



Ten Reasons to Shop Local

Ten good reasons to shop at locally-owned businesses:

- 1. Significantly more money re-circulates in your town when purchases are made at locally owned, rather than nationally owned, businesses:** More money is kept in the community because locally owned businesses purchase from other local businesses, service providers and farms. Purchasing locally helps grow other businesses as well as the Your town tax base.
- 2. Most new jobs are provided by local businesses:** Small local businesses are the largest employer nationally, and in your town provide the most new jobs to residents.
- 3. One-of-a-kind businesses are an integral part of you town's distinctive character:** The unique character of your town is what brought you there and will keep you there.
- 4. Local business owners invest in community:** Local businesses are owned by people who live in your community, are less likely to leave, and are more invested in the community's future.
- 5. Customer service is better:** Local businesses often hire people with more specific product expertise for better customer service and who are local themselves so they care more about their neighbors.
- 6. Competition and diversity leads to more choices:** A marketplace of hundreds of small businesses is the best way to ensure innovation and low prices over the long-term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.
- 7. Reduced environmental impact:** Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.
- 8. Public benefits far outweigh public costs:** Local businesses require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.
- 9. Encourages investment in your town:** A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.
- 10. Non-profits receive greater support:** Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.