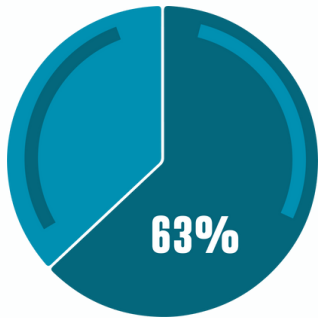


REVENUE RETENTION



HOW MUCH OF YOUR DOLLAR STAYS IN ALASKA WHEN IT IS SPENT AT A LOCAL BUSINESS?



When you spend **\$1 at a local business**, about **\$.63 stays** within the local economy.

Compared to **just \$.22** when you purchase from a **non-local business** in town.

... or **\$0** if you purchase something **online**.

WHERE ARE WE SEEING THE DIFFERENCE IN RETENTION?

	Owner Profits	Employee Wages & benefits	Internal Goods & Services	Resold Local Goods	Charitable Giving
LOCAL BUSINESS	11%	19%	17%	12%	4%
NON-LOCAL BUSINESS	0%	10%	0%	11%	0.9%

WHAT IF EVERY ALASKAN SHIFTED \$20 OF THEIR WEEKLY SPENDING TO SUPPORT LOCAL BUSINESSES?

ADDS...

\$27M \$21M \$42M \$4M \$7M

Spending locally keeps more money in the local economy, fostering growth and prosperity. When you choose local, you're not just buying a product or service – you're investing in a stronger, more vibrant Alaska.