

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.



For every \$1 spent at a local business...



45 cents is reinvested locally



For every \$1 spent at a corporate chain...



Only 15 cents is reinvested locally

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.

Increasing percentages of \$100 spent locally

The local effect of that spending

