



## **THINK LOCAL FIRST** **Nevada County Foothills**

Hello,

Thank you for your interest in Think Local First. We appreciate the opportunity to acquaint you with the program.

Think Local First focuses on creating sustainable community – through education and sustainable business practices, by supporting locally owned, independent business, local arts & music, promoting sustainable energy programs and locally-grown agriculture.

The program recognizes locally owned and independently operated businesses as critical components of sustainable communities and economies. Other critical local components are art, music, and cultural resources; food and forest products; waste reduction and management; energy generation and conservation; and philanthropy and investing.

Some of the benefits of Thinking Local First include more money re-circulating in the local economy, maintaining the unique character and feel of our towns, reducing our environmental footprint, protecting our natural open spaces by supporting central business districts, leveraging greater support for local community groups, increasing local tax revenue, and supporting more stable and secure energy and food systems.

Please read the included literature and drop us an email or give us a call with any questions or feedback. To join, fill out the membership application and mail it.

Thank you,  
Steering Committee  
THINK LOCAL FIRST Nevada County Foothills

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**THINK LOCAL FIRST Nevada County Foothills**  
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**Think Local First Nevada County**

**Foothills** encourages people to

Think Local First in the following areas:

1. Retail
2. Agriculture
3. Arts and Music
4. Community Capital
5. Energy
6. Land Use
7. Manufacturing
8. Waste Management

**THINK LOCAL FIRST  
NEVADA COUNTY FOOTHILLS**

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**THINK LOCAL FIRST**

## Think Local First

### *Celebrating Locally Owned Independent*

The objectives of Thinking Local First lie in re-localizing our Western Nevada County economy and providing multiple local, regional, and global benefits. These benefits include:

- \* More vibrant, unique, healthy, and happy communities
- \* Resilient, diverse local economies
- \* Smaller environmental footprint
- \* Food and energy security
- \* Good, stable jobs and skill building
- \* Reduced waste
- \* New business opportunities
- \* Proactively modeling sustainability
- \* Improved competitive advantage of the Western Nevada County communities to attract visitors and new enterprise based on quality of life measures.

By supporting locally rooted enterprises we are re-circulating more money into the local economy, reinforcing important relationships in the community and supporting environmental systems that keep us strong, happy and healthy.

The Local First Program focuses on the positive things people and businesses do to make our community happy, healthy, and unique and encourages thinking local on a variety of levels rather than limiting the program's messaging to consumption.

The program recognizes locally owned and independently operated businesses as critical components of sustainable communities and economies. Other critical components are local art, music, and cultural resources; local food and forest products; local waste reduction and management; local energy generation and conservation; and local philanthropy and investing.

Some benefits of Think Local First are more money re-circulating in the local economy, maintaining the unique character and feel of our towns, reducing our environmental footprint, protecting our natural open spaces by supporting central business districts, leveraging greater support for local community groups, increasing local tax revenue, and supporting more stable and secure energy and food systems.

## Local First Campaigns

Rather than simply promoting "buying" local, we are suggesting our larger role as stewards. By thinking local, we can make choices that have dramatic impact on our local communities, economies, and environments. We recognize that we will rarely be able to buy everything we need or use from local independent businesses. But we are advocating that people first think local - look first for local and locally owned sources of the things they need and want - to maximize the impact of their daily actions and purchasing decisions.

A Local First campaign educates consumers about the economic and social advantages that independent and local businesses bring to a community.

The goal is to create a thriving local economy by maximizing the potential of local businesses, and transferring market share (business, government, and consumer purchases) from non-locally owned businesses to local independently owned businesses.

One of the greatest things an individual can do to support his or her local community is to patronize its locally owned businesses. Compared to their national competitors, local independent businesses recycle more money back into the local economy and give greater support to a community's nonprofit and civic needs. They are better positioned to respond to the special needs of the community, and they are more tied to the community's future. Additionally, unlike a homogenized Anyplace, USA, a community with vibrant independent businesses retains its unique character as a great place to live and visit. In promoting a Local First campaign, a community supports a thriving local economy and its way of life.

From Local First Campaigns  
Courtesy of the Business Alliance  
For Local Living Economies

# Frequently Asked Questions

**WHAT IS THE OBJECTIVE OF THIS PROGRAM?** Our primary objective is to encourage Nevada County Foothill residents and visitors to Think Local when they are considering where to make purchases, to Buy Local whenever possible, and Be Local by supporting businesses and enterprises that make the Foothills unique.

**WHO IS BEING TARGETED?** The target market is comprised of shoppers who want to keep communities livable to continue to buy the variety of products and services by independent locally owned businesses.

**WHAT IS THE BENEFIT TO OUR AUDIENCE?** Research has shown that the most compelling and motivating reason for shopping locally has generally focused on retaining the unique and special character of our Nevada County Foothills towns. Research also shows non-profits receive greater support from local businesses, significantly more money will re-circulate within the Foothills, and locally owned businesses have deeper community roots. When enterprises are locally rooted, human-scale, and owned by local community members, there is a natural incentive for all concerned to take human and community needs and interests into account.

**WHY DOES THE PROGRAM GO BEYOND RETAIL?** In addition to a focus in retail, Think Local First focuses in the areas of retail, agriculture, arts and music, community capital, energy, land use, manufacturing and waste management, energy. We see these focus areas deeply interconnected in creating resilient, diverse local economies based on goals of economic prosperity, environmental quality, and community vitality.

**WHAT STUDIES HAVE BEEN DONE TO SHOW THE EFFECTIVENESS OF THINK LOCAL FIRST?** The "Think Local" Impact in Bellingham Study shows 58% of Local Citizens Are "Thinking Local First" More Often, Nov. 2006, by Applied Research Northwest. Bellingham-area residents are not only aware of local BALLE network Sustainable Connections' Local First program, but also are making significant changes in their purchasing behavior because of it. The lead researcher says, "To have nearly 3 in 5 households attributing a behavior change to this program shows an amazing impact."

# Member Benefits

## **Think Local First Business Member - \$100:**

- Think Local First Window Decal – to be displayed by members to create a brand for locally-owned, independent businesses throughout the Nevada County Foothills
- Free marketing collateral including a “Thank you for shopping local” bookmark/ card template, tips and other employee training material
- Use the Think Local First name and logo for your business cards, shelf tags, advertisements, websites, and fleet vehicles
- Listing in our Member Directory on the website
- Profile on the Think Local First webpage
- Access to the Think Local First network through the website, email forums and events
- Holiday posters and other fresh materials to keep the campaign fresh for your business
- Exposure through local and national media
- Teach, learn, and find support from a community of like-minded local business owners who share your challenges and your vision

**The following members receive all Think Local First Business Member Benefits, plus premium benefits noted below...**

- **Contributing - \$200:** Featured Listing in Member Directory
- **Supporting - \$300:** Featured Rotation on Join & Member Benefits pages (logo/link)
- **Sustaining - \$400:** Premium Rotation on Member Directory Page (logo/link)
- **Patron - \$500+:** Premium Featured Rotation on website home page (story/logo/link)

# Top 10 Reasons

- 1. KEEP OUR COMMUNITY UNIQUE.** Where we shop, where we eat, and where we recreate and have fun—all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place.
- 2. SAVE MONEY.** A marketplace of hundreds of small businesses is the best way to ensure innovation and low prices over the long term.
- 3. NON-PROFITS AND COMMUNITY GROUPS RECEIVE GREATER SUPPORT.** Non-profit organizations and community groups receive three times greater support from smaller locally-owned businesses than they do from large businesses.
- 4. CREATE NEW AND MORE STABLE JOBS.** Small local businesses are the largest employer nationally and provide the most new jobs in the Foothills. Local businesses also create more stable employment.
- 5. REDUCE ENVIRONMENTAL IMPACT.** Save gas by shopping locally. Shopping in town centers reduces sprawl, congestion, habitat loss, and pollution. Locally owned businesses make more local purchases, requiring less transportation of goods.
- 6. MORE MONEY RE-CIRCULATES IN THE LOCAL COMMUNITY.** A dollar spent in an independent locally-owned store is usually spent 6 to 15 times before it leaves the community. These dollars are used to make purchases from other local businesses, service providers and farms, continuing to strengthen the economic base of the community.
- 7. ENCOURAGE LOCAL INVESTMENT.** Local businesses are owned by community members who are likely to remain and continue investing in the community's future
- 8. SUPPORT LOCAL GOVERNMENT.** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services.
- 9. GIVE BUSINESSES A REASON TO LOCATE HERE.** Economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.
- 10. HAVE MORE CHOICES AND BUY WHAT YOU WANT.** A multitude of small businesses, each selecting products based on their own interests and the needs of local customers, guarantees a broader range of product choices.

## Membership Application

- \$100 **Business Member**  
 (\$50 2009 Special Introductory)  
**Patron Business Member**  
 \$500-600-700-800-900-1000  
Circle one  
**Sustaining Business Member**  
 \$400  
**Supporting Business Member**  
 \$300  
**Contributing Business Member**  
 \$200  
 **Other** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title/Position:** \_\_\_\_\_

**Business:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**FAX:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**URL:** \_\_\_\_\_

Make check to: **SCCF** or Sustainable  
Community Connections of the Foothills  
PO Box 941  
Grass Valley, CA 95945  
530-273-3018 (FAX: 530-265-0972)



[www. LocalFirstFoothills.org](http://www.LocalFirstFoothills.org)

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