



# Broadway Costumes

## Top 10 Reasons to Think Local, Buy Local, Be Local

### 1. Money Spent Here, Stays Here

- Studies have shown that when we buy from an independent, locally owned business, rather than a nationally owned chain, significantly more of our money is used to make purchases from other local businesses and service providers – continuing to strengthen the economic base of our community.

### 2. Local Business Owners Invest in Their Community

- Non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.

### 3. Keep Your Community Unique

- Where we shop, where we eat and have fun – all of it makes our community home.

### 4. Reduce Environmental Impact

- Shopping locally reduces your gas consumption and pollution. Also, your local stores make more local purchases requiring less transportation, contributing to less sprawl, congestion, and pollution.

### 5. Create More Good Jobs

- Small local businesses are the largest employer nationally, and in our community, and provide the most jobs to residents.

### 6. Friends And Neighbors

- Local businesses are staffed by local residents, your friends and neighbors. You get better service from people you know and who know you.

### 7. Invest In Your Community

- Local businesses are owned by people who live in the community, are less likely to leave, and are more invested in the community's future.

### 8. Stronger Tax Base

- An increase in local spending will generate increases in local and municipal tax revenues.

### 9. Buy What You Want, Not What Someone Wants You to Buy

- 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 needs of their local customers, guarantees a much broader range of product choices.

### 10. Encourage Local Prosperity

- Communities that preserve their one-of-a-kind businesses and distinctive character have an advantage in offering quality of life and unique experiences.