



Shop Local - What qualifies as a “local business”?

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A local business:

- Is privately held by owners who live in the Your Area
- Is registered in Your town and has no corporate headquarters outside
- Can make independent decisions regarding its name and look, as well as all business purchasing, practices and distribution
- Pays for all its marketing, rent and other business expenses

When you shop local, you invest in your community, in your neighbors, and in yourselves. In this economic climate, the best return on investment is in local business. It is estimated that for every dollar you spend, twice as much will be reinvested in the community by a local store than a national store.