



**ABOUT THE CHAMBER**

**Mission Statement**

The Vallejo Chamber of Commerce is organized for the purpose of advancing the commercial, industrial, civic and general interests of the City of Vallejo and its adjacent areas.

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- Wanda Chihak
- Mike Diaz  
MD Graphics & Marketing
- Freda Dill  
US Bank
- Phil Elfstrom  
Skyview Memorial Lawn
- John Feldman  
Concierge Coverings
- Richard Hassel  
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- David Jones  
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- Khristie LuMaye  
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- Verna Mustico  
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- Gary Salvadori  
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- Rick Wells  
Vallejo Chamber of Commerce
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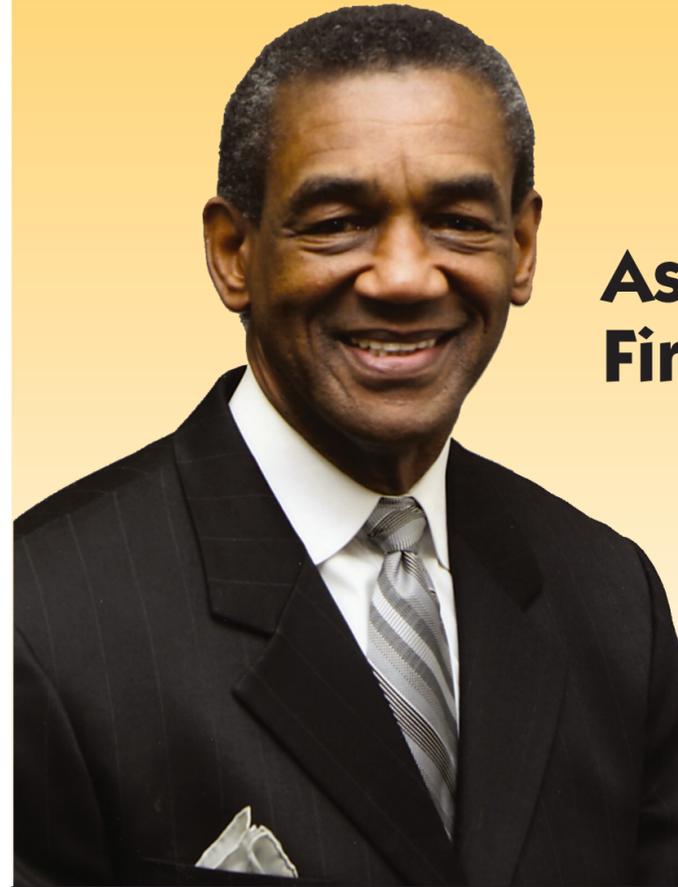
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**Times-Herald**

# Chamber urges locals to 'Shop Vallejo First'

## Program aims to stem city's economic downturn by keeping retail dollars in town

By **RACHEL RASKIN-ZRIHEN**  
Times-Herald staff writer

The problem — Vallejo dollars spent out of town. The solution — ShopVallejoFirst, a marketing plan being launched by the Vallejo Chamber of Commerce to try to turn the city's economic tide, chamber officials said.

Chamber leadership believes "that given the current economic situation — Vallejo's bankruptcy filing and the national economic downturn and credit crisis — the chamber is in a unique position to dedicate resources to help our members at a time of need," said chamber president and CEO Rick Wells.

"This is a long-term marketing, promotion, outreach campaign that will use billboards, posters, flyers, bumper stickers, television advertising and giveaways and promotions that reward people who shop locally," Wells said.

Ultimately, the program will help all Vallejo businesses and the entire community by

increasing in-town spending, he said.

Besides reminding people about the benefits of local shopping, the campaign aims to "educate the public as to the availability and the diverse shopping options in Vallejo that they might not be aware of," Wells said. And, he said, the more people who patronize Vallejo businesses, the more sales tax revenues are generated to fill the city's depleted coffers.

The idea has been many months in the works, Wells said. The main holdup to launching earlier was the time chamber officials spent wrangling with a man who bought the domain name ShopVallejo.com, that the chamber wanted to use.

"He didn't want to sell it. He wanted a lease situation. He wanted to lease it at \$200 per month," Wells said. "It took a while, but we found

ShopVallejoFirst.com and bought that for a very reasonable price."

Jim Terry of the Clearlake area, said he owns a slew of "shop-city" domain names, and ShopVallejo.com is one.

"It's a business model I conceived in early 2000. It's my business," he said.

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*"Sometimes it takes some creative shopping. Keep your mind open when you're cruising for gift ideas."*

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**JIM MITCHELL**

Touro University spokesman  
and former Vallejo Main Street Director

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Since the Vallejo chamber balked at what Terry said was a reasonable price, he plans to keep the name as part of his network of domain names on which he hopes to sell advertising. He said he'd still like to work with the chamber in the

future. Meanwhile, his is a work in progress, he said.

"It's not anywhere approaching my true vision yet, but I'm working on it," he said.

Beth Lancaster of Dragonfly Solutions owned the domain name ShopVallejoFirst.com, and was willing to sell it, Wells said. Lancaster could not be reached for comment Wednesday.

"Beth was very easy to work with," Wells said. "She understood the importance of the program."

The campaign will officially kick off around Thanksgiving, with a push to interest people in doing their holiday shopping in Vallejo, Wells said.

"This is an all-volunteer committee that's really stepped up at a challenging time to help the business community," he said. "It's a concerted effort by people who care about the local business community and want to see it succeed."

Committee member

Jim Mitchell, Touro University spokesman and former Vallejo Main Street director, said the concept is tried and true.

"It's a great idea and lots of cities do it," Mitchell said. "The idea is to get people to shop in the city, and a lot of it is education. Many people don't know that when they cross over into Benicia or American Canyon, the tax dollars go to them."

Recognizing that "no city has everything" someone might want to buy, the ShopVallejoFirst campaign seeks to get people to think about shopping a little differently, Mitchell said.

"Sometimes it takes some creative shopping. Keep your mind open when you're cruising for gift ideas," he said. "The other thing is, if they find something at, say, the Best Buy at the mall, wait and buy it in the Vallejo store, so the tax dollars stay here."

**STORY ORIGINALLY PUBLISHED IN THE TIMES-HERALD OCTOBER 31, 2008**

## Chamber Member Retailers

### **Groceries, Gas & General Merchandise**

#### ***Continued***

#### **Food 4 Less**

5184 Sonoma Boulevard  
<http://www.nuggetmarket.com>

#### **Raley's**

4300 Sonoma Boulevard  
<http://www.raleys.com>

#### **Target**

904 Admiral Callaghan Lane  
<http://www.target.com>

#### **Vallejo Grocery Outlet**

66 Admiral Callaghan Lane  
<http://www.groceryoutlet.com>

### **Home & Office**

#### **Best Buy**

1182 Admiral Callaghan Lane  
<http://www.bestbuy.com>

#### **Enterprise Wireless Solutions**

2043 Springs Road  
<http://www.enterprisewirelessolutions.com>

#### **Hal's Stove and Appliance Service**

1825 Springs Road

#### **Herren's Cellular**

1833D Springs Road

#### **Meyer Corporation**

1 Meyer Plaza  
<http://www.meyer.com>

#### **Office Max**

117 Plaza Drive  
<http://www.officemax.com>

#### **The Vallejo Stationers**

1032 Alabama Street  
<http://www.corporate-one.com>

#### **Three Brothers Furniture**

3729 Sonoma Boulevard  
<http://www.threebrothersfurniture.com>

### **Home Improvement**

#### **Aloha Saw & Mower, Inc.**

1144 Tennessee Street

#### **Foster Lumber Yard, Inc.**

3280 Sonoma Boulevard  
<http://www.fosterlumber.com>

#### **North Bay Cabinets & Countertops**

1515 Solano Avenue  
<http://www.northbaycabinets.com>

#### **Sherwin Williams Paint**

1044 Tennessee Street  
<http://sherwin-williams.com>

#### **Ultimate Living Space**

1350 Sonoma Boulevard  
<http://www.uls.fourseasonsunrooms.com>

#### **Wetmore Swimming Pool Company**

416 Mississippi Street  
<http://www.wetmorepools.com>

### **Restaraunts & Coffee Shops**

#### **Applebee's Neighborhood Grill & Bar**

1041 Admiral Callaghan Lane  
<http://www.applebees.com>

#### **Baci Ristorante Lounge & Caffe**

324 Virginia Street  
<http://www.baciacaffe.com>

#### **Black Angus**

124 Plaza Drive  
<http://www.blackangus.com>

#### **Burger King Restaurant**

400 Santa Clara Street  
<http://www.bk.com>

#### **Buttercup Grill and Bar**

3288 Sonoma Boulevard  
<http://www.buttercupgrillandbar.com>

#### **Carl's Jr Restaurants**

1813 4th Street  
<http://www.carlsjr.com>

#### **China Wok**

512 Sacramento Street

#### **City Lights Cantina**

415 Virginia Street

#### **Danny's Kitchen**

38 Admiral Callaghan Lane

#### **Dillon Bread Company**

451-C Ryder Street

#### **El Tucan Bar & Grill**

2272 Sacramento Street

#### **Gracie's Family Barbecue**

1801 Sonoma Boulevard

#### **India Garden Restaurant & Banquet**

910 Lincoln Road East

#### **Jamba Juice**

165 Plaza Drive  
<http://www.jambajuice.com>

#### **Java Jax**

1700 Sonoma Boulevard

#### **Matsuri Sushi**

480 Redwood Street, #20

#### **McDonald's**

902 Admiral Callaghan Lane  
2565 Springs Road  
170 Lincoln Road East  
416 Lincoln Road  
<http://www.mcdonalds.com>

#### **Panama Red Coffee Co.**

289 Mare Island Way  
<http://www.panamaredcoffee.com>

#### **Pasta Pomodoro**

1550 Bryant Street, Suite 100  
<http://www.pastapomodoro.com>

#### **Round Table Pizza**

4300 Sonoma Boulevard, #100  
2633 Springs Road  
<http://www.roundtablepizza.com>

#### **Sac's Tasty Hot Dogs**

2445 Springs Road

#### **Sardine Can**

0 Harbor Way

#### **The Front Room at the Wharf**

295 Mare Island Way  
<http://www.frontroomvallejo.com>

#### **Zio Fraedo's of Vallejo**

23 Harbor Way  
<http://www.ziofraedos.com>

### **Shopping Centers**

#### **Gateway Plaza**

145 Plaza Drive

#### **Redwood Square**

480 Redwood Street

#### **Vallejo Plaza Shopping Center**

3325 Sonoma Boulevard

#### **Vallejo Village Shopping Center**

1601 Marine World Parkway

# Shop Vallejo Local Merchant TV Series

(To be shown) on VCAT Channel 27 Year Round

*Downtown Vallejo Merchants Episode*  
Shaaron Fox-Bent, Independent Producer

*Springstowne Center Merchants Episode*  
Jackie Nelson, Independent Producer

*Target Shopping Center Merchants Episode*  
*Raleys Shopping Center Merchants Episode*  
*Marine World Parkway Center Merchants Episode*  
Roma Frey, Independent Producer

*Tennessee Street Merchants Episode*  
Maria Guevara, Independent Producer

## BY THE NUMBERS

# Sales Tax Comparison

### 2007 Sales Tax Revenue

Fairfield	Vacaville	Vallejo	Napa	Benicia
\$18.1 million	\$15.5 million	\$13.4 million	\$12.5 million	\$6.3 million

### 2007 Sales Tax Per Capita

Fairfield	Vacaville	Vallejo	Napa	Benicia
\$172	\$161	\$111	\$162	\$226

Source - HDL Companies

# Chamber Member Retailers

## Cars, Boats & Motorcycles

**Avery Greene Honda**  
800 Admiral Callaghan Lane  
<http://www.averygreene.com>

**Harley-Davidson of Vallejo**  
1600 Sonoma Boulevard  
<http://www.harleyvallejo.com>

**Kawasaki-Suzuki Powersports of Vallejo**  
111 Tennessee Street  
<http://www.powersportsvallejo.com>

**Luma's Auto Center**  
1501 Solano Avenue

**Rose Import Motors**  
3273 Sonoma Boulevard  
<http://www.roseimports.com>

**Sonoma Auto Sales**  
3300 Sonoma Boulevard  
<http://www.sonomaautocenter.com>

**Team Chevrolet-Cadillac**  
301 Auto Mall/Columbus Parkway  
<http://www.teamsuperstores.com>

**Team Hyundai-Mazda**  
401 Auto Mall/Columbus Parkway  
<http://www.teamsuperstores.com>

**Thomason Auto Sales, Inc.**  
4325 Sonoma Boulevard  
<http://www.thomason.com>

**Toyota of Vallejo**  
1001 Admiral Callaghan Lane  
<http://www.toyotavallejo.com>

**Vallejo Marine**  
2430 Sonoma Boulevard

**Vallejo Nissan**  
3287 Sonoma Boulevard  
<http://www.vallejonissan.com>

**Zee's Quality Motors**  
1101 Tennessee Street  
<http://www.zeequalitymotors.com>

## Gifts, Clothing, Accessories & More

**DeMares Jewelers, Inc.**  
3555 Sonoma Boulevard, Suite 10

**Jovance Beauty and Wellness**  
137 Plaza Drive, Suite 303  
<http://www.jovance.com>

**Liled's Ice Cream & Candy Kitchen**  
1318 Tennessee Street

**The Pet Shoppe**  
2144 Springs Road  
<http://www.thepetshoppevallejo.com>

**Victory Stores**  
435 Virginia Street

**Ye Olde Briar Shoppe**  
624 Marin Street

**Zoey June Gifts & Garden**  
1426 Tennessee Street

## Groceries, Gas & General Merchandise

**7-11 Food Store**  
2835 Georgia Street

**Cost Plus World Market**  
105 Plaza Drive, Suite #121  
<http://www.worldmarket.com>

**Costco Wholesale**  
198 Plaza Drive  
<http://www.costco.com>

**El 2 De Oros Produce Market**  
1417 Tennessee Street

**Fairgrounds Gas Station**  
1610 Fairgrounds Drive

# The Adventures of Buck and Dolly

## ...Keeping your money in town

By GARY SALVADORI

You don't have enough of it, that is a given. But when you do spend it, you can choose to spend it in a

way that helps you the most. Buck and Dolly are

twenty dollar bills and they have been together

for a long time, hanging out in your wallet. They

are good friends and really don't want to go any-

where and you would like to hold onto them too.

Unfortunately today is that fateful day.

You are going to buy a computer. So where will you buy it? You have lots of choices. There are stores in cities like Fairfield, Richmond or Concord. These places might have a better price and you could save money. So off

you go, because that money is burning a hole in your pocket. You must spend it today. It is a long day of driving from one store to the next on the freeway, off the freeway, over the bridge and back.

Finally you find just what you want. You take out your money to make the purchase but your stack of bills seems a little smaller. Well you did

a lot of driving and don't forget the bridge tolls. Oh, well. As you pull the bills out, you notice that it is particularly difficult to get one out. It is Buck and he doesn't want to go and leave Dolly. Too bad, he is gone now and the computer is yours. Once Buck is spent he is gone forever, because a buck spent outside Vallejo doesn't come back to help ever again. Someplace else gets the tax dollars. Someplace else gets the public services. Someplace else get potholes repaired. Someplace else saves employees and someplace else keeps their businesses. Buck is gone and the computer goes home with you.

On the way home you stop at a local furniture store to get a desk for your new computer. You shop right here in Vallejo and find the perfect desk. Out comes your wallet and a bill seems to jump into your hands. Of course it is Dolly looking for Buck, but he is gone for

good. Dolly and a few of her friends are exchanged for the desk and you are on your way. Soon after you leave, the clerk uses Dolly to make change and she is back in circulation here in Vallejo. She will get spent again and

*You have the power to revive the city. You can create economic security and make the quality of life better.*

again. Each time as part of the process of spending Dolly, a contribution is made to the city through sales taxes, keeping men and women employed and keeping businesses here and healthy. Those tax dollars pay for road repairs, public services and for contributions to local groups and worthy causes. As Dolly travels around town making new friends and helping the community, she thinks about Buck who is gone forever.

Buck and Dolly are just a couple of twenty dollar bills, but Dolly was spent here over and over again and those benefits really add up. Imagine if Dolly and her closest one million friends were spent over and over again on cars, furniture and clothing during the holidays. Keep her and your money here. Those dollars will be happier and Vallejo will be better and it will be a more financially stable city.

You have the power to revive the city. You can create economic security and make the quality of life better. Don't throw your Bucks away in some other town. Whether you are making personal purchases, business purchases or a government entity buying products and services, keep Dolly and Buck here and reap the rewards of a thriving economy.

**Note: Spending in Vallejo has a huge economic impact. Every \$1,000 spent here generates about \$13 to the city though sales tax. With the economic multiplier of 7 times, this is a potential of nearly \$100. This money is available for public service, road improvements, and support for community organizations. In addition, it helps keep people employed and businesses in town. Finally, that \$1,000 spent here can be multiplied by the 100,000 or more times Vallejo residents spend at this level annually. Do the math. We are talking about real money. Let's keep it here in Vallejo to help us all.**

**THINK VALLEJO 1st Shop Vallejo FIRST!**

Locally owned and managed businesses give back to the local community.

**Think Vallejo 1st!**

**www.**

**SHOP!**

**...VALLEJO**

**FIRST.COM**

New and better jobs are created at all levels of the economy when money is re-circulated locally

Local professional services such as accounting, banking, printing, attorneys & insurance thrive

More local residents are hired as managers and employees

Invest in *Our* Community by Shopping In *Our* City

## WHY SHOP VALLEJO FIRST?

### Shopping in Vallejo...

**1. Increases Available Funds for Improved City Services.**

Street & Road Repair, Public Safety and Other City Services are funded in part by the portion of the sales tax returned to Vallejo. The more you spend here, the more we have to spend on these services.

**2. Creates and Sustains Jobs for Vallejoans.**

Most retailers hire locally. The more money spent at those retailers, the more jobs that are available for local residents.

**3. Has A Multiplier Effect.**

Significantly more money re-circulates in Vallejo when purchases are made locally. More money is kept in the community because local businesses purchase from other local businesses and service providers. Purchasing locally helps grow businesses as well as the Vallejo tax base.

**4. Supports Long Term Investment in Vallejo**

Local businesses are owned and managed by people who live in this community, are less likely to leave, and are more invested in the community's future.

**5. Encourages New Investment in Vallejo**

Entrepreneurs, National Chains and Investors are more likely to invest and settle in communities that support their existing shops and service providers.

**6. Supports Local Non-Profit Organizations**

Non-profit organizations receive the vast majority of their financial support from local business owners and managers.

**7. Is the Way to Go Green**

When you shop closer to home, you are reducing travel in your car, creating less traffic congestion, and less pollution. That's good for the environment!

**8. Saves You Time and Money**

Shopping locally means less time in your car and lower gas use. You'll fill up at the pump less often!

**9. Is Your Daily Investment in the Future of Vallejo**

Each time you shop locally, you are making a conscious choice to help build a better Vallejo for future generations through your support of the local businesses, local workers, community non-profit organizations, and the families of Vallejo.