

# Your locally-owned, independent businesses want you!

Help us keep our "Independents"

July 1-7, 2004



As part of a nationwide event, The Santa Fe Alliance is sponsoring "Independents" Week in Santa Fe. This is a time to honor the contribution of locally-owned businesses and the community spirit of the people who work in them. The Santa Fe Alliance is a not-for-profit coalition of locally-owned businesses, charitable organizations and community members. Our goal is to encourage more folks to shop at locally-owned businesses...which keeps more money in our community for more jobs, better schools and public safety.

505-989-5362 / [www.santafealliance.com](http://www.santafealliance.com)



In just a year and a half, The Santa Fe Alliance has grown to over 480 business members and 500+ community members. Here's why:

1. When you shop locally-owned, you'll help keep Santa Fe "The City Different" by doing your part to ensure that our unique, one-of-a-kind retail businesses survive.
2. Locally-owned businesses recycle a higher percentage of profits back into the local economy. This helps keep income from taxes in our community to support schools, parks, police and fire departments.
3. Independent businesses are Santa Fe's largest employer. By shopping with them, you'll help provide new jobs.
4. Employees of locally-owned businesses are your friends and neighbors and are committed to the Santa Fe community.
5. You'll help ensure a solid footing for Santa Fe's non-profits who receive their greatest support from local businesses.

For a complete listing of business members, look for "The Link" Directory in businesses all over town.

We'd also like to thank our sponsor organizations for their enormous support.

Thanks to you, we're beginning a year long campaign promoting the benefits of supporting locally-owned businesses to our community.



The City  
of Santa Fe