

Top 10 Reasons to Shop Locally

- 1. Significantly more money re-circulates in our community when purchases are made at locally owned, rather than nationally owned, businesses:** More money is kept in the community because locally owned businesses often purchase from other local businesses and service providers. Purchasing local helps grow other businesses as well as the city's tax base.
- 2. Non-profits receive greater support:** Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.
- 3. Our one-of-a-kind businesses are an integral part of our city's distinct character:** The unique character of New York City is what brought us here and what will keep us here. Shopping at local businesses will help maintain our city's unique urban landscape.
- 4. Reduced environmental impact:** Locally owned businesses can make more local purchases, requiring less transportation and generally set up shop in town or city centers as opposed to developing in fringe areas.
- 5. 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.
- 6. Customer service is better:** Local businesses often hire people with more specific product expertise for better customer service.
- 7. Local business owners invest in community:** Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.
- 8. 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.
- 9. Competition and diversity leads to more choices:** A marketplace of thousands of small businesses is the best way to ensure innovation and low prices over the long-term. 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.
- 10. Encourages investment in New York City:** 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.