



Think Local First

## Economic Impact Survey 2012

### Why conduct a survey at all?

- Dane Buy Local (DBL) has *over* 600 member businesses and is one of the largest economic development groups in Dane County.
- January 2012 Dane Buy Local surveyed its member businesses to determine their impact on employment, tax base, and community involvement.
- Dane Buy Local is a coalition of local independent businesses, organizations, and citizens in and around Dane County, Wisconsin, acting in alliance to keep our communities prosperous and sustainable.

### DBL Member Full-Time Employment Information

- How many full time equivalent employees does your company have in Dane County?  
DBL Members' Total: **4,277**
- How many new full time jobs did your company create in 2011?  
DBL Members' Total: **467**
- DBL Members increased their workforce 11% in 2011.

### DBL Members Economic Impact

- How much did your company pay out in salaries in 2011?  
DBL Members' Total: **\$85,446,492**
- How much did your company pay in state and local taxes during 2011?  
DBL Members' Total: **\$9,153,616**

### DBL Member Volunteerism Impact

- How many volunteer hours does your company spend supporting Dane County and surrounding communities each year?  
DBL Members' Total: **178,330**
- How much did your company donate to non-profits in 2011?  
DBL Members' Total: **\$2,393,606**

When asked how important it is *to customers* that a business is locally owned, Dane Buy Local members ranked it **8.2** on a scale of 1 to 10.

The reason for this is that people have begun to realize that:

- For every \$100 spent at a local store \$73 remains within the community and \$27 leaves; whereas
- For every \$100 spent at a non-locally owned business, \$43 stay and \$57 leaves.

*(Source: Local Works, Grand Rapids Michigan)*

### **Parts Improve the Whole:**

- JOB CREATION
  - TAXES
  - VOLUNTEER DONATIONS & VOLUNTEER HOURS
- Create a stronger, more unified Dane County Community!

**"Buying local is good for our community because the money spent stays here to fund what we value: education, social services and the arts."**

~ Orange, Orange Tree Imports

**"Local first campaigns" suggest more than buying local, but larger role as stewards.**

~ David Korten's Economies for Life in Yes

**47% of independent poll responders claimed they spent more at local/indie biz in 3 years since Buy Local program began.**

~ Bellingham, WA

**"Locally owned, small businesses constitute about one half of the private U.S. economy in terms of output and jobs."**

~ Business Alliance for Local Living Communities

### **Moving Forward Locally:**

Dane Buy Local has a tremendous amount of resources available; please check-out the following:

- [www.danebuylocal.com](http://www.danebuylocal.com)
- <http://www.danebuylocal.com/calendar/flat-view.html>
- **Pick up a free Dane Buy Local guide at a participating local business!**