Commissioner Juan C. Zapata Presents West End "WE" Buy Local Campaign

The West End "WE" Buy Local Campaign is in full effect! This campaign is meant to promote buying local and inform residents like you of the important advantages that shopping local has on our community. "Buy Local" programs help local communities by boosting the economy, engaging the residents, and promoting a healthy and sustainable lifestyle. Make sure to do your part and buy local!

Economy

- $ When you buy from local, independent businesses, you help our community retain more money. Studies show that 48% of revenue from local businesses is reinvested into the community, compared to only a 13.6% return in revenue from "big-box" chains and corporations. When shopping online, virtually no money is reinvested.
- $ Small and independent businesses create more jobs per sales dollar than chain competitors and several times more than online retailers.

Environment

- $ By shopping at local businesses, you help reduce fossil fuel dependence, carbon dioxide emissions, and use of packaging materials and garbage.
- $ Local businesses help to sustain vibrant, compact, and accessible communities, which in turn are essential to reducing automobile use, habitat loss, and air/water pollution.

Community

- $ Traffic congestion from trucks overloading the roads can be decreased by local businesses buying local supplies and local materials. This means less noise and air pollution for residents, as well as the opportunity to lead a healthier and more enjoyable lifestyle by creating a more pedestrian friendly neighborhood.
- $ Buying local means that more of your tax dollars go to places that directly benefit you, such as police and fire departments, schools, libraries, etc.

Health

- $ Communities that have a "buy local" program have been known to decrease mortality, obesity, and diabetes rates.
- $ Not only does locally sourced produce taste better, but also it is better for you. Local produce preserves more nutrients, is also GMO free, and exposed to less chemicals.

Fun Families. Friendly Neighbors. Fit Residents.

*AMIBA- American Independent Business Alliance (www.amiba.net/)
*ILSR - Institute for Local Self-Reliance (https://ilsr.org/)