

For Immediate Release

11.17.08

Economic Development Sponsors Baca County Buy Local Campaign

The Baca County Economic Development Commission is launching a Buy Local Campaign. A Buy Local Campaign is successful when individuals who normally spend money outside of the county change habits and spend dollars in the county. Baca County offers many basic services that local people can take advantage of here in the local community. The impact of even minor alterations in purchasing decisions can make a big difference in the community. For example there are 4,000 residents in Baca County. If only 1/4 of the people in Bent County spend \$5.00 in town that they normally would have spent in Lamar or La Junta each month, there would be \$60,000/year of increased revenue for our county. ($4,000 / 4 = 1000$ people $1000 \times \$5.00 = 5,000.00$ $\$5000.00 \times 12\text{mos.} = \mathbf{\$60,000.00}$) The BCEDC is launching the program by sponsoring Baca Buck giveaway's at our local Christmas time tournaments. The BCEDC in conjunction with the Springfield Chamber of Commerce are giving away \$100 at each tournament held in the county. The giveaway's will be donated to local community or school groups already doing raffles and offered as additional incentives to buy tickets for their giveaways. Each winner will receive \$50 in Baca Bucks to be spent at participating businesses in Baca County. For More information or to meet with the Baca County Economic Development Organization contact Laneha Everett at 719.980.8335 or director@bacacountyedc.com or visit our website at www.bacacountyedc.com. *The Baca County Economic Development Commission promotes responsible, sustainable development and growth through the expansion and or retention of the county's agricultural business, educational and recreational resources.*