

Eight Great Reasons to Shop at Locally-Owned Businesses

1 **Significantly more money** re-circulates in your community 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 your community's tax base.

2 **Most new jobs are provided by local businesses:** Small local businesses are the largest employer nationally.

3 **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.

4 **Customer service is better:** Local businesses often hire people with more specific product expertise for better customer service. We know your name and your face.

5 **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.

6 **Public benefits far outweigh public costs:** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

7 **Encourages investment in your community:** 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.

8 **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.