

Igniting the Shop Local Movement: Every Purchase Has a Purpose



As a business in our town, we want to help you this holiday season. But we also need some assistance from you. As part of Small Business Season (November 1- December 31), we're trying to bring awareness to the importance of shopping local.

Every time someone buys from a business in our town, something bigger happens than a simple transaction. Those dollars circulate through the community, supporting local jobs, funding community improvements, and creating a stronger local economy.

According to studies, for every \$100 spent at a locally owned business, roughly \$68 stays in the community (as opposed to \$43-48 when you buy online). That money helps pay employees, supports local charities and children's programs, and keeps the lights on for other small businesses.

It's a powerful reminder that shopping local isn't just about convenience or sentiment. It's an investment in our shared success.

As Small Business Season kicks off, it's a great time to think about how your business fits into that story. Whether you run a retail store, a restaurant, a service company, or a home-based business, you play a part in shaping the local economy both as a provider of products and/or services and as a supporter of our community.

Why It Matters to You, to Us, to Everyone

It's easy and convenient to order online but it doesn't do as much for our community. That's why this Small Business Season, we're trying to educate our residents on the importance of where they spend their money. We're asking you to help get the word out.

When people understand the impact of their purchases, they're more motivated to support local businesses. Suddenly the convenience of hitting a button doesn't look as appealing as the appreciation they see in your eyes.

How can you help? We have an easy way that you can start today.

Tell Your Story

You want to put a face and personality behind your business and that starts with storytelling. Share:

- Your personal "why."
- What makes your business unique.
- What you love about being local.
- How you contribute to the community.
- What your family or staff loves.
- A picture of something in your business (or your holiday décor).
- Why you started your business or talk about someone who helped you along the way.
- What keeps you inspired.
- What local causes you support and why.
- A favorite business memory or that point you realized you were meant to do what you're doing.

These personal details are what turn shoppers into loyal supporters in the same way that getting to know someone better builds the relationship.

Speaking of building relationships, here are two simple ways to start showing up in the community (and don't be afraid to wear your branded apparel when you do):

- Collaborate with nearby businesses to amplify each other's messages about buying local. We can help you with introductions, if you need them.
- Display a "Small Business Season" sign or "Chamber Member" sign and encourage customers to share photos when they visit.

The more we work together to elevate small businesses and help our residents (and visitors) understand why every purchase here has a purpose, the stronger our community becomes.

Can we count on you to be part of this message?