

**How important is your community to you?
Because.....where you spend your money does matter.**



Ladysmith 10% Shift

An initiative of the



LADYSMITH
CHAMBER OF COMMERCE



LADYSMITH
DOWNTOWN
BUSINESS ASSOCIATION

Shift 10% of your current spending to local businesses!

BENEFITS

1. **Buy Local — Support yourself:** Several studies have shown that when you buy from an independent, locally owned business, rather than a nationally owned businesses, significantly more of your money is used to make purchases from other local businesses, service providers and farms -- continuing to strengthen the economic base of the community. The local businesses also support our sports teams, community groups and non-profit groups, etc, so if you support them, they support you in uncountable ways.

2. **Support community groups:** Non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.

3. **Keep our community unique:** Where we shop, where we eat and have fun — all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place. Our tourism businesses also benefit. “When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace.” — Richard Moe, President, National Historic Preservation Trust

4. **Reduce environmental impact:** Shopping locally supports businesses to buy home grown products therefore reducing environmental impact at both the wholesale and service end. The effect is a reduction in green house gases, reduction of habitat loss and reduction of pollution.

5. **Create more good jobs:** Small local businesses are the largest employer nationally and in our community, provide the most jobs to residents.

6. **Enhanced Customer Service Experience:** Local business customer service interaction is more personal and all inclusive. The service provided through knowledgeable staff, willing to go the extra mile will ensure your experience of patronage is appreciated.

7. **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. **Put your taxes to good use:** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services compared to nationally owned stores entering the community.

9. **Encourage local prosperity:** 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.

EASIEST WAYS TO MAKE THE 10% SHIFT

1. **Buy your food/personal items** from a local grocery store, meat market, drug store, etc.

2. **Buy gas** from a local gas station.

3. **Eliminate credit card interest** - pay with cash to save the local independents the high credit card fees, pay off your credit card balance so you don't pay interest, refinance your credit card debt with a local credit union or bank branch.

4. **Refinance** your home mortgage with a local credit union, broker or bank branch

5. **Going out for dinner** or a coffee? Think local first.

6. **Shopping for gifts**, clothes or shoes? Think local first.

When dollars are spent at local independents, up to **three times as much money stays locally**, since local independents are much more likely to keep the money circulating in the local economy, the economic impact multiplies dramatically.

There are many well-documented benefits to our communities and to each of us to choosing local, independently owned businesses. We realize it is not always possible to buy what you need locally and so merely ask you to

Think Local FIRST!