

Conversation with the Mayor September 24, 2008

Vicky Daly

The Importance of Inside Money

You have heard me speak repeatedly about 'outside money' - grants, donations, and the like. There is no question that they are wonderful, especially the non-matching grants like our recent Safe Routes to School and Preservation League awards, but without the 'inside money', they are of limited value.

I am not talking about taxes. Inside money is the money that the people who live and work within a community spend within that same community. This is the money that stays here that goes around and around adding value to our community, and keeping it vital. This is how that works: You buy your groceries here and the owner of the store stops on his way home to put gas in his car. The owner of the gas station decides to stop at a local restaurant for dinner because it has been a long day. The next day the owner of the restaurant buys flowers at the local florist to dress up his restaurant. The florist has had her eye on a decorative piece at the antique shop, whose owner orders new business cards from the shop across the street. I could keep this going indefinitely, but I think you get the idea. The money circulates here - supporting local stores, paying wages, rent or mortgage costs. Sales tax goes to Lyons and comes back to support our schools, not communities and schools in Ontario or Monroe County.

If we want our community to grow and prosper, to remain vital, we have a role to play in its survival and improvement. Our inside money is crucial to the process, not just at the holiday season, but 24/7, 365 days a year. The Village walks this talk. If an item is available in Palmyra at a reasonable price, we buy it here except when state procurement regulations require the lowest bid. Buy locally and you will save travel time, gas costs and you will be doing something positive for yourself and your community.