

Shop Geneva!

Pick 3. Spend 50. Save your local economy!

3 What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keep those businesses around.

50 If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 of the employed population did that.

68 For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home*.

1 The number of people it takes to start the trend...*you!*

* Employment statistics courtesy U.S. Department of Labor 2/6/09



SAVING THE BRICK & MORTARS
OUR NATION IS BUILT ON

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