

RESOLUTION PROCLAIMING NOVEMBER 15TH THROUGH DECEMBER 31ST, 2022
“BUY LOCAL SEASON”

WHEREAS, a celebration of all local independent businesses has begun in the Triad area;

WHEREAS, Triad Local First (“TLF”), a non-profit organization, educates and advocates for citizens about investing in the local economy, and provides networking and other opportunities for local business owners, farmers, and supporters of the buy local movement;

WHEREAS, independent businesses create wealth by engaging local citizens in the production, marketing, and consumption of goods as well as contribute tax dollars that are reinvested in the community;

WHEREAS, spending at local businesses can have a positive impact for local entrepreneurs and assist in keeping their doors open;

WHEREAS, small businesses generate \$68 of local economic return for every \$100 spent with them;

WHEREAS, businesses with fewer than 500 employees account for 99.7% of all US employers;

WHEREAS, 61% of Americans shop at a local business due to unique product selection; 56% of workers at locally owned businesses have high commitment scores; and 73% of shoppers trust a local business based on positive reviews; local business generates 70% more local economic activity per square foot than big box retail stores; and small businesses donate 250% more to community causes as compared to large businesses; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That November 15th through December 31st is hereby proclaimed “Buy Local Season” for 2022.