

Buy Local Week 2008 Resource Package

Here are some thought-starters, information and support materials for you to promote
Buy Local Week,
Monday December 1 - Sunday December 7.

This material can be used by stores and business owners, neighborhood business associations, and community groups.

Contents:

1. *Buy Local Week* Promotional Thought-starters
2. *Buy Local* "Factoids"
3. *Ten Reasons to Buy Local* Suggested In-store Signage Copy
4. *Buy Local Week* Sample Print Ad Copy / Template
5. *Buy Local Week* Press Release (issued by GET, TABIA and NaberNet)
6. Other Buy Local Resources to Help You Tell Your Story
7. *Buy Local Week* logos (j-pegs for print and on-line use)
8. *Buy Local Week* window poster (attached PDF)

Buy Local Week Promotional Thought Starters

Inform Yourself

Take some time to “bone up” on the benefits of shopping locally so that you can talk to your customers intelligently and make a convincing case. See the *Buy Local Factoids* section in this document for some compelling, factual information.

Help Promote *Buy Local Week*

Promote Toronto’s first annual *Buy Local Week* in your newsletter or send an e-blast to those names that you’ve been collecting, but haven’t had time to do anything with. Announce Toronto’s first annual *Buy Local Week* and list all the great gift-giving ideas you have in-store. We’ve included a sample ad copy / template that you can adapt to meet your own needs.

Hand Out Flyers

Use the attached Window Poster artwork, make copies and hand them out in front of your store on the Saturdays before December 1st and during *Buy Local Week*. You can also encourage friends and colleagues to hand them out at their local businesses, community events, and other high-traffic areas.

Offer *Buy Local Week* Specials

Offer in-store special discounts during *Buy Local Week*. Draw attention these by creating over-sized *Buy Local Week* sales tags.

Create In-store Signs

Post the *Seven Reasons to Buy Local* around your business. Use the text provided in the *Ten Reasons to Buy Local* section to create 7 - 8.5” x 11” signs that you can post throughout your business. Post a copy of the *Buy Local Week* press release included in this guide at the cash register or on your in-store bulletin board to add context.

Create a Special Thank You

Create *Thank You for Buying Local* notes to give to patrons who support your business. Include one or all of the *Ten Reasons to Buy Local* included in this guide. Also consider including a discount off their next purchase and / or a discount they can pass on to a friend.

Make It A Celebration!

Your business is unique, let people know it. Place festive balloons in front of your doors, let customers test their luck with a spin of the *Buy Local First* prize wheel. Lucky winners will receive in-store discounts. Everyone's a winner when they *Buy Local!*

If you can't locate a prize wheel, insert discount offers inside the balloons. Customers prick a balloon and find their discount inside.

Showcase Your GET Window Sticker

One barrier to consumers shopping locally is that they may not know which stores are locally-owned. Point out your GET window sticker and encourage people to support the other 335 businesses that have it. Be sure to tell them about the GET on-line directory - a fast and easy consumer resource for finding and supporting locally-owned businesses! We would be happy to send you GET brochures for display and distribution to customers.

Host an In-store Film Screening

Help educate others in your community about the costs and benefits of supporting local businesses vs. big box chains. Host a special evening to show the film, or run it throughout the day, using it as a backdrop to your other promotional activities. Check out “Resources” on www.buylocalday.org for suggested Buy Local films.

Make a Night of It

Stage an extra special evening that showcases all that is unique about your business. Keep your doors open late to showcase your one-of-a-kind wares. Invite your local suppliers to come and talk with your customers and help “bring to life” the importance of buying local. Use any or all of the ideas in this section to help attract attention and create a memorable experience for your patrons.

Spread The Word

Distribute this Resource Guide widely to fellow colleagues (whether they are GET members or not). The main objective of this initiative is to gain market share for locally-owned businesses. If this campaign can help make everyone’s businesses succeed we all can continue to do what we do well – providing good jobs, keeping our community unique, the economy diverse and finding new ways to reduce our impact on the environment.

Start Thinking About Next Year... We Are!

Contact friends, family, local business organizations, fair trade groups, farmers’ market participants and others to see if they’re interested in promoting *Buy Local Week* in your neighborhood or community. Useful resources can be found at: www.buylocalday.org/article.php?list=type&type=6

Provide Us with Feedback

Now that we’ve brought *Buy Local Week* to your attention and provided you with a few modest tools, we’d love to hear what activities you undertook to promote your business during this important week and how successful they were. We plan to build on this resource guide for *Buy Local Week ‘09* and would like to include any “best practices” that are experienced this year.

We would also like to know:

- if you found the content provided helpful
- how you would improve upon it
- what information / elements would you like to see added
- how far in advance you would like to receive the Resource Guide

Buy Local “Factoids” (US figures)

- The return of more dollars to the local community results in more jobs, higher property values, better tax bases. A study by the National Federal of Independent Small Business (NFIB) shows that small businesses not only produce the bulk of job growth in a community but they avoid wild employment swings which can characterize the business cycles of very large companies. Economic multipliers increase the effect of these dollars several times over.
- A study in Chicago’s Andersonville neighborhood found that local businesses re-circulate 70% more money locally than chain stores do, per square foot occupied. The San Francisco Retail Diversity Study found that a slight shift in consumer purchasing behavior – diverting just 10% of purchases from national chain stores to locally-owned businesses – would, each year, create 1,300 new jobs in the city and yield nearly \$200 million in incremental economic activity (Civic Economics, May 2007).
- A study in Austin Texas found that a national chain bookstore only had a local economic impact of \$0.8 million while two locally owned independents returned almost \$7 million in economic impacts (Civic Economics, 2002).
- In San Francisco, Austin and also in mid-coast Maine, local retailers were found to contribute three times more dollars to the local community than large chain retailers.
- A Chicago study showed that for every \$100 spent with a local firm, \$68 stays in the community, vs. \$43 with a chain firm (Civic Economics, 2004).
- Local businesses in mid-coast Maine were found to provide four times as much in charitable donations as local chain stores.
- More local enterprise means more community cohesion, more awareness of place and social responsibility to people and community, more networks of support in times of need.
- In addition, the growth of local production and sources for goods means benefits for the environment: reduced transportation pollution, the opportunity for green shifts in supply chains, economies of energy and material use through shared space, equipment and marketing.
- *Buy Local campaigns have encouraged citizens in more than a dozen U.S. cities to keep their economic transactions (spending, hiring, investing, supporting) local. A recent Local First campaign in Bellingham, Washington State found in a follow-up survey that 3 in 5 local households reported changing their buying patterns because of the campaign.*

Ten Reasons to Buy Local

1. Money spent at locally-owned businesses goes around longer in the local economy as local business people pay for all kinds of local services, spend their profits and pay taxes locally. Purchasing locally helps grow other businesses and the Toronto tax base.
2. Local businesses produce more income, jobs, and tax receipts for local communities than big box stores do.
3. Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.
4. Supporting local businesses preserves the economic diversity of our communities and the unique character of our neighborhoods.
5. Local businesses have a reduced environmental impact because they can make more local purchases requiring less transportation.
6. Local businesses yield two to four times the economic benefit to you, the local resident, compared to non-local businesses.
7. Local businesses are owned by people who live in this community, and are more invested in the community's future.
8. Local businesses often hire people with more specific product expertise and offer better customer service.
9. Competition and diversity lead to more choices.
10. Local businesses require comparatively little infrastructure investment and make more efficient use of public services.

***Buy Local Week* Sample Print Ad Copy / Template**

(YOUR BUSINESS LOGO HERE)

Celebrates the first annual Toronto
BUY LOCAL WEEK

December 1 - 7, 2008

THINK LOCAL *First!*

**FRIENDS AND NEIGHBOURS
DEPEND ON EACH OTHER**

THINK LOCAL
Buy local
BE LOCAL

(Your business contact information and URL)

Buy Local Week Media Release Issued By GET, TABIA and NaberNet

Think Local First for a Stable Economy

"Buy Local Week" Is December 1-7

(Toronto, Canada, November 18, 2008) The Local First movement, steadily gaining popularity in communities across North America, aims to give a much-needed boost to our local independent retailers and producers this holiday season.

Research on the benefits of Local First campaigns shows that they effectively increase market share for independent business. Across Canada and the US last year, many local store owners saw unusual and very welcome sales gains at Christmas as a result of joining with other independent business owners in their region to celebrate the benefits of thinking Local First.

"Some people think that local just means location, like the big box down the street," says Chris Lowry, director of a local, sustainable business network called Green Enterprise Toronto (GET). "But local is really all about local ownership that helps to keep regional economies strong."

"We encourage Toronto residents to support their local BIAs by shopping locally. By supporting our main streets, we maintain strong & viable communities. says John Kiru, Executive Director of TABIA, the Toronto Association of Business Improvement Areas. TABIA consists of 68 Business Improvement Areas (BIAs) representing more than 27,000 business and property owners.

"The Local First movement is catching on like wildfire in communities across North America, and now we are introducing it to Toronto consumers and retailers," explains Lowry. "More and more people understand that supporting independent businesses is essentially voting with your dollars for a healthy local economy."

Why? Independent businesses are more accountable to customers and the community, ensure the unique character of a neighbourhood, are more likely to support local charities and have greater direct control over the environmental impact of their businesses.

Supporting independent businesses creates local jobs, preserves economic diversity, safeguards the environment and contributes to a just global economy. "We are hearing a lot about the benefits of shopping for local food and local wines," says Lowry. "Many of us don't realize that the purchase of a VQA Ontario wine puts as much as 4 to 6 times more money back into the local economy of southern Ontario than an imported wine. That's astonishing information about consumer power. Now, the same economic multiplier effect also applies to the price of a locally-made Ninutik maple candy, a local jar of Kozlik's mustard, a locally made toy, or soap bar, local furniture, local clothing designs, a local Ecojot notebook, all kinds of excellent goods that are actually made here in the Toronto region. Essentially, you vote with your dollars to support your own local jobs and public services when you buy local first."

Locally produced goods and services mean less transportation. The less burning of fuel to get what you need, the better.

Money spent at locally-owned independent businesses goes around longer in the local economy. As local business people pay for all kinds of local services, spend their profits and pay taxes locally, *local businesses yield two to four times the economic benefit to you, the local resident, as comparable non-local businesses*. This means more local income, wealth, and jobs.

Big box stores are steamrolling their way into cities and towns throughout Canada, pushing down wages and forcing small, local businesses to close because they can't compete with these mega-companies' predatory practices. But there's something that every consumer can do. During the week of December 1 to 7, shoppers can vote with their dollars in favor of locally-owned, independent businesses.

A study in Chicago's Andersonville neighborhood found that local businesses re-circulate 70% more money locally than chain stores do, per square foot occupied. The San Francisco Retail Diversity Study found that a slight shift in consumer purchasing behavior – diverting just 10% of purchases from national chain stores to locally-owned businesses – would, each year, create 1,300 new jobs in the city and yield nearly \$200 million in incremental economic activity.

Green Enterprise Toronto is a local network of The Business Alliance for Local Living Economies, or BALLE, with local business networks in 65 communities in the US and Canada. BALLE, advances a new approach to sustainable community economic development based on increasing local ownership of community assets such as sustainable agriculture, renewable energy, green building, zero-waste manufacturing, and independent retail, building what it calls "living economies."

"There is now overwhelming evidence that local businesses are the key to pumping up local income, wealth, jobs, and taxes," says Michael Shuman, an economist who works closely with BALLE. "The more residents, businesses, and city officials support locally owned businesses, the greater the economic rewards."

- 30 -

Media Contacts

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About TABIA: TABIA is a non-profit umbrella organization representing the City of Toronto's 68 Business Improvement Areas, who in turn represent more than 27,000 business and property owners. The organization's objectives include exchanging information among BIAs, encouraging joint initiatives and mutually beneficial projects and assisting in pooling resources to achieve the maximum benefit feasible. www.toronto-bia.com

About Green Enterprise Toronto: GET is a membership-based, not-for-profit organization. With its online directory, networking events and seminars, GET helps locally-owned businesses to thrive by being part of the 'green' solution. GET encourages consumers and businesses to buy goods and services based on their shared commitment to strong communities, a healthy environment, providing meaningful employment, buying local first and fair trade. GET is one of 65 independent local networks of BALLE, the international Business Alliance for Local Living Economies. www.greenenterprise.net

About NaberNet:

NaberNet is a website technology company specializing in the needs of community and member-based organizations, notably BIAs. It operates community-based websites including MyStClair.com, OnVaughan.com and MarkhamOnline.com. The company supports locally-owned businesses and has developed the 'Do It Smart - Do It Local' initiative (doitsmart-doitlocal.com), and is working with GET and TABIA to promote Buy Local Week. www.nabernet.com

Other Buy Local Resources to Help You Tell Your Story

Online

- www.buylocalday.org <<http://www.buylocalday.org>> there are links to excellent articles, videos, and books including:
- Big Box Evaluator (www.bigboxevaluator.org)
...This on-line tool is designed to be an unbiased information resource anyone who wants to know more about “big box” retail stores and their potential positive and negative impacts on the local community. This free resource gives you a way to think about how big box stores may affect a community’s economics, environment and community character. The interactive format lets you learn basic facts, test assumptions, explore interactive models and draw your own conclusions.

Articles

- Local Living Economies: The New Movement for Responsible Business by Judy Wicks Proprietress, White Dog Cafe, Philadelphia, and Co-Founder/Co-Chair of Business Alliance for Local Living Economies
- Rebuilding Community-Rooted Enterprise by Stacy Mitchell
- Responding to Critics of Local First by Michael H. Shuman
- The Benefits of Doing Business Locally by Jeff Milchen, co-founder of the Boulder Independent Business Alliance and American Independent Business Alliance (AMIBA)

Buy Local Books

- Hometown Advantage by Stacy Mitchell
...Do lower prices really save you money? Does having one or more superstores close by improve your quality of life? When you look closer, they don't and it doesn't. This book draws on careful research to document the damage corporate retailers are doing to our lives and our communities. Better yet, it's packed with examples of how communities around the country are changing public policy to reverse the catastrophe. (www.greensense.com)
- Making a Place for Community by Williamson, Imbroscio & Alperovitz
...A far-reaching and extensively researched exploration of politics, economics and strategies for localization that excels at linking economic democracy to political democracy. (www.amiba.net)
- Small Mart Revolution by Michael H. Shuman
...The Small-Mart Revolution details dozens of specific strategies small and home-based businesses are using to successfully out-compete the world's largest companies. And it shows how consumers, investors, policymakers, and organizers can revitalize their own communities by supporting local businesses. (www.bkconnection.com)

Buy Local Week Logo (For On-Line Use)



Buy Local Week Logo (For Print Use)

