



Poway Your First Choice Program Expands



The City of Poway and the Poway Chamber of Commerce are launching Phase 2 of the Poway Your 1st Choice program. The program, launched in Fall of 2007, is designed to educate Poway residents about the benefits of shopping locally, and to strengthen the economy of Poway by keeping tax dollars here.

Why Shop Poway?

Invest in Poway:

When you shop and dine in Poway you keep tax dollars here, supporting the services that you use every day, such as public safety, parks, roads, and everything that keeps Poway running. In addition, Poway companies are more likely to build stronger neighborhoods by sustaining communities, linking neighbors, and contributing to local causes.

Job Creation:

Poway companies provide jobs for Poway residents. They are most likely to hire those that live in the community to fill job openings. Wages paid to Poway residents are then reinvested back into the community through purchases of goods and services.

It's Green:

Local stores help sustain a vibrant, compact shopping experience which in turn is essential to reducing sprawl, automobile use, habitat loss, and air and water pollution. When you choose a Poway business near your home or work, you save time, money, and the environment.

Poway has what you need:

A multitude of local businesses are available in Poway, ensuring a large range of product choices to meet everyone's needs and interests.

The Poway Chamber of Commerce is printing 10,000 Poway – Your First Choice cards to be distributed to those that live and/or work in Poway. Local merchants that offer a discount to local residents and employees will display a decal in their window. The Chamber will also list the available discounts on their website.