



Better

Economic Development

Households



Important Fact To Remember:

Government Does Not Create Jobs or Revenue...

BUSINESSES DO!

**GOVERNMENT IS
A FACILITATOR**



PURPOSE of this CAMPAIGN

- **Increase Revenue for the City of Clovis**

Pay for Police, Fire and other City services

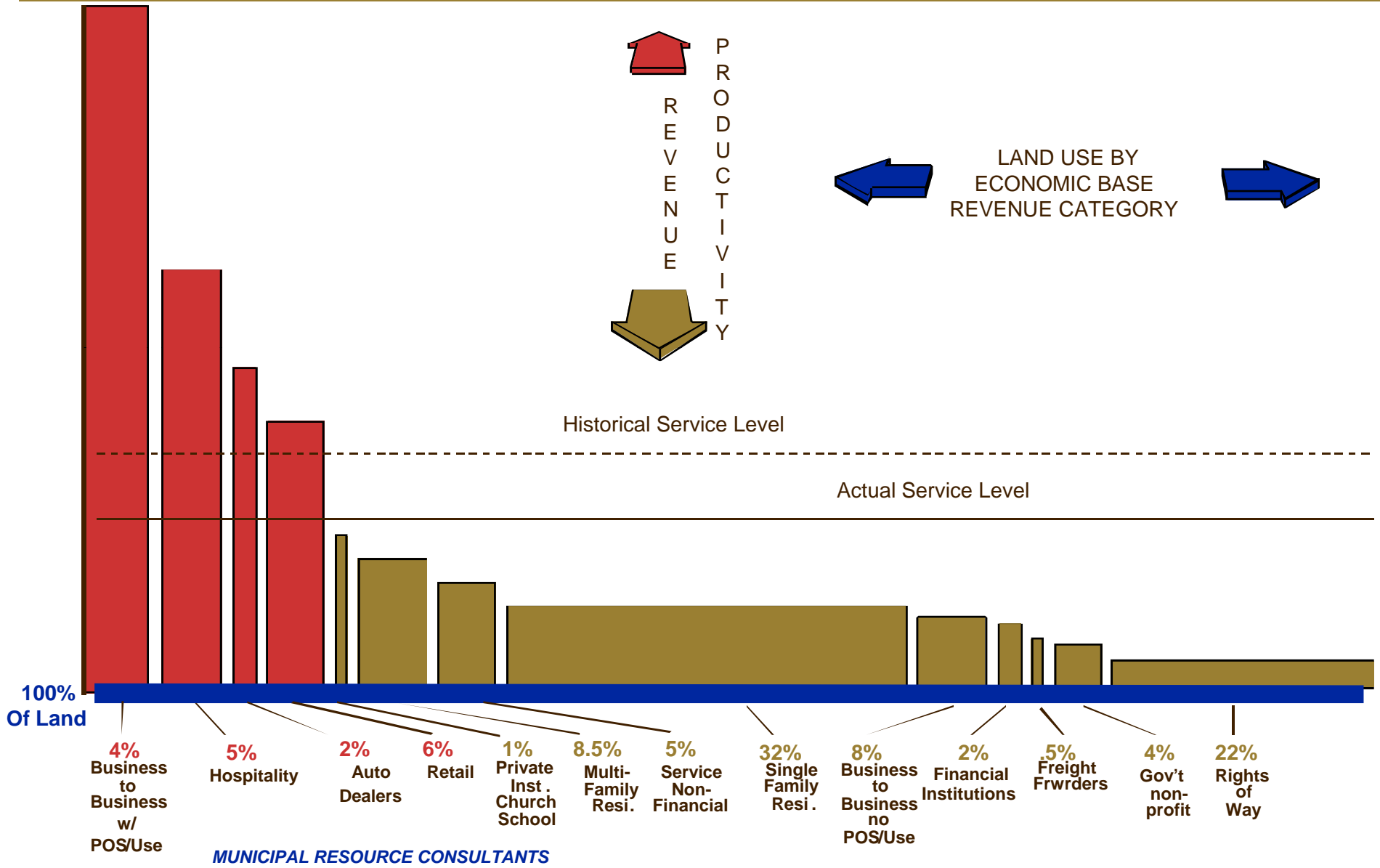
- **Create Shopping Opportunities for Residents**

SIX WAYS TO CREATE NEW WEALTH

- **Attract New Exporters**
- **Expand Existing Exporters**
- **Create Local Exporters**
- **Increase Worker and/or Business Productivity**
- **Attract New Household Income**
(better paying jobs)
- **Reduce Outside Purchases**
(BUY CLOVIS!)

CITY SERVICE FUNDING PROFILE TM

TM



GAP ANALYSIS

- **Examined Clovis Citizen's Spending History and Patterns for All Types of Goods and Services**
- **Determined What Items Are Available for Purchase Within the City of Clovis**

TOP GAP CATEGORIES

- Home Furnishings
- Clothing and Clothing Accessories
- Sporting Goods
- Books, Periodicals and Music Stores
- Full-Service Restaurants
- Department Stores

INTERNAL STUDY

- **Examined City of Clovis' Demographic and Psychographic Makeup**
- **Compared Findings to Thousands of Retailers and Restaurants to Find "Matches"**

