



MetrolBA'S Mission

To help the Twin Cities maintain its unique community character, provide continuing opportunities for entrepreneurs, build economic strength, and create an environment where locally-owned, independent businesses grow and flourish.



Molly Glasgow
President, MetrolBA

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CHOICES WITH IMPACT

EVERY FINANCIAL DECISION YOU MAKE has the opportunity to affect our city and world. Human strength, creativity, and resourcefulness has gotten us to where we are today. That same strength, creativity, and resourcefulness can be undermined if we don't pay close attention to systems and new technologies and how they impact our lives now and in the future. Innovation in materials, products, strategies, and ideas can propel us forward, improve our lives, and play a significant role in creating the world we want to live in. That same innovation, if used without the long-term well-being of people in mind, can also impede us from getting there.

Online retailers like Amazon can source from multiple suppliers and locations, allowing us to find items at the cheapest price available and delivering these to our door within days or hours. National or global service providers also have the ability to keep prices down and deliver services quickly. Sometimes this is based on efficient systems and sometimes it is on the backs of people receiving unfair compensation or treatment. This is where measuring the potential benefits and impacts can come into play. If you have the opportunity and financial ability to choose where and how you spend your money, making sure to invest it locally can have an impact beyond the dollar itself. This choice is a political act. The word "political" is one that can often carry negativity in our lives. One of the reasons for this is that in the world we live in today, the very act of our existence is political. Problems arise when policy and business decisions are made without this humanity in mind.

While some of us may prefer to not have to make political decisions on a daily basis, we do. When we do so consciously, it gives us the power to decide how we want to affect our community through deciding where our money goes. It doesn't have to be stressful, either. It can be as simple as making sure that you are going to places that show care for people. If taking a stand is important to you, then seek out those businesses. If a value that you hold is important, then seek out businesses whose values align. Even just choosing something locally, no matter your political stance or that of the business, the money that you spend there comes back to us locally and will ultimately impact our community.



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