

# Chamber of Commerce offers 1,300 reasons to choose local businesses

by Tim Eberhart, Executive Director  
Rainsville Chamber of Commerce

This article is the first of a new series in *The Weekly Post*. Look for a new article every two weeks. Representing the Rainsville Chamber, I will use the space to inform the public about community events and activities, to share unique business news, and to communicate the importance of supporting local merchants. Considering the serious state of the economy, I feel it is important to do the latter at this time.

By my estimation, there are over 180 businesses in the Rainsville area that sell products or services directly to consumers. Home to over 1,300 jobs, these businesses depend on the choices made by local residents every day. They rely on our patronage to survive. When you and I spend our money locally, the merchants as well as their employees, turn around and spend the money locally. On average, the money will cycle around locally a few times. That's in sharp contrast to what happens when we shop in another county or state.

When we choose to purchase goods and services in another county or state - or online - we are choosing to spend our money where other people live, work and raise their own children, where other people support their own school activities, where other people fund their own street and park maintenance, and where other people support their own job market.

Beyond the payroll impact, local businesses collectively contribute hundreds of thousands of dollars each year to local causes. They are solicited practically every week to support various worthwhile fundraisers. Many give most of the time, even when they are struggling to make payroll or pay bills. They give simply because they love their town and its people.

Let's all remember the importance of our choices and consider local businesses at every opportunity.

Father's Day is coming up. It's a great occasion to earnestly try to shop locally for all your Father's Day needs. You'll save gas money and support your own community's economy at the same time. If you need assistance finding products or services in Rainsville, please contact me at 638-7800, or visit our online business guide at [www.rainsville.info](http://www.rainsville.info).