the things that make a community great will no longer be viable, the chamber said.

The Think Local. Buy Local! campaign will encompass a comprehensive awareness program to

include media advertising, point-of-purchase signage, discount programs and access to local company’s offerings through the Chamber’s Web site.

Throughout the coming year, working in partnership with the towns in southern Saratoga County, the Chamber plans to provide education awareness to businesses and residents of the crucial importance of buying from local businesses and suppliers.

“We’re encouraging the Clifton Park community to rally around

local business owners and lend them a helping hand in these challenging economic times,” Hughes said.

“Working together, we can ensure that the Main Street economy gets the attention and support it deserves during the holiday season and beyond.”

For More Information
www.southernsarotoga.org



Above: Peter Aust, President and CEO of the Chamber, announces the new campaign at Clifton Park Center on Thursday, Dec. 10 as Hughes, right, Barrett, and Malta Town Supervisor Paul Sausville, left, look on.



For information on future town events, call Town Hall at 371-6651 or visit the website at www.cliftonpark.org. For questions about this story, contact Information Specialist J. Jude Hazard at 348-7301 or jjhazard@cliftonpark.org.