



FOR IMMEDIATE RELEASE

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## SOUTHLAKE CHAMBER ANNOUNCES CITY-WIDE “ONE STOP SHOP” LOCAL CAMPAIGN

Southlake, Texas –

The Southlake Chamber of Commerce is launching an intense shop local campaign spreading the message to local residents that all of their consumer needs can be met within Southlake city limits. Chamber leaders with the support of City of Southlake officials and area businesses are initiating “One Stop Shop Southlake,” an effort designed to revitalize businesses facing challenges over the past few months while simultaneously reiterating before the peak holiday shopping season the importance of keeping dollars local.

“One Stop Shop Southlake” message is two-fold. It reminds residents that Southlake is a one-stop shop for the best of this area’s goods and services. Clothing, dining, groceries, books, and entertainment are only a sampling of Southlake’s diverse offerings. The second part of the message is simply shop Southlake.

“Today’s lifestyle is busier than ever. As a result, many of us become enamored with the convenience of online shopping forgetting that when we do so, we take important sources of revenue out of our local economy. We have to remember to spend our dollars wisely because each one we spend outside of Southlake takes away from the services our community expects,” said Southlake Chamber chairman Brad Cavnar.

According to an Austin Independent Business Alliance (AIBA) Economic Impact case study from 2002, small changes in consumer spending will have a significant impact on the local economy. A 2008 study by Civic Economics showed that \$68 of every \$100 spent with locally owned businesses stayed in the local community. When goods and services are purchased, sales tax is generated that helps pay for schools, police, fire, and other critical services. Local businesses buy local supplies, pay wages to local workers, and make local social donations.

Chamber president and ceo Giovanna Phillips said, “This campaign is a grassroots effort starting with the personal delivery of promotional materials to Southlake retailers. We want our businesses to know that we’re as serious about their livelihood and longevity as they are. This initiative is a joint venture. The Chamber can promote it, but it will take support from the entire Southlake community to be successful.”

The Chamber partnered with Rose Group Marketing to develop a “One Stop Shop Southlake” logo that will be prominently displayed in Southlake retailers’ storefronts. Further program marketing includes links on area partner websites, social media outlets, pay-per-click advertising, and more.

The campaign is officially launching on Friday, September 18, 2009, and is expected to continue well after the new year. Further information can be found at [www.southlakechamber.com](http://www.southlakechamber.com).

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