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

BUY LOCAL

SUPPORT YOUR COMMUNITY

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.

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

Almost 2 million small businesses create 1.8 million jobs annually or 60% of new jobs in the U.S. in 2019.
WHEN YOU BUY $100 LOCALLY...

**$70 STAYS IN YOUR COMMUNITY**

- Buying local increases local government tax revenue
- Local taxes go to schools, police stations, fire stations, etc.
- Local businesses utilize other local businesses for marketing, accounting, printing, etc.
- Local businesses create jobs
- Local businesses donate to local non-profits

**$30 LEAVES LOCAL ECONOMY**

WHEN YOU BUY $100 NON-LOCALLY...

**ONLY $40 STAYS IN YOUR COMMUNITY**

- Your dollars pay wages in other countries or states
- Your dollars do not contribute to local economic diversity
- You increase your carbon footprint
- You increase our reliance on other regions

**$60 LEAVES LOCAL ECONOMY**

Developed by the UCCS Economic Forum