



Keep more of Your Dollar In Your Community

➤ **LOCALLY OWNED BUSINESSES MAKE TACOMA UNIQUE**

One-of-a-kind, locally owned businesses are an integral part of what makes Tacoma unique and they survive and thrive with your community support. In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses are more likely to attract entrepreneurs, new investment, residents and visitors.

In Tacoma, we place a high value on individuality and consider our homegrown enterprises a source of pride and quality of life.

➤ **LOCAL BUSINESS SUPPORTS COMMUNITY AND ENVIRONMENT**

Local business owners tend to set up shop in the heart of walkable communities, rather than developing on the city's fringe or in suburban strip malls accessible only by automobile. Having a diverse array of businesses within walking or biking distance reduces the amount of driving to shop for goods and services. It conserves land, limits sprawl and lessens traffic and air pollution. Independent businesses are also owned by people who live in this community and are committed to investing in Tacoma's future.

➤ **GOING LOCAL MEANS MORE CHOICES**

A marketplace of many small businesses ensures more innovation, competition and lower prices over the long term. Independent businesses chooses products based on local customers needs and desires, not a national sales plan. This guarantees a more diverse range of products, services, and choices for you the consumer.

➤ **LOCAL OWNERS OFFER EXPERTISE**

Local business owners and employees possess passion and expertise for the products they offer that is unmatched by employees and managers of national chains. They also 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.

But these are just a few reasons why going local matters,
Support our locally owned business to discover even more

YOUR COMMUNITY THANKS YOU FOR SUPPORTING LOCALLY OWNED BUSINESS

<http://golocaltacoma.com>

<http://www.newrules.org/retail/index.php>