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REASONS TO GIVE THE GIFT OF

LOCAL

THIS HOLIDAY SEASON

• BROUGHT TO YOU BY •



• LOCAL FIRST TORONTO •

1

Small & Medium sized Enterprises (SMEs) employ

64%

of private sector workers in Canada, creating

6.7 MILLION JOBS

2

SMEs account for

45%

of Canada's GDP

3

An est.

\$18.1

BILLION

of GDP is generated by small businesses in Toronto with under 10 employees



4

Higher return from independent businesses:

Studies in cities across the US have consistently affirmed that independent storefront businesses generate greater local economic activity, based on both revenue and shop size, than do their chain competitors

5

Economic impact studies from cities across North America show that there is

16-50%

greater local economic return when money is spent at local businesses than when the same money is spent at chain stores



9

More space for local business will improve health:

Toronto Public Health (TPH) recommends that space for commercial business activity in tower neighbourhoods will provide income opportunities, and improve access to goods + healthy food.

10

74%

Toronto residents surveyed expressed a strong preference for a highly walkable neighbourhood over an auto-oriented neighbourhood

7

After affordability, residents rank:

- \* ease of walking
- \* easy access to work by transit
- \* closeness to shops & services
- \* closeness to a range of food stores

as the top factors considered in choosing where to live



8

Independent business districts increase home value:

The American Express OPEN Independent Retail Index research study found that residential neighborhoods served by a successful independent business district gained, on average,

50%

more in home values than their citywide markets in a 14 year period

11



Local businesses are linked to increased social capital and social cohesion:

TPH suggests that increasing space for commercial activity in tower neighbourhoods will result in greater social cohesion in a community. Such activity includes: commercial space for goods and services within tower apartments, and outdoor space for markets.

12

When people can walk to shop they are healthier:

TPH has identified that increased walkability in neighbourhoods through "greater land-use mix, residential density, and street connectivity" will promote physical activity and prevent obesity.



Cheaper, sometimes closer big box and chain businesses seem like a convenient bargain in the short term.

But in the long run, buying from people who live and work nearby has a greater pay-off, benefiting our health, the vibrancy of our communities, and the resiliency of our economy.

So why not give the gift that gives back this holiday season? Support a local business.



## SOURCES

ALLIES. Global Talent for SMEs. Toronto Census Metropolitan Area. 2011 (<http://bit.ly/rG7twr>) / Toward Healthier Apartment Neighbourhoods: A Healthy Toronto by Design Report. 2012. (<http://bit.ly/SWSlcb>) / Ibid. / Civic Economics. (2011) The American Express OPEN Independent Retail Index.P.2. / Toronto Public Health. The Walkable City: Neighbourhood Design and Preferences, Travel Choices and Health. / Backgrounder. March 2012. (<http://bit.ly/11ZKW6D>)