

Top 10 Reasons to:

Think Local First!



- 1. Significantly more money re-circulates in Toledo when purchases are made at locally owned, rather than nationally owned, businesses:** More money is kept in the community because locally owned businesses often purchase from other local businesses, service providers and farms.
- 2. Non-profits receive greater support:** Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.
- 3. Our one-of-a-kind businesses are an integral part of our distinctive character.** The unique character of Toledo is what brought us here and will keep us here. Our tourism rate can also increase because of local, independently owned businesses.
“When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace.” ~ Richard Moe, President, National Historic Preservation Trust
- 4. Reduced environmental impact:** Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.
- 5. Most new jobs are provided by local businesses:** Small local businesses are the largest employer nationally. The 200 largest corporations in the world employ less than 1% of the global workforce although they account for about 30% of global economic activity.
- 6. Customer service is better:** Local businesses often hire people with more specific product expertise for better customer service. Plus, independent business people genuinely love what they do, and have the ability to go above and beyond to make sure you are a satisfied customer.
- 7. Local business owners invest in community:** Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community’s future.
- 8. Public benefits far outweigh public costs:** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.
- 9. Competition and diversity leads to more choices:** A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term. 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.
- 10. Encourages investment in Toledo:** A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

www.toledochooselocal.org
ToledoChooseLocal@gmail.com



← Look for this logo to signify a locally-owned business!