

## **“Think Local” – The Job You Save May Be Your Own!**

The “Think Local” program is a community initiative to build awareness of the economic benefits of doing business locally. This effort enhances the livability of our community, the stability and diversity of the local economy and the retention and expansion of local businesses. An analysis by Austin-based economic development consultant, Dan Houston, found that a 10% shift in spending to local businesses in Grand Rapids, Michigan, would create 1,600 jobs with a payroll of \$53 million. *So how do we Think Local?*

How can you be a part of this impactful shift in our own community? Agree to actively “**Think Local**” in every business or financial decision you make, and encourage your employers or employees, family and friends to do the same. In essence, take a moment to reflect on your business decision before you make it -- can the service or product you are looking for be provided by someone in Northern Nevada? That someone may be you, your neighbor or a friend.

There are several ways to do this:

**Purchase goods or services from local vendors and suppliers:** This is essentially in line with the Buy Local initiatives that are already well established. The goal is to keep most of your purchasing power here in the community. Regardless of the size of the company or where its headquarters is, if the company employs local employees it is keeping much of that purchasing power here and is considered local. When you do buy on-line, try to choose companies with a presence within the State of Nevada.

**Contract with companies that have a local presence:** Just like buying local, we have plenty of talent right here in the region. Most of our contracting needs can be met by these companies that have chosen to do business, pay taxes, raise families and in many ways invest in our region. If you have a contract with someone out of the state take time to ask yourself -- is there someone in this region that can do this?

**Hire local:** Before you do a national search to fill a position consider that the talent we have here in most industries is excellent. Before you do an expensive search do a local one first and see what we have here, you will likely be pleasantly surprised and will save significantly on the search and relocation expenses.

**Eat locally produced food when available:** Support growers, local distributors, and locally owned food establishments. This also helps cut down on travel and carbon emissions and the food you get is normally fresher and better.

**Support our local non-profits and Serve our community:** While the national nonprofits are doing important work, the efforts of their regional offices or our local agencies directly impact the lives of those in our community. They support us every day, so consider that when you do

your charitable giving. While you're at it, consider giving some of your time as a volunteer to serve the needs of our community. If we all do a little - the impact will be great.

“Thinking Local” is really just a mind-set that helps retain wealth in our region. It benefits our economy, creates jobs, increases the tax base and it helps all of us, especially in these tough economic times. Sign the think local resolution at [www.edawn.org](http://www.edawn.org) and do your part to help grow our economy.