



RETAIL ALLIANCE[®]
The Retail Merchants Association Since 1903

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

Be a Local Business

LOVEVA[®]



HAMPTON ROADS

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

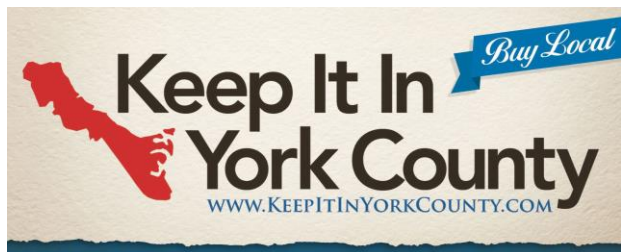
Challenge =
Opportunity

Buy Local Month
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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

Buy local

MONTH



We know that

FOR EVERY \$100 SPENT
at a chain store,
AN AVERAGE OF \$14
IS REINVESTED IN THE COMMUNITY.

FOR EVERY \$100 SPENT
at a local store,
AN AVERAGE OF \$45
IS REINVESTED IN THE COMMUNITY.

Proclamation
before or on
Nov 15th.

HRPDC
website page
to link to each
locality.
HRGreen?

Each locality
promotes
between Nov
15 – Dec 15,
2019

Buy
local

MONTH



Open the door for
localities to promote
together.

Evaluate
and grow in
subsequent
years