

# WHY LOCAL?

It's easy to shop online or at chain stores, but keeping money in the local economy strengthens the fabric of our community in countless ways—and it's fun!

Imagine you withdraw a \$20 bill out from Mascoma Bank.



Local First Alliance member Mascoma Bank is a community-driven organization with a commitment to giving back for more than 100 years. In 2017 alone, Mascoma provided more than \$1.5 million in direct support for New Hampshire- and Vermont-based nonprofits and community organizations, including Vital Communities! Congratulations to Mascoma Bank on becoming a Certified B Corporation, reinforcing its tradition of giving back to the community and serving as an example for businesses and organizations throughout the region.



Rather than spending it at a chain grocery store, you head to your favorite farmers' market and buy \$20 in fresh, local produce from a local farmer.



That farmer spends the \$20 on new muck boots at West Lebanon Feed & Supply, which in turn uses \$15 to pay for an hour of employee time and the other \$5 to help support the local little league fundraiser.

Curt & Sharon Jacques bought the store in 1995 and since then West Lebanon Feed & Supply has been named Business or Retailer of the Year by five different organizations from Business NH Magazine to the Global Pet Expo. In November 2017, West Lebanon Feed & Supply was the Local First Business of the Month.



That \$20 is just the beginning: For every \$100 you spend at locally owned businesses, \$48 stays in the community versus only \$14 when you spend it at a national chain. THAT'S THREE TIMES AS MUCH!

On and on, that \$20 makes its way around the local economy, supporting and feeding the businesses, organizations, and people that make the Upper Valley home.



Lyme Green Heat delivers wood pellets, installs heating systems, and is committed to promoting local, sustainable, renewable modern wood heat.

That money helps the employee buy a load of wood pellets from Lyme Green Heat to get ready for winter.

To celebrate the game, parents take the players out to pizza at Three Tomatoes Trattoria. While the kids enjoy a well-deserved slice, the parents plan to meet for First Friday in White River Junction to shop at unique local businesses like Revolution and Fat Hat Clothing and try a fun eatery like Piecemeal Pies or Trail Break taps + tacos.

