

## **Shift Your Shopping to a Local Independent Business**

This November marks the launch of an unprecedented collaboration among advocates for local independent business by promoting the *Shift Your Shopping* Campaign. Representing over 38,000 locally owned and independent businesses across the U.S. and Canada, *Shift Your Shopping* will encourage residents and businesses to make a “Shift” by buying from local independent businesses for the holiday season. *Shift Your Shopping* offers a simple, powerful way to boost our economy and preserve and create jobs in our local communities.

“We’re encouraging the community to shift purchases of food, gift cards, flowers and other holiday offerings to local businesses that are owned by and employ your family and friends. You may just experience better customer service and a sense of good will by giving a gift to your community,” said Virginia Elandt, Director of Think Local Umpqua.

Americans are about to spend a large portion of their annual shopping budget between Nov. 1 and Dec. 31—the National Retail Federation predicts about \$700 per shopper. Numerous studies show that if those dollars are shifted to locally owned, independent businesses, they’ll generate 2-3 times as much economic activity in local communities than if that money had been spent at a national chain. If 10% of Douglas County over the age of 18 spent that money locally, that’s an additional \$6 million dollars of local economic impact.

The campaign encourages residents to take job creation and economic concerns into their own hands by exercising their power to strengthen their own local economies. “Our locally-owned businesses are an integral part of our community. They donate their time and talents throughout the year. Let’s support them this holiday season by returning the favor and spending our money where it makes a difference, right here,” said Virginia. Locally owned businesses typically generate up to three times the local economic activity of national chains because independents spend more money in the local area, including using more local goods and services such as banking, printing, advertising, legal services, furnishings and more. Through this “multiplier effect,” the added taxes collected from local expenditures provide support for local schools, parks, law enforcement and more.

Think Local Umpqua, represents over 200 locally owned independent businesses from Douglas County and is taking part of the *Shift Your Shopping* Campaign here. *Shift Your Shopping* will run from November 1st through the end of December. A list of national *Shift Your Shopping* events, participants, and resources is now available at [ShiftYourShopping.org](http://ShiftYourShopping.org). For information on local events and Think Local Umpqua businesses please visit [www.thinklocalumpqua.com](http://www.thinklocalumpqua.com).