

Localized Living (Buy Local/Live Local) Revised 06/02/20

Some items to consider: COVID-specific Buy Local campaigns; ideas for localized investing/business support; local living campaigns; business-to-business support/purchasing; other cooperative efforts; etc.

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- **Sarah C.** – FB activity re: local food system, Eat Local, CRAFT; local heritage corridor – Food/Farm Tours; local spending=local investment; we need to protect & support our local businesses
- Krista S. – increased community engagement with Hispanic community: Downtown Leadership On the Rise – launched last week, taught by Fermin D., local leaders developing responsibility in the community
- Krista S. – Patronicity campaign – goal of \$75,000, 1/3 met to date, \$500-\$1,500/business micro-grant towards business expenses
- Krista S. – request for CDBG towards small business loans; request for USDA funds to be reallocated toward restaurant support (revolving loans)
- Krista S. – PS LaunchBox (business incubator) education services for business support (modifications to biz., biz. plan, etc.)
- **Mary K.** – Pittston – Patronicity campaign – goal of \$30,000, no nonprofits, city-wide (retail, restaurants & personal care services)
- Mary K. – Art auction to raise funds for EMS & Meals On Wheels
- Mary K. – Storefront window “Hope” campaign w/ local artists
- Kathy R. – St. Luke’s system is working with CSA’s to provide shares for the employees & community (school); w/ Chamber PPP – sponsoring businesses through selling t-shirts as fundraiser; vouchers to a mobile market, translated recipes to Spanish; Zoom sessions for businesses – topics re: re-opening liability; childcare need when employees are called-back to work; CareerLink providing targeted education & availability of jobs
- Sam P. – Be a Resource if/when people do have questions; Have information ready for money multiplier; Hierarchy for local spending – national, state, local – impact; PPP – other opportunities for people/staff to assist/volunteer in the community w/ food bank, cleaning services, etc.; SBDC may not be as local-focused; Chambers focused on members; CVB/DMO – backyard campaigns to tie into
- Sam P. – local food campaigns have struggled – Rodale, Buy Fresh/Buy Local, Sowing Change group; constellations of local organizations that we may not have partnered with before; ILSR, Community Solutions, Natural Step for Community, Transition Towns – may be existing groups in your region – may be an opportunity for increased partnership opportunities
- Bill C. – information overwhelm needing to synthesize and stay relevant; business to business (BtoB) sales for cooperative efforts, to create whole experience or service; need to build stronger online presence for many businesses; map with open businesses’ hours of operation and how to interact with each one of them
- Lauren Z. – shared importance in Buy Local campaign for Hershey businesses

PILLARS OF A STRONG LOCAL ECONOMY
(revised 06/02/20)

1. Supportive Local Policies

- a. Develop local/small business friendly policies, permitting, ordinances, etc.
- b. Provide incentives for small downtown businesses

2. Main Street/Elm Street

- a. Promote a 'Think Downtown First'/Buy Local Campaign – for today & everyday
- b. Develop incentives for buying local (punch cards, residents' discounts, students' discounts, Small Business Saturday, etc.)
- c. Provide technical assistance to businesses (start-up, expansion, marketing, administrative, etc.)
- d. Create local crowdfunding campaigns (Patronicity, Honeycomb, ioby, Kiva, etc.)
- e. Provide or link existing entrepreneurial programs (Penn State LionLaunch/LaunchBox, etc.)

3. Business to Business

- a. Promote a 'What (*products & services*) can you buy downtown'/ 'We buy downtown, do you?' educational/awareness campaign
- b. Encourage employee bonuses/gifts purchased locally
- c. Promote discounts to local businesses/free delivery
- d. Develop cooperative campaigns

4. Community Buy-in

- a. Participate in events and campaigns
- b. Support local eateries
- c. Consider shopping downtown/locally first
- d. Purchase online from local/downtown businesses
- e. Promote local/downtown businesses on SM

5. Statewide Campaign

Statewide Campaign to work to regain consumer confidence and economic impact of supporting locally-owned/downtown businesses: sidewalk stickers/stencils, posters, street banners, billboards, other signage, social media, etc.

"I support local, do you?" * "Live Local" * "This is your stop" * "This is your spot" * "I belong here" * "You belong here" * "Stronger together" * "CommUNITY" * "What can I get locally?" * "Get it local challenge" * "Yes, we're open. We're being safe, and we're open." * "Downtown Strong" * "Support Local Safely" *

ES: customizable for neighborhoods: "Lift-up Lebanon" * "Southside Strong"

WHY LOCAL MATTERS (educate and inform)

ECONOMIC RETURNS These studies find that local businesses recirculate a greater share of every dollar in the local economy, as they create locally owned supply chains and invest in their employees.

[“Independent BC: Small Business and the British Columbia Economy”](#) [PDF]. Civic Economics, Feb. 2013. Commissioned by the British Columbia division of the Canadian Union of Public Employees, this study analyzes the economic impact and market share of the province’s independent retailers and restaurants. With regard to economic impact, the study finds that, **for every \$1,000,000 in sales, independent retail stores generate \$450,000 in local economic activity, compared to just \$170,000 for chains. Among restaurants, the figures are \$650,000 for independents and \$300,000 for chains.** Across both sectors, this translates into about 2.6 times as many local jobs created when spending is directed to independent businesses instead of chains. The study concludes that a shift of just 10 percent of the market from chains to independents would produce 31,000 jobs paying \$940 million in annual wages to BC workers. With regard to market share, the study finds that while BC’s independent retailers captured just over half of all retail sales as recently as 2003, they have since lost ground. By 2010, independents accounted for 45 percent of BC’s overall retail sales and only 34 percent of the market with automobile and gasoline sales excluded. Although BC has a reputation for innovative planning initiatives, on this measure it lags the rest of Canada, where independents account for 42 percent of retail spending. Among restaurants, BC’s independent sector accounts for 72 percent of full-service dining and 19 percent of limited-service dining

[“Indie Impact Study Series: Salt Lake City, Utah”](#) [PDF]. Civic Economics, Aug. 2012. In this study, Civic Economics analyzed data from fifteen independent retailers and seven independent restaurants, all located in Salt Lake City, and compared their local economic impact with four national retail chains (Barnes & Noble, Home Depot, Office Max, and Target) and three national restaurant chains (Darden, McDonald’s, and P.F. Chang’s). The study found that **the local retailers return a total of 52 percent of their revenue to the local economy, compared to just 14 percent for the national chain retailers. Similarly, the local restaurants recirculate an average of 79 percent of their revenue locally, compared to 30 percent for the chain eateries.** What accounts for the difference? In a handy graphic, Civic Economics shows the breakdown. Independent businesses spend more on local labor, goods procured locally for resale, and services from local providers. This means a much larger share of the money spent at a locally owned store stays in the local economy, supporting a variety of other businesses and jobs.

TAXES Building on the studies included in the previous category, “Public Costs,” these studies examine the different impacts of locally owned businesses and big-box retailers on public budgets. They find that large retailers systemically tilt the playing field in their favor by skirting their tax obligations, as well as that locally owned enterprises generate more tax revenue for cities, with less cost, than sprawling big-box shopping centers.

[“Thinking Differently About Development.”](#) Joe Minicozzi, *Government Finance Review*, Aug. 2013. While the economic development policies of many municipalities and counties favor sprawling projects, this analysis draws on data from more than 30 jurisdictions across 10 states to show that regardless of their size, municipalities receive a greater level of tax revenue from dense, walkable, mixed use urban development. **Minicozzi assesses land use on a “per acre” measurement of its tax revenue generation,**

just as one would judge the efficiency of a car on a “per gallon” basis, and calculates that while a county earns just \$7.11 in property taxes per acre on a typical big-box retail store, it earns \$287.55 per acre on a mixed-use, mid-rise Main Street-style business district. “Research shows that regardless of the size of the municipality, its most potent tax-generating areas are its downtown or Main Street,” Minicozzi concludes. In another example, Minicozzi compares two prospective multi-family unit developments in Sarasota County, Fla., in 2009, and finds that, after factoring in land consumed, public facility costs, annual county tax yield, and taxes generated, the county loses \$5 million on the suburban development over a 20-year period, while it profits more than \$20 million off the urban development over the same period.