



## Invitation

The Buy Local Campaign is a community effort to build awareness of the community's need for local small businesses and to educate local consumers on the advantages of supporting the growth of these businesses. This marketing campaign will vastly change our buying habits and unite us as a community by combining our greatest resources: local customers and local small businesses.

One of the best ways an individual can support his/her local community is to patronize its locally owned businesses. Compared to their national competitors, local independent businesses funnel more money back into the local economy and offer better support to a community's non-profit and civic needs. Locally own businesses are better positioned to respond to the special and specific needs of the community as they are tied to the community's future. Additionally, independent retailers retain a community's unique character and status as a great place to live or visit, whereas national chains promote a bland and homogenized community. By promoting the Buy Local Campaign, a community supports its vibrant local economy.

The Buy Local Campaign creates marketing tools and strategies necessary for small business development at an affordable price. We inform consumers about the importance of buying from local retailers and tips of how to "spread the word" to fellow shoppers.

### How the Campaign works

Small Business establishments must be locally owned and independently operated in the San Francisco Bay Area (this means the ownership majority must live within 50 miles of the business location) Sorry, no franchises.

The "Buy Local Campaign" is a series of organized marketing strategies geared toward profitable community growth. Our efforts are twofold:

**Marketing tools:** Our goal is to spread the word about the great but often unrecognized services our local community offers using tools such as postcards, webchures, store front decals, shopping guides, coupons, and directories.

**Networking:** We will create a network between the different independent retailers with the help of media resources and marketing tools, which will build stronger bonds throughout the community

Thank you for your time and interest in being part of the San Francisco Bay Area Buy Local Campaign!



## Top 10 Reasons to Buy Local

- 1. Significantly more money re-circulates in the San Francisco Bay Area when purchases are made at locally owned, rather than nationally owned, businesses:** More money is kept in the community because locally owned businesses often purchase from other local businesses, service providers and farms. Purchasing local helps grow other businesses as well as the San Francisco Bay Area tax base.
- 2. Non-profits receive greater support:** Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.
- 3. Our one-of-a-kind businesses are an integral part of our distinctive character.** The unique character of the San Francisco Bay Area is what brought us here and will keep us here. Our tourism businesses also benefit. "When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace." ~ Richard Moe, President, National Historic Preservation Trust
- 4. Reduced environmental impact:** Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.
- 5. Most new jobs are provided by local businesses:** Small local businesses are the largest employer nationally and in the San Francisco Bay Area, provide the most new jobs to residents.
- 6. Customer service is better:** Local businesses often hire people with more specific product expertise for better customer service.
- 7. Local business owners invest in community:** Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.
- 8. Public benefits far outweigh public costs:** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.
- 9. Competition and diversity leads to more choices:** A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.
- 10. Encourages investment in the San Francisco Bay Area:** A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

Source: Business Alliance for Local Living Economies (BALLE)



## Studies That Support the Advantages of Buying Local

Studies from around North America increasingly support the concept of Buying Local as a workable means of economic development.

### Business Diversity

[Local Works! Examining the Impact of Local Business on the West Michigan Economy](#), September 2008, by [Civic Economics](#)

Key finding: A modest change in consumer behavior - a mere 10 percent shift in market share to independent businesses from chain stores - would result in 1,600 new jobs, \$53 million in wages, and a \$137 million economic impact to the area.

### 2007 "Buy Local" Impact

[Survey Finds Support for "Buying Local" Boosted Holiday Spending at Independent Stores](#), January 23, 2008, by Independent Business Forum

Key finding: Independent retailers in cities with active "Buy Local" campaigns reported much larger increases in 2007 holiday sales on average than those in cities without such campaigns.

### Retail Diversity

[The San Francisco Retail Diversity Study](#), May 2007, by [Civic Economics](#)

Key findings:

- A slight shift in San Francisco consumer purchasing behavior - diverting just 10% of purchases from national chain stores to locally owned businesses - would, each year, create 1,300 new jobs and yield nearly \$200 million in incremental economic activity.
- The reverse is also true - a 10% shift away from local merchants would have a negative impact of equal but opposite magnitude.

### "Think Local" Impact in Bellingham

[Study Shows 58% of Local Citizens Are "Thinking Local First" More Often](#), November 2006, by [Applied Research Northwest](#)

Bellingham-area residents are not only aware of local BALLE network [Sustainable Connections](#) Local First program, but also are making significant changes in their purchasing behavior because of it. The lead researcher says, "To have nearly 3 in 5 households attributing a behavior change to this program shows an amazing impact."

Key findings:

- 58% of Bellingham residents reported that as a result of the program they are more deliberate than they

were three years ago (before the program began) about choosing local, independently owned businesses first.

- 92% of business participants would recommend the program to other businesses in their industry.
- 67% of participating businesses have, as a result of the program, adopted specific new practices that lessen their environmental impact and strengthen community.

### Big-Box Studies

[Wal-Mart and County-Wide Poverty](#), June 2006, by Stephan

Goetz and Hema Swaminathan, *Social Science Quarterly*  
The presence of a Wal-Mart store hinders a community's ability to move families out of poverty, according to this study. After controlling for other factors that influence poverty rates, the study found that U.S. counties that had more Wal-Mart stores in 1987 had a higher poverty rate in 1999 than did counties that started the period with fewer or no Wal-Mart stores.

### Chicago, Illinois

[Andersonville Study of Retail Economics](#), October 2004, by [Civic Economics](#)

Civic Economics, the Andersonville Development Corporation, and the Andersonville Chamber of Commerce collaborated on this study, designed to evaluate the economic role played by the independent businesses of this dynamic district on Chicago's North Side.

Key findings:

- Every \$100 spent with a local firm leaves \$68 in the Chicago economy; \$100 spent at a chain store leaves \$43 in Chicago.
- For every square foot occupied by a local firm, the local economic impact is \$179, versus \$105 for a chain store.

### Corporate Subsidies

[Shopping for Subsidies: How Wal-Mart Uses Taxpayer Money to Finance Its Never-Ending Growth](#), May 2004, by [Good Jobs First](#)

Key finding: Wal-Mart has received more than \$1 billion in economic development subsidies from state and local governments across the country. Taxpayers have helped finance not only Wal-Mart stores but also the company's huge network of distribution centers, more than 90 percent of



which have gotten subsidies. The report also includes policy proposals.

Good Jobs First also offers a guide to [investigating development subsidies](#), a comprehensive guide to researching state and local subsidies, economic development agencies, and companies.

**Bay Area Grocery Industry**  
[Supercenters and the Transformation of the Bay Area Grocery Industry](#): Issues, Trends, and Impacts, January 2004, by the [Bay Area Economic Forum](#)

Key findings:

- This study examines the potential impact of supercenter development in the 12-county region around San Francisco. It concludes that consumers would see a reduction in the price of groceries, at least initially, but that these savings to the region would be offset by declining wages among supermarket workers. Unionized supermarket workers, according to the study, receive on average \$11.68 an hour more in wages and benefits than supercenter employees. Wal-Mart's arrival would likely lead to both job losses and wage concessions at unionized supermarkets.
- Although many cities assume superstores will provide tax benefits, the study examined 116 cities in the 12-county area and found that the presence of one or more big-box stores did not in fact correlate with higher per capita sales tax revenue except in very small towns. The study also discusses the impact of supercenters on rural versus urban markets, traffic, tourism, and retail vacancy (excerpted from ILSR).

**Santa Fe, New Mexico**  
[Santa Fe Independent Business Report](#), November 2003, by [Angelou Economics](#)

Key findings:

- Small businesses account for 90 percent of all businesses in Santa Fe and employ 30 percent of all private sector workers.
- Dollars spent at independent businesses deliver twice the economic impact of those spent at national chains. However, national chains in Santa Fe are growing faster than independents - 2.5 times faster - and bring new competition and pressure to the small business community.

**Los Angeles, California**

[Research for Big Box Retail/Superstore Ordinance](#), October 2003; prepared for the Los Angeles City Council by Rodino Associates

Key findings:

- Study concludes that big-box stores would harm low-income neighborhoods in Los Angeles by reducing competition, creating blight, lowering wages, and forcing new costs onto taxpayers. By pricing groceries as "loss leaders" and using higher margin non-grocery items to make up the difference, supercenters often force existing supermarkets out of business. Because grocery stores anchor many neighborhood business districts and shopping centers, their closure would harm other retailers and lead to vacancies in areas that are only now beginning to recover from years of economic decline.
- The report also finds that supercenters would hurt job opportunities by replacing union-wage supermarket jobs with a smaller number of lower-paying jobs. Fewer workers would have health care benefits, further burdening public hospitals and health care programs (excerpted from ILSR).

**Independent Pharmacies**

[Time to Switch Drugstores?](#) October 2003, by *Consumer Reports*

Based on a yearlong survey of more than 32,000 readers about their drugstore experiences.

Key finding: Independent drugstores outranked all other pharmacies - including drugstore chains, supermarkets, mass merchandisers (e.g., Wal-Mart), and internet companies - in terms of providing personal attention, offering health services such as in-store screenings, filling prescriptions quickly, supplying hard-to-find drugs, and obtaining out-of-stock medications within 24 hours. Prices at independent pharmacies were lower than at chain pharmacies, but higher than at mass merchandisers and internet companies

**Midcoast Maine**

[The Economic Impact of Locally Owned Businesses vs. Chains: A Case Study in Mid-Coast Maine](#) - September 2003, by [Institute for Local Self-Reliance](#)

This study tracked the revenue and expenditures of eight locally owned businesses in mid-coast Maine, as compared to big-box stores.

Key findings:

- Locally owned businesses spent 44.6 percent of their revenue within the surrounding two counties, and another 8.7 percent elsewhere in Maine, largely on wages and benefits paid to local employees, goods



and services purchased from other local businesses, profits that accrued to local owners, and taxes paid to local and state government.

- Big-box retailers return an estimated 14.1 percent of their revenue to the local economy, mostly as payroll. The rest leaves the state, flowing to out-of-state suppliers and back to corporate headquarters.

#### **NFIB Small Business Policy Guide**

[Charitable Contributions Comparison](#), January 2003

Documents small business contributions to the economy and comparisons of charitable contributions from small, medium, and large businesses.

Key finding: Small firms give an average of more than two and a half times the amount per employee than do medium or large firms (small firms give \$789 per employee, medium-sized firms \$172, and large firms \$334).

#### **Austin, Texas**

[Economic Impact Analysis: Local Merchants vs. Chain Retailers](#), December 2002, by [Civic Economics](#), [Austin IBA](#)

Key finding: For every \$100 in consumer spending at a national chain bookstore in Austin, Texas, the local economic impact was \$13. The same amount spent at locally based bookstores yielded \$45, or more than three times the local economic impact.

#### **Barnstable, Massachusetts**

[Fiscal Impact Analysis of Residential and Nonresidential Land Use Prototypes](#), July 2002, by [TischlerBise](#)

Key findings:

- Big-box retail, shopping centers, and fast-food restaurants cost taxpayers in Barnstable, Massachusetts, more than they produce in revenue. The study compares the tax revenue generated by different kinds of residential and commercial development with the actual cost of providing public services for each land use.
- Big-box retail generates a net annual deficit of \$468 per 1,000 square feet, shopping centers a deficit of \$314, and fast-food restaurants a deficit of \$5,168 per 1,000 square feet. In contrast, the study found that specialty retail, which includes small-scale businesses, has a positive impact on public revenue (i.e., it generates more tax revenue than it costs to service). Specialty retail produces a net annual return of \$326 per 1,000 square feet (excerpted from ILSR).

#### **Iowa**

[The Impact of 'Big-Box' Building Materials Stores](#) on Host Towns and Surrounding Counties in a Midwestern State, 2001, by economics professor Kenneth E. Stone and extension program specialist Georgeanne M. Artz, Iowa State University. This study examines several Iowa communities where big-box building supply stores, such as Menard's and Home Depot, have opened in the last decade.

Key finding: Sales of hardware and building supplies grew in the host communities, but at the expense of sales in smaller towns nearby. Moreover, after a few years many of the host communities experienced a reversal of fortune: sales of hardware and building supplies declined sharply, often dropping below their initial levels, as more big-box stores opened in the surrounding region and saturated the market (excerpted from [ILSR](#)).

#### **NEF Community Tools for Measuring the Local Multiplier**

By England's [New Economics Foundation](#) (NEF).

[Plugging the Leaks](#) is a community-led economic development strategy tool that enables a community to identify the economic resources in their local economy and determine ways to use them more effectively.

[Local Multiplier 3](#) is an impact measurement tool that measures how income is spent and re-spent in the local economy. The purpose of tracking and measuring this spending is to identify opportunities to strengthen linkages in the local economy so that efforts can be made to keep money circulating locally.

SOURCE: BALLE Business Alliance for Local Living Economies [www.livingeconomies.org](http://www.livingeconomies.org)



## Registration Form

**Business Name:**

Contact Person:

Business address:

Business phone number:

Business website:

Number of Employees:

**Describe your business:**

List of services or products you provide:

**City:**

Business fax number:

Business e-mail address:

**Marketing Questionnaire:**

What are your marketing needs?

Do you have a business logo?

Do you have a digital version of your logo?

Are you interested in professional pictures for your business?

If photographs are taken, do you agree to have your business promote in marketing tools such as posters, websites, and shopping guides for Buy Local Campaign?

What type of images and colors best describe your business?

**Buy Local Feedback Questionnaire (optional):**

Why is it important to buy local?

What are the advantages of shopping with local small businesses instead of the retail giants?

What ideas do you have to create awareness in local shoppers?

**Eligibility Requirements:**

Is your business privately held? (not publicly traded) YES NO

Do the business owners, totaling greater than 50% of the business ownership, live in the San Francisco Bay Area? YES NO

Is your business registered in California, with no corporate or national headquarters outside the Bay Area? YES NO

Can your business make independent decisions regarding the name and look of your business, as well as all business purchasing, practices and distribution? YES NO

Do you pay all your own marketing, rent and other business expenses (without assistance from a corporate headquarters)? YES NO



## Marketing tools

(Please select the tools best suited for your business)

### Digital Poster for business distribution

**FREE!**

Our attractive poster explains the TOP REASONS of buying local and it is a great educational tool to display in your business.

Your email account to send the FREE digital poster:

### Coupon Insertion on the Buy Local Campaign Website

**\$25.00**

Do you have a special offer for our loyal Buy Local shoppers?

Let us promote your business in the Buy Local Campaign Website.

(Example of promotions: 5% discount on purchases, free coffee, 1 free class, etc.)

Coupon Offer Description:

Expiration Date:

### “Thank You” notes

**\$120.00**

Make your clients feel special with a Thank You note appreciating their business and educating them about the importance of buying local.

200 Thank You Cards. 2” x 3” Full-color printing on heavy card stock, glossy

**Side 1** Your business logo and contact information.

**Side 2** “Thank you for Buying Local. You have just made a purchase that makes a difference in (your City)” Several studies have shown that money spent at a locally owned business stays in the local economy and continues to strengthen the economic base of the community. For more facts and information visit [www.buylocalcampaign.com](http://www.buylocalcampaign.com)

### Vinyl Window Decal

**\$10.00**

Let’s work together and spread the word to the community about the importance of Buying Local.

Low-tack adhesive easy to apply and reposition

### Promotional Postcards

**\$220.00**

Postcards are an excellent marketing tool to promote your business. Buy Local Campaign is innovating the concept of suggesting consumers to “Spread the word” about your business and recommend it to a friend, so the resources are better utilized and not wasted. We also encourage non competitive business to exchange this postcards and display them at other business.

500 Postcards 4” x 6”

2 Design Revisions

Full Color printing on heavy card stock

Includes 1 professional photo stock picture

**Side 1** of postcard displays your business ad



**Side 2** of postcard encourages shopper to Buy Local and spread the word with the TOP REASONS of Buying local.  
Delivery two weeks after graphic design is approved

**Postcard Display**

**FREE WITH POSTCARDS PURCHASE**

This post card fixture is a 6-1/2"w x 3-1/2"h x 1"d acrylic display design to sit on countertops. A post card fixture is the ideal product for convenience stores, gift shops and other business with countertop point of sales.

**Webchure**

**\$250**

Does your business need affordable exposure on the internet? Buy Local Campaign have created the concept of a Webchure (Website + brochure). Most consumers make shopping decisions just by looking at the information on your home page. Just like our postcards campaign, we encourage loyal shoppers to recommend your business to a friend.

Website includes your company logo, services, products, recommend this business to a friend feature and contact information

Includes up to 3 professional photo stock pictures and 3 design revisions

Do you want us to take care of your domain name and hosting services?

Domain Name registration + 1 year of hosting services **\$95**

TOTAL

**PLEASE COMPLETE AND FAX THIS FORM TO (888) 598 5481**

**Or email to [info@buylocalcampaign.com](mailto:info@buylocalcampaign.com)**

**Terms and Conditions**

Buy Local Campaign requires fifty percent (50%) in advance and fifty percent (50%) upon delivery for the marketing tools.

Please make checks payable to: Etnia Design P.O Box 20427 Castro Valley, CA 94546.

Our webchure prices don't include SEO services.

Professional pictures taken by Buy Local Campaign are property of Etnia Design and can be use only for Buy Local Campaign purposes.