



Dear Employer:

Hopefully you are aware of the Chamber's new initiative "it's Your Business".

This campaign is designed to increase community awareness of the impact and importance of Columbia's business community.

Our goal is to inform and educate every citizen of the reality that local business generates sales taxes that support our city and county governments, good streets, great parks, trails, police and fire protection, and necessary infrastructure projects. Local business generates significant levels of property tax that supports outstanding schools, great libraries, and other community services and amenities. Therefore, a strong and vital community is directly tied to a strong and vital business environment.

The Chamber needs your help in creating the awareness that it is "everyone's business" to encourage economic growth in our community, including voicing support of new business development opportunities, supporting pro-business community leaders, and shopping locally whenever possible. It's a simple idea—businesses create jobs which generate taxes that support the public services and amenities we enjoy.

Getting this simple message out is more critical than ever before. Therefore, the Chamber is asking you to distribute the attached information to every employee and associate of your organization. Please encourage them to study the information and then talk up the campaign to their family, friends and neighbors, after all "it's their business" that they have a job today!

By helping to educate your associates, friends and family, each will understand the important role that they and local business plays in supporting our great community.

Thanks in advance for your help in spreading this message. If you have any questions or comments please let us know.

Also please feel free to cut and paste this information to your letterhead or email distribution for your employees and associates. After all "It's Your Business"!

Sincerely,

Communications Task Force
Columbia Chamber of Commerce