

# Love the Local. Shop, Dine And Support Cumberland.

## *Here's What It Does For Your Community!*

### **1. You keep the dollars in our economy.**

For every \$100 you spend at one of our local businesses, \$68 will stay in the community. Only \$43 stays in the community when you spend that same amount at a national chain. Spend it out-of-town or online and \$0 stays in the community.

### **2. You protect local character and prosperity.**

No clones allowed! By choosing to support locally owned businesses, you help maintain the distinctive flavor of Cumberland.

### **3. You create local jobs and helped to stimulate the local economy.**

Local businesses create more jobs locally. And remember, local businesses bank locally, hire local accountants, attorneys and designers and advertise in the local media.

### **4. You go green.**

Buying from a local business conserves energy and resources in the form of less fuel for transportation and less packaging. Furthermore, local businesses help to sustain lively, condensed and walkable town centers which in turn reduce automobile use, habitat loss and air and water pollution.

### **5. You nurture our community.**

Studies have shown that local businesses donated to community causes at more than twice the rate of chains. Where would our community programs and events be without the generosity of local businesses?

### **6. You create more choice.**

Local business owners pick the things we sell on what we know about our customers. Local businesses carry a wider array of unique products because we buy for our own customer base.

### **7. You encourage competition.**

A marketplace of small businesses is the best way to ensure innovation and low prices over the long-term.

### **8. You retain our community.**

People don't like losing shops and services in small towns but don't equate this to how they spend their money. Businesses will only survive if customers spend locally – so if you want a vibrant city, where people can socialize and events like Friday After Five and the Farmer's Market are held, shop locally.

### **9. You maintain a higher standard of service.**

Evidence shows that people receive better customer service in local shops. Shop keepers survive by their reputation and repeat business – so buying local means that you get a higher standard of service.

### **10. You make us a destination.**

The more interesting and unique we are as a community, the more we will attract new neighbors, visitors and guests. And that's a benefit to all of us!

## **11. You make a difference!**

***SO...Thank you for shopping locally. Love the Local!***

# DCBA

DOWNTOWN CUMBERLAND BUSINESS ASSOCIATION

Love the Local is sponsored by the Downtown Cumberland Business Association.  
[www.visitcumberland.org](http://www.visitcumberland.org)