



Background  
Buy Local Month  
Nov. 15 – Dec. 15, 2019



POWERED BY RETAIL ALLIANCE

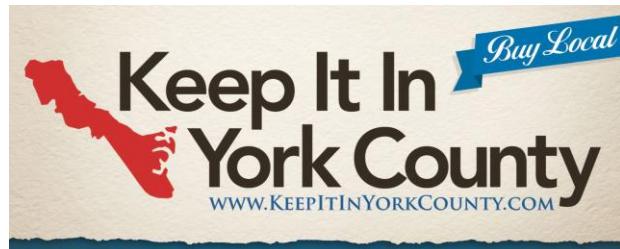
# Why Buy Local Month for Hampton Roads?

- Independent, community-serving businesses typically consume less land, carry more locally-made products, locate closer to residents and create less traffic and air pollution.\*\*
- AMIBA
- If every family in the Hampton Roads area spent just \$10 a month with a locally-owned, independent business instead of a national chain, over \$51,132,192\* would be directly returned to the community.
- Independent We Stand website

# Challenge = Opportunity

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- Buying Local has positive impact on local economies
- Small businesses need a boost
- HRPDC is positioned to set the stage for each locality to participate





Proclamation  
before or on  
Nov 15<sup>th</sup>.

HRPDC  
website page  
to link to each  
locality.  
HRGReen?

Each locality  
promotes  
between Nov  
15 – Dec 15,  
2019

Open the door for  
localities to promote  
together.

Evaluate  
and grow in  
subsequent  
years