



Village of Mount Prospect Press Release

RESIDENTS ENCOURAGED TO SHOP LOCAL THIS HOLIDAY SEASON

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The Village of Mount Prospect is encouraging the community to “Shop Small” on Saturday, November 30, for Small Business Saturday, a day dedicated to supporting local businesses. Local businesses help create jobs, boost the economy and enhance neighborhoods. Patronizing locally owned businesses, especially during the holiday season can make a real difference in the community. Here are a few reasons why*:

- When you shop local, you support schools, police and fire departments. When you shop small, the bulk of the money you spend and most of your taxes stay local — helping schools, paving streets, keeping you safe. According to the research firm Civic Economics, for every \$100 you spend:
 - In a local small business, \$68 stays in your community.
 - At a local branch of a chain store, \$43 remains.
 - Online, virtually no money stays local.
- You'll raise your property values. Lively, vibrant neighborhood shopping streets are considered an advantage when selling a home. They make your property more valuable.
- You create more choice. Locally owned businesses pick the items and products they sell based on what they know you like and want. Local businesses carry a wider array of unique products because they buy for their own individual markets.
- You invested in entrepreneurship. Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.
- You make your community a destination. The more interesting and unique your community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

**Source: Civic Economics, “Andersonville Study of Retail Economics”*

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There are many ways the Village of Mount Prospect supports locally-owned businesses. The Village coordinates a free marketing program called Experience Mount Prospect. Local businesses and organizations are invited to submit deals and events which are promoted through e-newsletters, social media and the experiencemountprospect.org web site.

Additionally, as a way to strengthen its entrepreneurial spirit, the Village supports local entrepreneurs with networking and educational opportunities through the Mount Prospect Entrepreneurs Institute (MPEI). If you or someone you know is interested in opening a business in the Village, visit the Village of Mount Prospect's website (www.mountprospect.org) for more information about MPEI.

Mount Prospect is fortunate to have local organizations like the Mount Prospect Chamber of Commerce and Mount Prospect Downtown Merchants Association who are very active in the community. Both are vital in the support they provide. They offer many opportunities to promote local businesses and support community oriented events that make Mount Prospect a great place to shop, dine and enjoy!

"Shop Small Saturday should be every weekend – we encourage Mount Prospect residents to shop smart shop, local and support Mount Prospect businesses all year. It's an easy habit to get into and contributes to Mount Prospect's economic growth," said Mount Prospect Chamber of Commerce Executive Director Dawn Fletcher Collins. "Visit us in the Chamber office (located at 46 E Northwest Hwy, Mount Prospect) on Small Business Saturday, we will be open 10am – 1pm. Stop by for coffee and conversation," Fletcher Collins said.

Instead of focusing your holiday shopping efforts on Black Friday or Cyber Monday – give Small Business Saturday a try and "Shop Small."

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