

TOP 10 REASONS TO SHOP CHEYENNE RIVER

- 10. BOOST COMMUNITY PRIDE** Locally owned businesses build strong neighborhoods by sustaining communities, connecting neighbors, and contributing to local interests. Local non-profit organizations typically receive more support from smaller businesses than large businesses, which in turn, benefits residents.
- 9. KEEP DOLLARS WORKING AT HOME** Money spent in locally owned businesses revolves through communities resulting in job creation, support of local services, improved infrastructure and economic development.
- 8. SUPPORT LOCAL ENTREPRENEURS** Entrepreneurs develop businesses based on identified opportunities as well as the needs and wants of area consumers. Supporting these businesses preserves their uniqueness and character and sustains their existence.
- 7. BENEFIT FROM MERCHANT TEAMWORK AND COLLABORATION** Locally owned, rural businesses work together to offer complimentary goods and services. They rely on each other to meet the wants and needs of consumers and have a vested interest in the future successes of their communities.
- 6. DEVELOP RELATIONSHIPS WITH LOCAL RETAILERS** Research shows that small business owners focus on providing good customer service and quality goods. Employees in local businesses take the time to get to know customers and make a one-on-one connection with them.
- 5. SAVE MONEY ON TRAVEL COSTS** Choosing to shop locally first saves gas and travel time which equates to money saved. This is especially true in rural areas.
- 4. INVEST IN OUR COMMUNITIES** Locally owned businesses are owned by people who care about the future of our communities. They provide jobs, support youth activities and are involved in the continued growth and prosperity of our communities and the people who live here.
- 3. PURCHASE ITEMS YOU NEED AND WANT** Small businesses select products based on the interests and needs of their consumers, therefore you can always find what you need. And often times, local merchants are willing to place orders for products that are not typically found in area stores.
- 2. IMPROVE LOCAL INFRASTRUCTURE** Paying sales tax on products and services purchased locally supports Tribal, city and county initiatives. Tax revenue collected is used to maintain roads and public facilities and benefits those who live, work and shop in the area.
- 1. PRESERVE OUR COMMUNITIES AND THEIR UNIQUE CHARACTER** Keep our *Oyate* going strong! Supporting local businesses preserves our communities by supporting local organizations, families, and schools. Our communities will prosper with support from area consumers.

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