

Ten great reasons to support LOCAL FIRST

1 LOCAL DOLLARS MULTIPLY IN THE LOCAL ECONOMY

For every \$100 spent at a locally owned business, \$45 stays in the local economy. For every \$100 spent at a chain store only \$13 remains at work here.* Independent businesses create more jobs and buy from other local businesses, keeping money circulating many times over. Tomorrow morning that national chain store will wire transfer their receipts to Arkansas or Omaha.

2 INDEPENDENT BUSINESS OWNERS ARE INVESTED IN LOCAL SUCCESS

This is home to the independent business owner who is far more likely to consider the community's needs in his business decisions. A chain operation will close a store, leave an empty shell of a building, cut jobs with no emotional concern about how those changes impact the community.

3 INDEPENDENT BUSINESSES FOSTER LOCAL JOB CREATION

Studies show that locally owned businesses create more jobs, typically pay better wages and are more likely to provide benefits than national chains. They tend to hire local people and promote from within, expanding opportunities for future generations.

4 AVOID HOMOGENIZING OUR COMMUNITY

Communities that preserve their one-of-a-kind businesses and distinctive character are more likely to attract entrepreneurs and new investment. Home-grown businesses are an attraction to visitors and improve our standing when competing as a convention site.

5 HELP THE ENVIRONMENT

Independent businesses tend to operate downtown or nearby one another in walk-able neighborhood business districts, refurbish existing buildings, preserving the historic nature of the city. In contrast big box stores build at the outskirts of the city, creating greater demands on our infrastructure and the environment.

Take the Challenge
Spend 50 cents
of every dollar
with independent
local businesses!

6 NURTURE OUR COMMUNITY

Locally owned businesses typically contribute more than twice as much to charitable causes than their corporate counterparts. It is primarily local business that supports the arts, schools, social programs and culture in our community.

7 PERSONAL SERVICE, COMMUNITY KNOWLEDGE

Personal service and community connectedness are the hallmarks of most local businesses. When the owner has a stake in the community it makes a real difference in the service experience.

8 CREATING FAIRNESS IN TAX INCENTIVES

Our local first organization will encourage government to invest in redeveloping neighborhood business districts and encouraging more independent business development, rather than offering tax incentives to 'big box' stores to compete with local independent businesses.

9 PRESERVE ENTREPRENEURSHIP

The success of locally owned, independent businesses provides real-life inspiration to our young people, proving that they can stay in the capital area and prosper on their own terms.

10 MAXIMIZE EVERY DOLLAR

Every dollar spent at a local independent business works three times harder to fuel our local economy. When we are each conscious of our spending habits and make the extra effort to shop with local independent businesses it is like turning one dollar into three.

