B Local Green Bay Mission Statement

Be Local. **B**uy Local. **B**ecause it's bigger than Broadway.

Our Purpose is to voice concern over a proposed development that does not support the vision, values, and goals of the Historic Broadway District or the progressive redevelopment of downtown Green Bay.

We believe in strengthening authentic local businesses and encouraging the development of new small business in downtown Green Bay. A Walmart Super Center in this location would be detrimental to our community, not just in the Broadway District, but across the city.

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B Local

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January 13, 2014

Dear Nic,

B local is a grassroots group of concerned citizens and business owners passionately opposed to the construction of a Walmart Supercenter in the Broadway District. We formed in August 2013 immediately following news of the Walmart proposal. We recognize the detrimental impact such a project would have on our small businesses, neighborhoods, and the continued redevelopment of Green Bay's downtown.

Since forming, we have become an active and dedicated group of Green Bay citizens who are committed to supporting local business and downtown redevelopment with a long term vision of making Green Bay one of the greatest small cities in the country.

We have collected over 2000 signatures from local citizens opposed to a Walmart in the Broadway District. We are including 120 thoughtful comments from concerned citizens in this mailing for your review. Also, included is a list of sixty-five Broadway District businesses who signed a petition opposing the Walmart project.

We see many parallels of this potential Walmart project to the failed Port Plaza Mall development that sacrificed the historical downtown center of Green Bay's east side. We are including a powerful image of the proposed footprint of this Walmart project which dwarfs the Port Plaza Mall footprint by more than two times.

Please don't make the same mistake twice.

We know you have important work ahead of you and we thank you for taking the time to review the enclosed comments from the people of Green Bay who do not want to see a Walmart Supercenter in the heart and soul of their city.

Sincerely,

B Local

www.blocalgreenbay.org

LET'S NOT MAKE THE SAME MISTAKE TWICE

The proposed Wal-Mart on Broadway, a 16-acre development facing our downtown waterfront, is twice the size of the failed Port Plaza Mall!

Do we need another big-box store as much as we need the Heart and Soul of our city?

Voice your support to protect our downtown!

1. **Email Mayor Jim Schmitt:** jimsc@greenbaywi.gov
2. **Contact your Alderman, find them at:** www.greenbaywi.gov
3. **Join us on facebook:** www.facebook.com/blocalgb
4. **Get involved!** - B Local Green Bay: blocal.greenbay@gmail.com

History of Larsen Green Property

The shores of the Fox River and Green Bay were home to half the 25,000 Native Americans who lived in WI. (Ho Chunk (Winnebago), Potawatomi, Menominee, and Chippewa.)

1634 - Jean Nicolet, a French explorer, arrived through Green Bay at the entrance to the Fox River. This marked the beginning of fur trading with early immigrant settlers, and logging of the great northern pine forests. Nicolas Perrot was the next journeyman sent to La Baie by Pere Claude Allouez. After this, the French avoided the area because of the intensity of Indian and European wars.

1671 - A Jesuit mission was established in DePere

1701 - After peace was established between the French and Iroquois in 1701, many of the Algonquian peoples returned to their homelands to the east.

1717 - The French built Fort saint Francois, the first European Fort built west of Lake Michigan. This was built near or on the land where Larsen Green is now. The Jesuit missionaries continued working with the Fox, Sauk, and Winnebago (Ho-Chunk) and Menominee tribes under the protection of the French.

1728 - Fort saint Francis was destroyed

1761 - Fort saint Francis was rebuilt by the British and renamed Fort Edward Augustus.

1763 - The British took control over Wisconsin during the French and Indian War.

1775 - The American Revolutionary War began.

1776 - Declaration of Independence from Britain was declared.

1812 - A thriving, ethnically mixed community soon sprang up around this fur trading post.

1816 - American troops arrived to take possession of the territory. Tensions between the Americans and the pro-British residents ran high. An uneasy peace was reached with the help of the Menominee Chief Tomah.

1816 - Construction on Fort Howard began near the same land as Fort Saint Francis and Fort Edward Augustus on the current site of the Larsen Green land.

1817 - Major Zachary Taylor served as commandant of Fort Howard for 22 months the twelfth president of the United States on the fifth of March, 1849.

1820 - Following an outbreak of malaria, Fort Howard was abandoned and troops moved to Camp Smith, located on higher ground away from the river. (Where Heritage Hill is now)

1822 - Fort Howard was reoccupied.

1828 – Oneida Tribe from New York purchased land from the Menominee and moved via boat to this site.

1841 - The Fort's garrison was sent to fight in the Seminole Wars in Florida.

1853 - Fort Howard was officially decommissioned.

1854 – Green Bay became incorporated as a city – the population was 1,923

1862 – The railroad arrived to the West side of the river. (Larsen Green)

1873 – The railroad arrived to the East side of the river.

1863 – Fort Howard as a Fort reopened for a short time as an enlistment center for Civil War soldiers. The site of the village of Fort Howard was purchased and surveyed into village lots. The commanding officer's kitchen, guard house and hospital still stand, though they have been relocated to the site of Camp Smith (now Heritage Hill State Park).

1890 - The Larsen Canning Company began in Green Bay and bought the property in question.

1986 -The Larsen Canning Company was sold to Dean Foods.

1995 - On Broadway Inc (OBI) was formed and Greg Larsen became the President of this grass roots Main Street program. The primary reason to receive designation as a Main Street district is that it qualifies as a Historic Downtown District that has historic buildings and land that can be preserved.

1998 - Deans Foods sold the company to Agri-Links Foods/Pro-Fac/Birdseye.

2003 - It was restructured and renamed Birdseye Foods. Birdseye Foods sold the original Freshlike and Veg-All canned business to Allen Canning in Arkansas in 2003.

2006 - Birdseye Foods moved corporate headquarters out of Green Bay to Rochester NY.

2007 - On Broadway Inc, still led by Greg Larsen bought the 22-acre parcel from Birdseye Foods. They renamed the property Larsen Green. The City of Green Bay guaranteed the loan.

2009 - Some functions of research and development continued for Birdseye at the Green Bay site.

2010 - The Birsdeye brand sold to Pinnacle Foods and renamed the Birds Eye Frozen Division.

2012 - Research and development operations continued in Green Bay until Dec 2012 when the business was relocated to the Pinnacle Foods headquarters in NJ. This is when the building was vacated, but Pinnacle Foods does hold the lease for a portion of the building until June 2014.

2013 - Larsen Green Governing board, led by Greg Larsen begin meeting with Walmart to explore building a 16 acre supercenter on this historic site.

2014 – Walmart submits a plan for a 150,000sq ft supercenter and requests zoning and PUD changes to planning commission.

Note: no improvement have been made to the land to secure its historic past.

Comments

Name	Location	Date	Comment
Kara Counard	Green Bay, WI	2013-10-09	I care about the local businesses on Broadway and throughout Green Bay!
Delia Ybarra	Green Bay, WI	2013-10-24	I lilve in Green Bay....Keep downtown local.
Paul Kent	Green Bay, WI	2013-10-24	Because of the distance from downtown to the closest Walmart the small businesses are thriving. If Walmart is built, Why go to the small business when you can go to a store with it all!
terrie dubois	green bay, WI	2013-10-24	My husband owns a business on Broadway and I feel that this would take away from his sales.
kathleen kelly-Hoffman	green Bay, WI	2013-10-24	We do not need another walmart in Green Bay. Downtown areas should be used for local small business. Not great factories like walmart
Dianne Wagner	De Pere, WI	2013-10-24	Why have you put all of the money and effort to add charm to the West side of the river if you are going to destroy it by having Walmart move in. They con't even give their employees decent wages or insurance so that doesn't help our Green Bay economy. It's shameful that the top richest folks in the US - the Waltons - don't share their billions with the people who helped make them rich. Walmart belongs on the outskirts NOT destroying all of the charming business on Boardway. Don't Cave!!
Elizabeth Laux	Appleton, WI	2013-10-24	Honor History. Honor Local Businesses and Their Future. Honor our Children. Wal-Mart would kill all of it.
Leon Yelmene	Green Bay, WI	2013-10-24	I've been living in this section of town for 23 years. I like what they've done with the Broadway project .If they do this with Broadway, they would be blowing it. Our city leaders did this years ago on the east side downtown area. Look at what happen with that. Look how many years it took for you to get something back down there. Use your common since and you'll make the right choice.
Judy Scheuerell	Freedom, WI	2013-10-24	Local businesses need our support way more than large companies!
mitchell bratz	green bay, WI	2013-10-24	to keep broadway local
Linda Pells	Green Bay, WI	2013-10-24	walmart in my opinion is global elitism and a intrusion in our lives. Keep the downtown business environment for the locals please.
Molly Delwiche	Green Bay, WI	2013-10-24	We have a city population of 104, 000- we need to support our local businesses trying to make a living. They offer diversity, something unique and the profit remains within our own community. I would like my children to have a beautiful and useful downtown to grow up with, one that was built by it's community.
Mary Koslowski	Little Suamico, WI	2013-10-24	Because we all know Walmart cause the businesses along Broadway to go out of business!
Albert Bellg	Appleton, WI	2013-10-24	Maintaining the economic viability of our local retailers and our area quality of life is very important to NE Wisconsin and to me!
Jean Hoehn	Appleton, WI	2013-10-24	Big box store, like Wal Mart, do not belong in the downtown area. They destroy the beauty and history of the area and create a negative atmosphere for shops and business that might otherwise find the area appealing.
Sandra Hickey	Green Bay, WI	2013-10-24	The people in the current Broadway district have worked long and hard to build it up to what it has become. Walmart will destroy that!
Nathan Walasek	Green Bay, WI	2013-10-24	I want to preserve the small-town feel of the Broadway district.

Name	Location	Date	Comment
John Rutherford	Fish Creek, WI	2013-10-24	Although I do shop at Wal-Mart, I feel very strongly that building a store in the Broadway district would ruin it's eclectic atmosphere. There are 3 Wal-Mart stores in the Green Bay area already. Please do not build this store! Thank You John
Ami Jennings	Green Bay, WI	2013-10-24	A large retail does not fit with the feel of the road way district, nor the plans the city supposedly has in mind. It will only cause chaos, traffic jams, and accidents. It will take away business from the smaller retailers as well. The streets are not designed for that amount of heavy traffic that a walmart would insinuate. We do not need another walmart, we have 3 already. They can build some where else.
McKenzie Maclaine	Green Bay, WI	2013-10-24	There's a vintage "feel" to the downtown district... a wonderful, eclectic emotion that sweeps through one's soul, filling hearts with pride for our local vendors. I prefer to pay into the pockets of a mother who will teach her children the value of hard-work and family-owned businesses. I prefer to pass my paycheck on to a father who takes so much joy in his line of work that he remembers my name and appreciates my patronage when I walk into the door. I want to see children grow up with the belief that their ideas, regardless of how small at first, can be a benefit to the community. Wal-Mart is a faceless organization. While I understand its importance in cities and towns (we all know not everybody can afford to buy local when times are tough) it has no place in the Downtown Broadway district. Green Bay already has several Wal-marts serving their purpose outside of our local shops' vicinities. Let them be, and let our local vendors thrive.
Kent Maxwell	Green Bay, WI	2013-10-24	I live within 3 blocks of the development. I don't want it in my neighborhood!
Jesse Damro	Pulaski, WI	2013-10-24	I was born, raised, and spent the better part of my life in Green Bay, Wi. I love this city, and it sounds like they're pin pointing our downtown business district as a slum and easy pickings! As a business, they watch their bottom end, and they don't want any competition. Think of the extra semi traffic. Our downtown is too small for a Walmart. If residents from the area are having a hard time getting there easily, then provide easier transportation for them. Perhaps an extra bus that rolls past one of the other 3 or so locations. You people are supposed to be the smart people. Be smart, stay in office, and help us continue to develop this area the right way. Ask us what we want, or at least give us some choice.
Karen Sanchez	Green Bay, WI	2013-10-24	I work and shop and dine in the Broadway area and big box store will ruin the unique character.
Michael Koslowski Sr.	Little Suamico, WI	2013-10-24	it,s employes with low wages. It also buys China goods that cost American jobs. I do not and will not support anything that has to do with Walmart.
Paul Grover	Green Bay, WI	2013-10-24	I care about local businesses, and preserving a quality downtown/Broadway experience. Walmart turns local full-time jobs with benefits into poverty-wage part-time jobs that move money out of our state.
Tracy LeCapitaine	Minneapolis, MN	2013-10-24	There are already three Walmarts in the Green Bay area. The town has a population of 104,000. That should already be plenty of Walmart to go around. Please keep local businesses in Downtown Green Bay thriving. Keep the big box Supercenters out of Downtown.
Gina Perez	Green Bay, WI	2013-10-24	I'm not against Walmart necessarily but there are two within about 10-15 minutes of downtown, both on bus routes. There has to be something that can go up with less opposition from the public.

Name	Location	Date	Comment
Jillian DeRidder	Green Bay, WI	2013-10-24	I believe a Walmart in the Downtonw would be detrimental to the atmosphere provided by the locally focused stores in the area. Also, there are 3 Walmarts that are with in TEN MINUTES of any spot in the Green Bay/DePere area. Please do not build an economically devasting atrocity in the heart of Green Bay.
Alicia Cantalupo	Green Bay, WI	2013-10-24	If I truly feel the need to shop at a Walmart, there is one East of me.. 3.5 miles away or West of me 4.5 miles away. I don't need one any closer and, I too, feel this would ruin what the downtown district has tried so hard to establish!
kim jankowski	green bay, WI	2013-10-24	Walmart is not wanted in the Broadway District, I support local businesses.
Anne Tobias-Becker	De Pere, WI	2013-10-24	Walmart has a shown track record of gutting local businesses; we already have 3 in the area.... the greed and cavalier attitude of former On Broadway supporters (the Board) is shocking. Seems they can only think of their own jingling pockets, rather than the arts and local businesses of the original OB goal.
Rachel Davis	Green bay, WI	2013-10-24	NO need for an additional walmart, we (the city) has put in a loi of $ to better the downtown area, this would ruin that
Sandra Welch	Green Bay, WI	2013-10-24	This is my neighborhood, I avoid the other Wal-Mart stores & the areas around them. Please don't bring Wal-Mart to my door. I support New Leaf Market & believe that business will support the local economy, food growers & consumers much better than a big box store. Wal-Mart doesn't fit the image makeover the Broadway district has been pursuing.
Betty Kossik	Green Bay, WI	2013-10-24	Walmart is not a responsible, taxpaying business that pays a living wage.
Mary Lemens	Green Bay, WI	2013-10-24	walmart has run small busness to the ground. No more Walmarts!
Cathy Baumann	de pere, WI	2013-10-25	Sustainability depends on supporting our small, local businesses
Jessica Dart	Green Bay, WI	2013-10-25	A Walmart on Broadway will literally ruin everything that they are bringing back to our downtown area. It's finally back on it's feet and you want to take that away? Walmart is a money hungry company and does not belong. There's already one on the West and East sides of town plus another in DePere. Go somewhere else Walmart.
Renee Lieburn	appeton, WI	2013-10-25	we need to support local business, NOT large corporations who run small ones out of business. the stuff IN walmart is shipped in from all over the world--buy local AND american!
Stephanie Peterson	Green Bay, WI	2013-10-25	I have three Walmarts within 15 minutes' driving distance of my home. A fourth Walmart in our area is simply unnecessary. We should absolutely try to hold on any variety that we have. Please do not try to detract from what the Broadway district has built by adding yet another big box store.
Amber Lawniczak	Green Bay, WI	2013-10-25	We do not need another walmart!
Brent Crabb	Green Bay, WI	2013-10-25	Downtown GB has come a long way in the past few years. As a homeowner for 25 years in the Broadway District, I feel we are headed in a positive direction. I do not see Walmart as part of that vision/direction. Please do not let Walmart build on Larsen Green! We as a city need a little more time for something much more appropriate to fill the space of Larsen Green. Downtown GB is a great place to live and I would like to keep it that way.
Peggy Crabb	Green Bay, WI	2013-10-25	Walmart does not belong on Broadway! I have owned a home in the Broadway District for 25 years. It is a great place to live and I would like to keep it that way. Broadway has many unique shops, restaurants and businesses. Our riverfront and city deck is impressive. We have many nice events downtown. Please don't sell out our city. We don't need Walmart downtown!!!

Name	Location	Date	Comment
Jeff Misener	Weston, WI	2013-10-25	We have three, if people are that lazy to not be able to drive to one of the three, then that's there problem. Keep your corruption out of our city.
Emily Macha	Lena, WI	2013-10-25	My husband and I own a small, family run business. We need to stand together and keep downtown local!
John Young	Suamico, WI	2013-10-25	We already have 2 Wallmarts, we don't need a third
Edward Ehlert	Green Bay, WI	2013-10-25	WalMart destroys communities, plain and simple. Keep WalMart out of downtown Green Bay!
Bonnie Rowell	Green Bay, WI	2013-10-25	We have enough Walmart's in Green Bay now. I want to see the Broadway District continue to grow with the small business. The district has made great strides over the past few years and is still growing. If Walmart comes into the area what is going to happen to the Farmer's Market along with other venues that we now have in the Broadway District. Walmart will just take away from the little man and people will lose interest in the district.
Jennifer Dedolph	Suamico, WI	2013-10-25	It would ruin the small businesses in the downtown area. I would like to keep it just local businesses. There already is a Wal Mart on Mason street in Green Bay and in De Pere. That's enough in the area.
Lucy Hodkiewicz	Green Bay, WI	2013-10-25	Definitely not the thing that our downtown needs. It gets more and more beautiful each year and a WalMart would be totally going in the opposite direction! Keep improving.
sarah bouvat	Green Bay, WI	2013-10-25	I love broadway just the way it is!!! This will kill the small businesses. Please dont let this happen!!!!
Elizabeth Whittenton	Green Bay, WI	2013-10-25	I do not want a Walmart on Broadway!!! 3 in and around this town are enough. The traffic and the garbage it will cause are huge issues of mine.
Christine Hartnek	Green Bay, WI	2013-10-25	GREEN BAY HAS WORKED SO HARD TO REBUILD THE DOWNTOWN AREA WALMART WILL BUILD A BIG STORE THAT WILL CLOSE BECAUSE NOT ENOUGH PEOPLE WILL MAKE IT FEASABLE TO HAVE SUCH A LARGE STORE DOWNTOWN
Marie Holl	Green Bay, WI	2013-10-25	I believe in supporting companies with great business ethics. We need to build up the local community and the folks that can invigorate it. Stay local and support your neighbor!
Elyisha Fye	green bay, WI	2013-10-25	I live on the east side of green bay, lets keep it local! My cousin is opening a business on broadway in a couple of months and he's had to fight to do it, why are you helping to put in a big business instead of making it easier for local people to become entrepreneurs and to build up our city? I've been contemplating a leave from this city for a while, this is only going to further help it to go downhill with one horrible decision.
Andrea Maresh	Green Bay, WI	2013-10-25	This is not the feel of our neighborhood downtown. It is not tradition to have a superstore in our downtown and our local business district is there. It is ridiculous to even think about doing this!!
Alexander Larsen	De Pere, WI	2013-10-25	On Broadway has done such a wonderful job the last few years and we want to keep that trend going.
Tanya Sharp	Green Bay, WI	2013-10-25	I want to see the Broadway District thrive. Wal-Mart is the antithesis of what the vision for the Broadway District is and all the effort thus far placed into achieving that vision.

Name	Location	Date	Comment
Cassandra Hautala	Green Bay, WI	2013-10-25	While I understand the need for affordable grocery in downtown Green Bay, Walmart is not the company to do it. I have lived in Green Bay for 18 years and have seen the downtown/Broadway area become revitalized with local businesses. Bringing in a company like Walmart, with low wage jobs, questionable labor and environmental practices, and poor quality products, will only serve to erode the progress that has been made. In addition, the Green Bay Area already has three Walmart mega stores. We do not need a fourth. There has to be so many more sustainable options. Stand up to this corporate bully. Don't let them into our downtown!
Michelle Petty	Pulaski, WI	2013-10-25	WalMart is evil! Runs out small businesses, treats employees like crap.
Mike Layden	Green Bay, WI	2013-10-25	Easy and valid to be anti Walmart. Very GOP and Yuppi to protect small local businesses. What is need for this space is living wage jobs for the people in the adjacent housing. This is an important site with rail and water; don't blow it for a few poor wage jobs.
Bruce Jankowski	Green Bay, WI	2013-10-25	Broadway area is a unique part of Green Bay that has incredible potential for growth as not only a gathering area for GB residents but also tourism. Broadway district borders an old historic part of Green Bay that should be nurtured. There is nothing that Walmart could contribute to this uniquness. I don't oppose Walmart, I do in this venue. Broadway district has in the last 20 years made incredible strides. I feel we will look back in 10-15 years and our kids will wonder what the city was thinking. Taking an opportunity for style, culture, history and tourism (to name a few) and squandering it on corporate america. There is a reason Door County does not allow any chain restaurants and buisnesses...they had the vision to know it was suicide to allow that to happen.
barb monfort	Sobieski, WI	2013-10-25	You wanted to clean Broadway up, and for the most part you did. Don't ruin it with a Walmart.
Jolynn Palmbach	Milwaukee, WI	2013-10-25	I grew up in DePere and Green Bay. My family is there and I visit often. Whenever I visit, Broadway is a destination. Building a WalMart on Broadway would cast an entirely different and very negative glow on that neighborhood. It would be a SIGNIFICANT deterrent to me spending time there.
Nancy Hines	Green Bay, WI	2013-10-25	Green Bay does not need another WalMart, a Trader Joe's would be a welcome addition!
Ashley Deprey-Peeters	Green Bay, WI	2013-10-25	I live and work in the downtown Green Bay area, and I do not want to see my community's local economy nor it's historical charm compromised by the addition of a Wal-Mart. These types of businesses have no place in a downtown, urban environment.
Kristen Stone	Green Bay, WI	2013-10-25	We already have 3 Walmarts in the Green Bay area. Also, there has been so much work done to the area to bring small mom and pop stores back to the community, this would destroy all the work that has been done.
Heather Peterman	Green Bay, WI	2013-10-25	Wal Mart is an evil big corporation and will make the town town ugly and shameful . Stay Local . It would be an embarrassment for the entire city and state.
Cathy LHeureux	Green Bay, WI	2013-10-25	I don't want Wal Mart or any large retailer ruining the historic district!
sandra winnemueller	algoma, WI	2013-10-25	Walmart will decimate all of the small boutique stores that now exist or might have existed had they not been there. Letting Walmart into any neighborhood results in greater poverty and with wealth leaving the city to line the pockets of some of the richest people on earth. Really, do they need more? The greed never stops. It is a disease just as sure as cancer and there is no cure except cutting them off.

Name	Location	Date	Comment
LeAnn Seidl-Kollmer	Green Bay, WI	2013-10-25	Downtown Green Bay has been the armpit of the city for decades. They have finally started to turn this around and they want to destroy everything they have worked so hard for. Lets continue the upgrade the quality of people downtown attracts instead problems a Walmart will bring.
Jerry Detry	Green Bay, WI	2013-10-26	I have lived almost my entire life within a half mile of the proposed location.
lynn lukes	kewaunee, WI	2013-10-26	Why is this important to you? (Optional)Wallmart is already exploiting workers with low wages and taking profits from the area.
Janice Miles	Green Bay, WI	2013-10-26	This Walmart is not needed, not wanted and will destroy the local and classy look and feel of the Broadway district, in addition to adding traffic to an area around one of the bridges necessary for travel in Green Bay, and I believe this will cause traffic problems for the Broadway district.
Jessica Miller	Shiocton, WI	2013-10-26	Let's support the small, locally owned stores and say no to the large box stores.
Constance Albert	Green Bay, WI	2013-10-26	Wal-mart exploits its workers and harms the local economy.
Jonathan Crawford	Green Bay, WI	2013-10-26	because why in the hell does "walmart" need a 4th store within 15 miles of green bay their is one on the east side, west side, and in depere is that not enough in 15 miles why would they need to destroy perfectly good property in green bay for a local buisiness when they already have 3 in the area
JoAnn Wiggins	Green Bay, WI	2013-10-26	It is not a good fit for the area.
Kassie Virden	Green Bay, United States	2013-10-26	Upon a recent trip home from Europe I visited the Broadway District and found it to be such an incredible gem and an area I really hope will continue to grow and flourish in Green Bay. Hearing that a Walmart Supercenter could land in the area is incredibly sad to hear and I strongly hope the building of it isn't allowed.
Sara Falish	Green Bay, WI	2013-10-26	I support local business!!!
Keri Otte	Pulaski, WI	2013-10-26	I live in the area.
Jones Matthew	Green Bay, WI	2013-10-26	Downtown is really starting to become a great local place in green bay, we don't need large corporations coming in and messing with what has taken years to achieve. We already have 3 Wal-Mart's in green bay metro. Leave space for the locals
Thomas Ley	Green Bay, WI	2013-10-26	Walmart is not a good corporate citizen
Adam Schroeder	Green Bay, WI	2013-10-26	I stand behind the Broadway cleanup project, and have seen the improvements to the area. Allowing Walmart downtown is a slap to the face to those who've worked so hard to clean up that side of town.
Barbara Hines	Appleton, WI	2013-10-26	I want to protect the small businesses of Green Bay and the historical and lake front nature of the city.
Dexter Andrews	Two Rivers, WI	2013-10-26	Walmart doesn't belong in the Historial Section. They will destroy the little man once again!!
John Kress	Little Suamico, WI	2013-10-26	Walmart doesn't belong in the Broadway District.
Bill Kispert	GreenBay, WI	2013-10-26	Broadway is a historic area known for small businesses and is the last place for a box store
Fran Toutloff	green bay, WI	2013-10-26	Prime real estate on the river should never go to a big box store for a song. This site should be used for so much more.
chris farley	Green Bay, WI	2013-10-26	2 walmarts within 10 miles of each other why do we need another one?
Greg and Dawn Austin	Suamico, WI	2013-10-26	We really enjoy coming down to that district especially for the farmers market and love what the city has done with the current buildings there. I feel Walmart will destroy all of that.

Name	Location	Date	Comment
Jordan Le May	Green Bay, WI	2013-10-26	I live in this city and I think that Walmart would be an enormous eyesore and take away from the culture of the city. I shop at walmart, but I dont need it next to where I live. When I didn't have a vehicle I was able to get there via bus and it worked out fine. On the other side, I believe there has to be competition in the food market and Walmart is notorious for crushing its competition. Their stores are big, ugly, and would take up too much space in a part of town I would love to see stay beautiful. Let that property go to a much more worthy cause.
Dylan Sabin	Green Bay, WI	2013-10-26	I love Broadway as it is. I don't think adding a Walmart changes it in any way that's for the better.
Reed Dorsey	Green Bay, WI	2013-10-26	Building a Walmart on Broadway would drive several small businesses out.
Marge Loberger	Appleton, WI	2013-10-26	I don't believe that Walmart is the right choice for the area. They need to go out of the downtown area. There are other options for a grocery store for the Broadway Street rejuvenation.
Donna King	Green Bay, WI	2013-10-27	Keep it local!!!!!
Barbara Marlier	Shawano, WI	2013-10-27	i dislike walmart
Abigail Hodkiewicz	Green Bay, WI	2013-10-27	I completely find the idea of having a Walmart on Broadway appalling! It would take so much away from the shops already there.
Sandra Van Domelen	Grand Chute, WI	2013-10-27	A number of years ago I visited a friend who lives in Blytheville Arkansas and was shocked to see what Wal-Mart did to the local business there. Every single independent store was gone! It looked like a ghost town. Wal-Mart does not know how to work with locally owned businesses and I can see the Broadway businesses being run out of business in Green Bay and I don't like it! Broadway is for small local businesses and not for a giant like Wal-Mart. Please take your store elsewhere and leave Broadway merchants alone. There is more than enough room in Green Bay to find a different spot. Please do not build where you are not wanted.
Kevin Wojcik	Green Bay, WI	2013-10-28	Enough already. We need to keep money from our community IN our community. Not have yet another Walmart sucking more dollars out and offering more crappy jobs.
Alex Roup	Green Bay, WI	2013-10-28	As a Green Bay resident, I strongly oppose a Walmart or any chain who's only goal is profit and wiping out local businesses who actively support the community.
Sue Alexander	Green Bay, WI	2013-10-28	I live in Green Bay and we don't need another Walmart! Keep downtown Green Bay for local businesses ONLY!!!
laura cornelius	oneida, WI	2013-10-28	i think all the work that has been done to create Broadway as a classy fun place will certainly be worht nil. Walmart is a bad businness with No community needing it . there are already 3 in the area. cheap stuff that is not good for the ecomony and poor pay for emloyees. we dont need the drama keep on walking ..
Wendy Curtis	Green Bay, WI	2013-10-28	A big box store doesn't belong downtown and will be nothing but an eye sore. Let them build around UWGB or out in Howard, but not downtown.
Greg Umhoefer	Green Bay, WI	2013-10-28	because Walmart sucks and I wanna keep the local business alive
Jamie pilgrim	Kewaunee, WI	2013-10-29	Walmart kills small business and replaces it with cheap, worthless good. Why ruin the one unique and local-oriented part of the city?
mary ann schiltz	GreenBay, WI	2013-10-29	we want broadway to stay local
Lisa Geiger	Manitowoc, WI	2013-10-30	This is important because we need to keep local businesses in the area and to let them prosper and grow!!

Name	Location	Date	Comment
Ellen DeKeyser	Green Bay, WI	2013-10-31	Our downtown is finally making a comeback after far too many years of neglect. That is due to the efforts of small, locally owned businesses that took a chance on the downtown. Big box stores do not create the same atmosphere that exists there. Walmart will not enhance the area by competing with the Mom and Pop shops that are our downtown. Keep it LOCAL!
cedric brown	menasha, WI	2013-11-01	i work for american express open and the sbo need to feedd there families and spend there entire life working to fulfill there dream
Kristie Jacob	Madison, WI	2013-11-03	I grew up just a few blocks from the proposed site and my mother and some of my siblings live in the neighborhood. A Walmart on that site is completely inappropriate. It doesn't fit with the size or the atmosphere of the neighborhood. Beyond that, the neighborhood has finally, after decades, become functional. The crime, that is well documented to move in with a Walmart is the last thing needed in that area. Walmart on Broadway will be a major step backward for the neighborhood and the city.
Evan Lowery	Chicago, IL	2013-11-05	Love visiting that area too much for Walmart to destroy the atmosphere, potential, and small businesses.
Gregg Johnson	De Pere, WI	2013-11-06	I own a small business and this company (Walmart) is designed to destroy these kind of great small stores that seperate our towns from the rest of the big ones out there. Plus Walmart pays squat to employees!
Justina Cegelski	Minneapolis, MN	2013-11-06	"There are always two choices. Two paths to take. One is easy. And its ONLY reward is that it's easy."
Laural Wauters	Green Bay, WI	2013-11-06	Downtown Green Bay is the Heart and Soul of our City....if we sell our Soul to Wal-Mart we will lose our heart as well. This is a very unhealthy plan.
Kim Klein	Green Bay, WI	2013-11-08	My grandfather lived on Mather St, between Ashland and Broadway, for 65 years. I've been spending time in the district since I was born and have seen the efforts to revitalize the area pay off in spades. I was in the market to buy a home a few years ago and my main requirement was that it needed to be downtown, walking distance to farmer's markets, concerts on the city deck and Leicht Park, restaurants and coffee shops I patronize. Nearly all of my family's free time and disposable income is spent downtown. We love and support our downtown! It is unconscionable to consider putting a Walmart in our Broadway district. It will ruin all that has been accomplished in the past decade. Keep Walmart out of our downtown!
Robin Luedeman	Green Bay, WI	2013-11-09	We need to keep downtown Green Bay as local as it has been. We have more than enough Walmart's in the area.
Mikayla Gottfredsen	Green Bay, WI	2013-11-11	I live here! I love the historical district, and I love Broadway. I drive down it on my way to work every morning, and it makes me happy to see all the old buildings and such. Walmart would ruin this for me. Also, Walmart does not treat their employees well and has terrible / nonexistent employee benefits. Say no! to Walmart on Broadway!
Andrew Umentum	Green Bay, WI	2013-11-12	The homogenization of America is something I've witnessed across the country and Walmart plays a big role in facilitating that. The Eastside's downtown was destroyed by the big box mall which everyone now agrees was a mistake - this is the same force promising an economic BOOM which will ultimately suck any life and unique character out of what remains of downtown Green Bay. You build it, they'll come, sure, but you lose your soul and Green Bay sinks further into cultural depression as any young and creative types flee for Madison, Milwaukee or out of state. Got $$$ on the mind - think beyond your lifetime for once.

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Virginia Sowinski	Fish Creek, WI	2013-11-13	to protect the appeal and integrity of the historic downtown riverfront of Green Bay.
Lori Barton	Middleton, WI	2013-11-13	I support a historic and local Broadway District
Beverly Watkins	New Franken, WI	2013-11-13	Walmart will ruin what the Broadway District has worked so hard to create; small, locally-owned businesses that provide excellent quality products and services for our community. A Walmart store is unnecessary and will be a blight on the neighborhood and the city.
Elaine Conway	Green Bay, WI	2013-11-14	Walmart underpays their employees, causing them to rely on government financial support, it would be counter productive to the local economy.
Leah Liebergen	Green Bay, WI	2013-11-15	I believe in local businesses and their importance in our communities.
Jamey Stanley	De Pere, WI	2013-11-18	We need a Whole Foods or Trader Joes in that area. We don't need another Walmart Superstore.
Jeff Greatens	Green Bay, WI	2013-11-20	Because I live downtown, and Walmart's presence is not what we need.
Steven Van Erem	Green Bay, WI	2013-11-20	Walmart is going to ruin what the coolness of The Broadway District
a chandik kundinger	WI, WI	2013-11-20	Selling the city's soul, even for a good price, will cost it much more than it will ever collect from the Walton's.

PETITION: BROADWAY BUSINESS ALLIANCE – NOVEMBER 2013

In the interests of a more accountable and transparent On Broadway, Inc. that better serves the needs of the businesses of the Broadway District.

We, the undersigned, ask:

- That the board of directors for OBI be comprised of no fewer than 50% owners of businesses located within the Broadway District & that these board members be selected through an election process.
- That the term that board members serve be limited to no more than three years, with no more than two consecutive terms.
- That meetings of the OBI board be held openly and include an opportunity for public comment, that agendas for and minutes from the board meetings be posted on the OBI website, and that annual financial reports be accessible.
- That On Broadway recommit to its own mission statement and the Wisconsin Main Street Communities Letter of Agreement.
- That On Broadway recommit to serving Broadway District businesses throughout the entirety of the district.

Owners of the following Broadway businesses signed this agreement & "NO" to a Walmart Supercenter on Broadway, unless otherwise indicated:

1. 211 Tattoo
2. 335 Traveling Chef
3. A Bag Lady
4. Advanced Auto
5. Advanced Aquarium
6. Al Buch Artisan
7. Alfa Bridal
8. Assemblage Studio
9. Bangkok Garden
10. Beemster Electric
11. Benz Barber Shop
12. Beselli
13. Black Cat Cafe
14. Body 360
15. Bringing It Back Second Hand Store
16. Brown County Oral Health
17. Cafe Madrid
18. Chefusion
19. Cole White Law Offices
20. Colourbox
21. Designs of the Interior
22. DIY Studio
23. Docking Station
24. Dubois Inc.
25. Encompass Childcare
26. Exclusive Company (Signed by Management)
27. Ft Howard Lodge
28. Ganz Financial
29. GDS Associates (Signed by Energy Advisor)

30. Good Bits Graphic Design Digital/Apps
31. Grace Yoga
32. House of Homebrew
33. Katana Tattoo
34. Kavarna
35. Keith's Vacuum Center
36. Little Tokyo
37. Lloyd's Guitars
38. Made ya Look
39. Marketing Savant
40. Marza Luna
41. Nickel Pizza
42. Pamela Dobson optometrist
43. Parisi's
44. Primal Eye
45. Red Restaurant
46. Rhonda Sitnikau Stylist
47. Risë Mezo Arts
48. Sardine Can
49. Sassy Girl
50. Save-A-Lot
51. ScanHome
52. Skylight Gallery
53. String Instrument Workshop
54. Surfin Bird (Signed by Management)
55. Terry's EZ-GO Service Station and Convenience Store
56. The Gift Itself
57. The Grill Next Door
58. Tranquility Spa
59. Urban Frog
60. Vibe Dance Studio
61. Water Works Garden Supply
62. West Walnut Shell
63. West Walnut Wine and Liquor
64. White Dog Saloon
65. Yikes Salon

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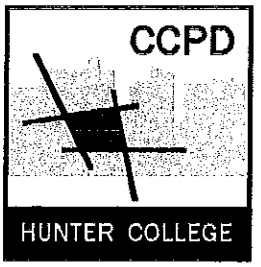

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THE PUBLIC ADVOCATE FOR THE
CITY OF NEW YORK
Bill de Blasio – PUBLIC ADVOCATE

JANUARY 10, 2010

Wal-Mart's Economic Footprint: A literature review prepared by Hunter College Center for Community Planning & Development and New York City Public Advocate Bill de Blasio

Prepared By:
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Executive Summary

Wal-Mart is the world's largest retailer with more than 4,300 stores in the United States and over 8,000 worldwide, with global sales topping $400 billion in 2009.[1] It is the largest retailer in the U.S., where more than half its revenue comes from grocery sales.[2] Wal-Mart's formula for financial success includes: low-wage labor, limited health benefits, and leveraging of government subsidies

Hundreds of studies, reports, and articles have been written about the negative impacts of Wal-Mart. This document represents a thorough review of key literature between 2002 and 2010, and points to many of the retail giant's negative impacts. It examines over fifty studies conducted over the past seven years on Wal-Mart's impact on both local and national economies. It represents research encompassing all fifty states, including the first research conducted regarding Wal-Mart in a major U.S. City: Chicago.

Since opening its first store in Bentonville, Arkansas in 1962, Wal-Mart has steadily spread from its base in the South and Midwest to dominate the suburban and rural retail market across the U.S. Having effectively saturated these markets, Wal-Mart's most lucrative opportunities for growth are now outside the U.S.. However, the company has also begun to move aggressively into those more densely populated central cities that have so far been off limits, either for lack of space in which to shoe-horn the mall-size Wal-Mart outlets or due to local antipathy to the company because of its negative impact on small businesses and the local economy.

Wal-Mart is addressing the first obstacle – store size – by changing its standard big box model to a more flexible one involving stores of widely varying sizes, perhaps even as small as a few thousand square feet, the size of many local grocery stores. According to Garrick Brown, Vice President of Research at Colliers International, "Smaller designs, in the twenty thousand square-foot range, and mostly groceries – that's where the money is."[3] For example, four stores are planned for the Washington, DC area, including multi-story buildings in both central city and suburban settings.[4] Twenty-four new stores are planned for the San Francisco Bay Area. Several years ago the company opened its first store in Chicago and is planning a dozen more.[5]

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[1] Wal-Mart. "Corporate Facts: Wal-Mart by the Numbers." March, 2010. http://Wal-Martstores.com/download/2230.pdf

[2] ABMN Staff. "BusinessNews: Wal-Mart Hopes to Expand to San Francisco." September 22, 2010. www.americanbankingnews.com/2010/09/22/wal-mart-nyse-wmt-hopes-to-expand-to-san-francisco/

[3] ibid

[4] Dan Malouf. "Will Wal-Mart be Urban? Part 1: Brightwood." Greater Greater Washington. November 21, 2010. http://greatergreaterwashington.org/post/8208/will-Wal-Mart-be-urban-part-1-brightwood/

[5] ibid; Stephanie Clifford. "Wal-Mart Gains in its Wooing of Chicago." The New York Times. June 24, 2010. http://www.nytimes.com/2010/06/25/business/25 Wal-Mart.html

Although Wal-Mart has overcome the challenge of fitting its stores into urban environments, these smaller stores continue to bring negative overall economic impacts on the communities where they are located. The retail giant is undertaking a major public relations campaign; however, the corporation has made only minor concessions and their promises about job creation and tax revenues are not realized.

The overwhelming weight of the independent research on the impact of Wal-Mart stores on local and national economies – including jobs, taxes, wages, benefits, manufacturing and existing retail businesses – shows that Wal-Mart depresses area wages and labor benefits contributing to the current decline of good middle class jobs, pushes out more retail jobs than it creates, and results in more retail vacancies. There is no indication that smaller "urban" Wal-Mart stores scattered throughout a dense city in any way diminish these negative trends. Rather, such developments may actually result in more widespread economic disruption.

1. Wal-Mart's Economic Impacts: Net Loss of Jobs, Fewer Small Businesses

- Wal-Mart store openings kill three local jobs for every two they create by reducing retail employment by an average of 2.7 percent in every county they enter.[6]

- Wal-Mart's entry into a new market does not increase overall retail activity or employment opportunities.[7] Research from Chicago shows retail employment did not increase in Wal-Mart's zip code, and fell significantly in those adjacent.

- Wal-Mart's entry into a new market has a strongly negative effect on existing retailers.[8] Supermarkets and discount variety stores are the most adversely affected sectors, suffering sales declines of 10 to 40% after Wal-Mart moves in.[9]

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[6] Neumark, David, Junfu Zhang, and Stephen Ciccarella, January 2007. "The Effects of Wal-Mart on Local Labor Markets." Institute for the Study of Labor Discussion Paper #2545, University of Bonn. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=958704.

[7] Julie Davis, David Merriman, Lucia Samyoa, Brian Flanagan, Ron Baiman, and Joe Persky. "The Impact of an Urban Wal-Mart Store on Area Businesses: An Evaluation of One Chicago Neighborhood's Experience." Center for Urban Research and Learning, Loyola University Chicago. December 2009. http://luc.edu/curl/pdfs/Media/Wal-MartReport21010_01_11.pdf; David Neumark, Junfu Zhang, and Stephen Ciccarella. "The Effect of Wal-Mart on Local Labor Markets." IZA Discussion Paper No. 2545 (January 2007). http://ftp.iza.org/dp2545.pdf

[8] Srikanth Parachuri, Joel A.C. Baum, and David Potere. "The Wal-Mart Effect: Wave of Destruction or Creative Destruction?" Economic Geography 85.2 (2009): 209-236.

[9] Kenneth E. Stone, Georgeanne Artz, and Albery Myles. "The Economic Impact of Wal-Mart Supercenters on Existing Businesses in Mississippi." Mississippi University Extension Service. 2002. http://Wal-Mart.3cdn.net/6e5ad841f247a909d7_bcm6b9fdo.pdf ; O. Capps, and J.M, Griffin. "Effect of a Mass Merchandiser on Traditional Food Retailers." Journal of Food Distribution 29 (February 1998): 1-7;

- Stores near a new Wal-Mart are at increased risk of going out of business. After a single Wal-Mart opened in Chicago in September 2006, 82 of the 306 small businesses in the surrounding neighborhood had gone out of business by March 2008.[10]

- The value of Wal-Mart to the economy will likely be less than the value of the jobs and businesses it replaces. A study estimating the future impact of Wal-Mart on the grocery industry in California found that, "the full economic impact of those lost wages and benefits throughout southern California could approach $2.8 billion per year."[11]

- Chain stores, like Wal-Mart send most of their revenues out of the community, while local businesses keep more consumer dollars in the local economy: for every $100 spent in locally owned businesses, $68 stayed in the local economy while chain stores only left $43 to re-circulate locally.[12]

2. Wal-Mart's Costs to Taxpayers

- Wal-Mart has thousands of associates who qualify for Medicaid and other publicly subsidized care, leaving taxpayers to foot the bill.[13] For instance in Ohio Wal-Mart has more associates and associate dependents on Medicaid than any other employer, costing taxpayers $44.8 million in 2009.[14]

- According to estimates, Wal-Mart likely avoided paying $245 million in taxes 2008 by paying rent to itself and then deducting that rent from its taxable income.[15]

Vishal P. Singh, Karsten T. Hansen, and Robert C. Blattberg. "Impact of a Wal-Mart Supercenter on a Traditional Supermarket: An Empirical Investigation." February 2004. http://chicagobooth.edu/research/workshops/marketing/archive/WorkshopPapers/hansen.pdf; Kusum L. Ailawadi, Jie Zhang, Aradhna Krishna, and Michael W. Kruger. "When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes." Journal of Marketing Research 47.4 (August 2010).

[10] Davis et al, id

[11] Martin Boarnet, and Randall Crane. "The Impact of Big Box Grocers on Southern California: Jobs, Wages, and Municipal Finances." Orange County Business Council. September 2009. http://www.coalitiontlc.org/big_box_study.pdf

[12] Civic Economics. "The Andersonville Study of Retail Economics." October 2004. http://www.andersonvillestudy.com/AndersonvilleSummary.pdf

[13] "Good Jobs First" reports that in 21 of 23 states which have disclosed information, Wal-Mart has the largest number of employees on the Medicaid rolls of any employer. http://www.goodjobsfirst.org/corporate_subsidy/hidden_taxpayer_costs.cfm

[14] Ohio Department of Jobs and Family Services. "Ohio Medicaid Recipients by Employer." September 2009. http://pnohio.3cdn.net/5ddd17f44b6d3a8a58_sjm6bx1ew.pdf

[15] United Food and Commercial Workers International Union. "Outline of Data and Methodology for Estimating Amount of Tax Avoided By Wal-Mart." http://wakeupWal-Mart.com/facts/statebudgetsappendix.html.

- Wal-Mart has admitted a failure to pay $2.95 billion in taxes for fiscal year 2009.[16]

3. **Wal-Mart's low paying jobs contribute to the decline of the middle class**

- Median household income declined by 1.8% nationally and 4.1% in New York City in 2009.[17] This decline will be exacerbated by low paying Wal-Mart jobs.

- Wal-Mart's average annual pay of $20,774 is below the Federal Poverty Level for a family of four.[18]

- A Wal-Mart spokesperson publicly acknowledged in 2004 that, "More than two thirds of our people... are not trying to support a family. That's who our jobs are designed for."[19]

- Wal-Mart's 2010 health care offerings have a high annual deductible of $4,400 which means a family would have to spend $5,102 of their own money on health care before Wal-Mart's insurance pays anything. Based on the average salary of a Wal-Mart employee this payment represents almost 25% of their annual income.[20] [21]

For these reasons, we conclude that the entry of even a single Wal-Mart store in New York City could have a snowball effect and result in a negative long-term cumulative impact on the city's economy and continued decline of the middle class. A single small Wal-Mart, or a single superstore, could mean the demise of existing food retailers, end local retail, and hurt working families. Considering Wal-Mart's aggressive plans for expansion into urban markets all across the country, there is no reason to believe the company would be satisfied with only one store in the nation's largest city.

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[16] Tom English, and Mark J. Cowan. "The Challenges of Transparency in Corporate Tax Departments," The CPA Journal, October 2007; Wal-Mart Stores Inc. Form 10-K for fiscal year ended January 31, 2010. Consolidated Financial Statements, Note 8, pg. 36

[17] http://www.crainsnewyork.com/article/20100809/FREE/100809838

[18] The calculation assumes that a full-time Wal-Mart worker works an average of 34 hours a week, 52 weeks a year. The average of 34 hours a week is obtained from an internal Wal-Mart memo http://www.nytimes.com/packages/pdf/business/26Wal-Mart.pdf

[19] Transcript of PBS Newshour, 23 August 2004

[20] The calculation was performed for a family with one earning member who earns the Wal-Mart average wage of $11.24/hour, and works an average of 34 hours a week for 52 weeks a year.

[21] This information is taken from the guide to annual enrollment that Wal-Mart distributed to its associates in September-October 2009 for benefit year 2010.

Net Loss of Jobs, Fewer Small Businesses

While City representatives may have engaged in discussions with Wal-Mart or its agents, there has been no public review of Wal-Mart's plans or assessment of potential impacts. However, the case of the new Wal-Mart store in Chicago strongly suggests negative impacts that New York City could expect to experience with the introduction of Wal-Mart stores. A 2009 study by the Center for Research & Urban Learning at Loyola University surveyed a four-mile radius before and after the opening of Chicago's first Wal-Mart in September 2006.[22] The survey found that Wal-Mart's entry led to local business failures, no measurable increase in retail employment or sales in the immediate area of the new store, and a noticeable drop in jobs and sales in surrounding areas. To be more precise, 25% of retail businesses within a mile of the Wal-Mart closed within a year.

The Loyola study confirmed a basic principle of retailing in urban areas: total sales are for the most part based on a finite pool of disposable consumer income, and new retailers cannot simply create new sales without taking them away from others. "For Wal-Mart's own zip code, 60639, there is no evidence of an overall upturn in sales," concluded the researchers. Retail employment also declined overall: "Retail employment levels in Wal-Mart's own zip code show no significant change, presumably because of the addition of Wal-Mart's own employees. But retail employment trends in neighboring zip codes show a negative effect after Wal-Mart's opening. This effect is significant in the period 2003-2008."[23] The researchers found that the hardest-hit businesses were selling electronics, toys, office supplies, general merchandise, hardware, home furnishings and drugs. A University of Illinois analysis of a proposed Wal-Mart in Chicago in 2004 had accurately predicted that the megastore's arrival would lead to a net job loss and only a minimal increase in net tax revenues.[24]

Other research shows that Wal-Mart's arrival in a new market has a particularly damaging effect on ethnic retailers including supermarkets, bodegas, electronics and furniture stores.[25] A recent study in Florida found that drugstores and stores specializing in apparel, sporting goods, home furnishings, cards and gifts, and other essential consumer household goods are likely to suffer the

[22] Davis et al, id
[23] ibid.
[24] UIC Center for Urban Economic Development. "The Economic Impact of Wal-Mart: An Assessment of the Wal-Mart Store Proposed for Chicago's West Side. March 2004. http://www.uic.edu/cuppa/uicued
[25] Center for Research & Urban Learning & Loyola University, 2009.

most.[26] Take a stroll down neighborhood retail strips in Washington Heights, Flushing, or East New York and it's clear that these are the products most commonly sold by locally-owned retail shops in New York City.

Another study that examined the impact of new Wal-Mart stores in seven markets around the country found that Wal-Mart's entry had substantial negative impacts on sales of mass-produced consumer staples by local vendors: "In the year following entry, mass stores suffer a median sales decline of 40% and supermarkets suffer a median sales decline of 17%, while drug stores experience a much smaller median decline of 6%. This magnitude of sales impact is broadly consistent with prior research"[27]

Small locally-owned businesses are not the only Wal-Mart victims. Other chain stores and discount retailers also suffer from Wal-Mart's manipulation of prices. One study of a nationwide dataset of Wal-Mart's effect on previously existing discount retailers found that roughly half of small discount stores closed after Wal-Mart's arrival.[28] The unfortunate result is a reduction of competition and many empty storefronts.

Independently owned local businesses are an essential part of New York City's vibrant residential neighborhoods. Chain stores are concentrated in a few outer-borough malls and in heavily-trafficked parts of Midtown and Lower Manhattan, while independent retailers predominate in most of the rest of the city. Independent retailers flourish, for example, in the dense commercial districts serving immigrant communities, in Flushing and Corona (Queens), Sunset Park (Brooklyn), Melrose (The Bronx) and Washington Heights (Manhattan).

As Jane Jacobs observed in her classic work *The Death and Life of Great American Cities:*

> "Commercial diversity is, in itself, immensely important for cities, socially as well as economically...wherever we find a city district with an exuberant variety and plenty in its commerce, we are apt to find that it contains a good many other kinds of diversity also, including variety of cultural opportunities, variety of scenes, and a great variety in its population and other users. This is more than a coincidence." (p. 148)

The benefits of the small business economy are clear to see in districts like Downtown Flushing where small business has served as the engine of neighborhood growth and has led to the emergence of a uniquely diverse urban center that attracts residents and visitors from throughout the city and region. Linkages among small businesses strengthen them and help sustain them in hard times. Linkages between small businesses and civic and social organizations in

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[26] Parachuri et al, id

[27] Ailawadi et al, id

[28] Panle Jia. "What Happens When Wal-Mart Comes to Town: An Empirical Analysis of the Discount Retailing Industry." Econometrica 76.6 (November 2008): 1263-1316.

communities' help neighborhoods thrive and develop. Innumerable personal ties between local merchants and residents are enormous assets to a thriving urban environment.

Locally owned businesses are crucial to the vitality of our economy because they keep a higher percentage of their resources in the local economy by procuring their goods and services from the local area. Locally-owned businesses recirculate dollars in the neighborhood while chain stores send revenues to corporate headquarters. A 2004 study found that for every $100 spent in locally owned businesses, $68 stayed in the local economy while chain stores only left $43 to re-circulate locally. The local owners tend to live in the community, spend more on labor, are twice as likely to use local supply networks, and contribute more to local charities.[29]

Small businesses are the engines of local economic development, leaders in innovation and change, and are more productive than large chains.[30] In New York City, small retail businesses are a particularly important means of economic and social advancement for immigrant families.

Even if Wal-Mart imitates the appearance of our small business retailers by subdividing into small outlets, it will still operate as a global monopoly with the same giant supply chain, and the same low wages and substandard labor policies.

Our observations about the critical importance of locally-owned businesses are widely shared among those who have studied urban economies in depth. According to economists at Winthrop University, States with a higher percentage of very small businesses, those with 20 employees or less, have a more productive workforce and higher levels of GDP growth than states with lower levels of very small businesses. Furthermore, states that are rich in very small businesses have lower rates of unemployment.[31]

Wal-Mart is trying to take advantage of the current economic downturn by promising an immediate infusion of jobs and investment dollars in city neighborhoods that have been hit hard by the recession. Considering the body of independent research that clearly demonstrates Wal-Mart's negative long-term impacts on local economies, it would be shortsighted to allow this destructive retail monopolist to enter the New York City market via the Trojan Horse of "job creation."

Lastly, Wal-Mart typically sells promotable products below their cost as a loss leader to draw in customers.[32] Wal-Mart has the ability to lower these prices, even if it means losing money for up to ten years, something small businesses cannot afford.[33] After driving out competition, the

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[29] Civic Economics, id

[30] Parachuri et al, id

[31] D.K. Robbins, L.J. Pantuosco, D.F Parker, and B.K. Fuller. "An Empirical Assessment of the Contribution of Small Business Employment to U.S. State Economic Performance". Small Business Economics 15 (2000): 293–302.

32 B. Lund. "Predatory Pricing Practices and the Toy Industry." Global Toy News. August 27, 2010 http://www.globaltoynews.com/2010/08/Wal-Mart-predatory-pricing-and-the-toy-industry.html

[33] MacPherson; Lintereur, id

company increases prices on those products. Artificially lowering prices impacts not only small local businesses, but has major ramifications on manufacturing and the global economy.

Predatory pricing forces competing retailers to sell at a loss, or cancel orders for promotable products because they cannot compete with the artificially low prices. This hurts those small businesses and has major implications for manufacturers. Consumer products will ultimately sell fewer units because Wal-Mart will be the only store left selling these products. This causes losses for manufacturers by devaluating goods and impacting quantities.[34]

According to Bloomberg News, this was done on a massive scale this holiday season. Wal-Mart managers in the U.S. received instructions to mark up an average of 1,800 types of toys per store this holiday season, according to a company e-mail send the month before Christmas.[35]

Wal-Mart's power to sell products below their typical market value has led to the laying off of employees and the closure of U.S. plants in favor of outsourcing products from overseas.[36] Eighty-five percent of Wal-Mart's items are made overseas. The mega-retailer has faced numerous accusations of unacceptable conditions in the factories of their suppliers. Reported abuses include: "forced overtime, locked bathrooms, starvation wages, pregnancy tests, denial of access to health care, and workers fired and blacklisted if they try to defend their rights."[37]

Costs to Taxpayers

Because many of Wal-Mart's employees do not earn enough to make ends meet they often turn to public assistance. Each Wal-Mart store, averaging 200 employees, costs taxpayers approximately $420,750 annually in public social services used by store employees.[38] Wal-Mart has thousands of associates who qualify for Medicaid and other publicly subsidized care, leaving taxpayers to foot the bill.[39] For instance, Wal-Mart has the greatest number of associates and associate dependents on Medicaid in Ohio, costing taxpayers $44.8 million in 2009.[40]

According to the group Wal-Mart Subsidy Watch, a non-profit watchdog group, Wal-Mart has already received subsidies worth about $52 million in New York State. At least eight Wal-Mart locations in New York have challenged their property tax assessment, recouping about $766,000.[41] Wal-Mart has already cost New Yorkers millions of dollars, even before entering the state's largest marketplace.

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34 D. Moberg. "The Wal-Mart Effect: The How's and Whys of Beating the Bentonville Behemoth." June 10, 2004

[35] M. Boyle. "Wal-Mart Raising Prices on Toys, Squeezing More Out of Holidays." Bloomberg News. December 15, 2010

[36] Fishman, id

[37] United Food and Commercial Workers International Union. "Wal-Mart and Sweatshops." http://www.ufcw.org/take_action/Wal-Mart_workers_campaign_info/facts_and_figures/Wal-Martsweatshops.cfm

38 Congressman G. Miller. "Everyday Low Wages: The Hidden Price We All Pay For Wal-Mart" February 16, 2004.

[39] Good Jobs First, id

[40] Ohio Department of Jobs and Family Services., id.

[41] www.Wal-Martsubsidywatch.org/index.html

Wal-Mart also uses controversial methods to reduce the taxes it pays. They use a Capital Real Estate Investment Trust (REIT) where the corporation pays rent to itself and then deducts that rent from its taxable income.[42] It is estimated that Wal-Mart likely avoided paying $245 million in 2008 using this strategy nationwide.[43] By its own admission, Wal-Mart likely owes billions in taxes.

Wal-Mart's entry into the New York City market may also negatively affect the tax base by displacing the better compensated employees of the existing retail sector. This is especially relevant for the unionized workers of the grocery sector. A study of Wal-Mart's potential entry into the San Francisco market estimated that if Wal-Mart were to take ten to twenty percent of the grocery markets and replace thousands of union supermarket employees with Wal-Mart workers, the region would lose $300 to $576 million dollars in employee wages and benefits.[44]

Wal-Mart's low paying jobs contribute to the decline of the Middle Class

According to the 2009 Census Bureau's survey of income and poverty in the United States, Median household income is falling in the vast majority of U.S. states and in virtually every single major U.S. city, representing a shocking decline of the middle class. Unemployment has also skyrocketed in recent years and it has become much harder to get a good middle class job.[45]

According to the Census Bureau, median household income declined in thirty four U.S. states in 2009 and almost all U.S Cities.

- In New York City, median household declined 4.1% to $55,980.
- In Detroit, median household income declined 10% to $48,535.
- In Orlando, median household income dropped almost 10% to $46,856.
- In Cleveland, median household income fell 8.5% to $45,395.
- In Miami, median household income declined 8.2% to $45,946.
- In Indianapolis, median household income dropped 7.1% to $50,140.

With an average annual pay of $20,774, significantly below the Federal Poverty Level for a family of four, Wal-Mart's workforce can largely be classified as working poor.[46,47] Wal-Mart's 1.3 million employees being forced to accept poverty level wages and bare bones health benefits

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[42] Drucker, id

[43] Good Jobs First. "Wal-Mart Subsidy Watch." http://wakeupWal-Mart.com/facts/statebudgetsappendix.html

[44] Marlon Boarnet, Randall Crane, Daniel G. Chatman, and Michael Manville. "Emerging Planning Challenges in Retail: The Case of Wal-Mart." Journal of the American Planning Association 71.4 (2005): 433-449.

[45] U.S Census Bureau "Income, Poverty, and Health Insurance Coverage in the United States: 2009" September, 2010.

[46] The calculation assumes that a full-time Wal-Mart worker works an average of 34 hours a week, 52 weeks a year. The average of 34 hours a week is obtained from an internal Wal-Mart memo. http://www.nytimes.com/packages/pdf/business/26Wal-Mart.pdf

[47] U.S. Department of Labor Bureau of Labor Statistics "A Profile of the Working Poor, 2000" March 2002

will only exacerbate the continuing decline of the middle class, including in New York City.[48] A Wal-Mart spokesperson was quoted in 2004 saying, "More than two thirds of our people...are not trying to support a family, that's who our jobs are designed for."[49]

A study done by the UC Berkeley Institute of Industrial Relations compared Wal-Mart's wages to other large retailers, as well as other industry segments. Wal-Mart employees constitute of 55% of all general merchandise workers, and 71% of large general merchandise workers. The study found a significant gap in pay for Wal-Mart employees. Looking at comparable retailers and adjusting wages for local labor markets, Wal-Mart employees earned less than their counterparts at other retailers. On average, general merchandise workers made 17.4% more and large general merchandise workers made 25.6% more than the Wal-Mart average for similar employees[50].

Not only are employees being paid less than fair wages, only half of Wal-Mart employees are receiving healthcare. And those who do receive benefits are enrolled in plans that provide inadequate coverage.

Wal-Mart's 2010 health care offerings include low premiums of $27 per pay period for family coverage, or $702 per year; however this plan has a high annual deductible of $4,400.[51] With a $4,400 annual deductible, a family would have to pay $5,102 of their own money before Wal-Mart's insurance pays for anything. For a family whose only income comes from a Wal-Mart associate, making Wal-Mart average wages of $11.75 an hour, this equals almost 25% of their annual income.[52] New Yorkers cannot afford to devote one forth of their incomes to healthcare before their insurance kicks in.

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[48] Arindrajit Dube, and Steve Wertheim. "Wal-Mart and Job Quality – What Do We Know and Why Should We Care?" UC Berkeley Center for Labor Research and Education. October 16, 2005. http://laborcenter.berkeley.edu/retail/Wal-Mart_jobquality.pdf

[49] Transcript of PBS Newshour, 23 August 2004

[50] ibid

[51] This information is taken from the guide to annual enrollment that Wal-Mart distributed to its associates in September-October 2009 for benefit year 2010.

[52] The calculation was performed for a family with one earning member who earns the Wal-Mart average wage of $11.24/hour, and works an average of 34 hours a week for 52 weeks a year.