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.

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

Local Alternatives to 7-Eleven

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

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Local Alternatives to 7-Eleven all within a 5-minute walk

- Commodity Natural Market
- 1st Ave (10th/11th)
- United Copy & Print
- 10th St (1st/2nd Ave)
- Tarallucci e Vino
- 1st Ave (9th/10th)
- Little Village Postal Store
- 1st Ave (9th/10th)