

# Working with Local Businesses

*Supporting local businesses benefits your community to and is a great way to differentiate your tourism product. Travelers are increasingly interested local and authentic experiences and by committing to sustaining the local community and culture, you will help contribute to supporting and building the local economy.*



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## Top Ten Reasons to Support Local Businesses

1. **Protect Local Character and Prosperity** - By choosing to support locally owned businesses, you help maintain diversity of your setting.
2. **Community Well-Being** - Locally Owned Businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes
3. **Local Decision Making**– Important decisions are made locally by people who live in the community and who will feel the impacts of those decisions
4. **Keeping Dollars in the Local Economy** - Your dollars spent in locally-owned businesses have three times the impact on your community as dollars spent at national chains.
5. **Job and Wages**- Locally owned businesses create more jobs locally. The benefactors of these wages can in turn spend their paycheck in the local economy.
6. **Entrepreneurship** - The fuel of America's economic innovation and prosperity
7. **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
8. **Environmental Sustainability** - Local stores help to sustain vibrant, compact, walk-able town centers.
9. **Competition** - A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term
10. **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.

Source: StayLocal.org

## Finding Local Products

To find out more about businesses in your area, contact your local chamber of commerce

For more information on local products, visit the North Carolina Department of Agriculture and Consumer Services Marketing Division at [www.agr.state.nc.us/markets](http://www.agr.state.nc.us/markets)



## Why Support

Supporting locally owned businesses supports the non-profit organizations of the community. The non-profits who rely on donations for their funding receive an average of 250% more from locally owned businesses. Also, by buying from the locals, you are keeping each community unique and encouraging more tourist to travel there for the one-of-a-kind experience. When you order items from locally owned businesses, you are also helping the environment. Local purchases means less travel and transportation costs and pollution. Finally, you are encouraging entrepreneurship that drives the American economy.



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