

# SPEND \$20 ON THE 20TH



What if? What if we tried to jump start the economy? What if everyone in Vermillion banded together to provide a cash infusion? What if we all spent \$20 on February 20th? The Broadcaster wants to find out. We're asking everyone to head out on Saturday, February 20th and spend \$20 on the 20th. And let's find out - what if?

By David Lias  
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Spend \$20 on the 20th. It's not much to ask. But the impact on the economy in Vermillion, by spending \$20 locally, will be substantial.

Just by making a \$20 purchase. Buy something you need, but have been putting off. Join a class. Take your significant other out to dinner.

You can get ideas of how to spend \$20 locally by viewing the advertisements in this week's Broadcaster and Vermillion Plain Talk from businesses who are doing their part to help strengthen the city economically.

Open your wallet on Feb. 20. You don't need to go

overboard. The sum of \$20 certainly isn't huge, but collectively it will make a difference in Vermillion. It will give a boost to local retailers, and that boost will only lead to more local purchases, and that will make our economy stronger.

"I think this event might be a nice way for people to discover what's in Vermillion," said Rick Haught of Dakota PC Warehouse, located on Cherry Street. "I think there are people who just instinctively go to Sioux Falls or Sioux City, and don't even know that there are a lot of things available in Vermillion that are very competitively priced."

"If you factor in travel and gas and all of that, Vermillion starts to look like a pretty good bargain," he said.

So just how much impact can citizens make if they spend \$20 on Feb. 20 in Vermillion?

Well, if every one of the 11,400 residents of Clay County age 18 and over, according to 2000 U.S. Census figures, spent \$20 in the city that day, it would pump \$228,000 into the local economy.

Those dollars multiply as they spread to pay salaries, buy supplies, pay bills and advertise to attract new business. It gives more people money so they can buy homes and cars and clothes which give more people more jobs. The "multiplier effect" - in other words, the economic impact of a locally spent dollar - varies from community to community. Randy Stuefen, professor emeritus of the economics department at USD, said a dollar spent locally in Vermillion likely will have nearly a 1.5 positive effect.

In other words, every \$20 bill spent on Feb. 20 will produce nearly \$30.

"When you stop to think what a multiplier is, it's how

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**COUPON**  
**Any 2**  
**Baked Pastas & an Appetizer for \$20**



Offer valid with coupon on Saturday, Feb. 20<sup>th</sup>, 2010 ONLY

**Cherry Street GRILLE**  
1122 E. Cherry Street  
Vermillion, SD • 624-8879

**FAST AUTO GLASS**  
48 Years Experience

We will contact and bill your insurance company for you.

- Free Mobile Service
- Windshield Replacement & Repair
- Auto • Truck • Farm Equipment
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222 W. Main St., Vermillion  
**624-8170 — 665-6265**

National Pet Dental Health Month

**10% Off Dental Procedure**  
Through the Month of February

Al Pravecek, DVM

**VERMILLION VETERINARY CLINIC**  
825 N. Norbeck St., Vermillion  
Call 605-624-5550 for an appointment  
We treat dogs and cats.

**DakotaPC WAREHOUSE**

**Save \$20**  
on any computer on the 20th!

"We fix computers!"

1216 E. Cherry St.  
Vermillion, SD  
605-624-4845

WE ACCEPT ALL MAJOR CREDIT CARDS  
Serving Lunch & Dinner  
With Over 14 Different Lunch Specials

**MEXICO VIEJO**  
432 E. Cherry, Vermillion, SD  
624-5102  
HOURS: Mon-Thurs. 11 a.m.-10 p.m.  
Fri.-Sun. 11 a.m.-11 p.m.

**MEXICAN RESTAURANT**  
Authentic Mexican Food

Buy Any Combination of Entree, 2 Drinks and Get a Entree For **1/2 PRICE**  
(of equal or lesser value) with this coupon.  
Not valid with any other offers or discounts.

Experience... the Difference!

**1 FIRST DAKOTA NATIONAL BANK**

111 Court St., Vermillion, SD • 624-5555

[www.firstdakota.com](http://www.firstdakota.com)  
Member FDIC

**MART Auto Body & Marine**

1122 W. Main St., Vermillion, SD  
**605-624-3814**  
Hours:  
8AM-5:30PM Monday-Friday  
8AM-12 Noon Saturday

We support boosting the local economy!

**Brunick Furniture & FLOOR COVERING**  
1100 W. Cherry St., Vermillion, SD • 624-9688  
207 W. 3rd St., Yankton, SD • 665-5625

Shop locally at your locally owned grocery store!

**\$2.00** gallon  
Land O Lakes  
1%, 2% & Skim  
**MILK**  
Limit 2.  
Saturday, Feb. 20th only.

**Jones' FOOD CENTER**  
812 Cottage Ave., Vermillion, SD • 605-624-2624

Support Our Local Vermillion Economy on Feb. 20th!

**\$20 Spot Cleaner** Call Today  
Regular Retail \$37.50 • Limited Number Available

**Carpet & Upholstery Cleaning & Disaster Resotration Service**

**LOUIE'S Carpet cleaning, Inc.**  
877-Louies3 (568- 373) • 62 -2 85

