

# Top 10 Reasons to *Shop Brooklyn*

## **1. Significantly more money re-circulates in Brooklyn when purchases are made at locally owned, rather than nationally owned, businesses:**

- Locally owned and operated retailers keep profits in the local economy and support a variety of other local businesses. They hire local accountants and printers, advertise in local media, bank with local banks and have the ability to source products locally.
- For every \$100 dollars spent at a local business, as much as \$73 stays in the local economy, compared to \$43 when the same amount is spent at a chain store. (*"Andersonville Study of Retail Economics;" CivicEconomics, October 2004*)
- For every \$100 dollars in consumer spending at a national chain store, the total economic impact is only \$13. The same amount spent with a local merchant yields more than three times the local economic impact. (*"Economic Impact Analysis: Local Merchants vs. Chain Retailers;" CivicEconomics, December 2002*)

## **2. Our local businesses are an integral part of Brooklyn's distinct character:**

- The unique character of Brooklyn is what brought us here and what will keep us here.
- Shopping at local businesses will help maintain Brooklyn's unique landscape.
- When asked to name our favorite restaurant, café or shop, it's typically a one-of-a-kind local business.
- We have a "social contract" with local businesses - they define our sense of place, yet we often forget that their survival depends on our patronage.

## **3. Local business owners invest in community:**

- Local businesses are owned by your mother and father, your sister, your brother and your children - they are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.
- Local business owners often serve on the Boards of nonprofits, merchants associations and community boards.

## **4. Competition and diversity leads to more choices:**

- A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.
- While a single local shop may carry a smaller selection than a big chain, a marketplace of hundreds of small businesses creates greater diversity and low prices over the long term.
- Our exposure to new ideas and innovation is at risk when a handful of buyers from national chains are the ones to choose what is sold in our community.

## **5. Customer service is better:**

- Local businesses often hire people with more specific product expertise for better customer service.
- Local businesses have the ability to place special orders on behalf of their customers' needs.

## **6. Non-profits receive greater support:**

- Non-profit organizations receive an average 250% greater support from local business owners than they do from non-locally owned businesses.
- While large corporations may be more widely known for giving to non-profits, local businesses actually give more per employee.

## **7. Reduced environmental impact:**

- Unlike national chains, locally owned businesses have complete autonomy over their operations and can make more local purchases, requiring less transportation and further investing in the local economy.

## **8. Most new jobs are provided by local businesses:**

- Small local businesses are the largest employer nationally and provide the most new jobs to local residents.
- A chain store may boast the creation of 300 new jobs, but numerous studies indicate they displace more than one job for each job created. (*"Job Creation or Destruction? Labor-Market Effects of Wal-Mart Expansion;" University of Missouri, Review of Economics & Statistics, February 2005*)

## **9. Public benefits outweigh public costs:**

- Local businesses in urban commerce centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

## **10. Encourages investment in Brooklyn:**

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

*The Sustainable Business Network NYC (SBNYC) is a peer network of New York City business owners committed to creatively sustaining and growing their business, themselves as business leaders, and the communities that they operate in. To learn more please visit [www.sbnyc.org](http://www.sbnyc.org).*

# Tips To Help You Shop Local

## **Get to know the stores in your neighborhood!**

- Older stores in your neighborhood may not have visually enticing storefronts, but they may still carry the products that you need. For example, instead of going to a national office supply outlet, is there a local office supply store or stationary store in your neighborhood?

## **Call ahead**

- At first it may seem easier to go to a chain store that has a larger selection of products; however, a smaller local business may also have what you are looking for. Call ahead to see if you can purchase the same thing from someone in your neighborhood. Smaller businesses are a lot more accessible than your average chain store.

## **Don't see what you want? Place a special order!**

- Local businesses have the unique ability to both create and place custom orders. If you don't need an item right away, ask the owner if they could call an order in for you.

## **Ask for a reference**

- Local business owners often have great knowledge of both their local competitors and for complimentary local businesses. They recognize that their business is part of a larger community working together to support a thriving local economy.
- If a local business does not have the item you are looking for and cannot place an order for you, ask for a recommendation for another local business that may carry the item or service.

## **Speak up...Local businesses listen**

- Unlike chain stores, local businesses have full decision-making power when it comes to stocking their shelves. If there is a product that you would like to see at your local grocer, let them know! You'll be surprised at how quickly local businesses respond to product suggestions. Some stores even have a clipboard where customers can write down their suggestions.

## **Ask Around**

- Brooklyn has an incredible portfolio of independent businesses that stock unique and specialty items. If you are looking for something in particular, ask your friends, family and coworkers where they would go to purchase that item - you may discover a new favorite this way!

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