

CROSBY AREA CHAMBER

&

GO LOCAL ND

PRESENT:



BUSINESS ALLIANCE FOR LOCAL LIVING ECONOMIES

\$8.6

TRILLION GDP

Small, independent businesses represent 51% of U.S. G.D.P. at \$8.6 trillion, making them the world's 3rd largest economy, behind the U.S. overall and China.



67%

32%

For every \$100 spent at a local business approximately \$67 stays in the community. When you shop at a big box store, just \$32 out of \$100 stays in the community.

90%

NET NEW JOBS

Up to 90 percent of net new jobs in the U.S. are created by locally-owned businesses.

**IN JANUARY 2016 WE CONDUCTED A
“MAIN STREET SUCCESS SURVEY”
WITH THE HELP OF THE GIRL SCOUTS, WE
WERE ABLE TO SURVEY 121 AREA
COMMUNITY MEMBERS.**

**THE FOLLOWING IS A BRIEF OVERVIEW OF
THE RESULTS OF THAT SURVEY.**

SURVEYS – KEY OBSERVATIONS

- 40% do the majority of their shopping in Crosby
- 40% do the majority of their shopping 60+ miles from Crosby



88% would like the opportunity to do more of their shopping in Crosby



Crosby was the *top-rated* community for satisfaction with local shopping and dining options

Key Factors in Decision to Locate/Remain in Crosby

1. Good place to raise a family
2. Proximity to family and friends
3. Career or job opportunities
4. Safe community
5. School system

121
Respondents

96% find Crosby to be a friendly and welcoming community.



81% felt the business climate in Crosby has improved over the last five years



GOAL

**INCREASE LOCAL
SPENDING BY:**

100%

FACTS

- IN 2016 OUR CITY SALES TAX BROUGHT IN APPROXIMATELY \$609,000 (\$19,526,000 TAXABLE SALES)
- A 10% INCREASE IN SPENDING IN 2016 WOULD HAVE BEEN EQUIVALENT TO APPROXIMATELY \$21,478,600 IN TAXABLE SALES IN THE CITY OF CROSBY, AN ADDITIONAL \$1,952,600 OF TAXABLE SALES.
- AN INCREASE OF 10% OF LOCAL DOLLARS SPENT WOULD PROVIDE AN ADDITIONAL \$20,000 FOR EACH OF OUR 3 SALES TAXES:
 - CITY SALES TAX, PARKS & RECREATION & HOSPITAL DISTRICT
- IMAGINE WHAT AN ADDITIONAL \$ 1,952,600 IN TAXABLE SALES COULD DO FOR OUR BUSINESS COMMUNITY AND YOUR BUSINESS (AN AVERAGE OF AN ADDITIONAL \$33,600/BUSINESS)

HOW DO WE INCREASE LOCAL SPENDING BY 10%?

- LOCAL BUSINESS OWNER
 - If we aren't supporting our local community stores, how do we expect our residents to?
- EDUCATION OF EMPLOYEES
 - We NEED to educate our staff, especially our “face of the business” employee on the importance of why we should shop locally – Chamber will be hosting Customer Service Trainings this spring/summer
- PUBLIC POLICY
 - Encourage our local government/public offices to implement a local purchasing policy
- COMMUNITY MEMBERS
 - Education on how important it is to shop locally-if we don't support what we have, eventually we won't have it anymore. We need to UNITE as a community in every aspect.

ACTION PLAN

April –

DOOR TO DOOR EDUCATION WITH OWNERS/MANAGERS

May –

DOOR TO DOOR EDUCATION WITH OWNERS/MANAGERS AND EMPLOYEES. ALSO OUTREACH TO POLICY MAKERS

June –

HALF PAGE AD LAUNCHING PROGRAM TO INCLUDE EDUCATION FOR PUBLIC

MARKETING IDEAS

♥
BUY CLOSE BY

6 REASONS WHY THE PRODUCTS AND SERVICES IN YOUR BACKYARD ARE BETTER and BETTER FOR YOU!

- 1 FRESH IS BEST**
KNOW WHERE THE FOOD ON YOUR TABLE COMES FROM
- 2 PRIDE OF DIVIDE**
SHOPPING LOCALLY IS THE BEST WAY TO SHOW PRIDE IN OUR COMMUNITY AND HELP PROTECT BUSINESSES THAT MAKE THE CITY UNIQUE
- 3 SUPPORT A DREAM**
WHEN YOU BUY FROM A LOCAL MERCHANT, YOU ARE SUPPORTING SOMEONES DREAM, NOT TO MENTION SOMEONES FAMILY!!
- 4 GET REAL!**
YOU GET TO PHYSICALLY FEEL AND SEE EXACTLY WHAT YOU ARE PAYING FOR! LOCAL PURCHASES PROVIDE REAL SUPPORT TO YOUR LOCAL ECONOMY! LOCAL BANKS, LOCAL DOLLARS!!
- 5 SERVICE WITH A SMILE!**
WHEN YOU BUY LOCALLY, YOU AREN'T DEALING WITH A COMPUTER, YOU ARE DEALING WITH A REAL PERSON - LOCAL BUSINESSES WILL GO THE EXTRA MILE!!
- 6 SUPPORT NON-PROFITS**
STUDIES SHOW NON-PROFITS RECEIVE 250% MORE FROM SMALL BUSINESSES THAN LARGE BOX RETAILERS



Additional ideas

- Window Clings (Business & Auto)
- Table Tents
- Buttons



♥
BUY CLOSE BY

MONTHLY HAPPENINGS:

- 3RD FREE LEARN TO DANCE AT THE MOOSE
- 4TH TRIATHALON AT COMMUNITY CENTER
- 4TH LEGISLATIVE FORUM AT COMMUNITY CENTER
- 10TH BINGO AT THE MOOSE
- 11TH VENDOR SHOW AT THE HIGH SCHOOL
- 17-19TH BONSPIEL
- 18TH ADULT PROM AT THE MOOSE
- 24TH FREE LEARN TO DANCE AT THE MOOSE
- 30TH SPRING DOLLARS FOR SCHOLARS AUCTION

WEDNESDAYS:

- STEMS-SALVAGE WACKY WEDNESDAY SPECIAL
- DC LIBRARY STORY TIME
- OPEN SKATE



BE CREATIVE & WORK TOGETHER

Package Ideas to promote multiple businesses

Weekend away- Golf 18 holes for 2, \$50 credit towards supper & 1 nights stay at motel for \$xxx.xx

Spa Day- 1 day at fitness center, pedicure & manicure, wine & roses for \$xxx.xx

Buy a grill & receive \$25 in groceries

Valentines “one stop shop”: Chocolates, flowers & manicure

Buy a kitchen table & receive a large pizza

1. Complimentary products and services

a. A home remodeling business partners with a home cleaning business or furniture store

2. Creative parallels

a. A hair salon could partner with a pet care salon and give discounts if you bring your pet the same week you get your hair done.

3. Local favorites

a. An auto repair shop could feature baked items from everyone’s favorite bakery in town.

BE CREATIVE & WORK TOGETHER CONT.

4. Seek out frenemies

- a. Same industry companies could sponsor a local event/charity together.
- b. Health spa and medical clinic
- c. Home cleaning with a catering service could package a “holiday event package” (clean your home before and after event while also providing food for the event)
- d. Mortgage broker, realtor, moving company can all buy an ad together to promote their working together as a team.
- e. Flower store, salon and dry cleaning: buy a dozen roses, get a manicure and \$50 worth of dry cleaning. (Make a package together for birthday gifts or holidays)
- f. Interior design firm and furniture store: Teach a class on how to coordinate a room.
- g. Offer frequent buyer cards
- h. Set up displays in other business’ locations.
- i. Include promotions and discounts for partners on invoices.
- j. Share a booth at a trade show.

BE CREATIVE & WORK TOGETHER CONT.

- On your website, list all vendors you partner with. Also link Crosby Area Chamber on your website.
- Put joint flyers or postcards in shopping bags.
- Print coupons on receipts for other businesses. (Hardware Hank prints \$3 coupon off gas at Sorum's and Sorum's prints \$3 coupon off for Hardware Hank)
- Make "New resident" packets full of discounts and offers to shop local in town.
- Approach bigger businesses in town and offer a "corporate" discount for employees. (Lighten Up could give 5 or 10% discount for hospital or school employees for monthly membership or group classes)
- Ladies nights every Thursday night in the summer (after hours event and partner with local bars) Purchase a qualifying purchase at a store (discount for coming) and get a free drink at the local bar.
- Postcards of "If you like our shop, we think you'll like..."
- Shop local day – highlight a promotion or talent of each store. (wine tastings or how to's (DIY)...))
- Update our visitor guides to highlight all the local places (walking trails, dog parks, date ideas for under \$20, farmer's markets, etc)

The ideas are endless....

COMMUNITY REWARDS

June-August

- FOCUS ON “RETAIL SECTOR”
- STAMP FOR EACH RETAILER VISITED – DRAWING EACH MONTH FOR CHAMBER BUCKS (JUNE - \$25; JULY - \$25; AUGUST - \$75)

September-November

- FOCUS ON “NON-PROFITS/ORGANIZATIONS”
- LOOKING TO HOST A “LEAD LOCAL” TRAINING WITH NDSU CENTER FOR COMMUNITY VITALITY

December-February

- FOCUS ON “FOOD SECTOR”
- STAMP FOR EACH FOOD BUSINESS VISITED – DRAWING EACH MONTH FOR CHAMBER BUCKS (DECEMBER - \$25; JANUARY - \$25; FEBRUARY - \$75)

March - May

- FOCUS ON “SERVICE SECTOR”

COMMUNITY REWARDS



PICK UP YOUR CARD, GET IT STAMPED AT EACH LOCATION, FILL IN THE INFORMATION ON THE BACK OF THE CARD AND PLACE IT IN A JAR AT ONE OF THE PARTICIPATING LOCATIONS FOR TWO CHANCES TO WIN \$25 AND ONE CHANCE TO WIN \$75 IN CROSBY BUCKS

GARBEL'S FURNITURE	NEW CENTURY AG	NAPA
HARDWARE HANK	CROSBY BUILDING SUPPLY	THE JOURNAL
STEMS + SALVAGE	VARIETY MARKETPLACE	JD ELECTRIC
CROSBY DRUG	SORUM'S	HEDAHL'S



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JASON'S SUPER FOODS	THE BYPASS	NEW CENTURY AG
CROSBY SELF SERVE	JUST JUDES	TEACHER'S LOUNGE (FORTUNA)

The following charts are just a basic visual of how the dollar could continually circulate locally. For every dollar spent at a local business, you aren't just supporting the owner, you are supporting someone's dream, the employee and the community through many

Tim Mitchell in Northwest Earth Institute's Choices for Sustainable Living states, 'A dollar spent at a locally owned store is usually spent 6 to 15 times before it leaves the community. From \$1, you create \$5 to \$14 in value within that community.'

http://www.blueoregon.com/2005/11/buying_local_an/

Resident's Direct Spending



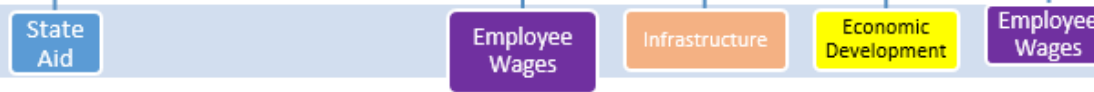
2nd Order Spending
1st Business Spending



Sales Tax Breakdown



3rd Order Spending
Sales Tax Recipient



4th Order Spending
2nd Employee Spending



5th Order Spending
3rd Employee Spending



Real Estate Tax Breakdown





Local BUSINESS

Potential \$ Spent Locally



"When you buy from a small mom business, you are not helping a CEO buy a third vacation home. You are helping a little girl get dance lessons, a little boy get his team jersey, a mom put food on the table, a dad pay a mortgage, or a student pay for college. Our customers are our shareholders - and they are the ones we strive to make happy. Thank you for supporting small businesses!"

- Unknown

THIS HOLIDAY SEASON
I PLEDGE TO
Shop LOCALLY
Eat LOCALLY
Play LOCALLY
and support the
local businesses
that support me
and my community.

shoplocally.com
support your community

Before you buy, consider...

How much of your \$100 purchase stays in your community when spent at


an independent local store

an in-town chain outlet

a remote online store

(if delivery driver resides locally)



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Learn more! bit.do/multiplier

Try It Local

Yes, you may find some products are cheapest online from a company that offers no chance to "try before you buy" and creates no local jobs or benefits.

If your local shops are gone next time you need them, was it worth it?

Buy It Local!

American Independent Business Alliance AMIBA.net 

LIVE TOTALLY SHOP LOCALLY

say something good
invest in your town
walk in that door you always pass

SLOW DOWN

SEE WHAT'S ON YOUR DOORSTEP

FIND THE VALUE IN THE COST

EAT FOOD GROWN WITHIN

WALKING DISTANCE

BE A TOURIST IN YOUR OWN TOWN

get to know your baker

love where you live

DISCUSS THE WEATHER

FIND OUT WHO CAN DO IT IN

THE PLACE THAT YOU LIVE

DISCOVER YOUR COMMUNITY

FIND YOUR FAVOURITE SHOP AND

TELL SOMEONE ELSE ABOUT IT

MAKE CONVERSATION WITH A STRANGER

Learn the name of

the person at the till

invest in your future

WWW.TOTALLY-LOCALLY.CO.UK