



# What Does Local Mean, Anyway?

Why local businesses are struggling, why supporting them matters, and how small shifts in our habits — like taking the Shift Local Challenge — can lead to a stronger, more connected Cape Cod.

**Presented By:**

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# Hello!



**Jen Villa**  
Co-founder Love Live Local  
Owner The West End



**Brett Tolley**  
Co-founder Chatham  
Harvesters Cooperative



**Ashley Lancaster**  
Owner Hot Diggity



# LOCAL MATTERS

What does it really mean to shop local — and how do we overcome the barriers?



# WHY LOCAL MATTERS

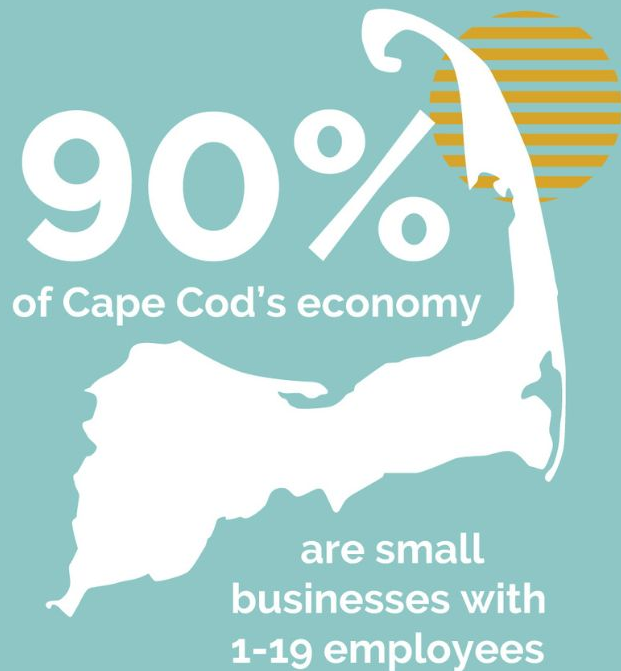
- When we choose local, **more of our dollars stay in our community.**
- We support our **friends, neighbors, and families** who own businesses.
- Local businesses reinvest in Cape Cod through **jobs, services, and community involvement.**



Local retailers and  
restaurants keep

**2-4x**

as much money in the  
local economy as  
their national chain  
competitors



Purchases from  
online retailers not  
based on Cape Cod  
return virtually



money to the local  
community

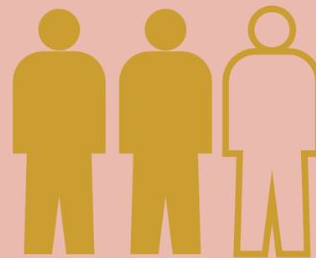
The # of small businesses  
started and sustained  
in the United States  
has been on a  
steady decline  
since the  
1970's



a trend that economists are  
saying is slowing job growth

Small businesses  
create nearly

2<sup>out</sup> of 3

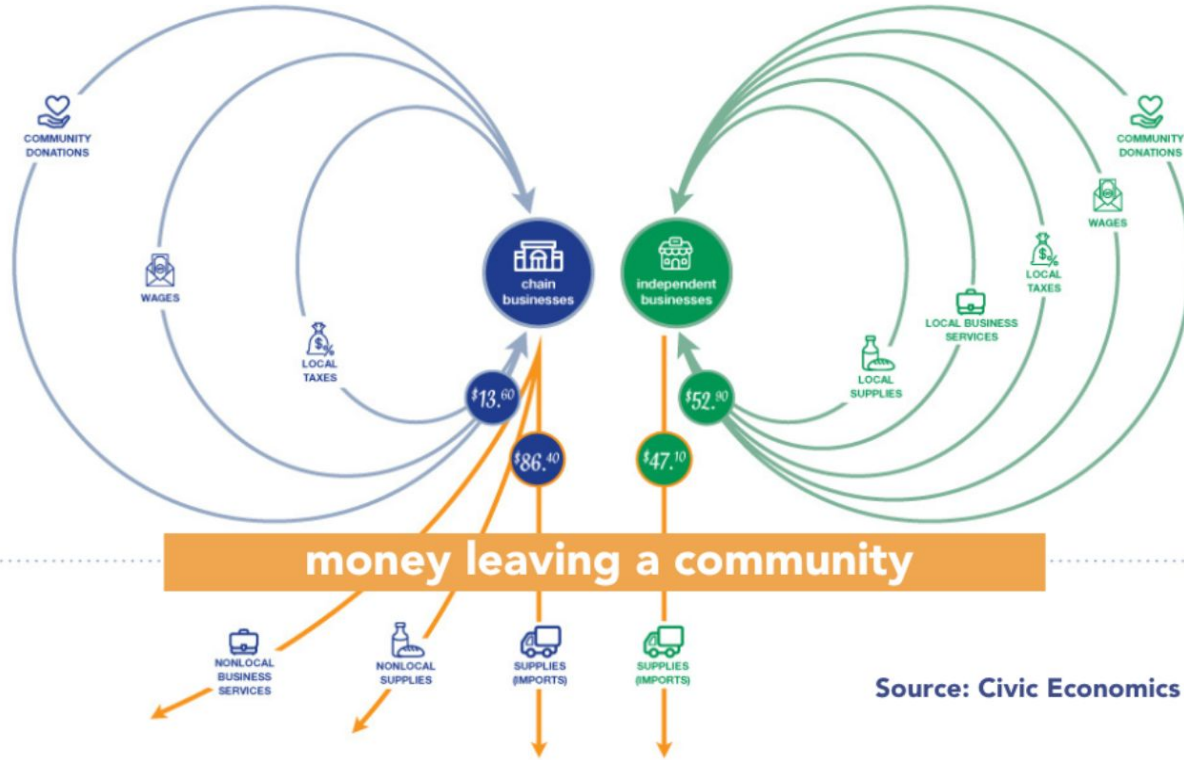


of every new job in  
the United States



FOR EVERY \$100 SPENT...

## money circulating in a community



Source: Civic Economics



# WAYS TO SUPPORT LOCAL

By investing in local businesses, not only through where you spend your **MONEY** but in how you choose to spend your other valuable resources like **TIME, ATTENTION + INTENTION**

## MONEY

Invest your **money** in Cape Cod by

- Shopping + eating at locally owned stores + restaurants
- Using local service providers
- Donating to Cape Cod nonprofit organizations
- Banking local

## TIME

Invest your **time** in Cape Cod by

- Volunteering with a local group or organization
- Serving on a town board or committee
- Attending community events
- Sharing your expertise

## ATTENTION

Invest your **attention** in Cape Cod by

- Listening to local musicians
- Watching local performances
- Reading local news sources
- Boosting local businesses online

## INTENTION

Invest your **intention** in Cape Cod by

- Buying directly from local businesses
- Not asking for discounts
- Exploring all it has to offer
- Being kind



# **WILL YOU TAKE THE SHIFT LOCAL PLEDGE?**

And commit to shifting 10%  
of your spending to local  
businesses?

Shifting 10% of spending to local  
retailers would put an additional



**\$112  
MILLION**

in the **CAPE COD**  
economy every year



## 2024 SHIFT LOCAL PLEDGE IMPACT

**143**

**COMMUNITY MEMBERS  
PARTICIPATED**

**62%**

**HOLIDAY BUDGETS  
DIRECTED LOCALLY**

**203**

**LOCAL BUSINESSES  
SUPPORTED**

**\$165,737**

**INVESTED IN THE  
LOCAL ECONOMY**

# THE ASK

SHIFT  
local.



**From April 9 through July 4 — over the next 4 months — we're inviting you to take the Shift Local Challenge:**

- ✓ Shift 10% of your spending to local businesses
- ✓ Encourage 5 Cape Codders to do the same
- ✓ Track your impact + share your journey

**Together, we let's aim to reinvest \$200,000 into our local economy.**

**Your dollars make a difference. And your shift starts today.**



# Stay in touch!



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