

*Information from . . .*

**Village of Paw Paw**

## **Downtown Development Authority**

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## **10 Reasons to Shop Local**

*. . . Things to let your customers know*

### **1. Local shops sell a wide range of great products at affordable prices.**

Many people get out of the habit of shopping locally and when they try it again they are surprised by the range of products, the gifts available, and the prices!

### **2. Shopping locally saves you money.**

Out of town shops have done a good job of convincing us all that large national retailers can save you money. But, the evidence just isn't there to back this up. If you add in travel, parking costs, fees to transport larger items home, and your shopping time, the overall cost is often much greater.

### **3. Shopping locally retains our communities.**

People don't like losing shops and services in small towns and villages but don't equate this to how they spend their money. Shops will only survive if customers spend locally – so if you want a vibrant downtown, where people can socialize as well as shop, we need to encourage people to shop locally.

### **4. Shopping locally retains our distinctiveness – avoid clone towns!**

Many indoor malls, strip-malls, and big box stores all look the same with national franchise and multi-national stores. Independent shops create distinctive shopping experiences and stock different products. No two small downtowns are exactly alike. Independent shops keep traditional local products alive. They respond more quickly to the needs of local customers, stocking products to meet the changing population needs. They can also be more innovative.....organic products were first developed by independent retailers!



**. . . More reasons on the next page !**

## **5. Shopping locally saves the environment.**

We are all aware of CO2 emissions and our environmental impact. Local shops often stock a higher percentage of locally sourced goods for which distribution time and customer journey times are reduced. This helps reduce our global footprint. Save Gas, Save Money!

## **6. Shopping locally creates jobs.**

Shops in our towns and villages create local employment and self employment. These people, in turn, spend in the local economy. In Michigan, over half a million people are employed in retail in our rural small towns and villages. Evidence shows that for every \$25 spent in a local independent retailer or family business, \$75 is generated for the local economy compared to \$34 spent in national franchise and multi-national stores. The US Chamber of Commerce says that a dollar spent locally, turns over seven (7) times before it leaves the community, unless that dollar is spent in a national franchise or multi-national store, in which case, it turns over less times.

## **7. Local independent shops invest more in our communities.**

Independent retailers, family businesses and local franchise owners are proportionally more generous in their support for local charities, carnivals, schools and community events than are the national franchise and multi-national stores. So supporting local shops means a financial return for our community.

## **8. Local shops are for everyone**

Most people can get to their local shops easily. This is especially important for the elderly, the vulnerable, young people and those without private transport. Keeping your shops open by buying locally helps the whole community.

## **9. Local shops value you more**

Evidence from numerous surveys shows people often receive better customer care and service in local shops. Small town retailers, family businesses and local franchise owners survive by their reputation and repeat business – so shopping locally means that you get a higher standard of service.

## **10. Shopping locally saves services**

Private, voluntary and public sector services cluster around shops. The loss of the high street often corresponds to a reduction in these services. As small town local shops disappear, so do others local shops such as hairdressers, vets, dentists etc.

# **SO... Shop smart, shop local!**