

The *C*entral *C*hamber of *C*ommerce's
***C*A Report – Shop, Eat, and Support Central!**

The Holiday season is quickly approaching and people have already begun to do their holiday shopping! So once again, it is time to encourage everyone to “Shop Central”! In 2015 we will celebrate 10 years of being a City and the establishment of the Central Chamber. While there will be much reason to celebrate, there is still much room for improvement. One area to especially be aware of, is the need to stop the “Sales Tax Leakage”.

“Sales Tax Leakage” occurs when local citizens spend money outside of Central and sales taxes are collected for those areas instead. Sales tax revenue generated by the local citizens shopping in our city’s businesses, is the engine that drives our city and supports our schools! The Central Community School System depends on and collects sales tax revenues plus property taxes whereas the City of Central depends solely on the collection of sales tax. We’ve made great strides in ten years towards cutting down on the sales tax leakage however, we are still at over a 40% leakage. That is why we want to make our citizens aware of how important it is to Shop, Eat, and Support Central. Thus the Chamber, City, School System and local businesses are sponsoring a “Shop Small Business Saturday” event during this Holiday season to encourage everyone to “Shop Central”!

“Small Business Saturday” is a nationwide event that encourages communities to shop in small local businesses. On Saturday, November 29th, we will Kick off “Shop Small Business Saturday” with the 5K “Running of the Elves”, followed by a day of special shopping incentives that will be offered by over 40 local businesses. Many of these incentives will run through till December 14th. Shoppers who shop at these businesses, during this time, will have the opportunity to qualify for one of three shopping sprees. These shopping sprees, ranging from \$500 to \$1,500, will be given away on Monday, December 15th! That could definitely help to make the season bright!

Ron Erickson Sr. IOM
President
Central Chamber of Commerce
2013 Louisiana Small Chamber of the Year