

KEEP IT IN THE COUNTY

THINK. SHOP. BUY.
Locally
FIRST



KEEP IT IN THE COUNTY—WHY?

There's a leak in Union County, and only WE can fix it!

A 2012 Retail Study by University of Illinois Extension Educator Susan Odum reflected a retail trade leakage of **\$44 million** for Union County, suggesting local residents spend a significant amount of their retail trade dollars **outside** of the county.

These are dollars spent online and in Cape Girardeau, Marion, Carbondale, and elsewhere. Those areas have a surplus of retail income, not a gap between money in and money out!

We can't fix all the problems of Illinois, but we CAN make a difference in the future of Union County, the place where we, and hopefully our children, call HOME!

THINK Just be aware of the goods and services you CAN purchase here. Do we have everything? No. Do we have more than you realize? YES!!!! Not sure? Ask friends. Post a message. Get recommendations.

SHOP Compare prices AND service, add the gas. You may learn there is little to no difference in price, but a big difference in customer service and local benefits.

BUY Local businesses support existing jobs and create an environment for new job growth for the near and distant future, perhaps even for your children!

LOCALLY Though the privately owned Mom and Pop stores funnel more of their money back into our economy, in Union County the corporate stores also strengthen our tax base for UC services and provide many jobs.

FIRST How many of the people you know have or work at businesses here in Union County? They are the ones who support community teams, groups, and events; employ local people; and bring in money to support local services. Think of them **FIRST**.



When given a choice, CHOOSE to spend your money in Union County. We all benefit from a stronger economy.