



Positive Impacts of Shop Local Campaigns & How to Implement Them



A white paper by SizeUp
www.SizeUp.com



Introduction



"Shop Local" campaigns have emerged as a powerful means of bolstering local economies, fostering community bonds, and supporting small businesses. These campaigns encourage residents to prioritize local merchants over larger corporate entities.

When people Shop Local, they support more than just their own convenient purchase. Buying from locally owned businesses stimulates your community's economy, enriches civic identity, attracts visitors, benefits local charities and public services, and stimulates innovation.

Let's delve into the myriad benefits of implementing "Shop Local" campaigns and explore effective strategies for local communities to embark on this transformative journey.

Part 1: The Benefits of "Shop Local" Campaigns

Economic Vitality



"Shop Local" campaigns infuse fresh vigor into local economies. According to a study conducted by the American Independent Business Alliance, for every \$100 spent at local businesses, approximately \$68 returns to the local economy, compared to only \$43 when spent at non-local businesses. [1] This injection of funds fuels job creation, increases wealth for local residents, stimulates tax revenue, and generates a ripple effect of economic growth within the community.

[1] Civic Economics

Job Creation & Preservation



Small businesses are significant contributors to job creation, and "Shop Local" campaigns amplify this impact. The Small Business Administration (SBA) notes that small businesses have generated 12.9 million net new jobs over the past 25 years, accounting for two out of every three jobs added to the US economy. [2] By choosing local businesses, communities foster an environment conducive to employment opportunities and job retention, ultimately enhancing residents' overall quality of life.

[2] "Small Business Facts: Small Business Job Creation" US Small Business Administration Office of Advocacy. Apr 26, 2022

Unique Community Identity



Local businesses are often imbued with the character and essence of the community they serve. By supporting these businesses, communities preserve their distinct identity and create a sense of place. "Shop Local" campaigns celebrate the charm and diversity of local merchants, fostering community pride and connection.

Fund Public Services



It is important motivation for people to understand the economics of how shopping locally directly benefits them. Shopping at local businesses generates increased taxes that support their own public services including schools, libraries, police, fire, and roads.



Local Pride



57% of Americans support shopping at small businesses to keep their money local. In addition, 38% of shoppers want to support their community and local creators. 28% Shop Local for better service and 19% to help local non-profits. [3]

[3] Intuit Mint

Charitable Giving



Local small businesses donate 250% more than large businesses to local non-profits and community causes. [4] When you shop at a local business you are not only putting money back in your local economy, but you are also putting it back into local charitable causes too. By choosing local businesses, communities foster an environment conducive to employment opportunities and job retention, ultimately enhancing residents' overall quality of life.

[4] SCORE Infographic: Small Business Charitable Giving - Big Impact on Local Communities

Part 2: Implementing "Shop Local" Campaigns

Community Collaboration



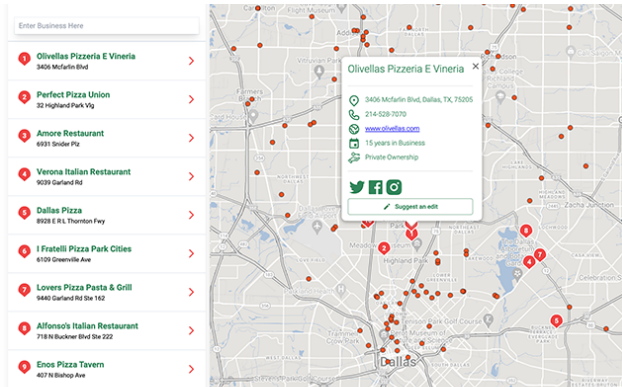
Engage local businesses, elected officials, residents, and community organizations to collectively champion the cause. Establish committees or working groups to strategize campaign activities, develop promotional materials, and coordinate events.

Educational Outreach



Raise awareness about the benefits of "Shop Local" campaigns through social media, local newspapers, and community events. Share statistics about the economic impact of supporting local businesses to encourage residents to make informed choices.

Digital Presence



Develop a dedicated website to showcase participating businesses, share success stories, and promote upcoming events. Utilize online channels to spotlight the unique offerings of local merchants. Economic development organizations and chambers of commerce across the country are implementing SizeUp Shop Local software on their websites to successfully accomplish this. It enables website visitors to search for and exclusively find businesses that are locally owned.

Promotional Activities



Launch themed events, promotions, and discounts to entice shoppers to patronize local businesses. Collaborate with local artists, musicians, and food vendors to create vibrant community experiences that draw people to neighborhood businesses.



Existing National Events



Leverage your “Shop Local” efforts by incorporating them with established national and local small business celebrations. “Small Business Saturday,” is on the Saturday after Thanksgiving. There are many other established national and local small business celebrations such as Small Business Week and National Entrepreneurship Month.

Partner with Schools & Non-Profits



Forge partnerships with educational institutions and nonprofit organizations to involve them in the campaign. Encourage schools to incorporate "Shop Local" concepts into their curriculum and collaborate with nonprofits for joint events that spotlight local businesses.

Conclusion

"Shop Local" campaigns stand as a beacon of community empowerment, nurturing local economies, and forging lasting connections. The benefits span from economic prosperity and job creation to preserving community identity and funding public services. By fostering collaboration, educating the public, and embracing innovative promotional strategies, local communities can transform these campaigns into catalysts for positive change, reinforcing the concept that when residents choose local, everyone wins.

Learn more at SizeUp.com/ShopLocal





SizeUp Shop Local

SizeUp Shop Local enables residents and visitors to exclusively search for and discover locally owned businesses. Promoting locally owned business spending retains more dollars in your local economy.

About SizeUp Shop Local

Shop Local enables organizations to promote doing business with local companies. This is beneficial to the local economy because local business spending creates a higher economic impact for the community and local governments. Through our client's website, website visitors are empowered to search for and explore local businesses by industry or name so customers can discover and shop at these businesses.

SizeUp clients can define the parameters of which businesses are included and/or excluded in the business search, including:

- ❑ All businesses – Every business located in the client's service geography
- ❑ Locally owned businesses - Businesses headquartered in our client's service geography
- ❑ Franchise – Regional/national brands that have a locally owned franchise
- ❑ Client defined businesses – Clients can individually select businesses that they want to include or exclude when there is an industry or name match

Search by Industry

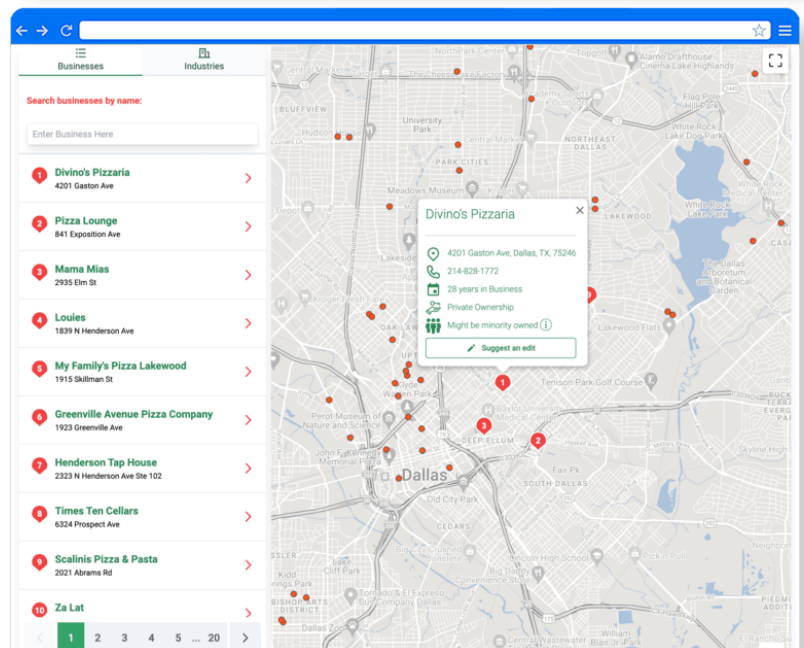
Website visitors can search locally owned businesses by industry. Only businesses within our client's geographic service area are included.



Results & Contact Information

SizeUp provides a text list and geospatial mapping of businesses by industry.

Website visitor clicking on a business name will display additional information about the company, depending on the data available, which can include the address, phone number, characteristics, and links to the website and social media for the business.





Only businesses in your service geography

Because the purpose of Shop Local is to promote local businesses, no businesses outside of the client's service geography is included or shows up in the search results. Only businesses within the client service geography appear in search results.

Easy to use

Shop Local is designed to be easy for website visitors to use. The design uses a simple one box interface. The user just enters the industry to find a local business. Within the industry results, they can also search by business name.

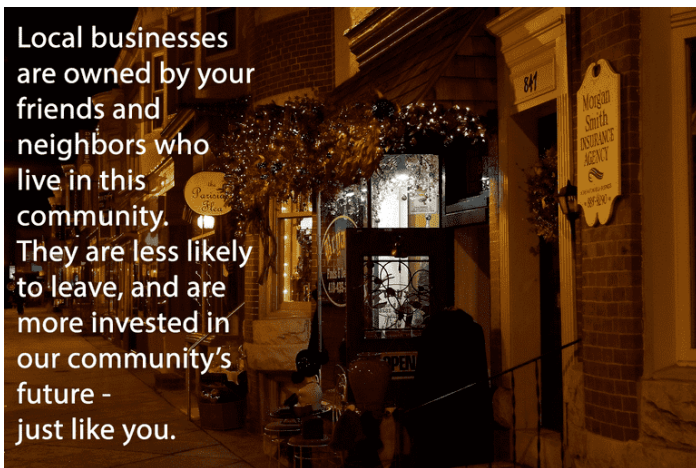
Accurate industries

SizeUp does not use generic, standard, or basic industry classifications because these are not specific enough to match what consumers are actually searching for. Instead, Shop Local uses authentically specific industries, including semantic search technology. This allows users to search using natural language. It also provides the ability to query over 9,000 detailed industries. For example, a standard governmental industry classification would be "retail"; a SizeUp Shop Local industry would be "children's & infants wear stores". A standard government industry classification might be "food and beverage"; a SizeUp Shop Local industry would be "Italian restaurants". A standard government industry classification might be "health care"; a SizeUp Shop Local industry would be "orthopedic sports medicine".

Visually Communicating Local Value and Identity

The home page of Shop Local includes a carousel of images that support the concept and benefits of shopping locally. Clients can use stock imagery from SizeUp and/or add local imagery, statistics, and messaging that is specific to the client's geographic service area, such as images of commercial corridors, shopping districts, malls, and economic statistics for the area.

The following are examples of some SizeUp Shop Local stock images that our clients can choose to use, if desired:





A white paper by SizeUp
www.SizeUp.com

