

Shop Local for Back-to-School Needs!

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Back to School seems to come faster and faster each year. With cost inflation of many items, families and individuals often will shop around and travel to the bigger cities to take advantage of the wide variety of stores and the “cheaper” prices. Even though large chain stores may have the cheaper price now, shopping locally can benefit your family, your pocket book and community in the larger picture. It is estimated that when a shopper spends \$100, \$68 of that total will stay within the town they are shopping in.



Locally owned businesses are the supporters of our local youth and school programs within our communities. When we support them by buying locally, you are supporting school and youth programs as well as your community. There are many local consignment stores, church clothing drives, and smalltown boutiques that offer a more unique and one-of-a-kind shopping experience. Shopping locally has many benefits alongside of supporting locally business owners.

Keep Money Local- Keeping money local helps funds the vital parts to a community to survive. The Sales tax that is spent when shopping local, helps to fund local police and fire protection within the community as well as helps with repairs to streets.

Discover Interesting Things and people- Local business owners often sell their own local products as well as other local entrepreneur items that are “one- of- a- Kind product which in return makes the town a better and interesting place to live. This attracts new neighbors, visitors and guest to your town.

Personal Connection- Local business owners are in charge of making the decisions of their company which in return wants them to have a connection with all of their customers to make them want to return to their shop time and time again.

Product Knowledge- Having a great personal connection with customers, local businesses have a knowledge of their product better than a large box store. Local businesses know what sells and what their customers are looking for, so they easily adjust their inventories to meet consumer needs. Owners choose projects based on customer needs and will often carry unique items from local producers that you may not find in a large chain store.

Cost Effective- Small, Local businesses have a smaller overhead than a large box store and are in return able to sometimes offer lower prices and be more willing to negotiate a better price to meet customer needs.

Support Future Growth- Shopping locally shows pride in your community and helps to protect the businesses within our communities that make us unique and different from the neighboring community.

For more resources to help shop locally, please contact your local chamber or Amanda Clasen, Community Vitality Agent, at amclasen@ksu.edu or at any Southwind Extension office.