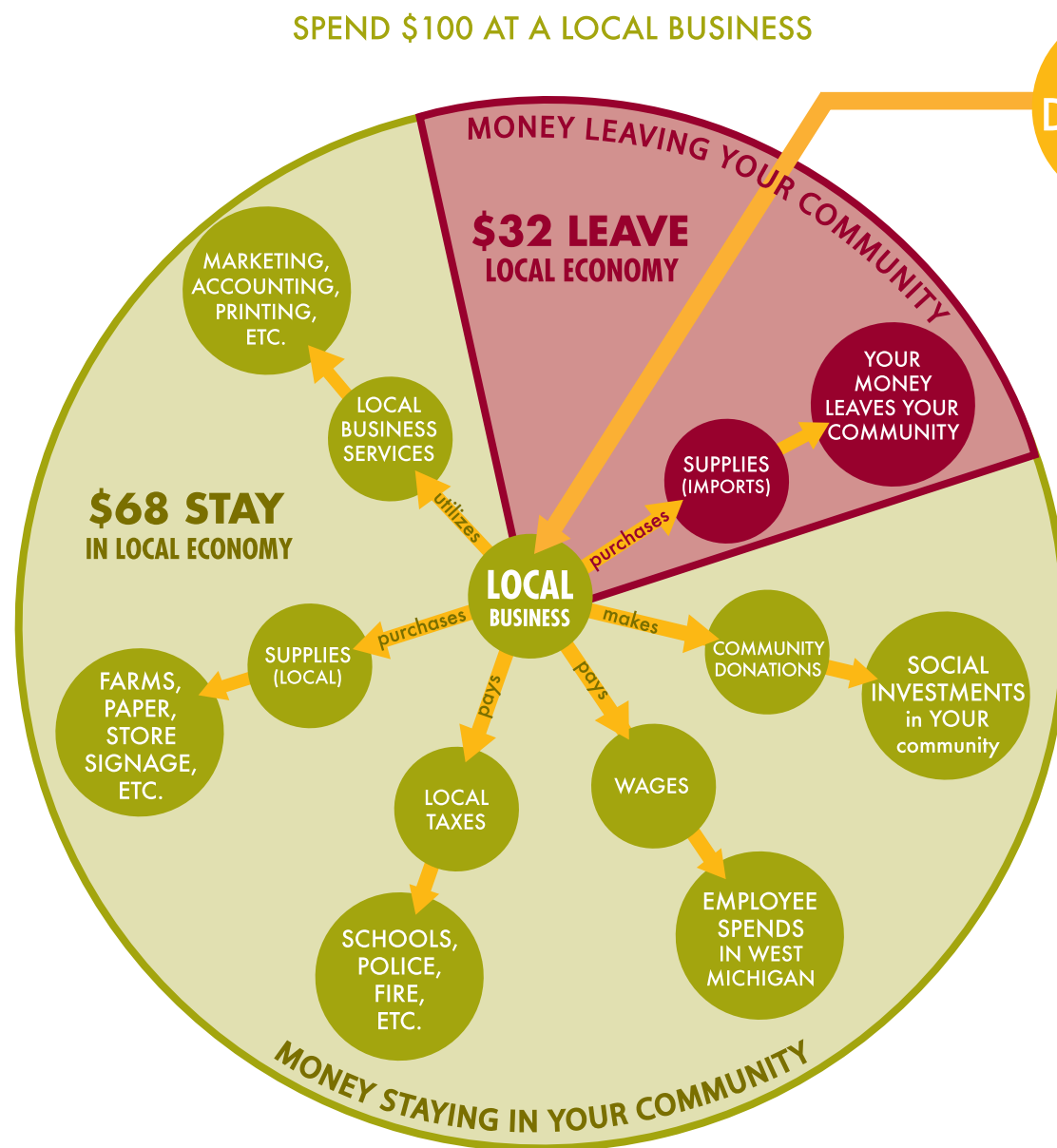


LOCALLY OWNED BUSINESS

SPEND \$100 AT A LOCAL BUSINESS



NON-LOCALLY OWNED BUSINESS

SPEND \$100 AT A NON-LOCAL BUSINESS



YOUR DOLLARS

Graphic designed by Local First - West Michigan
Data from Civic Economics' Andersonville Study

GREEN = Money Staying In Your Community

For every \$100 spent locally, \$68 remain in the local economy.

RED = Money Leaving Your Community

For every \$100 spent non-locally, \$43 remain in the local economy.