OTAC Promotions Committee Meeting
(1/7/19)
War Memorial Building

Agenda

Shop Local Program

Marketing to target the eastside of town & getting promotional materials to realtors

Mother's Day promotion for 5/11/19

- Ideas: Win a progressive dinner

Other

Come in We're LOCAL!®

AMIBA.net

"Buy Local" Campaigns that Shift Culture and Spending

A Guide to Helping Your Independent Businesses and Community Thrive

Contents

Why Start a "Buy Local" Campaign? 2
Keys to Shifting Culture and Spending 3
Delivering Your Message 6
Beyond Public Education: Building Business Alliances 8
Organizational Structure & Getting Started 10
What Individual Businesses Can Do 11

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Despite the growing challenges posed by large competitors, many cities and towns have responded successfully to help their local businesses thrive by launching public education campaigns that persuade people, businesses, and institutions like schools and governments to "think local first." Many of these initiatives are shifting more dining, purchasing, contracting, and even investing to local entrepreneurs.

The American Independent Business Alliance (AMIBA) is a non-profit network helping communities across North America and beyond launch and sustain effective "buy local" campaigns as part of our mission to help independent businesses and communities thrive. We've spent years developing templates and gathering best practices and examples from local organizations that make up AMIBA.

Enabled by underwriting from American Express, this guide draws from our experience working with communities of all sizes and circumstances to help you learn key concepts from campaigns making the greatest impact and the resources available to help you. Whether you're considering a new initiative or seeking to improve an existing campaign, we hope you'll find this guide a valuable tool.

Underlined text links directly to resources in online PDF version

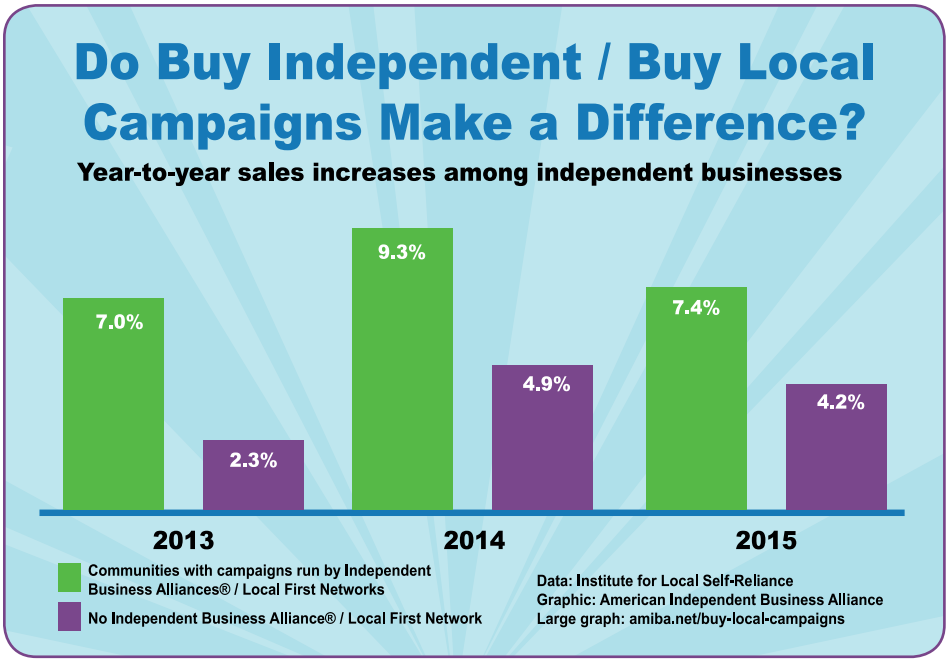
I. "Buy Local" Campaigns Can Yield Major Shifts

The Institute for Local Self Reliance (ILSR) has executed several nationwide (U.S.) surveys of consumer-oriented independent businesses to track their year-to-year changes in sales. Respondents to the 2016 survey reported a strong annual sales increase as a whole, but the gain varied hugely based on one key factor: businesses in communities with a sustained grassroots "buy independent/ buy local" campaign reported a strong 7.4% sales increase, nearly doubling the 4.2% gain for those in areas without such an alliance.

Across every survey, in up years and down, independent businesses served by these pro-local/ independent campaigns have dramatically outperformed those businesses in communities lacking them. That performance gap can mean the difference between success and failure for many small businesses.

This success also is reflected in community-level surveys. For example, 79% of businesses participating in the Portland (Maine) Buy Local initiative said the campaign was helping their business and 68% said they gained new customers as a result of it. But before gathering the troops to start designing your "buy local" ads and slogans, consider this: a majority of such campaigns fail to create notable benefits for local businesses and fade quickly.

So why consider one for your city or town? Most failures are due to *predictable and readily-avoidable mistakes* that AMIBA has documented for you. And the return on investment can be huge when done right -- especially for businesses and groups who play the most visible roles.



Click on image to view larger version. 2015 data is the latest available as there was no 2017 survey. See amiba.net/graph for graphs.

II. Keys to Shifting Culture and Spending

Defining "Local"

Be sure to emphasize locally-owned *independent* businesses in your messaging. While directly critiquing chains or absentee-owned businesses is not necessary, your audience should understand you intend "local" to mean local ownership and control, not merely location.

What is a Local Business?

Many groups consume multiple meetings hashing out definitions, but you'll save much time by reviewing recommended language and then adjusting to suit your community.

See AMIBA.net/definition

Many campaigns started by local governments or chambers of commerce in recent years defined "local" as simply a physical location (often aimed at capturing more sales tax revenue). These campaigns tend to yield little impact and dissolve because locals are confused or dismiss the message entirely when they see major chains lumped in with locally owned businesses.

Differentiate Our Roles as Citizens and Consumers

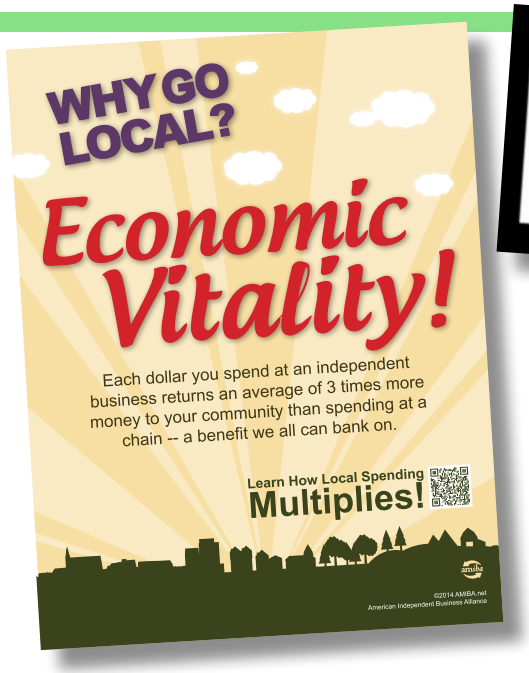
Independent locally-owned businesses generally thrive in compact, walkable commercial districts, while chain development tends toward stand-alone clusters at the edge of communities (each requiring separate parking lots and generally discouraging any non-auto access). Examine your local policies and incentives to see if they encourage a healthy habitat for growing locally-owned businesses.

Development incentives are among many public policy tools shaping business composition through which engaging citizens can advance your goals. Choose language carefully and be aware some common slogans can be a double-edged sword. For example, the phrase "vote with your dollars" may be effective in helping locals consider the impact of their spending choices, but equating consumer choices with our rights as citizens may undermine important policy goals.

Build a Base Beyond Retailers

Independent retailers, restaurants and others competing directly with chains and large online retailers are obvious prospects to support your local outreach, but frame your campaign to include all potential allies. Your retailers will be better served by a larger and more powerful campaign and gain no benefit from focusing too narrowly on shopping.

For example, focusing only on brick-and-mortar businesses or using a shopping bag as your permanent logo (though appropriate for a shopping-focused holiday campaign) needlessly narrows your base. The strongest campaigns engage businesses of every sector, demographic group and location in your community. Service providers, including many with no walk-in location, are likely the largest category in any community.
For similar reasons, rather than "buy," so many groups use phrases



See AMIBA.net/store for these posters and decals -- and many more ready-made outreach materials.

like "go local" or "choose local first" to demonstrate their inclusiveness. Consciously referencing banks, farms, home-based businesses and others will ensure your message serves all your local businesses.

Don't invoke Pity or Guilt (Usually)

Take every opportunity to praise and reinforce people's efforts to "go local." Almost nobody does all their business locally, so save guilt-based messaging for rare occasions. One of those realms, (but best avoided by individual businesses): challenging people who use local merchants as fitting rooms or showrooms, then buy online to avoid paying for that valuable service (often evading sales tax, too).

Invoking the loss of tax base to support local schools, firefighters, etc., can be persuasive when executed with the right balance of guilt and self-interest (i.e. the store won't be there to serve you if people exploit it).

See "7 Ways to Counter Showrooming" AMIBA.net/showrooming

Steer clear of messaging that suggests your local businesses need to be "saved" or that patronizing them is a charitable act. Lasting shifts result only when people respect and appreciate the values top-quality independents provide. Also, such messaging rarely resonates with the best-run independents, and will offend some.

Why Independents Matter

The ultimate goal for a buy local campaign is to create a cultural shift whereby: 1. most residents come to identify themselves as the kind of person who supports local independents, and 2. view their community as one that supports local entrepreneurs and makes doing business locally a point of pride.

Creating this culture of support for local independents cannot be bought with a marketing blitz, but may be achieved through sustained, multi-faceted education that embeds several key concepts into residents' consciousness.

While doing business locally offers many benefits, they all fall into two main categories:

1. Benefits consumers
2. Benefits to citizens and to society and community

Choose which messages you emphasize according to your target audience and the outreach vehicle used. Material for distribution at hotels or college dorms, for example, should focus on customer value. Commentaries in your local newspaper might place greater emphasis on community benefits, while presenting "big picture issues" may make sense when writing articles for publications.

The message tone also will vary by audience. For local independent weeklies or university newspapers, you may aim to paint indies as the hip place to shop, dine, or visit. So you might adapt AMIBA's "You're not a clone, why shop at one?" SM ads. For an upscale local magazine, a message like "Treat yourself to the best" may be more persuasive. Targeted messaging is one key factor distinguishing the most effective campaigns from the rest.

Building Local Wealth and Job Creation

Several compelling studies demonstrate the increased local economic multiplier resulting when people spend at local independents, along with other economic arguments for supporting local business. Numerous studies by the private research firm Civic Economics and others have shown dollars spent at local independent businesses return, on average, $45 or more per $100 spent to the local economy, compared to just $14 or less for $100 spent at a chain outlet.

One of many free educational graphics found at AMIBA.net/graphics

This results in a direct multiplier three or more times greater when people spend with independents, compared to patronizing local chain outlets (and about 50 times more than buying online). Small businesses are a major engine of job creation, and census data on independents and annual reports of their largest competitors help demonstrate why. The data show small businesses create more jobs per sales dollar than chain competitors and several times more than large online retailers. Since spending on typical big-box goods like hardware, basic clothing, or housewares is a relatively fixed pie (we don't buy more socks or toasters just because a new venue is selling them), new big box development is unlikely to yield new jobs, but simply displace jobs in one business for another.

When communities like Barnstable, Massachusetts studied the fiscal impact of big box and fast food development on the community and taxpayers, they concluded dollars spent to provide safety and public services for such unfocused growth was greater than the community would reap, meaning higher taxes or reduced services for locals.

Local independents employ an array of supporting services that can include contractors, accountants, insurance brokers, computer consultants, attorneys, sign makers, advertising agencies, and many others. Local retailers, restaurants, and distributors also carry a higher percentage of locally produced goods, creating additional markets and jobs for local producers and more wealth in the community. These jobs also tend to be higher-wage positions with greater career potential. The chain business model, on the other hand, uses a minimum of local goods and services, while profits go to corporate headquarters.

Make it easy to go local with searchable websites, apps and printed guides. Shown: Buy Local Guide and app (Louisville Independent Business Alliance)

See AMIBA.net/multiply for a thorough explanation and links to studies on this topic.

Community Character and Consumer Choice

Unique independent businesses play a vital role in maintaining a community's distinct character. And as more and more cities and towns attract the same array of cookie-cutter businesses, those with unique offerings and atmosphere stand to gain business.

Though a single local shop or service provider may carry a smaller selection than a big chain, a large number of independent outlets, each serving their own niche, creates far greater diversity and choices overall.

Value v. Cheapness

Define "value" proactively as more than merely the cheapest product or service -- where chains and online giants have the upper hand. Make people wary of choosing the cheapest option and point out that product lifespan and customer service can make a slightly higher priced product or service from a local independent a better long-term value. Use stories involving local businesses to make your point memorable!

Kenyon-Noble Hardware in Bozeman, Montana highlights the value of its expertise with ads saying "It's not only what you can buy from Kenyon-Noble, it's what you can learn from them." The ads promote the store's ability to save customers time and money with staff product knowledge and free advice on household projects. They also smartly implemented a price-matching offer when two big-box hardware chains moved in blocks away, ensuring they were perceived as price-competitive. Such policies carry little cost and have a huge upside.

Other notable benefits of local independent businesses, based on your target audience's interests, include:

Reducing Traffic and Environmental Impact

Independent businesses consume less land, generate less traffic and infrastructure demands, and create a lighter environmental footprint in many other ways. But many of us

Many Independent Business Alliances employ loyalty and gift cards to build group marketing power.

no longer enjoy the freedom of visiting a downtown office store when we need a supply or walking to the corner grocer or baker for a loaf of bread.

The displacement of neighborhood-serving businesses by large regional stores often forces us to spend time and money to drive many miles for items or services we once could find in or near our own neighborhoods. Between 1969 and 2009, shopping-related driving per household more than tripled to nearly 3200 miles annually in the U.S. -- dwarfing other factors in leading to a 63 percent overall increase in miles driven, according to the U.S. Department of Transportation.

This forced driving not only consumes our time, but also costs us money -- both when we fill our tanks and pay local taxes for more lanes, signals, and repairs.
See more at AMIBA.net/localhero

Accountability and Charity

Local business owners consider their impact on the community's quality of life and often take actions because they believe it's the right thing to do, even if it does not maximize profit. Local owners are identifiable, accessible and accountable.

Talk to people about the importance of patronizing the businesses who support their child's soccer team, favorite theater group, or animal shelter -- especially those who do the purchasing for local organizations! Local business contributions (of time and publicity opportunities, not just cash) are essential to many groups and programs that enhance our quality of life.

Quality of Life, Democracy and Civic Engagement

Typically, local independents offer more personal selection, character and service than their corporate competitors. We all spend a significant portion of our lives patronizing businesses; why not make it the most pleasurable experience possible? The human scale of small businesses and neighborhood commercial districts fosters human relationships -- without the need for scripted exchanges.

Communities with a greater concentration of small, locally-owned businesses have healthier populations -- with lower mortality, obesity and diabetes rates -- than do those relying more on large companies with absentee owners, according to a national study from Louisiana State and Baylor Universities. They also enjoy higher rates of civic engagement and sustain higher property values.

Our independent businesses and the public spaces surrounding them are key environments for supporting the casual relationships that create community cohesiveness and trust. When personal interactions are replaced by trips to big-box stores or shopping alone online, community bonds are weakened.

III. Delivering Your Message

Tell Stories!

Educating your community about the many objective benefits of doing business locally is critical, but effective persuasion involves appealing to emotions as well as intellect. Compelling anecdotes are far more likely to shift people's thinking than facts. Think about the most compelling stories among your local business people.

Make the decision to buy local personal, not just business!

Personalize the cause by showing people the faces and stories of your local business owners. Collect and publicize anecdotes about positive experiences people enjoy with them -- especially remarkable ones like stories of the local restaurant owner who offers free meals to families who lost their homes in a fire.

This storytelling can be done through posters featuring individual businesses, letters to the editor, social media posts, video clips on your website, and many other venues.

Made to Stick, a book by Chip and Dan Heath, and *Storyteller Uprising* by Hanson Hosein are great resources on this topic, as are two documentaries produced by Hosein, "Independent America" and "Rising from Ruins."

Check Your Facts

Along with the studies quantifying direct local economic benefits of local businesses, additional studies by Civic Economics have examined *indirect* and *induced* impacts, which trace multiple rounds of re-spending. Many groups have mistakenly claimed these larger numbers are the percentage of money that "stays local."

Since errant claims can spread like wildfire on the web and undermine your credibility, verify factual claims with an *original* source or AMIBA. See AMIBA.net/multiply for a thorough explanation and links to original studies.

One Size Does Not Fit All

Identify your community's demographics and use framing, imagery and messaging designed specifically for each major group.

Messaging about keeping taxes lower and enhancing property values, for example, may succeed for middle-aged homeowners, but young singles respond better to messages emphasizing indie businesses as the place to find items reflecting their own unique tastes and character.

Sure, your logo and primary tagline should aim for broad appeal, but design most outreach materials with a more specific target audience and medium in mind. Learn from the best marketers: You'll see Nike's logo and slogan everywhere, but you'd never mistake its image ads in *Golfer's Digest* with one in *Skateboarder*. Failing to identify the interests and values of specific residents is a common mistake by "buy local" campaigns. Customize!

Master the Arguments

Everyone involved in your campaign should develop a strong "elevator pitch" on most of the pro-local business arguments presented here. To effectively communicate to various individuals and groups on the issues or in the frame that best suits their concerns and interests, your core group should have targeted pitches on a range of topics.

For example, be able to tell environmental groups or publications how sustaining local business reduces traffic, storm runoff and fossil fuel consumption while helping protect open space and farmland. Master talking points for local officials on how local businesses increase tax revenue while decreasing demand for City services.

Focus on Continual Improvement, Not Dollar Amounts

Asking people to spend a specific dollar amount with locals is generally not recommended, though it may be useful for specific events like a "cash mob." Why? Any dollar amount chosen will be either unrealistic for residents struggling to get by or inconsequential for the wealthy. Instead, whatever one's present spending habits, ask them to do a bit more with independent local businesses.

The "10% Shift" is one simple, non-threatening theme employed by many groups to convey that message. Consider using readily available local sales tax data to calculate the huge economic and job-creation boost your city or town would enjoy from such a shift. Turn it into a colorful graphic!

Think Big

Leveraging the power of institutional buyers by helping them source even slightly more goods or services locally can yield a large local economic stimulus.

These entities include local and county governments, schools, colleges, hospitals, military and others that, by their nature, are rooted in the community. Build relationships with their buyers and contractors and ask to review budgets and learn which purchases are sourced locally, which aren't, and the key criteria the decision-maker must follow.

If you can play matchmaker with even a few local providers, you'll not only have a loyal business member for life, you've created a great story to advance your message in the media!

Contact AMIBA for a sample survey and see http://bit.ly/anchor-in

Combine In-depth Education with Constant Reminders

Plan to generate feature stories, talk radio spots, newspaper commentaries and presentations to tell your stories and thoroughly explain the economic, civic and environmental importance of local business. (AMIBA can provide templates for each of these.)

Simultaneously, your campaign should be so visible that residents rarely will pass a day without experiencing your message. Materials like window decals, posters, tote bags, and bag stuffers bearing it are one component.

Another key is convincing participating businesses that using your logo and messaging in their own ads, website, invoices and elsewhere will boost the campaign's power and benefit them. These everyday sightings will recall the deeper messages and help them sink in. Repetition works!

Developing personal relationships with a few highly visible and respected businesses to get their buy-in will help build participation.

Education Never Stops

Shifting local culture will take some time and, unlike teaching a lesson, you will never be done. Effective education and consciousness-raising is a perpetual process. Constantly seek new ways to engage people and deliver your core message in fresh packages.

The number of effective tools and templates available is expanding rapidly as the ranks of Independent Business Alliances grow.

See AMIBA.net/join for information about the huge resource library available through affiliation with AMIBA.

IV. Beyond Public Education: Building Business Alliances

While a well-run buy local campaign can create positive movement in your community, stopping there would be like using only two cylinders of a four-cylinder engine. While this primer focuses on public education, it is just one of four major realms of activity:

1. Execute "buy local" campaigns that shift consumer, business and institutional spending.
2. Facilitate collaboration. Cooperative promotion, advertising, purchasing, sharing of skills and resources, mutual financing initiatives and other activities help small businesses gain economies of scale and compete successfully.
3. Create a strong, uncompromised voice for independent business in local government and media while engaging citizens in guiding their community's future.
4. Enhanced opportunities for local investment, banking and access to capital for local entrepreneurs.

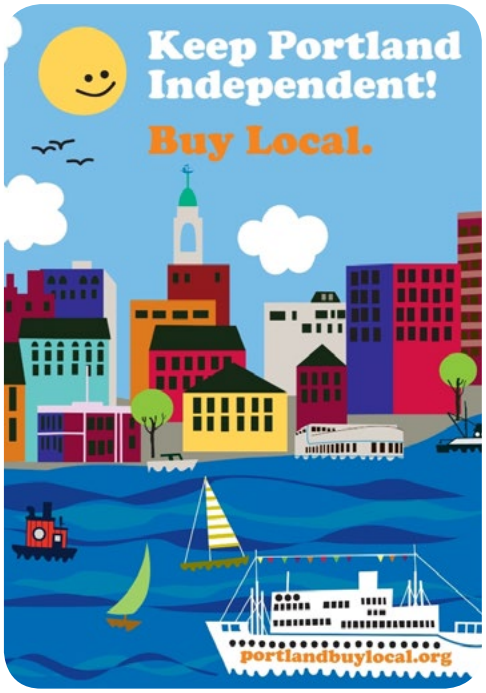
Facilitate Collaboration

The line between your public education campaign and collaborative efforts among your member businesses should get blurry if done right. Custom-created bookmarks, shopping bags, carry-out containers and other items can deliver your public education messages and build your collective brand while also cutting costs for members and boosting their profile.

Designing an effective logo and building its recognition as a symbol of top-quality independent businesses is a major goal. Member businesses displaying the logo in their ads, websites, brochures, etc., will offer constant reminders of your campaign.

The Independent Business Alliance in Corvallis, OR delivers their message to the community personally

In addition, sharing of skills, business-to-business mentoring and other collaboration can help local entrepreneurs prosper. Such activities also may occur within other business groups, though the community participation typical of an Independent Business Alliance may open up additional opportunities. Creating a culture of mutual support among local



Portland Buy Local (Maine) posters, shirts and other items keep the message visible daily.

businesses eventually will lead to joint purchasing and cross-promotion ideas that don't require your direct involvement at all. When members start doing this without you, you're doing a great job of leading!

Create a Voice for Locals and Engage Citizens

Proposing pro-local business policies can be a powerful educational tool and organization-building exercise while generating concrete benefits for local entrepreneurs. Ordinances to drive more government spending to your local businesses are perhaps the most widely successful among a large toolbox of policy options (ILSR hosts an online library of model policies and case studies).

Though proactive relationship building is the preferred route with local governments, defending independents from harm sometimes is necessary. When the City of Austin, Texas was prepared to give a $2.1 million taxpayer subsidy that would largely benefit a proposed Borders Books and Music outlet -- within a block of established independents BookPeople and Waterloo Records -- those store owners sprang into action with the Austin Independent Business Alliance.

They first commissioned an economic impact study showing each $100 spent at those local retailers directly generated $45 in local economic activity while the same amount spent at Borders would yield just $13. The Austin IBA used the study results to rally public opposition and stopped the subsidy completely. The chain then declined to compete against the two well-run independent merchants under free market conditions!

The Austin IBA went on to partner with the City on a program to identify and enhance unique business districts and has partnered with developers to help them find local entrepreneurs who can fulfill the increased demand for unique local shops and restaurants in commercial spaces. Now several hundred members strong, the IBA has earned respect that gives it influence over policy decisions affecting independent businesses before they're made.

IBAs increasingly are being welcomed by municipal governments, and many have provided essential start-up support as word of their positive economic impact spreads.

Enhancing Media Presence

Local business owners who lack paid lobbyists or PR people can benefit greatly by your building a strong collective voice to represent their concerns. Becoming a reliable resource for local reporters is key to generating positive coverage and establishing your group as the "go-to" source for the perspective of independent business. That media presence, in turn, is a key piece of building your organization's brand.

Seasonal Campaigns

While education is a year-round process, annual events offer a great opportunity to build awareness at key times. Below are the two most prominent campaigns.

Small Business Saturday is a national initiative to help small merchants compete during the critical holiday shopping season by driving shoppers to local small merchants the Saturday following Thanksgiving. Tens of millions of Americans shop small on Small Business Saturday each year. Hundreds of small business organizations endorse the initiative, as well as elected officials in all 50 states. See shopsmall.com

Independents Week, the first week of July, connects "going local" with the ideals of independence and the freedom to control one's own livelihood. It celebrates entrepreneurial spirit, individuality, and recognizes the critical contributions of independent business. AMIBA offers a wide range of activities and design templates free for anyone to use or adapt. See AMIBA.net/indieweek

Get Business Owners to Walk the Talk

That goal of getting locals to self-identify as supporters of local independents? It's doubly important for business owners themselves. As local owners recognize how independent businesses within a community also are *interdependent*, it creates a powerful feedback loop that drives further cooperation.

Business-to-business spending is substantial, and your campaign's integrity depends on member businesses localizing their purchases where feasible. As with major institutions, ask your business members to analyze where their spending goes, and see if your group can facilitate sourcing additional goods or services locally. Lastly, make sure your campaign walks the talk!

V. Organizational Structure

Is the community better served by an existing organization hosting a buy local campaign or by setting up an entity dedicated to fulfilling that role? There's no pat answer, but many communities have IBAs, Main Street programs, chambers and others operating side by side.

While downtown organizations or Main Street programs are great campaign partners, their mission is geographically-determined, and they typically are not able to lead community-wide campaigns. Because chambers of commerce typically serve any business wishing to join, they rarely will express a preference toward locally-owned, independent businesses.

If you are part of creating a new organization, communicate to ensure your work complements, rather than duplicates theirs in other realms – and seek partnering opportunities.

Most new groups supporting buy local campaigns should incorporate as non-profits in their state and eventually become 501c6 tax-exempt organizations (an IRS designation). Contact AMIBA for **free guidance** before incorporating and learn about the 501c6 group exemption program that saves much time and an IRS application fee of $800 (as of 2017). AMIBA also offers fiscal sponsorship to enable groups to pursue foundation grants for educational work.

VI. Getting Started

Start conversations with your neighbors, local business owners, and elected officials to gauge interest in launching a buy local campaign. Once you've identified a diverse group of interested people, a few short-term steps include:

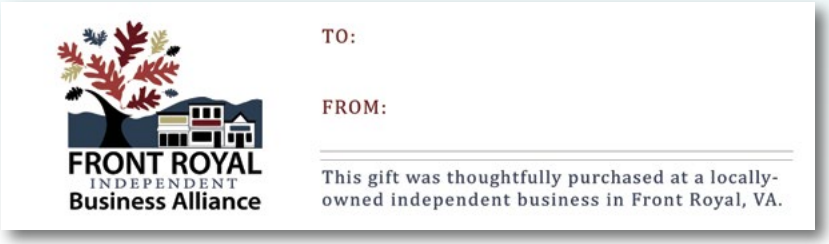
- Call AMIBA to learn if others in your area have expressed interest — you may have ready allies!
- Get a checklist, sample member recruitment brochure, logo development tips, and more free from AMIBA.
- Show examples of marketing and education materials to help "make it real." AMIBA can provide many examples, as well as pre-printed posters, decals and kits for sale and free templates you can print yourself.

Making all your potential customers feel safe and welcome is essential for earning their business. See AMIBA.net/bab for free graphics & more

What Individual Businesses Can Do

While no single business can shift local culture like a community-wide alliance, every business can better inform their audience -- and your effort may attract interest from others to instigate a broader campaign! Simple steps you can take include:

- Talk to other indie businesses in your area about how you can highlight their offerings and drive customers to each other. Make sure your employees can and do refer fellow independent businesses when customers ask for recommendations.
- Include pro-local messaging in your ads, on cash register receipts, invoices, social media outlets, website, etc. AMIBA provides dozens of free templates, such as bag and billing statement-stuffers -- also available as images for your website or newsletters.
- Display pro-local educational materials in your store. See AMIBA's "Why Buy Local?" poster series or window decals, or create your own materials.
- Submit a guest commentary to your local newspaper (AMIBA provides free templates and guidance).
- Talk to your local radio station about airing a public service announcement (also free from AMIBA) or see if they'll record a localized version.



- Arrange a community presentation and workshop to launch your organization. Hearing and seeing success stories from similarly-situated communities surrounded by dozens of other locals who share common interests invariably sparks energy. A participatory workshop will then turn that energy into concrete action and help your group develop a sound foundation. Expert guidance on key organizational decisions can avoid many energy-draining meetings and mistakes and help you emerge with a concrete organizing plan.

As of publication, American Express is offering underwriting that can cover more than half the cost for a community presentation & workshop! Contact AMIBA for details.

Many groups succeed in getting local universities, governments, or banks, among others to cover the cost of these events.

This may be the most fertile time in generations to initiate a campaign or local alliance that can provide a major boost to your community. Properly crafted, your campaign can harness positive activity to strengthen your local businesses and community for years to come.

For almost any step you can imagine, AMIBA has proven templates, tools and expertise to help you. Don't waste time and money reinventing what's been developed and organized to make your work easier, more profitable and more effective!

AMIBA Resource Index

The Local Multiplier Effect
- AMIBA.net/multiplier

501(c)6 Tax Exemption Program
- AMIBA.net/501c6

Ready-Made Outreach Materials
- AMIBA.net/store

Free Educational Graphics
- AMIBA.net/graphics

AMIBA Affiliation Benefits
- AMIBA.net/benefits

Presentations & Workshops
- AMIBA.net/presentations

A collective name and logo play a key role in building public awareness.
See more examples and tips on designing collective logos at AMIBA.net/logos

AMIBA is a non-profit (501c3) network of, by and for business coalitions around the continent working to help independents thrive. These include independent trade associations, local chambers, Main Street organizations and Independent Business Alliances / Local First groups formed solely to help independent businesses.

While comprehensive benefits are provided to affiliated groups, AMIBA provides many free resources and can help you with initial organizing steps at no cost.

This primer is regularly updated -- see AMIBA.net/buylocal to get the latest pdf file with live links (also offered in Spanish). Contact us for copies of this publication as a full-color magazine in English or Spanish. For links to all resources noted in this primer visit AMIBA.net/golocal

amiba

AmericanIndependent BusinessAlliance

Window decals available from AMIBA. The inward-facing side guides customers to many great reasons for doing business locally (with data to back them!).
Note: "Come In We're Local" is a registered mark of AMIBA.

About the Author

Jeff Milchen co-founded and directed the nation's first Independent Business Alliance in Boulder, Colorado in 1998. In 2001 he co-founded AMIBA to help other communities replicate and improve the IBA model.

Milchen has led trainings for many of the most successful campaigns in existence, and his presentations for conferences and trade shows consistently spark participants to action and draw repeat invitations.

Thanks to American Express for underwriting production of this guide as part of their support for independent businesses of America.

Visit OPEN.com and Facebook.com/shopsmall to learn more.

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