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# News Release

FOR IMMEDIATE RELEASE

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## Buying online helps provide quality local services

LITTLE ELM (February 20, 2017) While it's perfectly natural to hear officials with the Little Elm Economic Development Corporation encourage Little Elm residents to buy local, it may be a bit surprising to hear them boost online purchasing.

"Advising people to buy from local vendors is our first priority," says Little Elm EDC Executive Director Jennette Killingsworth. "Shops, stores, restaurants, service providers with Little Elm addresses are the lifeblood of a diversified tax base. The more successful they are, the greater the share of residents' money stays home."

Sales tax receipts from local businesses are added directly to the Little Elm budget, creating a diversified strategy for the Town's finances. These funds are then used to maintain critical services like police, fire and public works. They also provide the necessary funding for parks and other quality of life enhancements.

But, what if a resident is seeking an item that local vendors don't carry?

"It may seem a bit contradictory, but in those cases, we encourage Little Elm residents to fire up the computer and shop for that item online," she said. "Whether that item is found on Amazon.com or any of the thousands of online stores, we still receive a portion of the sales tax."

That, of course, is not the case when a resident drives to a store in a neighboring community. For example, purchases made at retail establishments in Frisco, Lewisville or any other community, even if delivered to a Little Elm address, are subject to taxes that benefit those communities.

On the contrary, purchases made online from out of state, or even out of country, are subject to state and local taxes, benefitting the community in which the item is delivered.

"We recognize that some dining choices and certain services can't be ordered online," said Killingsworth. "Soon, though, our dining choices in Little Elm will be so extensive that no one will want to go elsewhere."

Nevertheless, for that piece of jewelry, clothing, housewares, and so many other items that can't be found locally, clicking on an internet-based store can be more beneficial to Little Elm than shopping out of town.

"Sitting at the beach or on the back porch enjoying another breath-taking sunset on the lake, dressed in complete comfort, can be the perfect time to shop," she added. "Having the item delivered to your front door saves time and gas, eliminates inconvenience, and helps Little Elm's bottom line."

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**ABOUT LITTLE ELM** – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.