

The *C*entral *C*hamber of *C*ommerce's

## *C4* Report – Businesses are Central!

Businesses are Central? What do I mean by that statement? I think most of us would agree that what makes Central, Central, is our citizens, our heritage and our culture!

We are predominantly a city comprised of kind, loving, conservative and religious citizens. We may differ on various methods on how to accomplish certain tasks and like siblings within the house, we may have a few rivalries now and then. However, when the chips are down, someone is in desperate need, food or clothing needs to be collected, or something special needs to be provided we become known as the community that cares! This is what makes us special and forms community!

We have a great school system, growing retail sector, parks and recreation facilities, new residential development, business expansion, wide open spaces, we are close to the airport, can easily get to LSU, Southern and BRCC and many of the other amenities of East Baton Rouge Parish are quickly accessible! All this makes Central an ideal place where people want to settle and raise their families!

So why say that "Businesses are Central"? Actually, it is a play on words. The sustainability of many of the previously mentioned benefits, will depend upon the ability of our city government to properly function and provide the necessary services for our community and its citizens. Whether we like to admit it or not, this depends upon funding. Businesses are at the "center" of this funding thus, "Businesses are Central".

The City of Central's funding depends solely on the collection of sales tax. Every time you patronize a local community business, that business in turn pays taxes to the City of Central. This allows our city to have the funding necessary to continue to function and provide important services. The existence of our local businesses and our citizens utilizing these businesses' services are crucial to our way of life!

Many businesses have operated in Central for years, some businesses have been here a relatively short time and others are continuing to open on a regular basis. If I have learned anything, over the five years of being at the Central Chamber, it is that it is tough to run a business! I so appreciate all the business in our area that open their doors every single day in order to provide services for the citizens of the City of Central and thus provide funding for our city. Next time you are in a Central business, whether it's getting groceries, having you hair done, getting tires, picking up supplies for a project or getting medicine for a cold, take a moment and thank that business for going to the effort to provide services in Central. I know they would appreciate it!

Have an idea for a business you would like to see in Central, you can drop me a line at [broron@cityofcentralchamber.com](mailto:broron@cityofcentralchamber.com). I would appreciate hearing from you and remember to Shop Central!

*Ron Erickson Sr.* IOM

President

Central Chamber of Commerce

**2013 Louisiana Small Chamber of the Year**