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Stories of Triumph

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Business Development Board of Martin County

"If you do what you've always done, you'll get what you've always gotten."--Tony Robbins

All in the numbers

New push to back local businesses challenges public to take account, ownership of current spending

Support local business.

In an age of passionate debate and prevalent disagreement, this is a position around which everyone can rally.

Yet, the talk comes easy. But the walk—even in the COVID economy when struggling small businesses desperately need loyal, local patrons—is tougher to pull off.

“This whole pandemic thing had me ordering everything from Amazon,” says Linda Horstmyer, who owns Seashell Digital in Stuart.

Linda is the local leader in a grassroots campaign called, #MyMoneyStaysLocal, which aims to encourage residents and small business owners to invest in local vendors and keep their money in the communities in which they live.

For years, leading local business organizations, Stuart Martin County Chamber, Palm City Chamber, Jensen Beach Chamber, Hobe Sound Chamber and Indiantown Chamber, as well as the Economic Council, Treasure Coast Builders Association, Martin Industries Association of the Treasure Coast, Martin County REALTORS of the Treasure Coast and Young Professionals, have lobbied for this effort and led effective Buy Local and Shop Small campaigns to benefit small businesses and the local economy.



#MyMoneyStaysLocal



In Martin County

of what My Business spends stays in Martin County. Our Goal is 70%.

Linda readily and intentionally practices such principles. At least, that's what she believed. As the owner of Seashell Digital, she specializes in creating websites for small businesses and nonprofits, remaining attuned to their obstacles and needs.



What attracted her to #MyMoneyStaysLocal was its unique, eye-opening, twist. It challenged her to examine her local purchases more closely than before. When it came to her company spending, an impressive 78 percent remained in Martin County. Then she looked at her personal expenses. Only 49 percent of her purchases were local.

“It really shocked me,” she says.

#MyMoneyStaysLocal was launched on Alignable.com—a small-business networking and referral group with about 5 million members in 30,000 locations across the country. It prompts individuals to inventory their spending habits, take ownership of the outcome and commit to improvement.

“Just take the last month of your credit card and debit card spending and do an analysis on how much of it stayed here,” she says. “It actually gives you a concrete way to participate and hopefully impact the local economy because everybody is in such dire straits.

“I think when people do it they'll be surprised—I was.”

Linda directs others to the Treasure Coast Reboot website to download graphics or messaging that they can affix in their storefront or use on their social media. The graphics can be easily personalized so



Treasure Coast ReBoot
Resources for SMBs in Recovery

participants can share their individual spending percentages—business and personal—as well as their goals.

Like a public resolution to lose weight or exercise more, the pronouncements intend to encourage change and perhaps inspire a little friendly competition among colleagues as to who can invest the most locally.

“It’s an awareness thing,” she says. “If they’re passionate in doing what they’re doing, it will spill over in the community.”

Supporting local businesses is a noble goal that everyone shares. But the goal draws nearer when we know how close we are—or aren’t—to achieving it. That accomplishment, says Linda, positions us to tackle and overcome even more tougher tasks.

“I set a goal for myself for 70 percent,” Linda says. “And I looked at a lot of the things I bought on Amazon. I’m trying to find local vendors where I could get the same stuff.”

Editor's Note: Chambers and Industry Associations online business directories are a great way to find local vendors. Visit one today!

Small (Business) Centric and Mighty



The Business Development Board of Martin County is showcasing these inspiring efforts of local business leaders, innovators and entrepreneurs in a reoccurring feature called “Stories of Triumph.”

If you or someone you know is using their business to do something innovative and inspiring to help our community through this crisis, please [email](#) me so we can share their Story of Triumph.

Have a Happy Labor Day!

Joan

Joan K. Goodrich
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Martin County | Distinctive. By Design.

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