

Shop Smart – Shop Local

“\$20 on 20” Program

A Better Vision for Paw Paw

Besides saving on the cost of gasoline, here are ten more reasons why you should Spend \$20 on the 20th of each month at a local business.

1. Keeping Dollars in the Local Economy

Significantly more money re-circulates in Paw Paw and Van Buren County when purchases are made at local businesses: More money is kept in the area because local businesses often purchase from other local businesses and service providers. Purchasing local helps grow other businesses, as well as our local tax base.

2. Protect Local Character and Prosperity

Our one-of-a-kind businesses are an integral part of Paw Paw’s distinct character: The unique character of our communities is what brought us here and what keeps us here. Shopping at local businesses will help maintain the diversity and distinctive flavor of our communities.

3. Community Well-Being

Businesses in Paw Paw and Van Buren County build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.

4. Local Decision Making

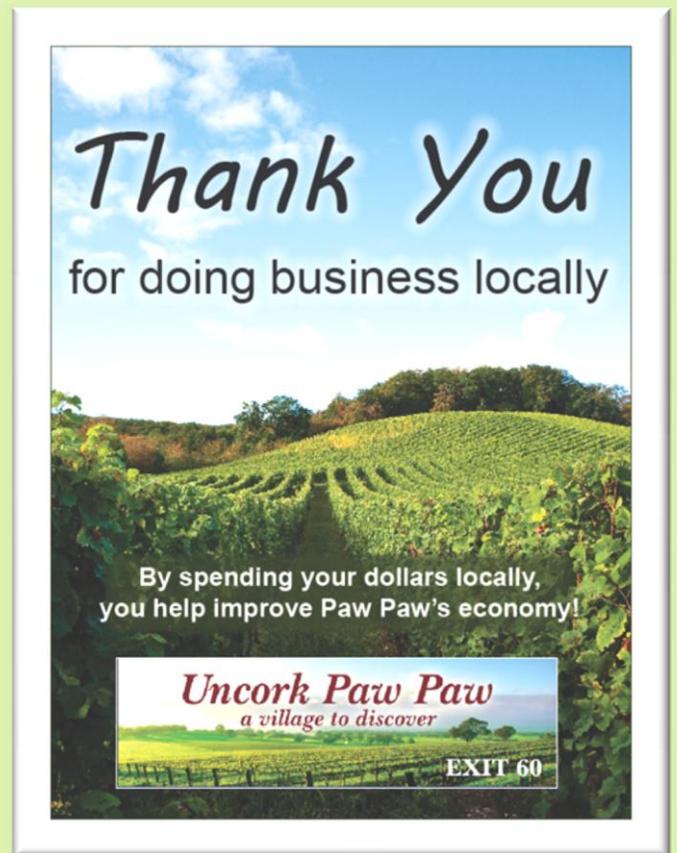
Local businesses have their important decisions made locally by people who live in our communities and who will feel the impacts of those decisions.

5. Job and Wages

Paw Paw and Van Buren County businesses create jobs locally. Your kids’ first job is most likely with a small local business.

6. Entrepreneurship

Entrepreneurship fuels America’s economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.



7. Public Services

Our local schools, police, fire, emergency medical services, streets, parks, libraries, seniors, roads and 9-1-1 services and more are all funded through local sales generated by shoppers.

8. Non-Profit Organizations

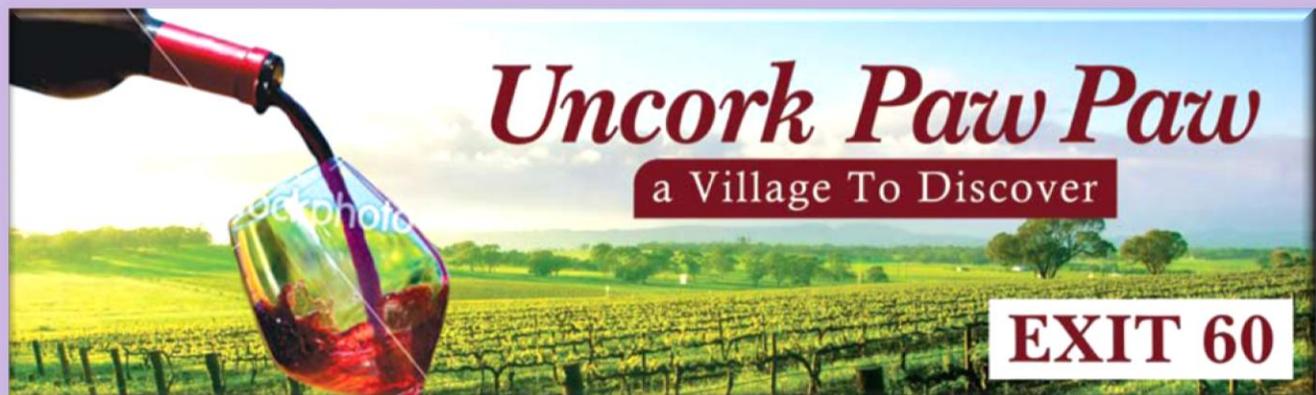
Non-profits in Paw Paw and Van Buren County receive most of their support from local businesses. Our local businesses support every youth, church, school and non-profit organizations with cash donations, goods, services and other in-kind support.

9. Competition

A marketplace of small local businesses is the best way to ensure innovation and low prices over the long-term.

10. Product Diversity

A multitude of small local businesses, each selecting products based on their own interests and the needs of their local customers, guarantees a much broader range of product choices in Paw Paw and Van Buren County.



www.uncorkpawpaw.com

www.pawpaw.net

www.pawpawbiz.net