



BUY LOCAL

SUPPORT YOUR COMMUNITY

There are **572,546** small businesses in Colorado. These small businesses employ about **1 million** Colorado residents.



Small businesses create
1.8 MILLION
jobs annually or 60% of new
jobs in the U.S. in 2019



New businesses, or
startups, generated
33,618
new jobs in Colorado in 2019



ALMOST 20%
of small businesses are
FAMILY-OWNED

OUR CITY



There are almost 31 million small businesses in the United States. About 50% of all employment is through small business enterprises. When you buy local, you increase local employment, the buying power of local workers, tax revenue and government funds for long-term investments like infrastructure and education, and you help the environment by reducing transport costs. You also foster American entrepreneurship and innovation.

FUEL THE GROWTH

WHEN YOU BUY \$100 LOCALLY...

\$70 STAYS IN YOUR COMMUNITY



WHEN YOU BUY \$100 NON-LOCALLY...

ONLY \$40 STAYS IN YOUR COMMUNITY



Developed by the UCCS Economic Forum



Economic Forum

COLLEGE OF BUSINESS

UNIVERSITY OF COLORADO
COLORADO SPRINGS