



What does Buy Local really mean to you?

By Debbie Manning, President and CEO of the El Dorado Hills Chamber of Commerce

You hear “Buy Local” routinely. I believe that we all understand the importance of buying local. You know for every dollar spent without our local economy 66 cents is retained and recirculated right here. You understand sales tax and how that part of those dollars funnel back into our schools and law enforcement.

Part of my job is to listen to our small business owners. We have such a supportive business community. We have so many great clubs and organizations in El Dorado Hills. A question I have for you, is if you have volunteered to collect donated items for your school PTO, or Booster Club or church, when you visit a business asking for a donation, do you support (buy) from that business?

Small business is the backbone of our economy. Small businesses are our job creators. I realize we all look for bargains and let’s be honest, Amazon Prime makes so easy for us. I asked you this, what does Amazon do for us? We also know we are guilty of leaving our County and spending hundreds of dollars at membership stores and other large big boxes who do what for our community, our County?

I also am amazed on a daily basis how business owners don’t support each other. Our local entities and yes our own businesses don’t buy local. We do not support each other. How can this be?

What I do know is what we can achieve in terms of increased economic growth for our County as a whole. What could we create in terms of new employment? How we can improve our services? If local businesses prosper, we all will prosper.

I am not proposing that we never buy outside of our community as we all know we don’t have all the businesses and services needed in El Dorado Hills or even El Dorado County. I do propose we buy locally first, unless there are very strong differences in cost, quality or availability.

A final thought, I can ask our community, both residential and business, to buy local because I do. I buy local every day and I hope you will join me.