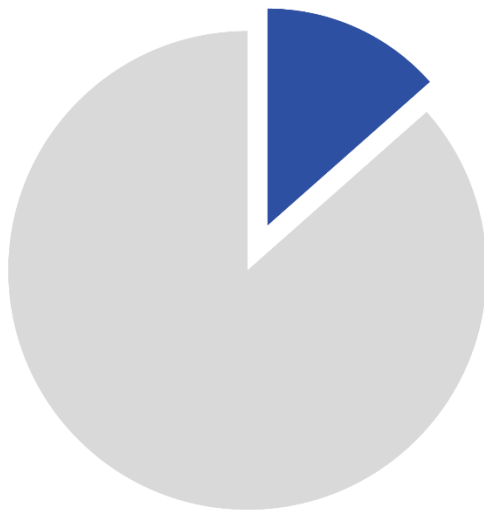

Pueblo County Buy Local Fact Sheet

Increasing purchases from locally owned and operated businesses strengthens the local economy in these top three ways:

1. Each local dollar spent at an independent business returns an average of three-times more money to the local community than one dollar spent at a national chain.
2. Independent businesses employ more people per dollar of revenue.
3. Small independent businesses create greater per capita income growth.

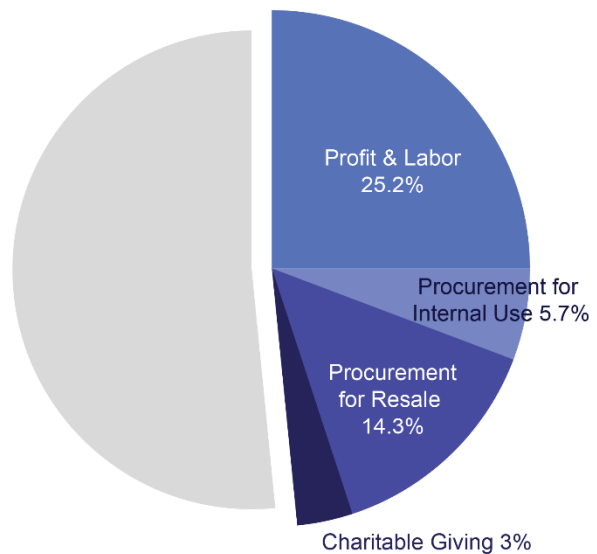
Local Economic Return of Indies v. Chains

Chain Retailers



Local Recirculation of Revenue: 13.6%

Independents



Local Recirculation of Revenue: 48%

*Compiled results from nine studies by Civic Economics, 2012: www.civiceconomics.com
Graph by American Independent Business Alliance: AMIBA.net

Pueblo County Buy Local Facts

When Pueblo citizens purchase from locally owned and operated retailers, 48% of the revenue is retained in the community. In 2016, \$483 million was re-circulated from purchases made at local retailers, compared to \$172 million from national chains. For every 1% shift to local purchasing our community re-circulates \$4.8 million which increases jobs, wages, and our community resources. A 1% increase in purchasing from locally owned and operated business could be achieved if each Pueblo County household spent only \$160 more each year at local businesses.

