



The Power of Local



Vision

- A vibrant, diverse local economy
- Rich community of businesses
- Consumers support the value of local
- Business to business partnerships and purchasing
- Governments use \$ to support economy
- Committed and working together on sustainability



Mission

- Effective, innovative, responsive
- Strengthen SMEs by:
 - Encouraging local purchasing (b2b, b2g & b2c)
 - Moving businesses toward more sustainable business practices
 - Advocating for the needs of local businesses, and
 - Networking businesses (model/mentor, share BPs, create community, have FUN!)



Goals

- This...



LoCo

Goals

- Not this...





What We Mean by Local

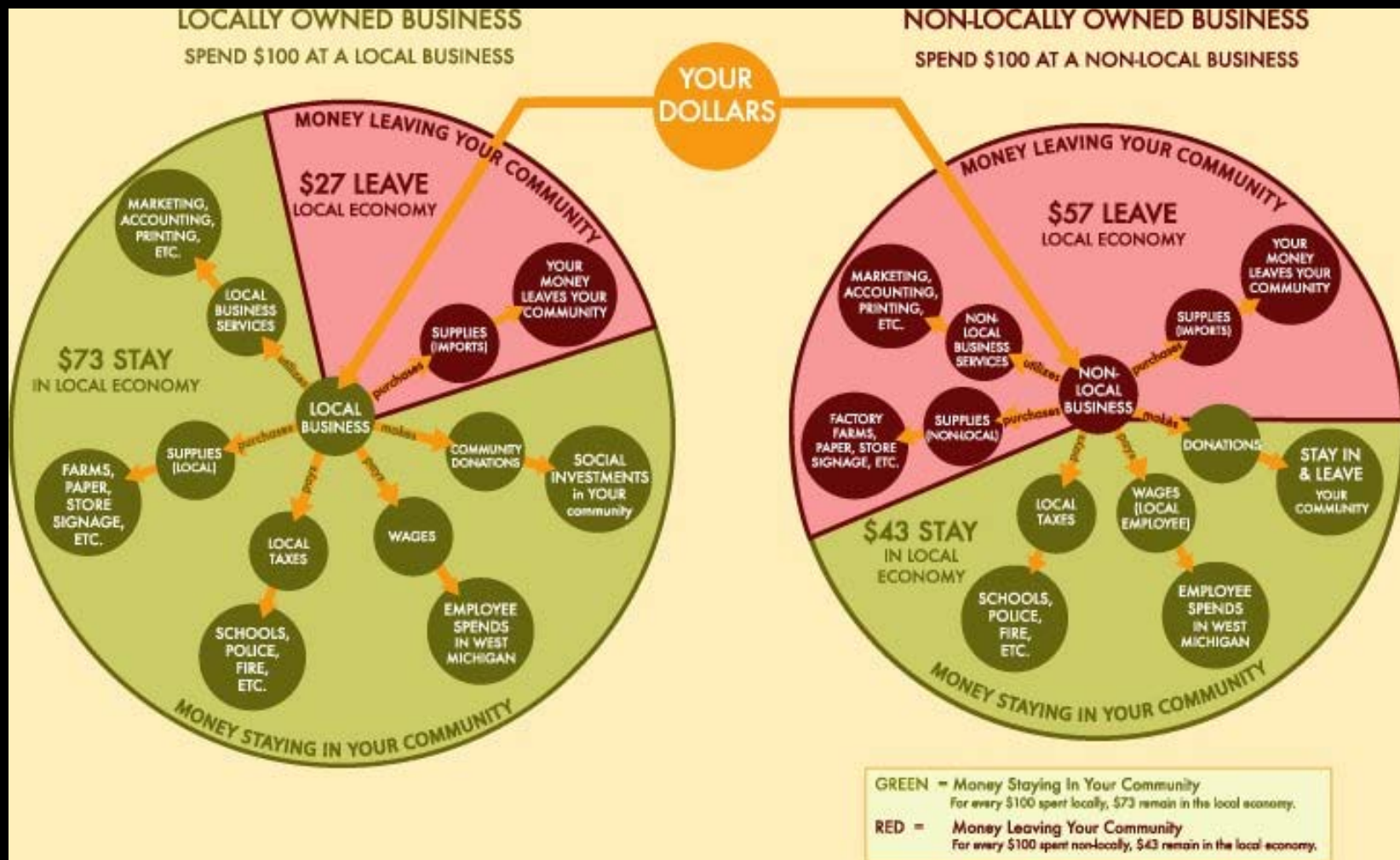
Up for discussion, but generally means....

- Independently owned (>50% local ownership, privately held)
- Autonomy over purchasing decisions
- Independence over business practices
- Business registered locally, with no outside corporate HQ

- Values based!



Why We Focus on Local



Source: Jen Corbett <http://hustlefest.net>

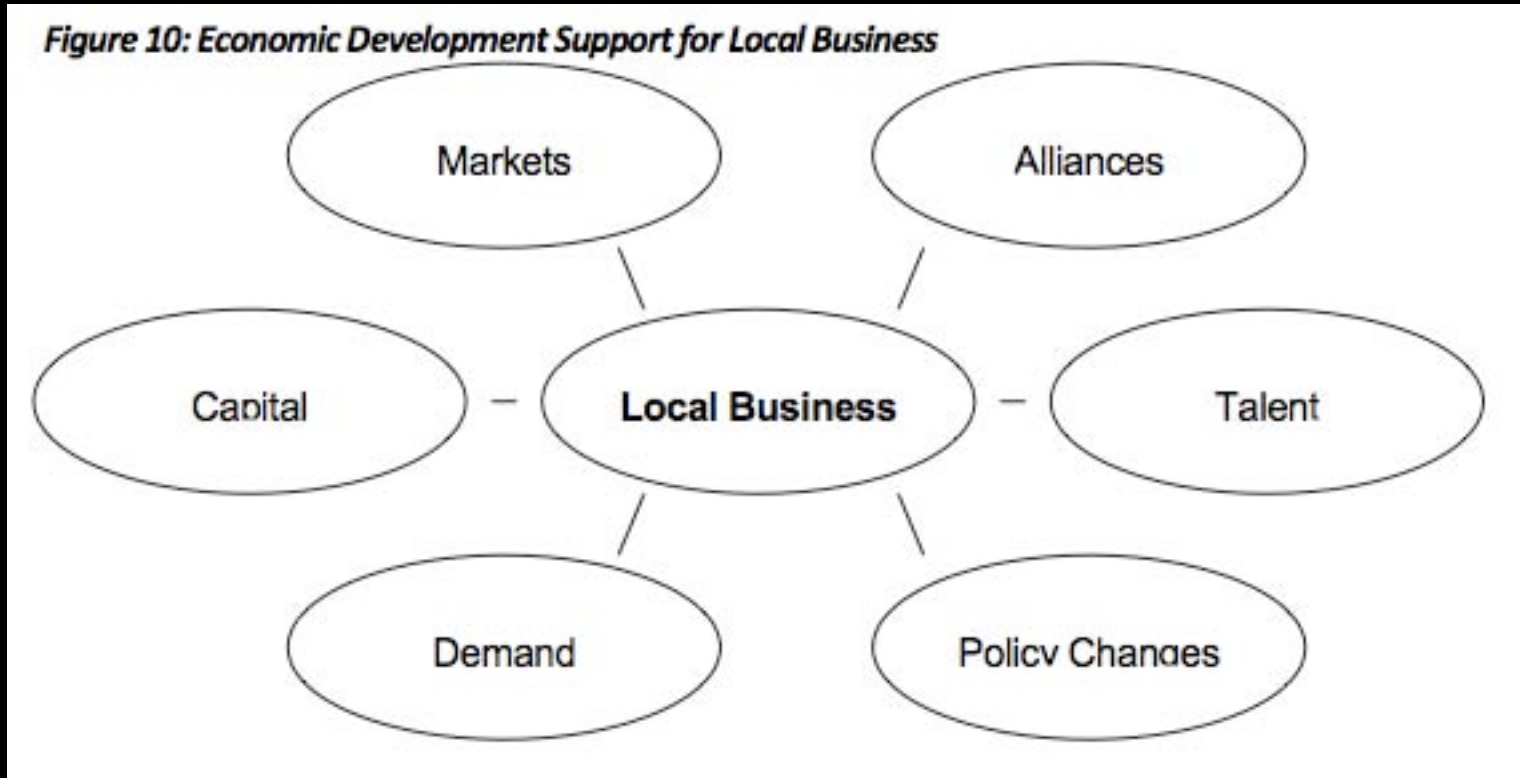


Recognition that Local Adds Value

- VEDC strategy recognizes the “added value of locally owned businesses [and strives] to support their success”
- US retailers in cities with “buy local” campaigns did better in the recession
- US Gov’t “Buy America” stimulus provisions for iron and steel



What's Needed



Source: Santa Monica Strategy for a Sustainable Local Economy, 2009.



We are Not Alone





Who Are We?

- Board
 - Amy Robinson, ARC
 - Lisa Princic, Lisa Princic Coaching (Chair)
 - Saul Brown, Saul Good Gift Co.
 - Aron Bjornson, VanGOGreen
 - Tricia Rogers, Fraser Basin Council



Who Are We?

- Advisors and Working Group
 - Toby Barrazuol, Eclipse Awards
 - David Lee, Indy Business Consultant
 - Jason Boyce, Get Local
 - Jyoti Stephens, Nature's Path
 - Gil Yaron, Frogfile
 - Anna Lea Krebs, Sustainable Pursuits
 - Zsoka Scurtescu, Lohas By Design
 - Kimberley Armour, Connecting Communities Consulting
 - Chris Diplock, Renewable Energy Cooperative



- Our Plans...
 - Two events this fall
 - Business plan and revenue model by December 31st
 - Jan 1st
 - Fundraising
 - Membership
 - Partnerships
 - Program roll-out



Potential Projects

- Networking/Education
 - Networking Events
 - Learning Circles
 - Workshops (green business practices)
 - Speaker Series
- Tools
 - Local Business Purchasing Tools (B2B, B2C)
- Marketing Campaign
 - Viral video
 - Group ads



Potential Projects

- Research
 - Multiplier effect
 - Impact of localized supply chains
 - Local sustainable economic development
- Advocacy
 - Green business incentives
 - Gov't local purchasing
 - Removal of regulatory barriers
- Group member benefits
 - Health, visa rates, member discounts, etc.



Next Up

- Next Event:
 - December 8th
 - “Trash Talk”: Innovative Approaches to Garbage and Recycling
 - RA Local Zero Waste Trial
 - Waste Exchange in Strathcona



What Can You Do?

Support 3/50

- 50 skinnies
- Your 3 favorite indys

www.the350project.net

Save your local economy...*three stores at a time.*



SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

3

Think about which three independently owned stores you'd miss most if they were gone. Stop in, say hello, and pick a little something up. That's how they stay around.

50

If just half the employed U.S. population spent \$50 each month in independently owned stores, their purchases would generate \$42,629,700,000 in revenue.*

68

For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. In a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1

The number of people it takes to start the trend...*you.*

Pick 3. Spend 50. Save your local economy.

For more information, visit the350project.net

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* Employment statistics courtesy U.S. Department of Labor/Bureau of Labor Statistics, 2/6/2009



Give Thanks

We don't just have branches here,
we live here.

Vancity

Thanks for Vancity
for your sponsorship!

Vancity



Thanks also to...

the Fraser Basin Council's buysmart,

and





Enjoy!