



Top 10 Reasons to Think Auburn First

1. Keep Auburn Unique.

Our one-of-a-kind businesses give our town its distinctive character. Uniqueness promotes tourism, and a sense of community.

2. Re-Circulate More Money in the Local Community.

A dollar spent in a locally-owned store is usually spent 6 to 15 times before it leaves the community. These dollars are used to make purchases from other local businesses, service providers, and farms. This continues to strengthen the economic base of the community.

3. Help Fund Public Safety and Services

Your sales tax dollars are used to retain highly-skilled police officers, firefighters, pave our streets, and create new parks in Auburn. When you pay the 8.25% sales tax, 1.25% of it goes to the City of Auburn for such expenditures.

4. Save Money.

A marketplace of hundreds of small businesses is the best way to ensure innovation and low prices. Shopping local also saves consumers money on fuel costs.

5. Support Non-Profits and Community Groups.

Non-profit organizations receive an average of three times more support from smaller locally-owned businesses than from large corporate enterprises.

6. Give Businesses Reasons to Locate in the Auburn Area.

Research shows that entrepreneurs and skilled workers are more likely to settle in communities that preserve their one-of-a-kind businesses and distinctive character.

7. Maintain Local employment & Create New Jobs.

Small local businesses are the largest employer nationally and provide the most new jobs in the Sierra. Local businesses also create stable employment.

8. Reduce Environmental Impact.

Shopping in town centers reduces sprawl, congestion, habitat loss, and pollution. Locally-owned businesses make local purchases, requiring less transportation. Reusing and recycling items locally generate less waste and save money.

9. Encourage Local Investment.

Local businesses are owned by community members who succeed through continued investment in their community's future.

10. More Choices.

A multitude of small businesses, each selecting products based on the needs of local customers, guarantee a broader range of product choices.