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said. "There are different multipliers, so when you get your hair cut, you pay the person to cut your hair, and that's all labor, so then they have the money, and if they're from Vermillion, they may spend some of that money at the local dentist and so on."

Bob Starr, operations manager of Jones' Food Center in Vermillion – a participating \$20 on the 20th business – notes that every dollar spent locally helps strengthen the entire community.

"I don't think a lot of people really realize what shopping locally means to a community," he said. "We're talking from parks to the police department, to the fire department, which is volunteer but must have a building and equipment – when you take those dollars outside of Vermillion, outside of Clay County," he said, "people don't realize the negative impact that it truly has on a community."

"I firmly believe that shopping locally is the only reason that you're going to see communities grow," Starr said. "There is just way too much 'bleeding' to Sioux Falls and Sioux City."

He understands how, at times, people from the community must shop outside of Vermillion to find items that aren't available here.

"But there are a lot of hard-working people in Vermillion who have put their blood, sweat and tears into their storefronts, into their buildings, into their inventories, and by not supporting them, it's impossible to have a community to grow," Starr said. "That's one of the things that we've always built our businesses – Jones' Food Center and Jones' Ace Hardware – on. If you are not supporting local businesses in Vermillion and Clay County, you are doing yourself and your town a very large injustice."

The only way you are going to grow is by supporting those people who do a great job day in and day out," Starr said. "We have a lot of those people in Vermillion."


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