



Team 3 – Individual & Family Economic Security Current focus: Buy Local effort

Team Goal: Carroll County becomes one of the top three counties in NH by supporting the achievement of individual and family economic security.

What we've learned

- **Most people's economic security is based on income from their job.** Carroll County has the lowest level of livable wage jobs in NH and more seasonal and part time jobs. Teaching money management skills can only go so far. People need income. Others are already working on traditional economic development as well as teaching money management. The question that emerged was, **"What can local citizens and businesses do to maintain or increase local jobs?"**
- **Most employers would like to better compensate their employees** with higher wages or more benefits if they had the revenue to do so.
- **A Buy Local effort is something that local citizens and businesses can launch.** Buy Local efforts in other places have resulted in increased sales at locally owned businesses making it possible to maintain or increase local jobs by keeping more dollars in the local economy.
- Carroll County leaks roughly 42% of its economic output outside of the county. Some of that can be recaptured through a Buy Local effort. If a Buy Local effort yields an increase of 1% in new jobs in the wholesale/retail, accommodation/food service and related sectors – it could result in 13.9 million dollars of GDP. (Connect NH Northern New England Economic Model)

Progress/Accomplishments – What the team is working on

- Researched Buy Local outcomes, successful projects and practices.
- Created working versions of business welcome packet, logo, window decals
- Adopted working definition of locally owned independent business to define membership.
- Created draft website & investigated creation of full-service website including functions such as posting specials and coupons.

What's Next?

- Broaden working committee membership.
- Make final decisions about launch and secure needed resources.
- Put website, campaign materials in place. Recruit business members and promote the effort.

How you can help

- Help to get the web-site established
- Join the working steering committee or recommend someone else
- Help with promotional materials for businesses and/or general promotion of the effort.
- Help the group secure additional resources (volunteers, sponsorships, etc.)
- Ask locally-owned businesses in your area to become members.
- Think local first when making your own purchases!

