



The City of Norcross Presented its New

CITY FIRST Program

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From the Economic Development Department

During the 2013 Business Breakfast, City of Norcross staff presented a new program titled: *City First*. According to Economic Development Manager, Rusty Warner, "This simply means before you purchase anything for your business, think of your Norcross neighbors, **FIRST**. We consider any business within the city of Norcross and surrounding Norcross to be local. Let's shift spending back into our own local economy. Businesses that have already heard about the Program think it is an excellent, no cost way to revitalize and strengthen our Norcross community just by looking at where your company spends

money and trying to keep some of it here, at home.

The definitive goal of this new program is to shift dollars back into Norcross while affecting a more permanent change in the way we think about running our businesses.

One company who prematurely heard about the program proudly cites the words *City First* whenever I see him, he proudly describes all the new services, purchases and comrades he has gained from just a simple concept!

If a Norcross company doesn't exactly meet your criteria...Don't use them. If you thought about a neighboring company before you placed a call outside the city... **you have done your part.**

The Program is meant only to change our thought process and to introduce one city business to another."

Economic Norcross & the City First Program

This means a healthy, thriving and active city with...

- Lessened blight
- New jobs
- Increase in local, available products
- Community atmosphere
- Increased city services
- Camaraderie with other Norcross business leaders
- Growth of your business
- And, financial support for neighboring businesses, with your purchases.

Our goal is to improve your "bottom line", your neighbors "bottom line" and our own.



Questions????

What if I like an outside company I am already using?

What if what I need can't be locally purchased?

What if inside services are at a higher cost?

Use any business you like, anywhere. Never make a poor or sacrificial decision when it comes to building your business. Again, we only want Norcross businesses to realize

who their neighbors are and if any of your neighbor's services would fit with your business.

I only have to consider my Norcross neighbor when purchasing?

Yes, this program is designed to simply change the way we think about purchasing and how what we purchase could have a positive result on your own business. Consider this a "new way of thinking"

What's the catch?

Really...none. The concept is so simple, it is expected there may

be an initiation or program fee, but there is none. This is just a little thinking-outside-the-box and a little "zero cost economics" something this city is noted for.

Here's the scoop: In the last twelve months more businesses have chosen to make our city, their city. We rank near the top, within Gwinnett County, in economic development. This designation is a great advertising tool for your own business so let's keep the momentum.

Let's stay healthy, diverse and desirable.

Ready to Join?

Thought this was the "catch part"? Nope. Just participate! No special cards or discounts. Let your Norcross business support another Norcross business!

We do need your help though to keep momentum and our new website is a great place to start: economic.norcross.com

PLEASE, WHENEVER YOU NEED TO MAKE A PURCHASE OR ARE IN NEED OF A SERVICE:

Support our quality of life and economic health by FIRST thinking of your neighbor!