

Join a powerful campaign to strengthen awareness of the benefits of supporting locally owned, independent businesses.



FAQs

What is the objective of this program?

The primary objective is to encourage 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 Sierra Nevada 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 Sierra Nevada 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 Sierra towns. Research also shows non-profits receive greater support from local businesses, significantly more money will re-circulate within the Sierra Nevada, 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.

What qualifies as a local business?

Many programs throughout the U.S. adhere to the following standards in order for a business to be a part of a Local First program:

- Privately held
- Over 50% ownership lives in region
- No corporate headquarters outside of region
- Ability to make independent decisions regarding name, look, purchasing, and distribution
- Receives no assistance from corporate headquarters with marketing, rent, defining advertising, etc.

How do you define “cooperative marketing” or “peer-to-peer network?”

Let’s get this straight: Think Local First is pro-business not anti-chain. The program is *for* small business because they do not have the opportunities often sought through franchise ownership or corporate-owned chains. This cooperative gives them an advantage to brand their business in a way that only local and independent businesses can.

Retailer/Business Participation – Kits will include:

- Why Buy Local – Key points that you, as a local business owner, can include in your own newsletters, letters to your local newspaper, employee education, displays, etc.
- Logo to include in your own advertising
- Window Decal with logo indicating “Shop here!”
- Tip Sheet: Other great ideas for in-store outreach and participation