



Top 10 Reasons To “Shop The Park”

1. Protect Local Character and Prosperity

Normandy Park is unlike most cities in Western Washington. By choosing to support local businesses, you help maintain Normandy Park’s unique and distinctive flavor.

2. Community Well-Being

Local businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.

3. Local Decision Making

Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

4. Keeping Dollars in the Local Economy

Your dollars spent in local businesses have three times the impact on your community as dollars spent at national chains or outside Normandy Park. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.

5. Jobs and Wages

Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

6. Entrepreneurship

Entrepreneurship fuels America’s economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

7. Public Benefits and Costs

Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.

8. Environmental Sustainability

Local stores help to sustain vibrant, compact, walkable town centers – which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

9. Competition

A marketplace of many small businesses is the best way to ensure innovation and low prices over the long-term.

10. Product Diversity

A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.