



## HERE'S WHAT OTHERS ARE SAYING ABOUT THE STUDY:

*"We encourage state and local officials to utilize research that is based on real and verifiable facts when developing land use policy, and this study is an example of that approach. It's time to put the political rhetoric aside and work in the best interest of California communities – basing policy decisions on facts and credible information versus exaggerated scenarios and anecdotal examples."*

- **President/CEO Rex Hime, California Business Properties Association**

*"We are happy to have partnered with Walmart. La Quinta's Walmart Supercenter has had a positive economic impact and provided job opportunities to the members of our community."*

- **Mayor Don Adolph, City of La Quinta**

*"Cathedral City is missing out on the positive economic benefits that a Walmart Supercenter can bring to a community. This study seems to confirm these economic benefits. Cities should recognize that communities with a Walmart presence have made economic strides during this recession. We hope there is a Walmart in Cathedral City's future once again."*

- **Mayor Kathleen DeRosa, City of Cathedral City**

*"Economist Lon Hatamiya provided an insightful assessment of the impacts that Walmart Supercenters have on California communities. Clearly, communities with Walmart Supercenters are experiencing overall positive economic benefits and have stronger local economies than those without Walmart Supercenters. I am pleased to see that Dr. Hatamiya used data collected from the California Board of Equalization to ensure that the research is credible and beyond reproach."*

- **President/CEO Thomas Flavin, Coachella Valley Economic Partnership**

*"This study – produced by an independent analyst – demonstrates the overwhelmingly positive impact Walmart has on communities throughout our state. While no two communities are alike, some concepts hold true across the board: a large retailer that attracts a lot of business is good for other businesses seeking to compete or meet needs not filled by the other. When Walmart comes to town, everyone wins."*

- **Councilmember John Denver, City of Menifee**

*"For years, San Diego has seen the benefits Walmart brings to a community, and with the new stores the company has opened during the past two years, those benefits have only increased – providing jobs to hardworking San Diegans and helping families lower their bills by saving money on everyday goods. I hope the company will continue its investment in our city for years to come."*

- **President/CEO Jerry Sanders, San Diego Regional Chamber of Commerce**

*"Oceanside was fortunate to be the location of the first Walmart Supercenter in San Diego County. Since the opening of that store in 2009, the area has continued to be a commercial magnate and economic engine for our city. Walmart's presence attracts other businesses and keeps people shopping – good news for our city and for the local business owners."*

- **Councilmember Jerry Kern, City of Oceanside**

*"Our job at the EDC is to grow San Diego's economic base by attracting and retaining regional businesses and employers. It's also important to have employers already located in our area whose operations spur other businesses and increase the quality of life for residents. Walmart does both of these – as evidenced by this study – and is a great contributor to San Diego's economy."*

- **President/CEO Mark Cafferty, San Diego Regional EDC**

*"I hope this study will resonate with some of the naysayers who refuse to acknowledge and accept the positive impact Walmart has in cities. Walmart brings economic benefits to cities, so these findings are of no surprise."*

- **Mayor Acquanetta Warren, City of Fontana**

*“This study provides definitive proof for all of the detractors out there – Walmart is good business for other businesses and good business for local economies.”*

– **Councilmember Bill Alarcon, City of Rosemead**

*“A recent economic study shows Walmart Supercenters provide overall positive economic benefits to local economies. Directly, these stores promote small business growth, generate robust sales tax revenues and create jobs that, in general, pay more than for national retail competitors. By bringing people to their locations, such stores make possible a further flow of money to entrepreneurial companies adjacent to the facilities.”*

– **John Husing, Inland Empire economist**

*“I’ve long believed that Walmart’s presence boosts the business climate of an area, which in turn benefits consumers and local governments. This study confirms that and shows once and for all the true impact of Walmart.”*

– **Mayor E. Warren Gubler, City of Visalia**

*“The facts are clear – when Walmart enters a city, other businesses follow. This co-location is beneficial to residents and to cities. It’s beneficial for local policymakers and those vested in improving the economic stability in cities to be able to see concrete data demonstrate the real impact a Walmart can have in our region.”*

– **President Jack Dalton, El Monte/South El Monte Chamber of Commerce**

*“Look at the area near a Walmart to see the findings of this study demonstrated. A consumer makes a trip to Walmart only then to visit the surrounding businesses...the dry cleaners, the florist, the dog groomer and perhaps grabs a bite to eat, too. Walmart continues to fulfill many families’ needs, but specialty retail, restaurants and other businesses fill the gaps that Walmart cannot. This study indicates that our economy is strengthened as these various and competing businesses operate together to support our diverse communities’ needs.”*

– **President Kimberly Maevers, Greater Antelope Valley Economic Alliance**

*“Walmart is a boon to the areas where it operates, and this study demonstrates why. Walmart’s presence attracts shoppers, which in turn attracts businesses, which in turn increases sales and tax revenues. Walmart’s business is good business.”*

– **Vice Mayor Marvin Crist, City of Lancaster**

*“This study underscores the economic benefits of Sacramento’s decision to repeal its Superstore ordinance. Walmart stores provide the economic benefit of drawing small businesses into their shopping centers and generating new tax dollars for public services. What’s more, it reaffirms that big-box and small retailers can co-exist and be profitable.”*

– **President/CEO Roger Niello, Sacramento Metro Chamber of Commerce**