

# Why Buy Local?

## 10 reasons to frequent local businesses:

### 1. Money stays in our community.

Significantly more money stays locally when you buy at locally owned businesses. Buying local helps grow other businesses and the local tax base. One recent study shows that locally owned businesses generate a premium in enhanced economic impact. For every \$100 spent at a locally owned business, \$45 goes right back into the community and our tax base, compared to only \$14 at a chain store.

### 2. Community Support.

Locally owned businesses know YOU and you know US. Studies have shown that local businesses donate to community causes at more than TWICE the rate of chain/multinational stores.

### 3. You created local jobs.

Small businesses are the largest employers in our community. Supporting small business keeps people employed in our community.

### 4. You conserved your tax dollars.

Local businesses require comparatively little infrastructure and make good use of public services. Also, spending locally instead of online ensures that your dollars are reinvested where they belong right here in your own community.

### 5. Community Investment.

Local businesses are owned by people who live in this community who are more invested in the community's future.

### 6. Better Service.

Local business has a vested interest in knowing how to serve you. Local businesses often hire people with a better understanding of the products they are selling and take more time to meet customer needs.

### 7. You created more choice.

A marketplace with hundreds of small businesses is the best way to ensure innovation and low prices over the long-term. Local businesses carry a wider array of unique products because we buy for our own individual market.

### 8. Help the environment.

Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centres as opposed to developing on the fringe where "cars are king".

### 9. Keep our community special.

Where we shop, where we eat and live—all of it makes our community home. Local businesses are part of the distinctive character of our community. Tourism also benefits. "When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace." (R.Moe NHPT)

### 10. Local Prosperity.

Growing economic research show that entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses. The more interesting and unique we are as a community, the more we will attract new neighbours, visitors and guests. This benefits everyone!



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