

Dear Business Owners and Operators,

The City Council and I are pleased to present you the new Bennington Business Directory. Decades ago business owners banded together to promote their businesses in Bennington. Today, businesses are confronted with the problems of advertising which can not only be costly, but sometimes ineffective. Our goal was to develop something that was inexpensive; yet effective in promoting local businesses. If that is accomplished, it could be further improved through the business community.

The directory was developed by volunteers and city employees with no additional expense other than printing. Merchants provided ideas and many we spoke to were surprised with the number and diversity of services found within our community. Many of our businesses have decentralized from Main Street to business districts in the northern and southern portions of town; many others are operated out of residences. A city map was incorporated to help people find those businesses open to the public.

Bennington's business community collects a 1% sales tax that's essential in funding City Government. Those funds help us to maintain our parks and City facilities. What's good for your businesses is good for the City and community. We sincerely hope this Directory proves useful to you and your customers. As always, the City Council and I would appreciate your comments and suggestions how we can serve you better.

Sincerely,

Mary Johnson

Mayor