



Positive Impacts of Buying Local

1. **Green-Friendly**
Shopping locally reduces your gas consumption and pollution. Also, local stores help to sustain vibrant, walkable communities, reducing sprawl and the need for automobiles.
2. **Keeping Local Dollars in the Economy**
A 1% increase in spending in Door County would induce a total of \$3.9 million in industry sales, 56 jobs and \$2.3 Million in new personal income. See chart below.
3. **Local Character and Prosperity**
In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an advantage in offering quality of life and unique experiences.
4. **Friends and Neighbors Provide Better Service**
Local businesses are staffed by local residents, your friends and neighbors. You get better service from people you know and who know you. And, you can catch up on "what's new" with other customers as you shop.
5. **Convenience Equals Savings**
Shopping locally saves you time and money. A shopping trip outside of our county costs you for every mile you drive, each way, and valuable time away from your home. Pocket the savings and treat your family to a night on the town (at a restaurant that serves local produce and ag products!)

An Increase of Just 1% in Local Purchases Gets You....

1% of Potential Sales Door County

Impact Type	Employment	Labor Income	Total Income	Industry Sales
Direct Effect	45.5	\$1,127,838	\$1,751,833	\$2,884,004
Indirect Effect	4.3	\$124,181	\$248,166	\$443,093
Induced Effect	6.5	\$184,237	\$370,308	\$614,438
Total Effect	56.3	\$1,436,255	\$2,370,307	\$3,941,535