

# Why Support Locally Owned Businesses

**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.

**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.

**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.

**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.



Illustration: Ken Avidor

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

**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.

**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.

**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.

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

**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.

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