

Top Reasons to Buy Local • Eat Local • Go Local



By choosing local and independent businesses for your services, shopping, dining and other needs, you not only get real value and personal service, you're helping:

BUILD COMMUNITY!

The casual encounters you enjoy at neighborhood-scale businesses and the public spaces around them build relationships and community cohesiveness. They're the ultimate social networking sites!

STRENGTHEN YOUR LOCAL ECONOMY!

Each dollar you spend at independent businesses returns 3 times more money to your local economy than one spent at a chain—a benefit we all can bank on.

SHAPE OUR CHARACTER!

Independent businesses help give your community its distinct personality.

CREATE A HEALTHIER ENVIRONMENT!

Independent, community-serving businesses are people-sized. They typically consume less land, carry more locally-made products, locate closer to residents and create less traffic and air pollution.

LOWER TAXES!

More efficient land use and more central locations mean local businesses put less demand on our roads, sewers, and safety services. They also generate more tax revenue per sales dollar. The bottom line: a greater percentage of local independent businesses will help keep your taxes lower.

ENHANCE CHOICES!

A wide variety of independent businesses, each serving their customers' tastes, creates greater overall choice for all of us.

CREATE JOBS AND OPPORTUNITIES!

Not only do independent businesses employ more people directly per dollar of revenue, they also are the customers of local printers, accountants, wholesalers, farms, attorneys, etc., expanding opportunities for local entrepreneurs.

GIVE BACK TO YOUR COMMUNITY!

Small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses.

INCREASE WEALTH OF RESIDENTS!

The multiplier effect noted above generates lasting impact on the prosperity of local residents.

ENHANCE HEALTH OF RESIDENTS!

Studies show strong correlation between the percentage of small locally-owned firms and various indicators of personal and community health and vitality.



**American
Independent
Business
Alliance**

Look for an Independent Business Alliance near you or learn more about launching a pro-local business initiative in your community.

AMIBA.net