



Local First

Improving Our Local Economy by Buying in the Antelope Valley

7 STEPS FOR EMPLOYERS TO KEEP DOLLARS CIRCULATING IN THE AV

The Local First Coalition offers seven steps for every employer—large or small, public or private—to keep dollars circulating in the local economy. These important steps help fight the current recession and boost the economy which will help to increase property values, improve the job market and help the entire community.

1. Adopt a Buy Local First mission statement and become Buy Local First Certified (see www.avlocalfirst.com) Educate those with purchasing power in your firm to understand the importance of buying local whenever possible. Take part in this valleywide coalition. Certification tells the community that you care about the local economy. You will get free buttons, decals and other materials once certified.
2. Examine last year's expenditures. Where did you spend money out of town? What contracts, services and purchases were made out of the area?
3. Review this year's spending plan. Look for opportunities to Buy Local First. Work with the board of trade and all of the local chambers of commerce to patronize member businesses and to seek referrals.
4. Give up your Internet habit. It is wise to get an idea of prices online, but give local businesses the chance to meet or beat those prices. Every dollar spent online is one less dollar circulating in the community. The local jurisdictions lose important sales tax revenue when purchases are made online.
5. Encourage your suppliers, contractors and vendors to become Buy Local First Certified. If this is not possible, ask them to use local vendors, services and contractors whenever possible.
6. Give local businesses an opportunity to match prices.
7. Educate your employees. Teach all employees how they will help the local economy when they Buy Local First. Sales tax revenues pay for law enforcement, roads, parks and other services. Shopping out of the area means less dollars for these services, fewer local jobs, increased home foreclosures and lower property values. Local businesses donate millions of dollars to community charities, schools, athletic and other philanthropic endeavors. Spending money elsewhere means businesses have less money for these programs.

For more information, visit the Local First Coalition Web site at www.avlocalfirst.com

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