



Buy Local Campaigns: A Good Way to Strengthen Locally- Owned Businesses Downtown?

Presented to the MDA Conference on 9/29/06 by:

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Outline

- About Think Local First
- Why Do A Buy Local Campaign?
- Examples of Buy Local Campaigns
- Next Steps for Your Community
- Questions?
- Contacts & Resources



About Think Local First

- Membership-based nonprofit network with 107 business members
- Our Mission:

The mission of Think Local First is to support and cultivate locally-owned independent businesses that are committed to making our community a healthier and more vibrant place to live.

We provide resource sharing and community building opportunities for locally-owned independent businesses as well as raising community awareness and developing strategies for supporting these businesses.
- One of two business networks in Michigan.
Local First is the Grand Rapids-area network



Our Approach

- Community Education
 - Directory, Member Decals, Tee-Shirts, Bumper Stickers
 - Buy Local Week/Day & other events
 - Buy Local Campaign
 - Speaking Engagements
 - Giving information to businesses for their use
- Business Connections & Events
- Public Policy Advocacy



Why Do a Buy Local Campaign?

- Downtowns with vibrant unique businesses are more attractive to in-town and out-of-town visitors
- More viable locally-owned businesses increase economic stability
- Community members often don't realize the impact of their buying habits on their downtowns and communities
- Locally-owned businesses keep more money in your community



Economic Impact Study in Andersonville Neighborhood, Chicago

- Why the Andersonville (Chicago) Chamber of Commerce did an economic impact study
 - Their neighborhood's popularity was drawing interest from developers and chain businesses
 - Local businesses were being priced out by increased real estate assessments and above-market rental rates offered by chains
 - The character that created the community's success was threatened



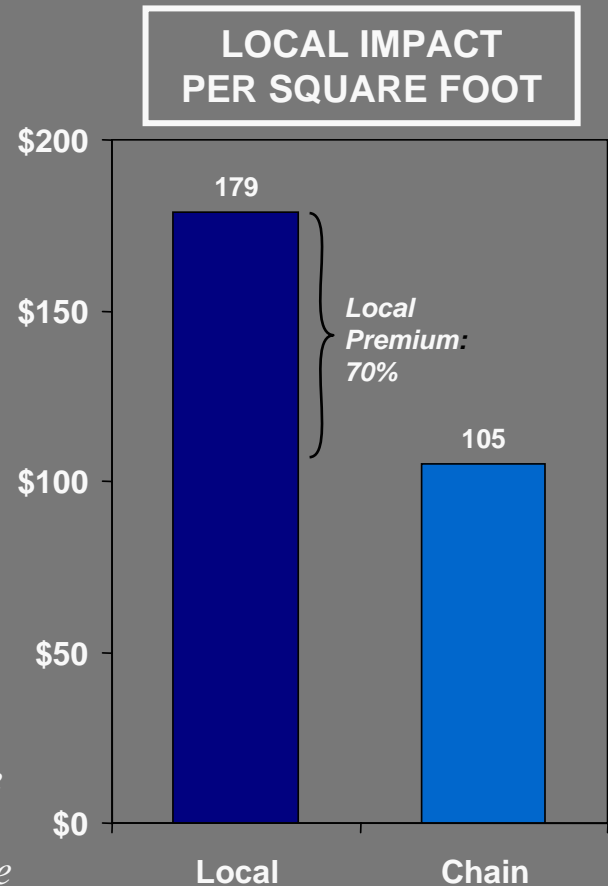
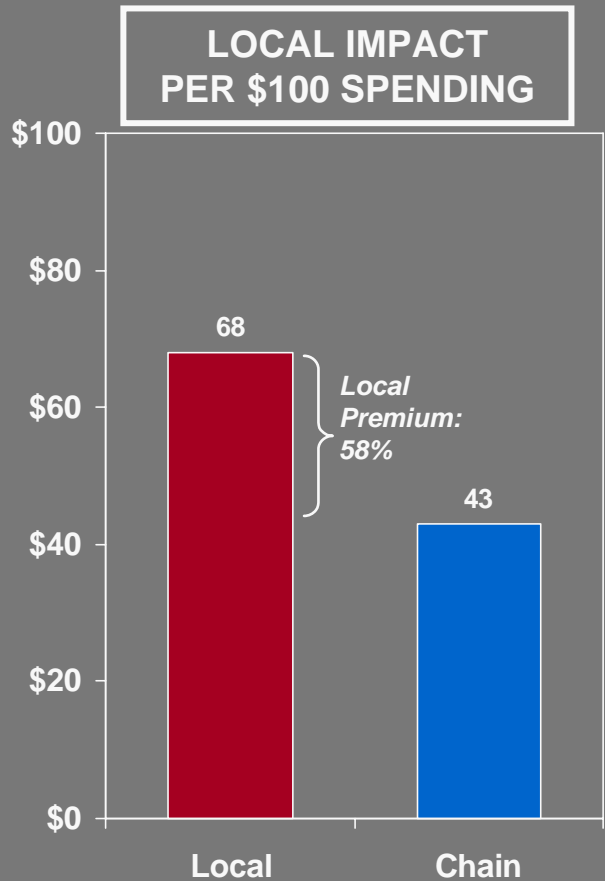
Economic Impact Study in Andersonville Neighborhood, Chicago

- How the study was done:
 - Compared ten local firms and ten chain competitors
- Local economic impact calculations for all 20 businesses
 - Local impact determined by actual records
 - Chain impact determined by corporate average, drawn from reliable sources
 - Data aggregated to protect practices

Slide Courtesy of the Andersonville Chamber of Commerce

Economic Impact Study in Andersonville Neighborhood, Chicago

The Findings



Charts courtesy of the Andersonville Chamber of Commerce



Six Other Reasons to 'Think Local First'

- In addition to economic benefits, locally-owned businesses provide a number of community and individual benefits. They:
 - Give Back to the Community
 - Create Great Places to Work
 - Offer Unique Goods, Services, and Atmosphere
 - Create Community
 - Give Great Service
 - Improve our Community's Environment



What is 'Local'?

- A local business is one which is at least 50% owned locally, and who have control over the business operations
- Buying Locally: a Framework for Weighing Imperfect Options (from Michael Shuman)
 - Don't Buy
 - Buy Local³
 - Buy Local
 - Buy Regional
 - Bi-Local
 - Fair Trade
 - The Rest



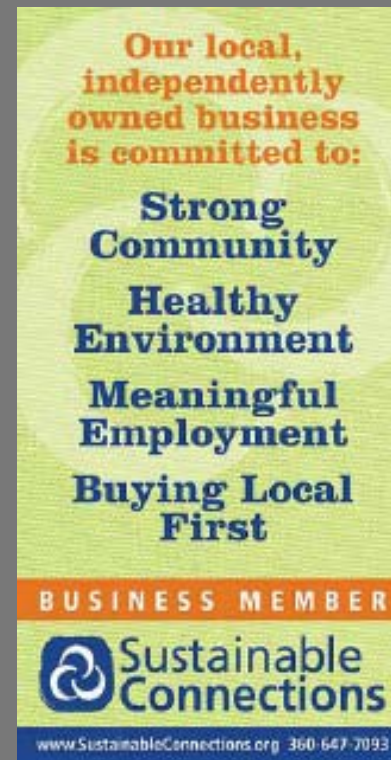
Aspects of Buy Local Campaigns

- Buy Local campaign logos
- Window decals and bumper stickers
- Visitor guides
- Media campaigns
- Buy Local Week & Independents Week
- Events – Street Parties & Buy Local Week events

Buy Local Campaign Logos




Window Decals & Bumper Stickers









Visitor Guide

EXPERIENCE THE REAL
BELLINGHAM MOUNT BAKER REGION WITH THIS

GUIDE TO
*Where the
Locals Go!*



While in town - look for this logo and find more than
400 one-of-a-kind local, independently owned business.

Sustainable Connections      

Media Campaigns

YOU SEEM LIKE A LOCAL

WHEN **YOU** shop at your locally owned businesses, you're supporting the local economy. It's a simple fact: For every \$100 spent, locally owned independent businesses give back \$68 to their local economies. National chains return only \$43.

So when you spend your hard-earned money here, it stays here. Plus you get an honest and sincere — *"Thank you for your business."*

SFLMA
SAN FRANCISCO LOCALLY OWNED MERCHANTS ALLIANCE
SHOP LOCAL FIRST

25 VALERIE WALKER BLVD SAN FRANCISCO, CA 94104-1147 | T: 415-421-2187 | F: 415-421-2185 | INFO@SFLMAYRS.COM | WWW.SFLMAYRS.COM

*The Anderson Study by the Civic Economics group can be read at <http://www.civiceconomics.com/AndersonAndersonStudy.pdf>

MY CUSTOMER IS MY COMMUNITY

Think Local First!

When you buy from locally owned businesses you keep our community UNIQUE!

WE DEPEND ON EACH OTHER

www.ThinkLocal.org

"We own our building downtown. We work at our business Market and like to serve locally grown food. When we started Pizzeria Barga we used local farms, K&M, to plant new trees of interest, please just for us."

Tom Williams, owner La Pizzeria Wood Fired Pizza and Pizzeria Barga

Buy Local Week (Dec./Nov.)

Independents Week (July 4th)

CELEBRATE YOUR INDEPENDENTS!

WHATCOM COUNTY HAS A
LONG HISTORY OF CELEBRATING
IT'S INDEPENDENTS!



Mallo Moldrem and E.R. Pucher, in the Pike Building on Holly and State Streets in about 1910. The sign reads: "We are for Bellingham - For goods made in Bellingham, For Brands owned in Bellingham, For goods sold in Bellingham, For produce grown in Whatcom County - Are you for Bellingham?"

Independently owned businesses express our
community's individuality.



THINK LOCAL, BUY LOCAL, BE FREE

www.ThinkLocal.org

THINK LOCAL FIRST

Celebrate Buy Local Day
Saturday, December 3

Why Support Locally-owned Independent Businesses?
Businesses owned by local people that are free to make their own operating decisions benefit our community in a variety of ways:

Give great service
Independent business people genuinely love what they do, and have the ability to go above and beyond to make sure you are a satisfied customer - saving you time, money, and stress.

Contribute to our community's economic success
Two to three times more money stays in our community when you patronize locally-owned businesses than when you go to a national chain - money that is used to employ local people, support local nonprofits, and buy local products.

Create our community
Independent businesses reflect the values and interests of the community, and often serve as gathering places where you can interact with your neighbors, friends, and the owners of the business.

Offer unique goods and services here
Local business and organizations offer goods and services that you might not find anywhere else, helping make Ann Arbor and Washtenaw County a vibrant, authentic place that is different than other areas.

Get back to the community
Local business owners and participants in events benefiting the community, and donate goods and services to local nonprofits.

Improve our community's environment
Because they live here, local business owners directly use their businesses' impact on our environment and community, and have the freedom to implement innovative programs to address these impacts.

Create great places to work
Local business owners have an inside work/life that values and involves their employees, and are flexible and fun places to work.

It's your choice!
If you'd like to see many of these businesses that contribute to the livability and vitality of this area, look for the Think Local First logo on these windows, or find a list in our directory or at www.ThinkLocalFirst.net.



Get Your
2006
Directory
Here

1,234 is a Whatcom County map and other materials in English and Spanish. Contact the office and we'll provide you with a free copy. We'll also provide you with a free copy of the directory. We'll also provide you with a free copy of the directory. We'll also provide you with a free copy of the directory.

For more info, or to place an order, contact us at:
Serving Washtenaw Network
P.O. Box 791, Ann Arbor, MI 48107
(734) 733-4753

info@thinklocal.org
www.thinklocal.org

Buy Local Week (*Dec./Nov.*) Independents Week (*July 4th*)



SHOPPING IN A LOCAL
Wonderland



HOLIDAY SHOPPING WEEK
DECEMBER 11-18



This gift was
carefully selected from
Philadelphia's local
shopping wonderland.
To discover more about
how you can support
your hometown vendors
throughout the year, go to
www.buylocalphilly.com





Events

- Movies
- Street Parties
- Independence Day Parade
- Speakers
- Educational Seminars
- Feast of Locally-Owned Food & Wine



Steps to Building a Buy Local Campaign in Your Community

- Get information packet from national groups
- Gather local business leaders together to determine if a local network is needed and what the priorities for this network would be
- Create Buy Local logo (adapt national ones or use your own)
- Highest visibility –
 - Locally-Owned Business Decals
 - Posters
 - Bumper Stickers



Next Steps: Other Things Communities Can Do

- Public Policy:
 - Use economic development money to support Buy Local campaigns & business directories
 - Implement public policy and urban planning guidelines that encourage local ownership of businesses
- Research:
 - The economic impact of locally-owned businesses
 - Leakages in the local economy
- Support new entrepreneurs, especially those who plan to stay in the area



Questions

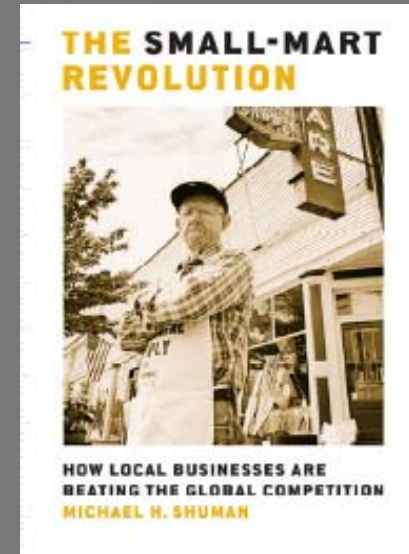
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To Learn More

- Books

- Going Local: Creating Self-Reliant Communities in a Global Age (2000) & The Small-Mart Revolution (June 2006) by Michael H. Shuman



- Websites

- The Andersonville Study of Retail Economics: <http://www.andersonvillestudy.com/>
- The Institute for Local Self-Reliance website – www.ilsr.org



Contact Information

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www.ThinkLocalFirst.net

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Grand Rapids, MI 49506

(616) 808-3788

www.LocalFirst.com

To order an information kit about how to start your own network, contact:

- The Business Alliance for Local Living Economies (BALLE):
www.livingeconomies.org
- The American Independent Business Association:
www.amiba.net