

In these challenging economic times, retailers, particularly local retailers feel the pinch first. We want all of our local businesses to thrive- the more our existing businesses succeed, the better our odds of attracting additional quality shops and services.

### **Top Ten Reasons to Shop Close to Home**

#### **1. Protect Local Character and Prosperity**

We have a very unique community. By choosing to support locally owned or operated businesses, you help us maintain our diversity and distinctive flavor.

#### **2. Community Well Being**

Locally owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.

#### **3. Local Decision Making**

Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

#### **4. Keeping Dollars in the Local Economy**

Your dollars spent in a locally-owned business have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.

#### **5. Job and Wages**

Locally owned businesses create more jobs locally.

#### **6. Entrepreneurship**

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low wage jobs and into the middle class.

#### **7. Public Benefits and Costs**

Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.

#### **8. Environmental Sustainability**

Local stores help to sustain vibrant, compact, walkable town centers-which in turn are essential to reducing sprawl, automobile use, habitat loss and air and water pollution.

#### **9. Competition**

A marketplace of small business is the best way to ensure innovation and low prices over the long term.

#### **10. Product Diversity**

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 broader range of choices. Can't find what you need, ask your local retailer to start carrying it. Your local retailer wants you to come back!!