

WHEN YOU SUPPORT LOCAL INDEPENDENT BUSINESS, HERE'S WHAT YOU DO:

1. You keep dollars in our economy

For every \$100 you spend at one of our local businesses, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.

2. You embrace what makes us unique

You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?

3. You create local jobs

Local businesses are better at creating higher-paying jobs for our neighbors.

4. You help the environment

Buying from a local business conserves energy and resources in the form of less fuel for transportation, less packaging, and products that you know are safe and well made, because we stand behind them.

5. You nurture community

We know you, and you know us. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

6. You conserve your tax dollars

Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify our community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong—right here in your community!

7. You create more choice

We pick the books and gifts we sell based on what we know you like and want. Local businesses carry a wider array of unique products because we buy for our own individual market.

8. You take advantage of our expertise

You are our friends and neighbors, and we have a vested interest in knowing how to serve you. We're passionate about what we do. Why not take advantage of it?

9. You invest in entrepreneurship

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.

10. You make us a destination

The more interesting and unique we are as a community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

A Cooperative Message From This Independent Store and

