



Keep It QC overview:

The Quad Cities Chamber's "Keep It QC" initiative is a movement about the power of doing business locally in order to tangibly improve the local economy. Doing so means educating members of our B2B and B2C sectors about WHY buying local should be their first choice every time with the goal of influencing purchasing decisions. The best part? It doesn't require any additional spending on their part – just a change in WHERE they're spending.

Ultimately, we want to increase businesses for *all* Quad Cities businesses. The short-term gain is an increase in our region's GRP due to locally focused spending; the long-term gain means a stronger, more robust business community.

Why this is important?

In short: buying local grows our GRP, funds community improvements/services, supports local jobs and makes the QC more attractive for growth!

Strong businesses have a snowball effect:

- 1) When consumers and businesses buy goods and services from companies in the Quad Cities, **it increases our region's gross domestic product (GDP)**, an indicator of an area's economic health.
- 2) Buying local also simultaneously **supports local roads, schools, parks, police and fire departments and other quality-of-place projects** because public infrastructure is funded, in part, by sales taxes and other taxes paid by the local business to the city, county and state where they're located. And those local taxes are what help fund upgrades to benefit THIS community.
- 3) Buying local also **supports local jobs**. When a business is healthy, it can keep its doors open and sustain its workforce. Better yet, it can grow and hire more workers who also have individual spending power. So, when they also buy local, it creates a snowball effect – further growing the region's GDP, increasing the strength of our area businesses (leading to more and/or better jobs!) and making even *more* funds available for roads, parks, schools, police/fire, infrastructure and other improvements.
- 4) Plus, strong businesses also make for a more vibrant, robust and powerful Quad Cities, which **increases our attractiveness to companies looking** to expand or relocate. Growth breeds growth.

More info: www.KeepItQC.com