



Local First

Improving Our Local Economy by Buying in the Antelope Valley

BENEFITS OF SHOPPING LOCALLY

Why it is important to shop locally

- Most business owners tells us sales are down 30% or more compared to last year, and shopping locally will help fight the recession and boost the local economy.
- When you shop in the Antelope Valley the money re-circulates in the local economy it also generates local sales tax revenue.
- Sales tax revenue is what the cities/county use to pay for roads, parks, recreational and cultural activities, law enforcement, fire protection and other necessary services.
- Money spent locally helps to keep businesses open and to keep jobs here.
- Money spent locally helps support local churches, nonprofit organizations and charities.

How to support this effort

- Individuals may support this effort by making a pledge to shop locally by signing up on the consumer side of the Local First Coalition Web site: www.avpledge.com
- Individuals may support this effort by spreading the word about the importance of keeping dollars here by telling neighbors, friends, relatives and business colleagues and asking them to make the pledge, too.
- Employers may support the effort by making the pledge to support our local economy by becoming Local First Certified by signing up on www.avlocalfirst.com Becoming certified lets the community know that you care and will work to actively help accelerate our recovery.

For more information

For more information about the Local First Coalition, please visit the Web site at www.avpledge.com

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