

*Growing Your*  
**MONEY LOCALLY**

BROUGHT TO YOU BY



- IT'S A -  
**MONEY  
THING®**

Did you know that your personal finances can make an impact in your community?



*Reasons to*

**THINK LOCAL**

# REASONS TO THINK LOCAL

## JOBS AND WAGES



- Local businesses are job creators
- Independent businesses spend more on local labor, goods and service providers
- In times of high unemployment, small businesses retain and create more jobs than large corporations do

# REASONS TO THINK LOCAL



## ENVIRONMENTAL SUSTAINABILITY

- Independent shops and restaurants help create walkable neighborhoods that reduce reliance on cars and pollution
- Small businesses tend to use public services and infrastructure more efficiently than giant megastores and shopping malls

# REASONS TO THINK LOCAL



## COMMUNITY INVESTMENT

- When you shop local, your tax dollars stay within and improve your immediate community
- Local businesses tend to give back to the community through charity events, sponsorships and donations

# REASONS TO THINK LOCAL



## NEIGHBORHOOD PRIDE

- Local businesses create and preserve your neighborhood's unique character
- A strong local vibe boosts tourism and can raise property values
- Neighborhood pride contributes to happy and close-knit communities

*Independent*  
**IMPACT**



Local retailers and restaurants do more for  
the local economy than national chains

## REVENUE RETURNED TO LOCAL ECONOMY



*Local Retailers*



52%

*Chain Retailers*



14%

## REVENUE RETURNED TO LOCAL ECONOMY



*Local Restaurants*



**79%**

*Chain Restaurants*



**30%**

*Ways to*

**SUPPORT LOCAL**



## WITH YOUR DOLLARS

- Do your banking with a credit union
- Buy at local shops and farmers' markets
- Donate to community fundraisers
- Buy art and gifts from local vendors

## WITH YOUR PHONE

- Submit an online review for a local business you love
- Report any damage or vandalism you spot to the public works department
- Follow local businesses on social media and tag them in the photos you share





## WITH YOUR SPACE

- Add some greenery to your doorway or balcony
- Go for a walk and pick up any litter you see
- Join a community garden
- Organize a local school or park cleanup

## WITH YOUR TIME

- Attend community events
- Volunteer with a local organization
- Research current issues in your community
- Offer to lead a workshop at your community center or local library





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**Branches**  
Grow Deeper, Climb Higher

Sources: *American Economic Review*, Civic Economics, Institute for Local Self-Reliance, ShopKeep, Avalara

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