



Celebrate the Season with the 3/50 Project in West Chester

Mayor Carolyn Comitta

With an eye to supporting a prosperous community for everyone this shopping season and beyond, West Chester Mayor Carolyn Comitta, together with the West Chester Business Improvement District (the BID), is launching the West Chester 3/50 Project.

Created by Cinda Baxter, a former retailer who wanted to provide her own local version of an economic stimulus plan, the project is designed to improve the local economy three stores at a time. The 3/50 Project promotes shopping in locally owned businesses to make a positive impact on the local economy.

“When we support local businesses, we see them give back to the community through donations, in-kind services and volunteer hours that support community programs,” said Mayor Comitta. “After all, West Chester is their home, too.”

This is how the 3/50 Project works: think about which three independently owned stores you’d miss if they were gone. Stop in, say hello and pick up a little something that will make someone smile. If everyone made an effort to spend \$50 each month in three of their favorite stores (that’s the 3/50

idea), it would make a big difference and help insure that these stores stay around. And, for every \$100 spent in our locally owned stores, \$68 returns to our community through taxes, payroll and other spending.

A more prosperous community is also a safer community, according to Mayor Comitta. “When the shops and restaurants are thriving, employment is higher and crime is reduced. By pulling together and putting our money where our hearts and our homes are, we can turn a simple ‘Buy Local’ program into a community support campaign for a safer, more attractive and more prosperous place to live and work,” she said.

And that’s a great way to celebrate the holiday season this year. ♦

The West Chester BID is a supporting partner of the 3/50 Project and has details on its website at DowntownWest-Chester.com. County Lines Magazine is also a member of the 3/50 Project.

