



SAN FRANCISCO LOCALLY OWNED MERCHANTS ALLIANCE

SHOP LOCAL FIRST

It Just Makes Sense

Shopping at local neighborhood stores has always been appealing -- friendly service from people who know the products in their store and often greet you by name. The good news is that it also makes financial sense as well

Economic studies show that for every \$100 spent, locally owned businesses reinvest \$68 in the local economy. National chains return only \$43. So when you shop at locally owned stores, more of your money stays here, supporting other local businesses and the city economy

And now, thanks to the San Francisco Locally Owned Merchants Alliance (SFLOMA), you can easily find local businesses to support. Look for this decal in store windows, or go to www.sfloma.org and search for locally owned merchants in your neighborhood.

If you own a local business, you can also join SFLOMA at www.sfloma.org

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