

Wal-Mart is the world's largest and most powerful corporation. Wal-Mart has unlimited resources and time-tested methods to shape public opinion and sell itself to you. We have turned to the best independent research and analysis to see...

What Really Happens When Wal-Mart Comes to Town.

WHAT HAPPENS TO JOBS?

THERE ARE FEWER JOBS.

- Wal-Mart's presence reduces overall retail employment by 2 to 4% over an eight year period.¹
- In the retail sector, jobs shift to Wal-Mart; new jobs are not created.

WAGES ARE LOWER.

- Wal-Mart's presence reduces area wages by 5% over eight years.²
- After a Wal-Mart opens, other employers are forced to cut wages and benefits to compete.³
- According to data disclosed by Wal-Mart in a class-action lawsuit, hourly Wal-Mart workers earned an average of \$17,285 in 2004. This is 32% below what the average job in Lincoln County paid in 2003, and 15% below the average retail wage.⁴

JOBS THAT REMAIN ARE OF POOR QUALITY.

- Over half of Wal-Mart employees do not receive health coverage. For too many, Wal-Mart's plan is unaffordable, and they are forced into Medicaid.⁵
- Wal-Mart's new hiring policy aims to reduce medical costs by discouraging overweight or aging workers from applying.⁶
- Wal-Mart systematically discriminates against women in pay and promotions. The company faces the largest class action sex discrimination law suit in U.S. history.⁷

WHAT HAPPENS TO TAXES?

TAXES ARE HIGHER.

- Studies show Big Boxes frequently cost towns more than these stores pay in property taxes.⁸
- A town's tax base declines as many homes and local businesses around the store lose value.

ARE PRICES REALLY THE LOWEST?

SOME PRODUCTS ARE CHEAPER, BUT...

- Wal-Mart features some products at very low prices to persuade customers that all its prices are low.
- That is why, contrary to public perceptions, U.S. Labor Department economists concluded "Wal-Mart's prices match its rivals on average."⁹
- Brand-named products are often manufactured to lower Wal-Mart standards, even though they look like products sold elsewhere.

WHAT ARE THE HIDDEN COSTS OF WAL-MART?

SPRAWL WILL TRANSFORM OUR TOWN.

- The proposed Wal-Mart site is *bigger* than all of downtown Damariscotta.
- A Wal-Mart in Damariscotta will shift retail activity in the region from downtown to route one.
- Big Box sprawl doesn't end with one store. Wal-Mart typically draws other Big Boxes, chain stores, and chain restaurants.
- A Super Center generates 12,000 car trips each day. Wal-Mart's enormous containerized trucks make 5-6 deliveries a day. They often deliver at night, driving over back roads which will need to be widened and maintained at our expense. All of this will increase traffic, noise, and air pollution beyond anything we have ever seen.¹⁰
- Once sprawl begins, it is irreversible. The rural character of Damariscotta will be lost forever.

REVENUES LEAVE TOWN.

- In Midcoast Maine only 14% of Big Box revenues stay in the area, compared to 53% from locally owned businesses.¹¹
- Local businesses rely on local services and suppliers (banks, manufacturers, accountants, lawyers, farmers, newspapers, internet providers, etc.) Wal-Mart uses international suppliers and corporate services.¹²
- Local business owners live here. They care about our people and our future. In midcoast Maine, local businesses make charitable donations at four times the rate of Wal-Mart.¹³

WAL-MART WANTS TO BE THE ONLY GAME IN TOWN.

- A Wal-Mart in Damariscotta is likely to take nearly half of all retail dollars spent in the county¹⁴, displacing other businesses.
- Local shoppers, workers, and taxpayers will become dependent on a single corporation. Without competitors, Wal-Mart decides what we buy, what we pay, and what we earn. Today, Wal-Mart refuses to sell certain prescription drugs. What will it refuse to sell next year?
- Wal-Mart can leave at any time. Many stores remain open for only five to ten years. They typically do not sell or lease their vacated properties to avoid competition. 350 stores-- 10% of Wal-Marts nation-wide-- sit empty, creating slum-like conditions in hundreds of small towns.¹⁵

¹ Nuemark, David; Zhang, Zunfu; and Ciccarella, Stephen: "The Effects of Wal-Mart on Local Labor Markets," 2005

² Nuemark, 2005

³ Nuemark, 2005

⁴ Stacy Mitchell: "Review of Planning Decisions Report on the Impact of Proposed Supercenter on the Town of Damariscotta." March 1 2006.

⁵ Representative George Miller: "Everyday Low Wages: The Price We All Pay for Wal-Mart," 2004

⁶ *NYTimes*, October 26, 2005

⁷ *Forbes Magazine*, June 23, 2004

⁸ Gross, Randal: "Understanding the Fiscal Impacts of Land Use in Ohio," 2004. Tischler and Associates: "Fiscal Impact Analysis of Residential and Non-Residential Land Use Prototypes," 2002.

⁹ Bernstein, Aaron, "Some Uncomfortable Findings for Wal-Mart", *BusinessWeek*, October 26, 2005.

¹⁰ Maine Department of Transportation; Planning Decisions, "The Impact of a Proposed Supercenter on the Town of Damariscotta"

¹¹ Institute for Local Self-Reliance: "The Economic Impact of Locally-Owned Businesses vs. Chains: A Study in Midcoast Maine," 2003

¹² ISLR, 2003

¹³ ISLR, 2003

¹⁴ Maine State Planning Office statistics, analysis by George Betke

¹⁵ Wal-Mart 2004 Annual Report, analysis by Al Norman