



# 12 Great Reasons to Be a Local LOVEVA

*Documentation for all factual assertions published at [AMIBA.net/localhero](http://AMIBA.net/localhero)*

**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 (almost 50 times more than buying from an online mega-retailer) — 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. More on this topic: [AMIBA.net/green-local](http://AMIBA.net/green-local)

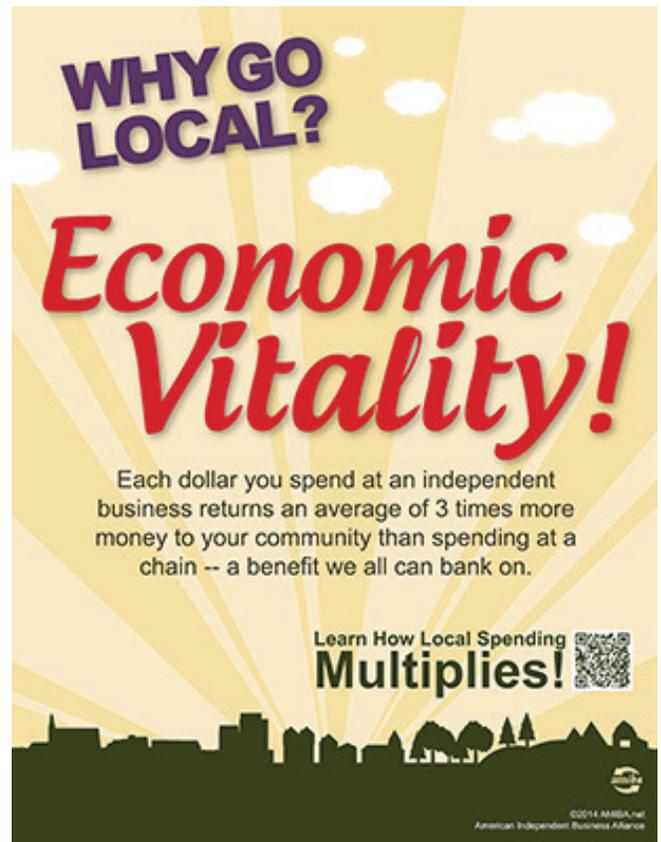
**LOWER TAXES!** More efficient land use and more central locations mean local businesses put less demand on our roads, sewers, and safety services. They also generate more tax revenue per sales dollar. The bottom line: a greater percentage of local independent businesses keeps your taxes lower.

**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 created by spending locally generates lasting impact on the prosperity of local organizations and residents.



**GET GREATER VALUE!** Reader surveys by the Consumers Union repeatedly show independent businesses beating their chain competitors in overall customer satisfaction.

**ENHANCE LOCAL DEMOCRACY!** Local ownership of business means residents with roots in the community are involved in key development decisions that shape our lives and local environment.

**ENHANCE HEALTH OF RESIDENTS!** Research shows a strong correlation between the percentage of small locally-owned firms and various indicators of personal and community health and vitality.

**Before you buy, consider...**  
How much of your \$100 purchase stays in your community when spent at

- an independent local store** (represented by a stack of \$20 bills)
- an in-town chain outlet** (represented by a stack of \$10 bills)
- a remote online store** (if delivery driver resides locally) (represented by a single \$1 bill)

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**The local multiplier effect** or “local premium” can be a key piece of creating and retaining wealth in your community. Independent locally-owned businesses recirculate a far greater percentage of revenue locally compared to absentee-owned businesses. In other words, going local creates more local wealth and jobs.

More than a dozen studies in recent years consistently show more than 3 times as much of each dollar recirculates in your community when spent at an independent business compared to dollars spent at a chain. And online shopping means your community loses almost the entire purchase amount.

Since your community likely depends upon taxes paid by local business and sales taxes to fund your schools, roads, safety and other essential services, that’s a loss that means higher tax rates or lesser service down the road.

When you buy from independent local businesses, you’re not only treating yourself to a more personal experience, you’re helping strengthen your community! For a complete explanation of the local multiplier effect and leading studies, see <http://bit.do/multiplier>