

Reasons to Shop Local

- Local merchants can get to know you, and cater to your preferences. They are passionate about their products and can provide an expert opinion about the products you are purchasing.
- Local merchants care about, and invest in, our community. They donate part of your dollars back to local groups and charities.
- Your local purchases support local jobs.
- Local shops are more accessible for everyone, especially the elderly and those who have no transportation.
- You save money by shopping at home. You drive less, which saves you time and fuel.
- When you drive less, you reduce your environmental impact.
- You strengthen the local economy. Local businesses tend to buy and sell with other local businesses.
- Local business owners often sell local products, which helps preserve the community's distinction.
- Dollars you spend locally support vital public services in the city of Norman and Cleveland County.



When you need help from our Fire Department, Justin is able to gear up and respond to your call due to one important reason: **the sales tax from your purchases in our city.** Sales tax supports public safety, parks, and other aspects of Norman's quality of life.

