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FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 4, 2013

Ald. Tony Zielinski  
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## Common Council committee signs off on support for Local First Milwaukee

Hoping to educate the public about the benefits of supporting local merchants and manufacturers, the Milwaukee Common Council's Community and Economic Development Committee on Monday approved a resolution supporting Local First Milwaukee.

Local First Milwaukee is a business alliance of independent, locally-owned businesses and non-profit organizations within the five-county Milwaukee metropolitan area (Milwaukee, Ozaukee, Waukesha, Racine and Kenosha Counties) aimed at bolstering the local economy. Sponsored by **Alderman Tony Zielinski**, the resolution pledges Milwaukee's backing of the effort, and appropriates \$100 for the city's 2013 Local First Milwaukee membership fees.

"It's important to demonstrate to the public the importance of buying local and how to go about doing that," Alderman Zielinski said. "Our collective purchases do make a difference."

Alderman Zielinski noted that studies have shown independent, locally-owned businesses create substantial benefits for their local economies, relative to their chain competitors. While chain stores and restaurants extract income from the community and send a large portion of it elsewhere, locally-owned independent businesses create a virtuous cycle of local spending, have no corporate or national headquarters outside of Wisconsin and are able to make independent purchasing, marketing and brand decisions.

The owners of businesses in Local First Milwaukee are required to live and work within the metropolitan Milwaukee area, and also must participate in community activities and assist local charities.

The resolution passed on a 5-0 committee vote, and will go before the full Common Council for approval on **June 11, 2013**.