

Top 10 Reasons to Support Locally Owned Businesses

1. **Local Character and Prosperity**

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

2. **Community Well-Being**

Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.

3. **Local Decision-Making**

Local ownership ensures that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

4. **Keeping Dollars in the Local Economy**

Compared to chain stores, locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community.

5. **Job and Wages**

Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

6. **Entrepreneurship**

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

7. **Public Benefits and Costs**

Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.

8. **Environmental Sustainability**

Local stores help to sustain vibrant, compact, walkable town centers-which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

9. **Competition**

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

10. **Product Diversity**

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.