

### What Is Buy Local First?

Buy Local First is a community-wide partnership of the Willmar Lakes Area Chamber of Commerce, Main Street Willmar and the Kandi Mall Association to raise awareness of how business and consumer spending decisions affect our local economy. We want businesses, organizations, government agencies and individuals to think twice before purchasing goods or services out of town or on the internet. We are asking everyone to first give local businesses an opportunity to earn your business before looking outside our area.



### Why Should I Be Concerned?

When you spend money elsewhere, you are putting money in someone else's pocket in someone else's community. Each year, over one billion dollars leaves Kandiyohi County in spending by businesses alone. This does not include individual consumer spending, government spending or non-profit spending. This takes money away from the local businesses and local economy. Money spent in Kandiyohi County recirculates throughout our area in the form of wages, supplies and services. Our local government and school districts rely heavily on the taxes generated by local businesses.

### What Is The Definition Of A Local Business?

Our definition of a local business is any business that is operating within Kandiyohi County. This includes both locally and non-locally owned businesses.

### How Can I Make A Difference?

You can make a huge difference by spending locally. You can also help by encouraging others to buy locally. Businesses, cities and schools would be stronger, new jobs would be created and our tax burden would be less. A little more spending locally by each of us has a huge effect on all of us when added together.

### How Do I Get Started?

- We are distributing free Buy Local First bags that contain the following items:
- Window Cling - Please post this on your front door to show your support for buying locally and to encourage others to do the same.
- Labels - Place these labels on envelopes, invoices, payments, etc. to let people know that you buy locally.
- "Top Ten Reasons" Cards - Place these with products that your customer purchases from you as a reminder of why this is so important. Contact the Chamber office to find out how you can get more of these cards.
- Electronic Logo - We have electronic versions of the Buy Local First logo for you to use on your website, emails and printed products. Go to [www.WillmarAreaChamber.com](http://www.WillmarAreaChamber.com) and click on the Buy Local First logo for more information and to download a copy for your own use. Please use this on all your communications.



Our group receives all of its funding through donations from local organizations, businesses and individuals. If you are willing to help us with a donation, please fill out the information below, enclose your payment and mail to:

Buy Local First • Willmar Lakes Area Chamber of Commerce • 2104 East Hwy 12 • Willmar, MN 56201

Name \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Enclosed is my donation of  \$25  \$50  \$100  Other \_\_\_\_\_

**Thank You!!**