

# Why Support Locally Owned Businesses?

## Foster Local Job Creation

Studies show that locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than national chains.

**10 REASONS**

## Help the Environment

Although Scarborough doesn't have a "downtown" area, it has several convenient locales where local business owners tend to set up shop, rather than on the fringes of the town. These businesses are readily accessible to Scarborough's citizens by car or bike, which conserves land, limits sprawl and reduces traffic and air pollution.

## Keep Dollars in Scarborough

For every \$100 spent at a locally owned business, \$45 stays in the local economy, creating jobs and expanding the city's tax base. For every \$100 spent at a national chain or franchise store, only \$14 remains in the community.

## Embrace What Makes Scarborough Unique

Scarborough is a diversified community. Where we shop, where we eat and hang out - all of it makes our town a home. Chain stores are growing more aggressive throughout Scarborough and threatening to change the unique character of our town. One-of-a-kind, independent businesses are an integral part of what makes Scarborough a great place to live.

## Preserve Entrepreneurship

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class. Plus, the success of locally owned, independent businesses provides real-life inspiration to our young people, proving that they can stay in Maine and prosper on their own terms.

## Nurture Community

Independent businesses are owned by people who live in this community and are committed to investing in Scarborough's future. Studies have found that locally owned businesses contribute more than twice as much of their revenue to charitable causes as corporate chains do. And advocates of local causes find that local business owners are generally much more accessible than executives of large corporations based in other states.

# BUY LOCAL

## Conserve Your Tax Dollars

Small neighborhood and downtown businesses require less public infrastructure and make more efficient use of town services compared to sprawling big-box stores and shopping centers, which are far more costly in terms of road work and police services, according to studies.

## Have More Choices

A marketplace of hundreds of small businesses helps to ensure more innovation and competition, and lower prices over the long term. Independent businesses, choosing products based on what their local customers need and desire, not a national sales plan, guarantees a more diverse range of product and service choices.

## Benefit from Local Expertise

Local business owners and employees often possess a level of expertise and a passion for the products they sell that is unmatched by employees and managers of national chains. They also tend to have a greater interest in getting to know their customers - who are, after all, also their neighbors. Simply put, local owners and employees take a special pride in their trade.

## Ensure Scarborough Stands Out from the Crowd

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character, are more likely to attract entrepreneurs and new investment. The people of Scarborough place a high value on individuality and consider our homegrown enterprises a source of pride. They are also an attraction to visitors.