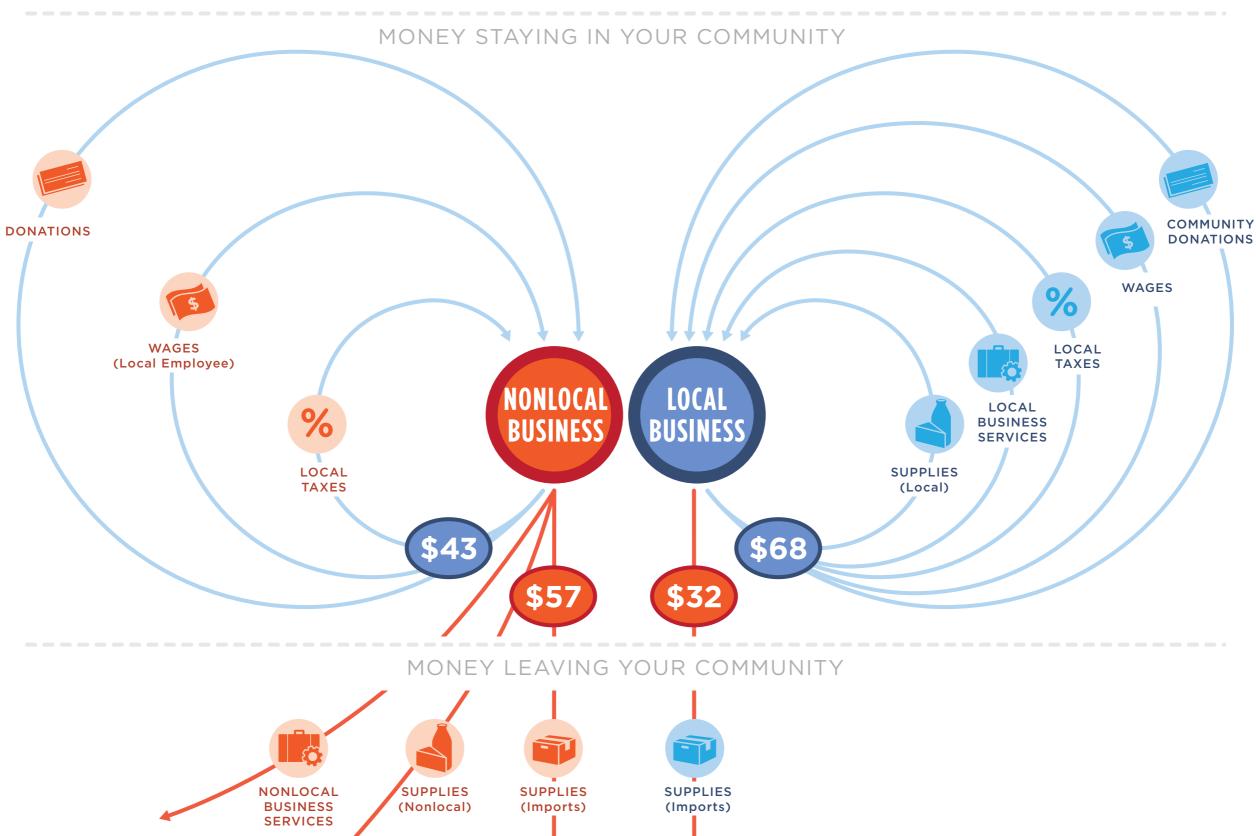
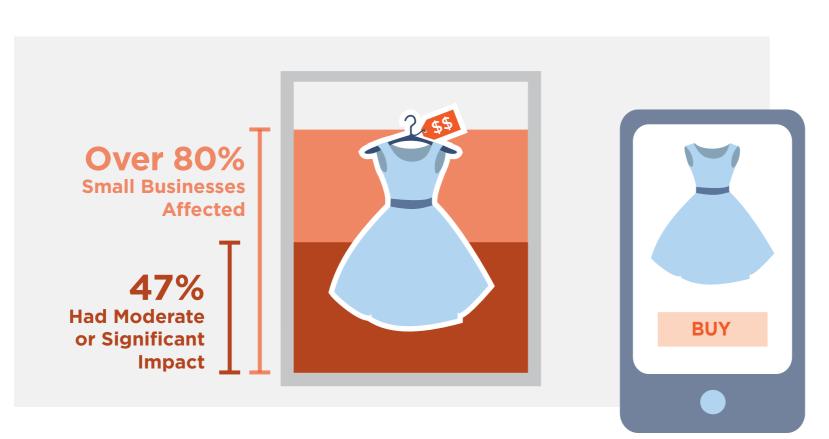
SHOP SMARTER. SHOP LOCALLY.

Spending at locally owned businesses vs. big chain competitors may be convenient, and cost you less money, but there is an opportunity cost in local economic growth.

FOR EVERY \$100 SPENT...



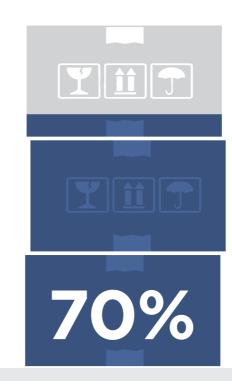


"JUST LOOKING"

"Showrooming"—that is, customers examining products and seeking information in local stores and then buying online—was identified by independent retailers as one of their biggest challenges.

SMALL BUSINESSES SUPPORT ONE ANOTHER

Entrepreneurs practice what they preach by sourcing and shopping small.



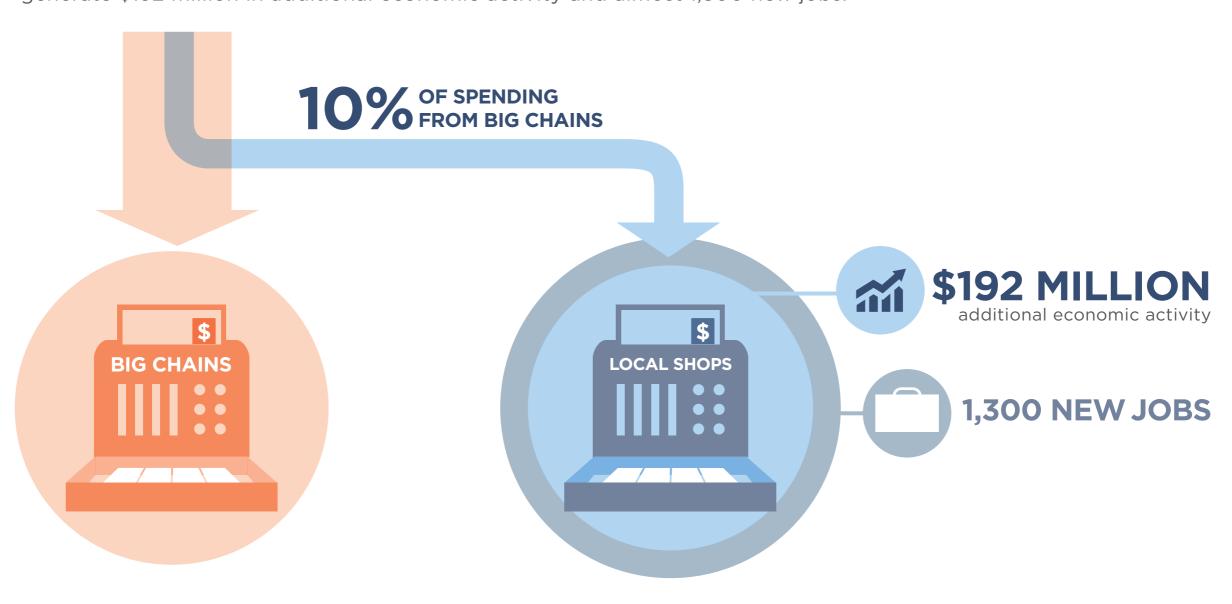
ENTREPRENEURS purchase and source local goods and services



"SHOP SMALL" for nonbusiness purchases

LITTLE CHANGES = BIG PAYOFFS

By redirecting just 10 percent of spending in San Francisco from chains to local businesses, residents would generate \$192 million in additional economic activity and almost 1,300 new jobs.



WHERE YOU SPEND YOUR MONEY MATTERS

Spending locally keeps more money and jobs in your area and has a positive economic impact that can outweigh the lower cost and convenience of chain stores. Shop the way small business owners do-support your local businesses.

Sources:

- http://bealocalist.org/sites/default/files/file/GR Local Works Complete.pdf
- http://www.ilsr.org/wp-content/uploads/2013/02/2013-Survey.pdf

