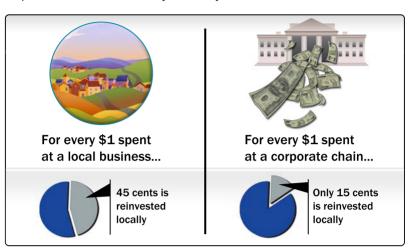
## **The Local Multiplier Effect**

## KEEP YOUR MONEY IN THE COMMUNITY

Buying local products at locally owned businesses keeps money circulating closer to where you live. This creates a ripple effect as those businesses and their employees in turn spend their money locally. Unfortunately, most corporate chains send most of your money out of town.



## MAKE YOUR MONEY WORK HARDER

If everyone in a community spends a greater percentage locally, the multiplier effect turns that into big bucks for the local economy. If you increase your spending with local businesses from 50% to 80% for example, the multiplier effect more than doubles those dollars. Therefore, \$200 spent locally could have close to \$500 in impact on the community.



Local Service Providers