Working with Local Businesses
Supporting local businesses benefits your community and is a great way to differentiate your tourism product. Travelers are increasingly interested in local and authentic experiences. By committing to sustaining the local community you will help contribute to your local economy.

Top Ten Reasons to Support Local Business

1. **Protect Local Character and Prosperity** - By choosing to support locally-owned businesses, you help maintain diversity of your setting.
2. **Community Well-Being** - Locally owned Businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.
3. **Local Decision Making** - Important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.
4. **Keeping Dollars in the Local Economy** - Your dollars spent in locally-owned businesses have three times the impact on your community as dollars spent at national chains.
5. **Job and Wages** - Locally owned businesses create more local jobs. The benefactors of these wages can in turn spend their paycheck in the local economy.
6. **Entrepreneurship** - The fuel of America’s economic innovation and prosperity.
7. **Public Benefits and Costs** - Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.
8. **Environmental Sustainability** - Local stores help to sustain vibrant, compact, walkable town centers.
9. **Competition** - A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.
10. **Product Diversity** - A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

Why Support Local Businesses
Supporting locally owned businesses supports the non-profit organizations of the community. The non-profits who rely on donations for their funding receive an average of 250% more from locally owned businesses. Also, by buying from the locals, you are keeping each community unique and encouraging more tourists to travel there for the one-of-a-kind experience. When you order items from locally owned businesses, you are also helping the environment. Local purchases means less travel and transportation costs and pollution. Finally, you are encouraging entrepreneurship that drives the American economy.

Finding Local Suppliers
To find out more about businesses in your area, contact your local chamber of commerce.

For more information on local products, visit the North Carolina Department of Agriculture and Consumer Services Marketing Division at [www.agr.state.nc.us/markets](http://www.agr.state.nc.us/markets).

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This document was made possible through a partnership between the Center for Sustainable Tourism at East Carolina University, East Carolina University’s Office of Office of Engagement, Innovation and Economic Development, the North Carolina Division of Tourism, Film, and Sports Development, and the North Carolina Division of Pollution Prevention and Environmental Assistance. Information presented is collected, maintained and provided for the convenience of the reader. While every effort is made to keep such information accurate and up-to-date, the state of North Carolina does not certify the accuracy of information that originates from third parties. Under no circumstances shall the state of North Carolina be liable for any actions taken or omissions made from reliance on any information contained herein from whatever source nor shall the state be liable for any other consequences from any such reliance. Mention of a company should not be considered an endorsement by the State of North Carolina.