



# WHY?

**Most of what you spend here, stays here.** Your shopping dollars recirculate through our local economy 2-4 times more than money spent at a non-local company. As your dollars move through our community, the money generates more local wealth, charitable contributions, and jobs.

Whether for Mother's Day, Memorial Day, or beyond, shopping locally helps build a stronger, more vibrant community — for yourself, your neighbors, and generations to come.

The  
Concord Bridge



West Concord. Photo by Stephen Beyer

## 10 Reasons to Spend your Money Locally:

- 1. Local investment & reinvestment**  
Sales taxes fund vital Concord services and development.
- 2. Locally-made and -grown products**  
Support local jobs and the products that make Concord distinctive.
- 3. Non-profit support**  
Small businesses donate 250% more than larger businesses to local non-profits and community causes. (score.org)
- 4. Personal connection**  
Build relationships with business owners and staff.
- 5. Product knowledge**  
Local owners are better informed about their products and can tailor their inventory to local demand.
- 6. Product diversity**  
Local shops often stock unique items not available in big national chains.
- 7. Cost effectiveness**  
Lower overhead means local stores may offer better prices; shorter travel distance saves time and fuel.
- 8. The 'multiplier effect'**  
Local businesses foster a stronger local economy by purchasing goods and services from other nearby businesses.
- 9. Build community**  
Forge a connection to the town you live in that can inform visitors and new residents.
- 10. Support future growth**  
Shopping locally is a powerful way to show pride in Concord and support the businesses that give it its character.