

THINK LOCAL - BUY LOCAL BE LOCAL

TOP 10 REASONS TO SUPPORT LOCAL BUSINESSES

1. KEEP PLUMAS COUNTY UNIQUE.

Where we shop, where we eat and have fun -- all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place.

2. SAVE MONEY.

A marketplace of hundreds of small businesses is the best way to ensure innovation and low prices over the long term. Also, shopping locally saves you money on gas.

3. SUPPORT NON-PROFITS AND COMMUNITY GROUPS.

Non-profit organizations receive an average three times more support from smaller locally-owned businesses than from large businesses.

4. MAINTAIN LOCAL JOBS & CREATE NEW JOBS.

Small local businesses are the largest employer nationally and provide the most new jobs in the Sierra Nevada. Local businesses also create more stable employment.

5. REDUCE ENVIRONMENTAL IMPACT.

Shopping in town centers reduces sprawl, congestion, habitat loss, and pollution. Locally owned businesses can make local purchases, requiring less transportation. Reusing and recycling items locally generates less waste AND saves money.

6. RE-CIRCULATE MORE MONEY IN THE LOCAL COMMUNITY.

A dollar spent in a locally owned store is usually spent 6 to 15 times before it leaves the community. These dollars are used to make purchases from other local businesses, service providers, and farms -- continuing to strengthen the economic base of the community.

7. GIVE BUSINESSES REASONS TO LOCATE IN PLUMAS COUNTY.

Economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to settle in communities that preserve their one-of-a-kind businesses and distinctive character.

8. SUPPORT LOCAL GOVERNMENT.

Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services. Plus, shopping locally keeps sales tax in your own community.

9. ENCOURAGE LOCAL INVESTMENT.

Local businesses are owned by community members who are likely to remain and continue investing in the community's future.

10. HAVE MORE CHOICES & BUY WHAT YOU WANT.

A multitude of small businesses, each selecting products based on their own interests and the needs of local customers, guarantees a broader range of product choices.

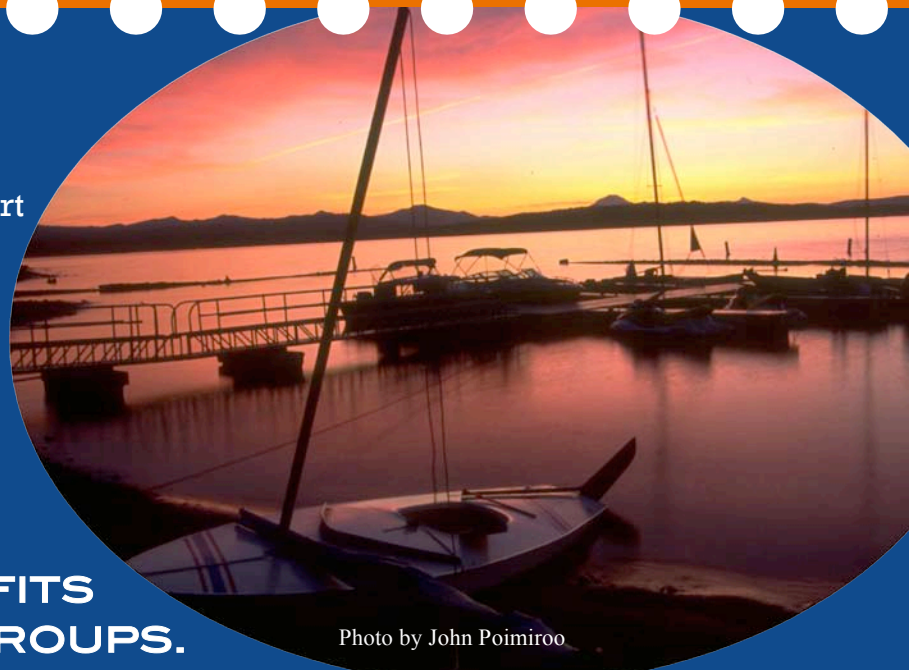


Photo by John Poimiroo

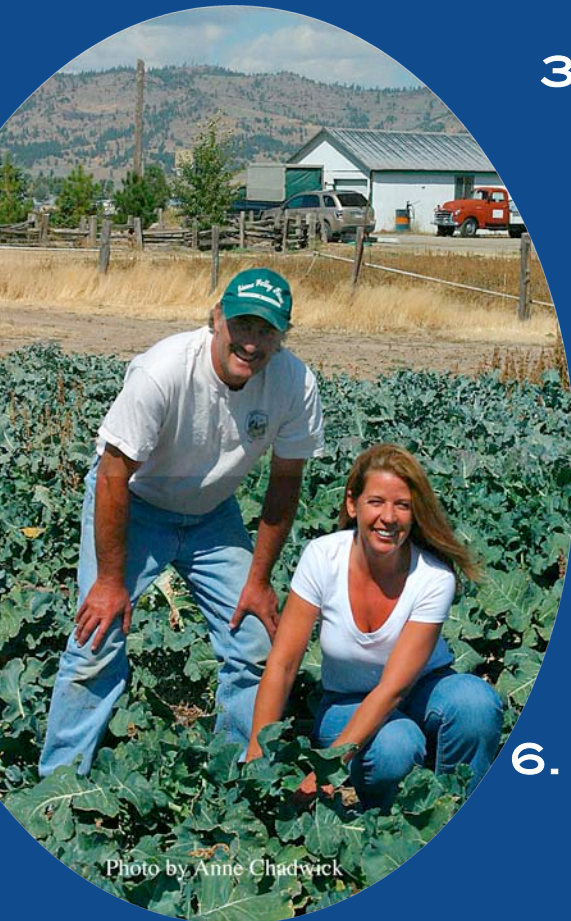


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