

**SAVE TIME
SAVE MONEY**



**SAVE GAS
SAVE JOBS**

REASONS TO THINK LASSEN COUNTY FIRST!

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SAVE MONEY WHILE INVESTING IN YOUR COMMUNITY

SAVE TIME, SAVE MONEY, SAVE GAS - A MARKETPLACE OF HUNDREDS OF SMALL BUSINESSES IS THE BEST WAY TO ENSURE INNOVATION AND LOW PRICES. SHOPPING LOCAL ALSO SAVES YOU MONEY ON GAS.

SUPPORT BUSINESSES THAT SUPPORT OUR COMMUNITY

NON-PROFIT ORGANIZATIONS RECEIVE AN AVERAGE 350% GREATER SUPPORT FROM LOCAL BUSINESS OWNERS THAN THEY DO FROM NON-LOCALLY OWNED BUSINESSES.

2

3

MAINTAIN AND CREATE JOBS

SMALL LOCAL BUSINESSES ARE COLLECTIVELY THE LARGEST EMPLOYER NATIONALLY AND THEREFORE PROVIDE THE MOST JOBS TO RESIDENTS IN COMMUNITIES, AND LOCAL BUSINESSES ON AVERAGE PAY THEIR EMPLOYEES A BETTER WAGE!

KEEP THE MONEY YOU SPEND RIGHT HERE AT HOME

SEVERAL STUDIES HAVE SHOWN THAT WHEN YOU BUY FROM AN INDEPENDENT, LOCALLY OWNED BUSINESS A SIGNIFICANTLY GREATER PORTION OF YOUR MONEY IS USED TO MAKE PURCHASES FROM OTHER LOCAL BUSINESSES, SERVICE PROVIDERS AND FARMS, CONTINUING TO STRENGTHEN THE ECONOMIC BASE OF THE COMMUNITY!

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ENCOURAGE INVESTMENT AND ATTRACT BUSINESSES

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.