

City of LaFayette
Main Street and Economic Development Department

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News Release

To: News media

From: Catherine Edgemon

Date: Nov. 10, 2010

Re: LaFayette DDA joins The 3/50 Project (*Please, note that “The” is capitalized in the program’s name.*)

LaFayette Downtown Development Authority urges businesses to cash in on free “shop local” resources.

The Downtown Development Authority, or DDA, has joined The 3/50 Project, an Internet-based program that encourages shoppers to pick three independently-owned, bricks and mortar businesses at which to spend a total of at least \$50 monthly. The DDA encourages city businesses to join the program, which offers downloadable resources, including public service announcements, flyers and window clings.

“The DDA has been interested in finding a program that not only helps us to promote local businesses, but also gives business owners access to affordable resources to promote themselves,” LaFayette Main Street and Economic Development Director Catherine Edgemon said.

“This program has the participation of businesses, development authorities and supporters across the nation – including many downtowns in Georgia,” Edgemon said. “Best of all, it’s free.”

The program does not discourage shoppers from visiting larger retail chains or franchises; rather, the program urges shoppers also to visit three independently-owned businesses they would miss if those stores closed, she said.

The program’s slogan is “Save your local economy ... three stores at a time.”

“Some resources are geared to specific types of businesses, such as bicycle shops and restaurants, and for holiday promotions,” Edgemon said.

Most of the flyers and other products on the website are more generally oriented, making them suitable for businesses ranging from jewelry stores to fitness centers, she said. For example, a downloadable flyer compares how much money spent at independently-owned stores returns to the local community through taxes, payroll and other expenditures between independently-owned stores, national chains and online.

Resources can be downloaded after participants register on The 3/50 Project website, which also outlines policies and legal requirements to utilize the resources when participants register.

For more information or to make a donation to support the program, visit www.the350project.net.

SIDEBAR OR QUOTE-OUT:

Cinda Baxter of Minneapolis, Minn., created The 3/50 Project website in March 2009 to help businesses promote themselves.

“I hand Superman capes to small business owners, then teach them to fly,” Baxter, a retail consultant and professional speaker, says on the program’s website, www.the350project.net.