

Phil's Forum 11/14/06 "350%"

What if you could get a **350% return** on your investment?

Saturday, November 18th was touted as **America Unchained**, the day that Americans were encouraged to *only* shop and eat at locally owned and operated businesses. No chain stores, no franchises, no nationally owned or organized businesses.

Groups such as the American Independent Business Alliance (AMIBA), American Specialty Toy Retailers Association (ASTRA), American Booksellers Association (ABA), Council of Independent Restaurants of America (CIRA), and a whole host of other alphabet groups are behind this.

And from the list you can obviously see that these groups are huge supporters of independent businesses. So, any promotion from them might seem a little self-serving. In fact, before you visit your local stores, you may want to ask yourself...

"What's in it for me?"

I'm glad you asked.

What if you could get a 350% return on your investment? What if your \$100 was actually worth \$350?

When you shop at locally owned stores your money grows that much. According to a recent study, locally owned businesses recycle their revenue into the local economy 3.5 times *more* than chain stores!

Here's how.

Employees: Locally owned stores have more employees per sales than chain stores and pay a higher wage, thus creating more income for more local people to spend.

Profits: Locally owned stores keep all the profits at home. There are no stockholders to appease, golden parachutes to fulfill, or corporate headquarters to sustain. Any profits made are kept in town and spent in town.

Expenses: Locally owned stores spend their money locally. They buy from other locally owned businesses for their expenses such as advertising, office supplies, hardware, maintenance needs, repair work, construction projects, etc., thus keeping the flow of money circulating through town.

So, when you shop locally you are actually "investing" in your city. And you are getting a heck of a return on your investment since every \$100 you invest in a local business creates \$350 for the local economy.

And what do you get for your money?

- **More Jobs** for your fellow citizens (and higher paying jobs than chain-store retail, too)
- **More Tax Revenue** for your community to pay for vital services like police & fire departments
- **More Diversity** and choice in the types of shops available
- **More Uniqueness** to your community making it more attractive to other businesses and people

Plus, you will find **Better Goods, Better Services**, and often a much better price than you imagined.

Stay "unchained" this Christmas season. We don't need the governor or state legislature to create jobs. We can do it ourselves when we shop in our hometown stores!

Happy (Local) Shopping!

-Phil Wrzesinski