



Living Local Buying Local



Please visit the Living Local website to learn more at LivingLocal413.org



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It Makes Good Business Sense

Research from the American Independent Business Alliance shows that each dollar you spend at independent businesses returns **3 times more** money to your local economy than one spent at a chain, and **over 50 times more** than buying online.

But there's more:

- Independent businesses help create a healthier environment by consuming less land and carrying more locally made products, creating **less traffic** and **less air pollution**.
- Reader surveys also reveal that independent businesses beat their chain competitors in **overall customer satisfaction**.

For all these reasons and many others, *Living Local 2.0* was recently launched as a Western Mass. grassroots movement that promotes locally owned businesses and educates communities on how and why we need to eat, shop, and live local. This education includes facts like these:

- For every \$100 spent locally, \$69 stays in the community;
- \$100 spent at a national chain? Only \$43 stays local;
- Buy online? Nothing comes home.

The *Living Local 2.0* initiative offers a directory of local businesses, complete with information about the products and services they can provide.

As part of the *Living Local 2.0* initiative, media outlets like *BusinessWest* are providing the opportunity for area independent businesses to promote themselves and help put on display the many options consumers have in this region.

Each quarter, different participating businesses, including those in specific sectors such as dining (June) and retail (September), will be spotlighted.

Monthly networking meetings - the first Tuesday of every month at TechSpring (1350 Main Street, Springfield)

Visit LivingLocal413.org

The evidence is clear — and substantial: Buying local benefits area communities!



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