

WHEN YOU SHOP SMALL[®] IT LEADS TO BIG THINGS

THE SHOP SMALL MOVEMENT MAKES AN IMPACT ON NEIGHBORHOODS ACROSS THE COUNTRY.

A cycling enthusiast
opens up a bike shop, turning a
DREAM INTO REALITY



**THE OWNER
HIRES LOCALS**
to help run the shop.



With extra help, the bike
business begins to
TAKE OFF



More sales means more in local
taxes, which can fund things like
BETTER ROADS AND PARKS



**CREATING A
NEIGHBORHOOD**

for cycling, which means
better business for the
local bike shop

