



Cimarron Chamber of Commerce <cimarronnm@gmail.com>

## Cost analysis for Cimarron

1 message

Cimarron Art Gallery <wdbdgers@ziadial.com>

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To: Cimarron Chamber of Commerce <cimarronnm@gmail.com>

### CIMARRON CHAMBER OF COMMERCE

P.O. BOX 604

CIMARRON, NM 87714

STRATEGIC PLANNING TASK FORCE

TO

INCREASE TOURISM

Over the past two years, our job has been to increase tourism in our community. We have been successful considering economic hardships for many.

Now we'd like to help you **SAVE MONEY** by shopping right here in Cimarron.

# I ♥ Cimarron

## WOULDN'T YOU LIKE TO SAVE UP TO

### \$93.88?

HERE'S HOW

A cost analysis was done with 3 local businesses, Cimarron West, Russell's One Stop and Russell's

Sundries.

We did our comparison to 3 major chain stores that many of us visit in Trinidad, Co.

**CIMARRON WEST** VS. Feed & clothing store in Trinidad.

10 Best selling items were chosen; clothing, hats, boots, feed & horse health items.

You save \$43.72 by shopping at **CIMARRON WEST**.

**Here are 3 items to show what we mean:**

Wrangler Men's Jeans

\$22.95 @ Cimarron West

\$31.99 @ the Trinidad competitor

Levi Men's Shrink to fit Jeans

\$29.50 @ Cimarron West

\$37.99 @ the Trinidad competitor

Ariat Men's "Armada" Cobalt XR Work Boot

\$136.99 @ Cimarron West

\$149.99 @ the Trinidad competitor

**RUSSELL'S ONE STOP** VS. the very large chain store & a national grocery store chain in Trinidad.

25 Best selling items were chosen; meats, dairy, produce, baking items, laundry soap, hair care and many other food items.

You save only \$5.57 at the big chain store.

You save only \$5.06 at the national grocery store chain.

**Here are 5 items to show what we mean:**

5 LB. Bag of Flour

\$1.79 @ Russell's One Stop

\$1.92 @ the big chain store

\$2.39 @ the national grocery store chain

Eggs (1 dzn Grade A)

\$1.49 @ Russell's One Stop

\$1.64 @ the big chain store

\$1.39 @ the national grocery store chain

Lean Ground Beef

\$2.69/lb. @ Russell's One Stop

\$2.98/ lb. @ the big chain store

\$3.49/lb. @ the national grocery store chain

Tender Crust Whole Wheat Bread

\$1.19 @ Russell's One Stop

\$1.32 @ the big chain store (their Great Value loaf)

.89 @ the national grocery store chain

Russet Potatoes (10 lb bag)

\$2.00 @ Russell's One Stop

\$2.77 @ the big chain store

\$3.59 @ the national grocery store chain

**RUSSELL'S SUNDRIES** VS. the big chain store in Trinidad.

26 Best selling items were chosen; school supplies, silk flowers, fabric, wreaths, cleaning products & cards.

You save only \$8.13 at the big chain store.

**Here are 5 items to show what we mean:**

Rayon Mop

\$5.99 @ Russell's Sundries

\$7.16 @ the Trinidad competitor

Mop Bucket

\$3.49 @ Russell's Sundries

\$3.82 @ the Trinidad competitor

Fabric

\$1.99-\$2.99/ yard @ Russell's Sundries

\$4.44/ yard on most @ the Trinidad competitor

Pencils

\$1.19 @ Russell's Sundries (10 pack)

\$3.84 @ the Trinidad competitor (24 pack making it \$1.60 for 10)

Artificial Flowers

\$2.99-\$4.99 for most bunches @ Russell's Sundries

\$2.00-\$5.00 @ the Trinidad competitor

Many may believe that by purchasing gasoline in Trinidad saves money.

The savings is actually less than 50 cents IF you get 22 miles to the gallon.

That's if you fill up before you leave and fill back up in Trinidad.

**NOW HERE'S THE BEST SAVINGS OF ALL:**

By shopping locally, you can save \$50.16.

**Did you know that it costs you 40 cents per mile just to drive your car or truck anywhere? That accounts for repairs, tires,**

**vehicle insurance and depreciation**

(The miles put on your vehicle that bring down the value of your car or truck)

We know that you can't get everything you need here in Cimarron, but PLEASE consider the stores and shop in our community first.

In many cases, items can be ordered for you, just ask. These businesses also hire residents of Cimarron which is important to all of us.

**NATIONAL FACTS:**

**FOR EVERY \$100.00 SPENT IN YOUR COMMUNITY, \$68.00 RETURNS THROUGH TAXES,**

**PAYROLL AND OTHER EXPENDITURES.**

**IN A NATIONAL CHAIN STORE, ONLY \$43.00 STAYS AT HOME.**

**IF YOU SPEND YOUR MONEY ONLINE-ABSOLUTELY NOTHING STAYS  
IN CIMARRON.**

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