



**CITIZENS
AGAINST
WAL-MART
IN MARINA!**

Why Wal-Mart Is Wrong for Marina's Business Community

Can you take predatory pricing?

“Wal-Mart’s sheer size gives it incredible advantages. ... Wal-Mart will engage in ‘predatory pricing’ in an attempt to drive you out of business—fast! A new Wal-Mart on the offensive against its local competition will be willing to take losses on merchandise that those competitors sell. It’ll study what you sell, then offer it for less.” ¹

We have small, locally-owned **Marina businesses** that sell arts and crafts; sewing supplies and fabrics; pet supplies; skateboards; bicycles; music; electronic games; beauty products; grocery items (packaged goods and freezer items); furniture; and more.

WAL-MART WILL BE YOUR COMPETITION!

We have locally-owned franchises that sell products such as hardware, paint, plumbing supplies, gardening tools/supplies, and auto supplies. And, we have other stores and chains that sell health/beauty products, prescriptions, school/office supplies, and grocery items (packaged goods and freezer items). **WAL-MART WILL BE YOUR COMPETITION!**

While some have said that there are no businesses in Marina that compete with any of the merchandise Wal-Mart will offer, clearly that’s not true.

Sucks Revenue from Existing Businesses

- “Wal-Mart takes its business overwhelmingly from existing businesses. ... On average, over one hundred stores eventually go out of business in the area surrounding a ‘Wal-ed’ town.” ¹
- “A study of Wal-Mart’s expansion in Iowa found that 84 percent of all sales at the new Wal-Mart stores came at the expense of existing businesses within the same county.” ²

Loses Jobs

- “One of the biggest carrots Wal-Mart holds out to struggling small towns is the promise of more jobs. ... According to various studies, at least three jobs are lost for every two jobs created by a Wal-Mart.” ¹

Interferes with MARINA’s Business District Revitalization

How can Marina attract and fill its current core business district, as planned, with more retailers if they know they’ll have to compete with a Wal-Mart?

Changes MARINA's Direction— Without the Voice of MARINA Residents and Businesses

A developer from outside Monterey County bought the Kmart building and parking lot last year. Do they have more voice in the direction of our City than Marina's own business owners and residents? Other local cities proactively work to determine the types of businesses they want in their city. It's time we do the same.

Sources:

1. Bill Quinn (2005). How Wal-Mart Is Destroying America (and the World) And What You Can Do About It. Berkeley, CA: Ten Speed Press. Pp. 3-4.
2. National Trust For Historic Preservation, "What Happened When Wal-Mart Came to Town?," 1996 / "Wal-Mart & Local Economies: Big Box Giant Busts Towns Across America," September 29, 2005, Wal-Mart Watch [http://walmartwatch.com/home/pages/issues; downloaded 3/14/06]

What can you do today?

***Call California Wal-Mart at 800-793-6522 and
tell them you won't shop at their Marina store.***

***Contact the Marina City Councilmembers and tell them
why you think Wal-Mart is wrong for Marina.***

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If you'd like more information on the Citizens Against Wal-Mart in Marina campaign, please visit NoWalmartInMarina.org, or email info@NoWalmartInMarina.org, or call 831-883-4459.