



**Pinehurst Alliance of Retailers, Restaurants, Realtors,
Services & SMB's (PARS)**
Serving Small Business is OUR Business

About PARS

As the country faces uncertain economic conditions including record-high inflation, small businesses are integral to the health and regrowth of the economy. They currently account for 99.9% of American businesses and 46.8% of employed adults in the United States, according to the U.S. Small Business Administration. Although Pinehurst has been somewhat of a bubble due to being a Resort and Golf destination, it is not exempt from the current state of the economy and continued health related threats - all a challenge for small businesses. Pinehurst has many unique challenges for small business owners and PARS was formed for, and is committed to, assisting independent small business owners, and helping to deliver the resources and assistance required for them to grow and thrive in an ever-changing and challenging marketplace.

"Small businesses are the first to be buffeted by difficult economic conditions, but even for the most agile and experienced among them, the current operating environment is particularly rough. Many small businesses were slammed when the COVID-19 pandemic tore through the global economy, and from surging gas prices to staff retention, the challenges just keep coming. According to a [June survey](#) of more than 1,500 members of Goldman Sachs' 10,000 Small Businesses program, 78% of small business owners believe the economy has worsened in the last three months, and 93% are worried about the U.S. economy experiencing a recession." ~ [Small Businesses Are Braving a Stormy Outlook; Policymakers Should Follow Their Lead](#)

While local businesses have laid the foundation for a healthy local economy, we are increasingly concerned that all our voices and viewpoints are not as well represented to local and state government as they could be, nor are all our interests, views and concerns well supported by our current options for representation. Pinehurst Business Partners is not a traditional Small Business Association, it is more of a social and events driven organization, which we do need. Leadership has done the best they could under difficult circumstances, trying to make it all things to all businesses – being 100% volunteer makes it very challenging.

To meet the challenges before us, Pinehurst needs a strong small business organization that provides better resources and services supporting our collective goals and objectives as local businesses owners. We have therefore decided that the time has come for the grassroots formation of the **Pinehurst Alliance of Retailers, Restaurants, Realtors, Services & SMB's ("PARS")**, which is inclusive of ALL **Pinehurst Independent Small Businesses**. As a 501(c)(6) nonprofit membership organization, our mission is to promote and support locally owned and operated businesses through advocacy, education, and beneficial support services, that will better

represent and sustain our members. In assisting local independent small businesses one of the main goals will be promoting locally owned/operated businesses, and we are dedicated to educating the Pinehurst community about the importance and strong economic benefits of “buying local.” We will also be the champion, voice and advocate of local business to local and state government as well to our community.

Mission - Values - Goals - Benefits

Mission:

- To enhance the Pinehurst environment for independent business through representing business interests in local government and legislative issues. To enhance PARS’s standing as the voice of local independent business.
- To encourage the growth and development of the Pinehurst business owner through continuing education and access to relevant, current statistics by business sector
- To develop a strong support system, network, and resources for business owners throughout the Pinehurst Area, strengthening member businesses and their profitability.
- To promote good old-fashioned customer service and keeping the dollars locally.

Our Core Values:

- Success for the local small business community
- Community involvement for PARS and our members
- Collaboration with our members and other community organizations
- Integrity in all that we do
- Diversity in our membership and our affiliations

Our Goals:

- Educate the public about the cultural and economic benefits of buying locally
- Promote PARS and our members businesses to the public and greater regional day-trippers
- Grow PARS to be recognized as the voice of local business
- Advocate to local government on behalf of our members about issues of concern to local business
- Promote, encourage, support, and sustain continued entrepreneurship in the local community

PARS Governance:

A full-time CEO or Executive Director will be hired supported by an Administrative Assistant and a Membership, Marketing & Media Director. PARS oversight will be governed by a diverse Board of local seasoned business professionals.

PARS is a Membership Fee supported organization. Additionally, PARS wholly-owns and is supported by <https://CelebratePinehurst.com>. The **598 Company** is also committed to support PARS (see diagram Exhibit A).

Networking

Developing strong professional relationships is one of the most important investments a small business owner can make. Through our referral networks, events, and committees, the PARS provides opportunities for business leaders to meet one another and grow their referral base.

Education

PARS membership gives you access to seminars and workshops on topics ranging from local economic trends to financial management tips and innovative ways to market your business. PARS website (PARSNC.org) provides relevant and informative small business news and a PARS NewsWeekly.

Local Employment

Small to medium size enterprises (SME's) are the backbone of America, and of Pinehurst's economy. Small business dominates as the largest sector employer within Pinehurst, employing an estimated 3,163 people - 2.4 times more than the Resort and 1.1 times more than is employed locally by the Hospital. As the largest employer sector in Pinehurst, the need for our local small businesses to have strong local government representation is more important than ever, and PARS will serve as a liaison between SME's and local government, the Pinehurst business community at large, and the general public.

Pinehurst Small Business dominates as the largest sector employer within Pinehurst			
16,620		2019 Population	
40.40%	Est. Employed	https://www.census.gov/quickfacts/fact/table/pinehurstvillagenorthcarolina/INC110219	
47.10%	Est. Employed that work in small business	https://smallbiztrends.com/small-business-statistics	
6,714	Est. Employed		
3,163	Est. Employed by Small Business		
1,300	Employed by Resort	https://www.pinehurst.com/career-opportunities-pinehurst-resort/	
2,670	Employed locally by Hospital	https://www.buzzfile.com/business/MOORE-REGIONAL-HOSPITAL-910-715-1000	
2.43	Times more employed in Small Business than Employed by Resort		
1.18	Times more employed in Small Business than Employed by Hospital		

As the largest employer sector in Pinehurst, the need for our local small businesses to have a stronger voice in local government and better representation is more important than ever, and PARS will serve as a liaison and advocate between SME's and local government, the Pinehurst business community at large, and the general public.

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Benefits

PARS is a member of [The National Federation of Independent Business](#) and certain NFIB benefits will accrue to PARS members. PARS is also a member of [American Independent Business Alliance](#) which supports our "buy local" campaigns and provides organizational support to our 501(c)(6); [Local First](#), supporting advertising, workshops, seminars, conferences, and industry-leading research; [Institute for Local Self-Reliance](#), strengthens and rebuilds independent businesses; [National Association for the Self-Employed](#), provides day-to-day support, including direct access to experts, benefits, and consolidated buying power that traditionally had been available only to large corporations; and [The 3/50 Project](#) whose mission is to strengthen independent brick and mortar businesses. Who benefits?...the Greater Pinehurst area local business members and the community at large!

In addition to the organizational benefits above, PARS owns and maintains *In Celebration of Pinehurst* website <https://CelebratePinehurst.com> which in turn provides additional financial support. PARS relationship with the **589 Company** will provide for financial support and capitalization/funding services which are made available only to PARS members...and provides 10% of its net income to PARS.

We look forward to your enthusiastic support, participation, and feedback.

[Make your interest in PARS Membership known by indicating your potential support at this link.](#)

Best Regards and Much Success,
Founding Board of Directors (50%+- Men/Women and made up of the mix below)

XXXXXXXX (small business retail owner)
XXXXXXXX (building owner with diverse small business enterprises)
XXXXXXXX (small business restaurant owner)
XXXXXXXX (real estate broker)
XXXXXXXX (small business services owner)
XXXXXXXX (supportive resident member that is also active in a NAC)
Jim Nash, Interim CEO of PARS & CEO of 598 Company
Additional BOD TBD

See the PARS BETA website under development at the link below.

Website:
<https://PARSNC.org>

EXHIBIT A

