

12 REASONS TO "GO LOCAL" FOR THE HOLIDAYS

1

MORE MONEY IS REDISTRIBUTED LOCALLY

Every dollar spent at independent businesses is returned three-fold to your local economy compared to a chain (and almost 50 times more than buying from an online mega-retailer).

2

SUPPORT LOCAL JOBS & SERVICES

Small businesses create two out of every three new jobs in the U.S. annually. More than 50 percent of Americans either own or work for a small business.

3

IT'S BETTER FOR THE ENVIRONMENT

Independent, community-serving businesses typically consume less land, carry more locally-made products, locate closer to residents and create less traffic and air pollution.

4

SMALL BUSINESSES INNOVATE

Nearly all employer firms (98.5 percent) in high-tech industries are small businesses, which incidentally produce 16 times more patents per employee than their larger counterparts.

5

TAX DOLLARS HELP SUPPORT THE COMMUNITY

Spending locally instead of online ensures that your sales taxes are reinvested where they belong—in your community! Local businesses also generate more tax revenue per sales dollar.

6

SUPPORT UNDERSERVED COMMUNITIES

Community banks serve as the only physical banking presence in (625 out of 3,000) or nearly one in five U.S. counties.

7

INCREASE CHARITABLE CONTRIBUTIONS

Small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses.

8

GET BETTER CUSTOMER SERVICE

Independent businesses deliver superior value compared to their larger counterparts. And those businesses report higher overall satisfaction when banking with a community bank (73 percent) compared with 49 percent for large banks and just 35 percent for online lenders.

9

ACCESS A NETWORK OF LOCAL EXPERTS

Locally owned businesses, like community banks, have a vested interest in knowing how to serve you—whether helping to fund a start-up, purchase a home or plan for retirement.

10

INVEST IN LOCAL ENTREPRENEURSHIP

Community banks provide more than 60 percent of small business loans and more than 80 percent of agriculture loans.

11

PROMOTE FAMILY-OWNED BUSINESS

Approximately one in five firms are family-owned. Industries with the highest share of family-owned businesses, including management of companies and enterprises, represent the highest share of family-owned businesses, (46.4 percent) followed by real estate / rental and leasing (37.3 percent), and accommodation and food services (33.2 percent).

12

SUPPORT LOCAL FARMERS

Local food is fresher, healthier and tastes better because it spends less time in transit from farm to plate. Because of the shorter distribution chains, less food is wasted in distribution, warehousing and merchandising.