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Salinas Chamber Awarded for Leading “Local First” Coalition

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At its annual conference last week, the Western Association of Chamber Executives (WACE) bestowed a prestigious recognition upon the Salinas Valley Chamber of Commerce for the Chamber’s development and leadership of Local First.

WACE comprises 830 member organizations, which are mostly Chambers of Commerce in the Western United States. These Chambers represent everything from smaller communities to large metropolitan areas like Los Angeles and Las Vegas. At its well-attended annual industry conference, the association selects five Chambers for special recognition for the work they are doing in their communities. This year, the Salinas Valley Chamber of Commerce was honored to be one of those five, receiving the “2016 Core Competency Program of the Year.”

The Chamber has led the creation of Local First, which is a coalition of nine local associations that have come together to further the economic well-being and development of the tri-county area. They do this by supporting the adoption and implementation of Local Preferences Policies by our government and businesses. Local Preference Policies encourage keeping spending with local companies. With upcoming construction in Monterey County alone estimated at \$7B in the next 5 years, the impact on the community can be in the tens of millions of dollars.

Paul Farmer, CEO of the Salinas Valley Chamber and President of Local First, said this: “We are pleased that Local First’s efforts have really begun to take root. Supporting local businesses is not only the right thing to do, but it is one of the most effective ways we can further the economic development of our community. Attracting major employers to any area can be a challenging undertaking, but helping local businesses thrive through the adoption and implementation of Local Preference Policies - that’s much easier to do and affects the bottom line just as much. Since we are at the forefront of this movement, we have pledged to help other Chambers throughout the country work toward achieving similar goals.”

For more information, call (831) 751-7725 or visit www.SalinasChamber.com.

The Salinas Valley Chamber of Commerce is an association of nearly 700 businesses and organizations, representing thousands of local employees and stakeholders. The Chamber is dedicated to Creating a Strong Local Economy, Promoting the Community, Providing Networking Opportunities, Representing the Interests of Business with Government, and Taking Political Action. To learn more, visit www.SalinasChamber.com or call (831) 751-7725.

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