




Dear Portsmouth Family,

BUY! PORTSMOUTH is a promotional campaign that was launched on April 30, 2008 to encourage citizens and city employees to spend their economic stimulus check in Portsmouth! Because of the success of the campaign and heightened retention efforts, we have extended it indefinitely. During the campaign, a variety of promotional strategies will be used to encourage patronage of Portsmouth businesses.

BUY! PORTSMOUTH is a campaign that we can all participate in to keep the Portsmouth economy vibrant. Every dollar spent at a Portsmouth business adds to their economic success.

One “**Buy**” product of keeping businesses in Portsmouth operational is the tax revenue that is generated. For example, restaurants and eateries generate meal taxes, business license fees, and sales tax revenue. The City relies on tax revenues to provide public safety, education, and other important government and quality of life services to our citizens. Another “**Buy**” product of **BUY! PORTSMOUTH** is that it will assist businesses in continuing to employ people. Through **BUY! PORTSMOUTH**, economic development opportunities will flourish and decrease vacant and boarded facilities throughout the entire city. **BUY! PORTSMOUTH** is an easy way for the Portsmouth family to help sustain ourselves and stimulate our local economy in tough times.

For more information please contact, **LaVoris A. Pace**, Director of Marketing & Communications at 393-8641 or pacel@portsmouthva.gov


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