

# Top 10 Reasons to Shop Locally

## Tailored for 2008 *Buy Brooklyn* Campaign

### **1. Significantly more money re-circulates in Brooklyn when purchases are made at locally owned, rather than nationally owned, businesses:**

- Locally owned and operated retailers keep profits in the local economy and support a variety of other local businesses. They hire local accountants and printers, advertise in local media, bank with local banks and have the ability to source products locally.
- For every \$100 dollars spent at a local business, as much as \$73 stays in the local economy, compared to \$43 when the same amount is spent at a chain store. (*"Andersonville Study of Retail Economics;" CivicEconomics, October 2004*)
- For every \$100 dollars in consumer spending at a national chain store, the total economic impact is only \$13. The same amount spent with a local merchant yields more than three times the local economy impact. (*"Economic Impact Analysis: Local Merchants vs. Chain Retailers;" CivicEconomics, December 2002*)

### **2. Our one-of-a-kind businesses are an integral part of Brooklyn's distinct character:**

- The unique character of Brooklyn is what brought us here and what will keep us here.
- Shopping at local businesses will help maintain Brooklyn's unique landscape.
- When asked to name our favorite restaurant, café or shop, it's typically a unique local business.
- We have a "social contract" with local businesses - they define our sense of place, yet we often forget that their survival depends on our patronage.

### **3. Local business owners invest in community:**

- Local businesses are owned by your mother and father, your sister, your brother and your children - they are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.
- Local business owners often serve on the Boards of nonprofits, merchants associations and community boards.

### **4. Competition and diversity leads to more choices:**

- 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 much broader range of product choices.
- While a single local shop may carry a smaller selection than a big chain, a marketplace of hundreds of small businesses creates greater diversity and low prices over the long term.
- Our exposure to new ideas and innovation is at risk when a handful of buyers from national chains are the ones to choose what is sold in our community.

### **5. Customer service is better:**

- Local businesses often hire people with more specific product expertise for better customer service.
- Local businesses have the ability to place special orders on behalf of their customers' needs.

## **6. Non-profits receive greater support:**

- Non-profit organizations receive an average 250% greater support from local business owners than they do from non-locally owned businesses.
- While large corporations may be more widely known for giving to non-profits, local businesses actually give more per employee.

## **7. Reduced environmental impact:**

- Unlike national chains, locally owned businesses have complete autonomy over their operations and can make more local purchases, requiring less transportation and further investing in the local economy.

## **8. Most new jobs are provided by local businesses:**

- Small local businesses are the largest employer nationally and provide the most new jobs to local residents.
- A chain store may boast the creation of 300 new jobs, but numerous studies indicate they displace more than one job for each job created. (*Job Creation or Destruction? Labor-Market Effects of Wal-Mart Expansion;* University of Missouri, Review of Economics & Statistics, February 2005)

## **9. Public benefits outweigh public costs:**

- Local businesses in urban commerce centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

## **10. Encourages investment in Brooklyn:**

- 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.