

# Keep Your Dollars in Jackson

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They say it takes a whole village to raise a child. It also takes a whole village to raise an economy. But first you have to invest in the village. You have to put your money where your house is. **Spend your money in Jackson.**

The holidays are a time for increased spending. They are also a time for increased everything else, increased traffic, increased stress, and increased demands on our time.

For some, that's a compelling reason for shopping online. Sure, you might save a buck or two, but the money you saved was money that left Jackson with no benefit to the local economy. And if you didn't pay sales tax, that's a loss of revenue for our schools.

When you shop local - **when you stay in Jackson to make your holiday purchases** - you are investing in your neighbors. You are employing people in your community. You are adding to the available dollars for charity. You are growing Jackson's tax base and economy.

Washington, D.C. does not have a silver bullet to kill the recessionary beast. Lansing cannot fix what ails us.

## **But you can.**

Spend your money in Jackson and it will make a difference - *a big difference*. A study in Grand Rapids showed that just a 10% shift in shopping local would create hundreds of jobs and millions of dollars in economic activity, not by spending more, *just by spending it locally*.

Keep your dollars in Jackson this holiday and you'll be giving a whole lot more than just presents.

Merry Christmas!