

Look for our decal to find
**Locally Owned, Independent
 Stores Near You!**



Businesses can join the Local First Chicago if:

- More than 50% of the business' ownership lives within 25 miles of the main place of business, and
- The business is privately owned rather than publicly traded (and therefore not owned by distant stockholders), and
- The business' owners are autonomous to make decisions about the business at all levels, including the name, look, and feel of the business, menus and products sold, where inventory is purchased, marketing and advertising, accounting and legal services, and distribution of profits.

Join Local First Chicago!

Benefits of Membership include:

- * Advertisement of their events & sales in Chicago Happenings newsletters
- * Your B2B deals on our website and in our Chicago Business Monthly newsletter
- * Featured in Local First Chicago awareness campaigns & events
- * Local First Chicago door decal & use of logo
- * Free/reduced admission to Local First Chicago events
- * Opportunity for deals including reduce costs advertising

Membership Application

Business Name _____
 Owner's Name _____
 Street Address _____
 City _____ Zip _____
 Website _____
 Neighborhood _____
 Phone _____
 Contact's Email _____
 General Email _____
 Business' Industry _____
 Description _____

Make payment to "Local First Chicago"

Membership dues are on a sliding scale:

- \$100 Annual Membership: Less than \$500K in revenue
- \$250 Annual Membership: \$500K - \$1 million in revenue
- \$500 Annual Membership: More than \$1 million in revenue
- \$1000 Annual Sponsorship: All the benefits of membership plus logo presence in promotional materials

Local First Chicago
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 Chicago, IL



**Support
 Local
 Independent
 Businesses!**

10 GREAT REASONS TO SHOP

1. Keep money in the neighborhood.

A recent study in Chicago showed that locally owned businesses recirculate 70% more money back into the local community than chain stores, per square foot occupied. A space filled with a local business rather than a chain puts more dollars back into YOUR neighborhood.

2. Embrace what makes us different.

Chicago is a city of neighborhoods. Where we shop, where we eat and hang out - all of it makes our neighborhoods home. Chain businesses change the character of our neighborhoods. If we wanted to live someplace that looked like everywhere else, we wouldn't be living in Chicago.

3. Get better service.

In a local business, you know the person behind the counter, and they know you. They have a deep understanding of the products they're selling, and they take time to serve their customers.

4. Create & keep good jobs.

Small local businesses are the largest employer nationally, and small businesses account for the vast majority of job growth. Locally owned businesses are far less likely to pull up stakes and move operations to another city or country, taking their jobs with them.



5. Promote competition and diversity.

A multitude of small businesses, each selecting products based on the needs of their local customers and not on a national sales plan, guarantees a much broader range of product choices.

6. Help out the environment.

Locally owned businesses can make more local purchases, requiring less transportation, and they generally set up shop in commercial corridors rather than developing on the fringe. This means less sprawl, congestion, habitat loss, and pollution.

7. Support community groups.

Nonprofits receive an average 350% more support from local business owners than they do from non-locally owned businesses.

8. Put your taxes to good use.

Local businesses in neighborhoods need comparatively less infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

9. Vote with your dollars.

A study in Austin, TX showed that if each household redirected just \$100 of planned holiday spending from chain stores to locally owned merchants, the local economic impact would reach approximately \$10 Million.

10. Invest in our Community.

Local businesses are owned by people who live here, work here, and are invested in the community with much more than just their dollars.