

Partnership to support Shop Local Nola efforts

SLIDELL -- St. Tammany Corporation, the St. Tammany Chamber of Commerce, and the SLU Small Business Development Center are excited to announce their official partnership with Shop Local Nola, the largest directory for verified, locally owned businesses in the Greater New Orleans area, founded by JB Communications, LLC. They are joining other chambers and economic development associations in the Greater New Orleans area to join Shop Local Nola in an effort to encourage consumers to shop at local businesses. All of these organizations are committed to strengthening St. Tammany Parish and the Greater New Orleans businesses by bringing them as many resources by bringing them as many resources as possible. ShopLocalNola.com is a free resource for businesses to boost their online visibility and even their Search Engine Optimization. Visit ShopLocalNola.com to register for your free business listing!

The ultimate goal of these partnerships is to help generate more local economic activity. Small businesses employ 58.9 million people and donate more than 250% more than large businesses to community causes. Local business also generates 70% more local economic activity per square foot than big-box retailers. In St. Tammany, an estimated 96.8% of businesses meet the definition of a small business, employing fewer than 50 workers.

"St. Tammany Corporation is proud to join our partners in support of Shop Local Nola," said Chris Masingill, CEO of St. Tammany Corporation. "ShopLocalNola.com is a free resource for businesses in St. Tammany parish to stay accessible to their existing customers and reach new patrons. This partnership enables our organizations to work collectively to bring greater attention to locally-owned St. Tammany businesses and celebrate the impact of small businesses in our economy and community."

"Providing businesses in our community with resources to support their growth and help them thrive is integral to our mission," said St. Tammany Chamber CEO Lacey Osborne. "We are grateful to Shop Local Nola for bringing this digital resource opportunity to St. Tammany businesses."

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