

SHOPPING LOCAL

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businesses, this creates more local jobs for people who need them, which in turn generates more money able to be spent within that town. Hartler goes on to say that independent business creates about two-thirds of private sector jobs. That is about 57 local jobs to 14 jobs at a mega business for the same amount of spending.

Another way shopping local helps a community is by enhancing goods diversity. Chain stores tend to stock shelves in a way that reflects the median of national demands of wants, whereas local businesses can create their own stock by branching out and putting items on their shelves not easily found elsewhere. They can bring in new goods and give the locals access to something they might not otherwise be able to find. This kind of diversity in goods helps a town become more desirable to visit by tourists. This in

turn helps add more revenue to the town as well. It also attracts those looking to settle down somewhere and put down roots for the future.

When you attract those looking to buy a house, this will increase the real estate market within a community. Lots of vibrant businesses catches the eye of younger families who intend to raise their family with a strong sense of community. Shopping local boosts the desirability of a town. More residents means more money designated toward public safety, libraries, public parks, schools and continual future growth of a town.

Shopping local also strengthens local networks. When you shop at places that understand where you are from and what you are trying to accomplish, you often will have a better result. Asking a florist what the best kind of flowers to have for your house is easier when the local florist knows the climate of the community. This will create more

of a demand for business as well. The more someone shops locally, the easier it is for other businesses to begin. With more demand comes more growth.

According to Forbes, local businesses tend to be more willing to support charities and help those who truly need help within a community. Shopping local can help feed the hungry, put coats on the coatless and provide the necessary resources for people to receive the help they need during trying times. Supporting local businesses allows business owners to be more deeply committed to helping those within

the community.

Spread the holiday cheer and shop local in your ho-ho-ho-hometown.





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