

Yes the Buck Really Does Stop Here
By Steve Zea KADC President
The third in a series on economic development

We live in a community that proudly, fiercely supports the sense of what makes our town someplace, not just anyplace. Kosciusko and Attala County have the characteristics that make this a real unique community, with such events as the Central Mississippi Fair, the Natchez Trace Festival, June Jam, our night time Christmas Parade, our Halloween and Easter events just to name a few. We have these and other wonderful events and opportunities because we have local businesses that support these events. They also support our schools, and organizations that make us a place that we have pride in and are glad to call home. If not for our local businesses very little of what we have come to enjoy and expect would be possible. These individuals who own and or operate these businesses celebrate our character of place and contribute to everything. So why do we need to show our support to these businesses? It is very simple: the buck does stop here, but here are some more specific reasons.

I have already stated the obvious that money spent at local businesses stays to enrich the community. According to a national-recognized author Michael Shuman, money spent at local stores circulates through the community at three times the rate of money lost to out of town businesses. It is a phenomenon simply called the multiplier effect. In practice this means that money you spend locally enhances other local businesses, employs local people, contributes to local causes, and pays local taxes. Power comes in keeping our dollars local so that the impact they have on our local economy is amplified.

Do you know what Amazon contributed to our local football teams or baseball teams this year? Nothing, but look in the programs or around the local sports fields. Local businesses give back to the community in many ways, from school fund raisers, to space for local artists, from flowers in our downtown to food for our local senior events. I have already stated that we would not be able to do our local community events at the KADC without the support of local businesses.

Furthermore, if you want to help our community's economic development efforts and encourage a healthy local economy, shop locally. The best way to ensure that Kosciusko and Attala County has the shops, restaurants and amenities that you want is to support them. Local businesses that buy locally also help keep money in our community. Kosciusko and Attala County with a prosperous local economy and local amenities will attract entrepreneurs and skilled workers that want to be part of a thriving community. Thus the business community grows and provides more jobs and tax revenue to support our schools, events and government services.

Finally, if you need a more personal reason to shop locally, it will save your time and energy, both yours and your automobile. Also on a personal level you get local knowledge from local people that know their products and services better than any website or any store miles from our community. If it doesn't fit, if it is the wrong color or if your not sure which product to buy. I contend local businesses with local knowledge

and local service win every time over a web site or a far away out of town and out of touch business.

Please, help strengthen and preserve our local businesses and workforce. This is your community, support it because the buck really does stop here if you allow it to stay and work for the betterment of the entire community. If you want to get involved with any of the KADC's events or activities, please call or stop by the KADC office.