

# LOCAL PURCHASES STRENGTHEN SHEBOYGAN

*Prepared by John Church, Owner of Red Wing Shoes Sheboygan*

Your local purchases matter. Shopping local helps boost our local economy. It's a team effort that requires contributions from businesses, residents, and employees.



## **Did You Know?**

A dollar will stay in the community it was spent in and recirculate an average of 3 or more times.

Streets, police, fire, water, parks, boat landings, schools, and more, all depend on locally used dollars. When communities send their purchasing dollars elsewhere, we see a loss in revenue and property taxes increase. Residents that stay within Sheboygan to eat, buy groceries, purchase gas, buy tires, and so forth are driving local growth. Additionally, business owners that make a conscious effort to hire Sheboygan employees and contractors are making a difference. No matter how big or small, all efforts help.

*Together, we can continue to proudly call Sheboygan our home.*

## **Why is this Important?**

Our profits are used to live. We buy homes, cars, dinners out, lawnmowers, materials to repair our homes, etc. Our roads are used by all of the residents of Sheboygan, and those delivering, and picking products or moving through the county, all use infrastructure daily. Our tax dollars contribute to the public safety and are used to build roads, schools, and infrastructure. They are also used for city operations, garbage, city water, parks, and other general uses.



# LOCAL PURCHASES STRENGTHEN SHEBOYGAN

## Online Purchases

Yes, this also means being cognizant of online purchases. Purchasing your products online may seem harmless; however, they do affect our local community. Ultimately these types of purchases are not cheaper. You're not contributing to the local economy, and the loss of tax revenue and capitol is permanent. When our residents send and spend their hard earned money out of Sheboygan, we do not see benefits. That money won't be used to pay for roads or fill potholes. It won't be used to pay for streetlight illuminations, buy fuel for the fire trucks or police cars, or fix the public parks. In many cases, your dollars won't contribute to any state tax revenue that's used for Wisconsin state agencies.

## SHEBOYGAN STRONG

We are fortunate to be blessed with caring and hard working people in Sheboygan. Many of the local businesses are family owned and have been successful because of great owners, employees, and customers. We all play a part in how our money is spent, and it requires leaders to lead by example. The message of keeping it local and leading by example gets lost when we as leaders don't lead from the top down. Leadership includes helping employees understand why shopping local is important. Look at the big picture. If we are all more inclusive to Sheboygan, this can even help us retain and attract employees.



## We Can Make a Statement

Let's keep our hard-earned money in the community that we live. We will get better, stronger, more profitable, and retain and attract more employees.

# LOCAL PURCHASES STRENGTHEN SHEBOYGAN

## Opportunity



In 2016, there was a study done in Sheboygan County that indicated that we have a significant opportunity to grow our local economy. The study was completed by "The Rail Coach". They concluded that we have retail dollars leakage or loss of \$1.1 billion per year. If we lost only 1/2 of that, we would put \$2.5 million dollars back into Sheboygan County dedicated to city and county roads from the 1/2 percent. Not to mention, the money would circulate in Sheboygan County and buy more products. Can you think of how this county would grow with an injection of 500 million dollars per year?

## Bottom Line

We can be complacent and wait to see what happens next. If the local economy doesn't produce enough local business dollars and the local tax revenues decline to \$1.1 billion of leakage, don't worry, the fire trucks will still run, the water will flow, the parks will probably still be beautiful, and the roads will be repaired slowly as they continue to dilapidate, and our potential employees will continue to leave and be harder to retain for more affluent communities.

If we continue to lose dollars from our county everything can be funded with increases in your Sheboygan County property, business taxes, and misc. tax increases.

When you shop Sheboygan businesses you are helping a daughter get dance lessons, a son get his team jersey, a Mom put food on the table, a Dad pay a mortgage, or a student pay for college.

*John Church*  
Owner of Red Wing Shoes Sheboygan

