

## Shop Granville First! A Shop Local Movement

Shop Granville First – a local, grassroots effort where shopping Granville First helps companies support each other. When local businesses support each other, everything comes full circle: the local restaurant supports the local farmer, who in turn supports the local sports shop who then purchases supplies from the local printer, who then dines at the local restaurant—the cycle is complete!

The Shop Local, Shop Small movement has taken root in communities across the United States. In 2010, American Express encouraged small business owners to take charge and be part of the first Small Business Saturday®, helping them promote their businesses through free personalized ads, online directories, and more recently within the communities themselves through Neighborhood Champions. Through the hard work and creativity of these Neighborhood Champions, nearly 3000 people in all 50 states helped make 2014 Small Business Saturday® a success.

Here are just a few of many reasons to Shop Granville First

- Shop Granville First to get real value and personal service by choosing local, independent businesses for shopping, dining, services, and other needs.
- When you Shop Granville First, you are helping to build your community. These experiences build relationships and strengthen community bonds. Each dollar you spend at independent businesses returns 3 times more money to your local economy than one spent at a chain (hundreds of times more than buying from an online mega-retailer) -- a benefit we all can bank on.
- When you Shop Granville First, you help shape our community character by giving our community its distinct personality.
- When you Shop Granville First, you are contributing to the local job force by helping independent businesses employ more people; this has a direct impact on local revenue dollars and thereby increases the customer base of local printers, accountants, wholesalers, farms, attorneys, etc., expanding opportunities for local entrepreneurs.
- Shop Granville First—did you know small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses.
- When you Shop Granville First, you are a key part in helping small businesses thrive. By shopping or dining at small businesses throughout the year, you're showing your support for the small businesses in *your* neighborhood and reinvesting in the community you call home: Granville!

The story of America is written in every small business. It's written in the cafes where we meet our first loves. And in the boutiques where we buy our babies' first clothes. And in the flower shops where we buy arrangements and corsages for Mother's Day. Shop Granville First to help write the next chapter, and be part of an American story.

To learn more about the Granville County Chamber of Commerce's Shop Granville First initiative, contact Ginnie Currin, Executive Director at 919.693.6125 or email [ginnie@granville-chamber.com](mailto:ginnie@granville-chamber.com)