

4 Supporting local businesses helps maintain the **vibrant, unique character** of the East Village.

5 Local firms purchase local goods and services at **more than twice** the rate of chains.

6 Local businesses **reduce environmental impacts** by relying less on vehicles and sourcing products closer to home.

7 A **10% shift** in market share from chains to local stores could result in:

- new local **economic activity**
- new **jobs**
- **increased wages** for local employees

more ways to help:

- Use the "Get Local!" Guide to **find more independent retailers** in the East Village.
- **Nominate another location** for a "Spend Local!" map.
- **Tell others** why it is important to shop locally.
- Visit www.evccnyc.org for more information!

EAST VILLAGE COMMUNITY COALITION:

We work to recognize, sustain, and support the architectural and cultural character of the East Village

143 Avenue B, Simplex
New York, NY 10009
212-979-2344 | evccnyc.org



Spend Local!



Local Alternatives
to 7-Eleven

Spend Local!

did you know?

1 For every \$100 you spend locally, **\$68 stay in the local economy**. But for every \$100 you spend in a chain store **only \$43 stay local**.

2 Small businesses are the **number one employer** in the US.

3 If everyone in the East Village redirected **\$20 of monthly spending** to a local business, approximately **\$9.5 million** would move into the local economy.

