

What Consumers Can Do

GO LOCAL

Buying Local puts your hard-earned dollars to work right here in your community-benefitting you, your family and your neighbors.

KEEP RECYCLING YOUR DOLLAR

WHY

By choosing to re-circulate your dollars in the Mid-Columbia, you play an important role in keeping our regional economy strong, creating jobs and providing vital tax revenue that supports things like road repair, police and fire protection and schools.

KEEP OUR COMMUNITY STRONG

When local businesses flourish, they can continue their support of important community projects and charitable organizations.

KEEP OUR ECONOMY STRONG

The Tri-Cities are not recession-proof. We have to be diligent in our support of local business to make sure that our economy stays strong. You can do your part by patronizing local businesses. Go Local is a guilt-free campaign, so please continue to buy at your favorite retailers. We just ask that you consider the many benefits of buying local.

KEEP YOUR NEIGHBORS WORKING

We want to secure employment for our friends, neighbors and family members.

KEEP OUR UNIQUE CHARACTER

Spending money at local retailers creates more demand, and in turn more diversity of services and businesses in our area. Why do you choose to live here? What keeps you? Our region is one-of-a-kind because of our unique businesses and residents-and lets keep it that way.

GO LOCAL AS A MINDSET

HOW

There are varying degrees of how you can put your dollars to work: shop your neighborhood, then your town, your region and your state before searching for goods or services elsewhere. When you buy local you are investing in local businesses and the result is a resilient local economy. Vote with you dollars by buying local, because together we are keeping our community strong.

For more information, see FAQs, testimonials,, or download logos on our website:

www.tricityregionalchamber.com

Are you ready to Go Local?

Tips to help you get started:

- ◆ Compare prices at local merchants before buying online or out-of-state.
- ◆ Calculate shipping costs, sales tax and any processing fees before completing an online purchase.
- ◆ Is there a chance you will return/exchange the item? Buying local will

save the cost of shipping and hassle of repacking an item; plus you'll receive an immediate credit, rather than waiting

for it to be posted to your account.

- ◆ If you enjoy 'recreational' shopping trips, consider shifting your focus. You can discover great shopping and hidden treasures right here in our region.
- ◆ When comparing prices, be comfortable asking a local merchant: "What can you do to help me buy this locally?"
- ◆ Set a cost threshold to "keep is local" (e.g. paying 5% or 10% more)

