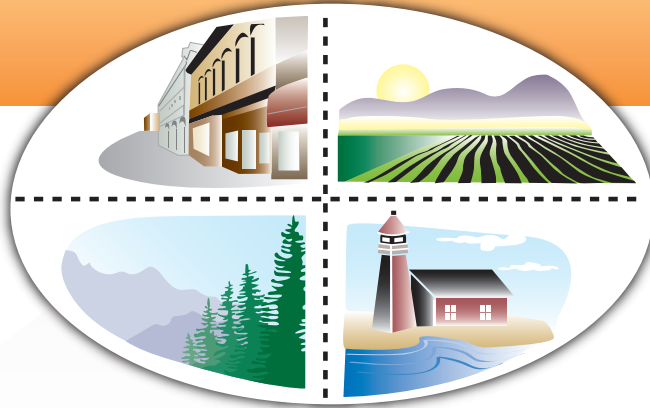


WHY CHOOSE SANTA CRUZ COUNTY FIRST



- **More money re-circulates in Santa Cruz County when purchases are made at local businesses:**
More money is kept in the community, because local businesses purchase from other local businesses & services. Studies show spending \$1 locally will create a \$2 economic benefit without imports. Buying locally helps grow other businesses, as well as the city's tax base.
- **Most new jobs are provided by local businesses:**
Small local businesses are the largest employer nationally, and in Santa Cruz County, small businesses provide the most new jobs to residents.
- **Our local one-of-a-kind businesses are an integral part of our distinctive character:**
The unique character of Santa Cruz County is what brought us here and will keep us here. Our tourism businesses also benefit.
- **Local businesses invest in community:**
Local businesses are run by people who live in this community, are less likely to leave, and are more invested in the community's future.
- **Customer service is better:**
Local businesses often hire people with more specific product expertise for better customer service.
- **Competition and diversity leads to more choices:**
A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.
- **Reduced environmental impact:**
Local businesses can make more local purchases, requiring less transportation, and generally set up shop in town or city centers, as opposed to developing on the fringe.
- **Public benefits far outweigh public costs:**
Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services.
- **Local First encourages investment in Santa Cruz County:**
A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.
- **Non-profits receive greater support:**
Non-profit organizations receive an average 350% greater support from local business owners, than they receive from non-locally owned businesses.

We Live, Shop & Support Local