



Welcome!

Dear Portland Buy Local Member:

Thank you for joining Portland Buy Local and helping to keep Portland the great independent city we all love!

Our goal is to make "locally owned" something that residents, visitors, businesses, and nonprofit organizations consider when deciding where to shop, eat out, and obtain services. Enclosed in this packet, you will find more information about the campaign, our mission, and activities.

Here are a few ways you can help make the campaign a success and maximize its benefits for your business:

- **Check your listing in the IndieBiz Directory** at portlandbuylocal.org for accuracy.
- **Send us the email addresses of any members of your staff** who should receive Portland Buy Local's monthly newsletter and occasional messages about special opportunities and events.
- **Communicate the Buy Local message** by prominently displaying campaign materials, using the logo in your ads, linking to portlandbuylocal.org on your website, connecting with us on Facebook, and talking to your employees, customers, and friends about the importance of independent businesses.
- **Encourage at least one other business to join** -- perhaps a supplier, client, neighboring business, or a store, restaurant, or service provider that you love. See the enclosed referral letter for an easy way to reach out and help grow this campaign.

You can find more ideas for promoting Buy Local, as well as information on the economic, environmental, and community benefits of locally owned businesses, in the enclosed materials and on our web site.

Thank you again for your support. We always welcome your feedback, questions and suggestions. Please reach us at info@portlandbuylocal.org.

All best wishes,

Susan Tran
President

On behalf of the Board of Directors: Chris Busby, Bill Duggan (Treasurer), Stuart Gersen, Judy Halpert, Nancy Lawrence, Joan Leitzer, Brianna Courneya McCabe, Stacy Mitchell (Vice President), Kathy Palmer, John Rooks (Secretary), and Kristen Smith.



Referral Letter

Dear Fellow Business Owner,

I am a member of Portland Buy Local and am writing to encourage you to consider joining the campaign. Local, independent businesses are a crucial component of a healthy economy. By supporting one another, we can help Portland remain vibrant and unique, and ensure that it continues to be a city where independent entrepreneurs can succeed.

The Portland Independent Business & Community Alliance, the non-profit organization behind the campaign, is dedicated to supporting locally owned, independent businesses in Portland and now counts more than 300 local businesses and community organizations as members.

The benefits of membership include a listing for your business in the *Find Your Independents* directory, which is distributed throughout Portland all year long, as well as in the online IndieBiz Directory at portlandbuylocal.org. Every month, more than 2,000 people logon to the site to search for goods and services. You will also be able to use the well-recognized Buy Local logo in your advertising and promotions, including a Buy Local decal for your door, and you'll receive a variety of materials, from thank-you cards to posters, to communicate the benefits of locally owned businesses to your customers. You'll be eligible for special advertising rates offered by local print and broadcast media, and will be invited to attend Buy Local events and member mixers throughout the year.

Most important, you'll belong to a network of businesses, non-profits, and individuals who care about Portland and the local businesses that make it unique. As an article about the campaign in the *Portland Press Herald* noted, "one of the most successful aspects of the effort isn't visible," but rather it is the sense of community that can help us all succeed.

I hope that you will join me in becoming a member of the Portland Independent Business & Community Alliance. You can find a membership application, including information on annual dues, which range from \$40 - \$200 depending on the size of your business, online at www.portlandbuylocal.org (click "Join the Campaign").

Sincerely,



About Portland Buy Local

How did the campaign start?

The Portland Buy Local campaign was launched in July 2006 by a group of about twenty Portland business owners and citizens. After receiving a very enthusiastic response from both businesses and residents, that initial working group decided to incorporate the Portland Independent Business and Community Alliance (PIBCA) in September 2006 and form the organization's first Board of Directors and Advisory Board.

What is the organization's mission?

PIBCA's mission is to support locally owned, independent businesses in Portland, to maintain our unique community character, provide continuing opportunities for entrepreneurs, build community economic strength, and prevent the displacement of community-based businesses by national and global chains.

Our three focus areas are:

- Informing citizens of the values provided by community-based businesses and their importance to the local economy, culture and social fabric.
- Group branding, promotion and advertising to elevate the collective profile of our community-based businesses and bring to them some of the advantages chains enjoy.
- Creating strong relationships with local government and the media to inform local decision-making and give a voice to the locally owned independent business community.

What activities are you engaged in?

Our activities include producing public education and marketing campaigns throughout the year that highlight the value of choosing locally owned businesses; organizing events, such as Portland's annual Indie Biz Awards and Downtown Worker Appreciation Day;

facilitating regular networking opportunities for our members; publishing the *Find Your Independents* directory; and maintaining a website, monthly newsletter, and an online local business directory.

How visible is the campaign?

To date, over 300 businesses have joined the organization, displaying Portland Buy Local window decals, posters, countertop thank-you cards, tee-shirts, bumper stickers, and other educational materials in their businesses, as well as incorporating the Buy Local logo in their own marketing and advertising. Portland Buy Local has been featured in dozens of news articles, and on a variety of radio and television shows, giving us an opportunity to bring our message to a wide audience.

What businesses are eligible to join?

Although we support independent businesses throughout Maine, because of our limited resources and capacity, the Portland Buy Local Campaign is exclusively focused on businesses located in the city of Portland. Proprietors of businesses located elsewhere are encouraged to contact us to learn more about this initiative and how they can start similar campaigns in their area.

To participate in Portland Buy Local, a business or organization must be locally owned and independent. We define these terms as follows:

"Locally owned" means the business is privately held and the owner or the majority of the owners are Maine residents and live within 50 miles of Portland at least half of the year. This includes employee- and cooperatively owned businesses, as well as non-profits, but not government units. The business must be registered in Maine with no corporate headquarters outside of the state.

"Independent" means the owner or owners have full decision-making authority over the business, and the business has no more than 10 outlets, with the majority located in Maine.

Are you against chains and big-box stores?

People often ask us if we are against chain stores. The Portland Buy Local campaign was not formed in response to any specific store opening or retail development. Rather, it seeks to educate consumers about the benefits of locally owned, independent businesses, and to inspire shoppers to support them. Part of that effort sometimes involves pointing out the negative impacts corporate chain or "big box" retailers have on our local economy and community, but this campaign is committed to keeping its overall message and focus positive.

Are there efforts like this in other states?

PIBCA is an affiliate of the American Independent Business Alliance (AMIBA), a 501c3 organization that helps people start and grow local Independent Business Alliances (IBAs), and serves as our fiscal sponsor for charitable donations and grants. PIBCA is one of over 130 local, independent business alliances in North America.

Do Buy Local campaigns work?

A national survey of over 1,800 independent businesses conducted by the Institute for Local Self-Reliance in 2009 found that locally owned businesses in communities with active "buy local" or "local first" campaigns reported stronger sales increases on average than those in cities without such campaigns.

Among PIBCA members, 84 percent reported in a 2009 survey that the campaign had had a positive impact on their business. Many said that the campaign had attracted new customers to their business and made existing customers more loyal. More than 80 percent said that they had heard customers talking about the campaign and the importance of supporting locally owned businesses.

Who's behind this campaign?

PIBCA is an all-volunteer effort led by a Board of Directors and an Advisory Board:

Board of Directors:

Chris Busby, The Bollard
Bill Duggan (Treasurer), Videoport
Stuart Gersen, Longfellow Books
Judy Halpert
Nancy Lawrence, Portmanteau
Joan Leitzer
Brianna Courneya McCabe
Stacy Mitchell (Vice President), Institute for Local Self-Reliance
Kathy Palmer, Fetch
John Rooks (Secretary), Soap Group
Kristen Smith, Planet Dog
Susan Tran (President), Tsunami Tattoo/Maine Public Broadcasting

Advisory Board:

Jan Beitzer, Portland's Downtown District
Mary Allen Lindemann, Coffee By Design
Elise Loschiavo, Portland's Downtown District

Standing Committees:

Executive Committee, Susan Tran, Chair
Marketing/Education Committee, Chris Busby and Elise Loschiavo, Co-Chairs
Membership Committee, Kristen Smith, Chair

How can I get involved?

Portland Buy Local is an all-volunteer organization. We need your help to succeed and grow this initiative. Please consider volunteering a few hours to help with an event or campaign, or join one of our committees! To learn more, please contact us at info@portlandbuylocal.org.



What You Can Do To Help This Campaign Succeed

Display Buy Local Campaign Materials Prominently in Your Business

The more people learn and the more they see and hear the Portland Buy Local message, the greater the impact of this campaign and the more it will influence purchasing choices. Member businesses are provided with a window decal, a fact sheet, countertop thank-you cards for customers, posters, bumper stickers, and permission to use the Portland Buy Local logo in their own advertising.

Learn More about Why Supporting Locally Owned Businesses Matters

The more you know about the well-documented economic, community, environmental, and customer benefits of locally owned businesses, the better you'll be able to articulate the case for choosing locally owned. Please see the enclosed fact sheet for a brief overview (feel free to copy and distribute this to customers, employees, and other business owners). Visit the "Why Buy Local?" section of our website at www.portlandbuylocal.org for more detailed information, including studies, articles, and books.

Talk to Your Customers

Take the opportunity to talk to your customers about the importance of local businesses and the challenges they face. Encourage people to visit our website for more information.

Educate Your Employees

Talk with your employees about the Portland Buy Local campaign so they will be better equipped to answer customers' questions and communicate the message.

Recruit Other Locally Owned Business

Please talk with other business owners about this campaign and encourage them to become members. We are an all-volunteer effort, so we depend on you to help us reach every locally owned, independent business in Portland.

Source Goods and Services from Locally Owned Businesses

Examine your list of vendors and look for opportunities to shift your purchasing from non-local to local suppliers.

Spread the Word

Help spread the word by writing letters to newspapers and other local media, mentioning Portland Buy Local in your newsletter and on your web site (and linking to our site), and encouraging community and non-profit groups you are involved with to include information about Portland Buy Local in their newsletters and to join the campaign as well.

Give Local

Consider sponsoring and donating to local charities and non-profits, in addition to national and international non-profits you might already support. By donating locally, you and your community will receive many of the same economic and social benefits as when you buy local goods and services.



Why Support Locally Owned Businesses?

1. KEEP DOLLARS IN PORTLAND'S ECONOMY

For every \$100 spent at a locally owned business, \$45 stays in the local economy, creating jobs and expanding the city's tax base. For every \$100 spent at a national chain or franchise store, only \$14 remains in the community.*

2. EMBRACE WHAT MAKES PORTLAND UNIQUE

Portland is a city of neighborhoods. Where we shop, where we eat and hang out—all of it makes our neighborhood home. Chain stores are growing more aggressive throughout Portland and threatening to change the unique character of our city. One-of-a-kind, independent businesses are an integral part of what makes Portland a great place to live.

3. FOSTER LOCAL JOB CREATION

Studies show that locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than national chains.*

4. HELP THE ENVIRONMENT

Local business owners tend to set up shop downtown and in walkable neighborhood business districts, rather than developing on the city's fringe or in suburban strip malls accessible only by automobile. Having a diverse array of businesses within walking or biking distance reduces the amount of driving Portland residents must do to shop for goods and services. It also helps to conserve land, limit sprawl and lessen traffic and air pollution.

5. NURTURE COMMUNITY

Independent businesses are owned by people who live in this community and are committed to investing in Portland's future. Studies have found that locally owned businesses contribute more than twice as much of their revenue to charitable causes as corporate chains do. And advocates of local causes find that local business owners are generally much more accessible than executives of large corporations based in other states.*

6. CONSERVE YOUR TAX DOLLARS

Small neighborhood and downtown businesses require less public infrastructure and make more efficient use of city services compared to sprawling big-box stores and shopping centers, which are far more costly in terms of road work and police services, according to studies.*

7. HAVE MORE CHOICES

A marketplace of thousands of small businesses helps to ensure more innovation and competition, and lower prices over the long term. Independent businesses, choosing products based on what their local customers need and desire, not a national sales plan, guarantees a more diverse range of product and service choices.

8. BENEFIT FROM LOCAL OWNERS' EXPERTISE

Local business owners and employees often possess a level of expertise and a passion for the products they sell that is unmatched by employees and managers of national chains. They also tend to have a greater interest in getting to know their customers—who are, after all, also their neighbors. Simply put, local owners and employees take a special pride in their trade.

9. PRESERVE ENTREPRENEURSHIP

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class. Plus, the success of locally owned, independent businesses provides real-life inspiration to our young people, proving that they can stay in Maine and prosper on their own terms.

10. ENSURE PORTLAND STANDS OUT FROM THE CROWD

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character are more likely to attract entrepreneurs and new investment. Portlanders place a high value on individuality and consider our homegrown enterprises a source of pride. They are also an attraction to visitors.

* Sources: For studies, see the Why Buy Local? section of www.portlandbuylocal.org.



Selected Media Coverage

Best Non-Profit Organization

The Phoenix, April 16, 2010

Boasting more than 300 member businesses and non-profits, Buy Local has consumers and businesses alike thinking independently when it comes to goods and services.

Businesses Hope Mainers Shop Local

WMTW, Channel 8 News, Nov. 25, 2009

With Black Friday looming, many Maine, independent businesses are hoping people will buy local. News 8's Keith Baldi explains why that is so important.

Editorial: Local merchants looking for a vote of confidence

Portland Press Herald, June 22, 2009

A slight shift in consumer behavior could result in big dividends for the community.

The Phoenix Best Of Portland Readers Poll 2009: Best Nonprofit Organization and Best Local Cause

Despite the poor economy -- or perhaps because of it -- Portlanders are focused on buying local, and on supporting the region's independent retailers and restaurants.

Indie Biz Awards celebrate Portland's unique style

by Avery Yale Kamila, *MaineToday.com*, May 21, 2009

Buy Bowdoinham

by Darcie Moore, *Times Record*, Mar. 25, 2009

The success of the Portland Buy Local Campaign has lead to the unveiling of the Buy Bowdoinham Campaign.

Loyal Customers Keep Local Businesses Going

WCSH News Center, Mar. 10, 2009

To Beat Recession, Indies Launch Buy-Local Push

by John Tozzi, *Business Week*, Feb. 27, 2009

Some small-business owners say buy-local efforts have helped insulate them from the worst of the downturn.

Enrich Thy Neighbor, Portland

The Phoenix, Dec. 10, 2008

"If people shift just 10 percent of the spending they're already doing from a national chain to a local, independent business, that shift alone would put millions into the Portland economy," says Susan Tran, a founding member of Portland Buy Local.

Maine Watch: Maine Retailers & the Holiday Shopping Season

MPBN, Nov. 28, 2008

Maine Watch with Jennifer Rooks, which airs on MPBN, devoted this week's episode to an examination of Portland's growing "buy local" movement.

Buy Local and Help the Community

WCSH 6 News, July 2, 2008

Members say that when buying products you should not only look for the best price, but also what is best for your local community.

The Phoenix Best Of Portland Readers Poll 2008

By making it easier to identify locally owned businesses, Portland Buy Local helps us keep our hard-earned bucks in town, supporting the city's economy and fending off the chains.

Commentary: Buying Local Gives Big Boost

By Stacy Mitchell, *Portland Press Herald*, Nov. 23, 2007

Our holiday shopping choices can make a big difference to Maine's economy.

Buy Local Campaign Enters its Second Year

By Kate Bucklin, *The Forecaster*, August 8, 2007

The Portland Independent Business & Community Alliance is now in its second year of making sure independent retailers remain viable.

Unchained & Independent

By Avery Yale Kamila, *The Maine Switch*, July 3, 2007

The Portland Buy Local movement celebrates one year of customer support.

Strength in Numbers

By Edward D. Murphy, *Portland Press Herald*, May 4, 2007

"Portland Buy Local was launched last year as an effort to offer tangible—meaning monetary—support for businesses based in the city. . . In the 10 months that the campaign has been under way, however, the group's definition of 'support' has broadened."

Indie economy

By Sara Donnelly, *Portland Phoenix*, Dec. 6, 2006

The Buy Local cause is gearing up for its first holiday shopping season.

Editorial: Look for a community's spirit in local stores and shops

Portland Press Herald, Nov. 27, 2006.

"Local businesses tend to spend their money close to home. And they often foster communal identity in ways that money alone can't measure. . . This season, return the favor when the time to shop arrives."

Ensuring the bucks stop here

by Edward D. Murphy, *Portland Press Herald*, Nov. 21, 2006

"Portland's 'Buy Local' effort aims to steer shoppers to businesses deeply rooted in the community."

Portland's 'Buy Local' campaign is sweeping the city

West End News, July 21, 2006

Letters to the Editor: Don't discount bargains at local shops

Portland Press Herald, July 13, 2006

"Shopping at a locally owned business contributes more to our local economy—and doesn't always mean paying more."

Editorial: Promoting Portland is just smart business

Portland Press Herald, July 10, 2006

"A merchants' 'buy local' campaign is a good way to market Portland's charm."

Local retailers unite to reclaim shoppers

by Tom Bell, *Portland Press Herald*, July 4, 2006

"A coalition of Portland businesses this week is launching a 'buy local' campaign to win customers back from chain stores. . . Proponents say it's in people's self-interest to buy at independently owned businesses because a large share of the money they spend there remains in the local economy."

Group Urges Shoppers To "Buy Local"

News 8, WMTW, July 3, 2006

"A coalition of Portland businesses kicked off a new campaign on Monday that encourages Maine consumers to keep more of their money in the state's economy."

Please email us at info@portlandbuylocal.org for an electronic copy of the Buy Local logo to use in ads and on your web site.



www.portlandbuylocal.org



www.portlandbuylocal.org



www.portlandbuylocal.org





Authorization to Use the Portland Buy Local Logo

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- b. **Advertising.** Licensee may display the Logo without alternation in the formats provided. Licensee is permitted to use the Logo in its advertising, website, and other applications to indicate it is a member of Portland Buy Local and to promote the campaign's message.
- c. **Selling.** Licensee is permitted to use the Logo to promote their local and independently owned business in many creative promotional uses, but may not use the Logo on any merchandise intended for re-sale.
- d. **Political campaigns.** Under no circumstances may the Logo be used in a political campaign or in a manner that suggests that Portland Buy Local is affiliated with a political party, candidate or issue.
- e. **Indemnification.** Licensee agrees to indemnify fully and hold Portland Buy Local harmless against any loss, damage, or expense arising out of any misuse of the Logo, or of any violation of the terms and conditions of this Agreement. Licensee also agrees to indemnify fully and hold Portland Buy Local harmless against any loss, damage or expense, including reasonable attorney's fees, with respect to all third party claims of any kind, including product liability, arising in connection with its product(s), events or service(s).
- f. **Relationship of Parties.** Licensee is not, and will not represent itself as an agent, representative, partner, joint venture, or employee of Portland Buy Local, nor can Licensee bind or obligate, or represent that it has any authority to bind or obligate, Portland Buy Local in any manner or in any thing. Specifically, nothing contained herein shall be construed to create any such employer-employee, joint venture, agency, or partnership relationship between the parties.
- g. **Nothing in this Agreement or in Licensee's use of the Logo shall confer any endorsement or approval of Licensee's product(s), event(s) or service(s).** Licensee's use of the Logo is intended only to convey membership in Portland Buy Local for purposes of furthering the campaign's objectives.