



Tom Lafferty,  
Buy Locally Owned Group

# What is the Buy Locally Owned Group?

- Non profit organization of locally owned businesses
- Positive and Proactive program designed to promote locally owned businesses in Quinte area



# How did we start

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- Recognized need for local independent business association – sent letters to local businesses in August 2004
  - 40 local owners at the first meeting! Now have 80 members
  - Eight member board of directors
  - Funding from Trenval
  - Designed logo, radio and print ads and point of sale material
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# What is required by member businesses?

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- Monthly fee, commitment of minimum of 12 months
  - Must support other member businesses as part of their buying habits
  - Each member receives point of sale kit with decals, in store display material, stickers for invoices, envelopes, etc
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# Our message

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- Message to the public – “support us so we can support you”
  - Radio, print and bus advertising to get the message out
  - [www.buylocallyowned.net](http://www.buylocallyowned.net)
  - Membership growing – 80 locally owned businesses including independents and franchises
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# BLOG Accomplishments

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- Raised awareness of the issue!
  - Nominated “business of the year” by Quinte Business Achievement Awards
  - Article written about us in National trade magazine
  - Sponsored local teams and local projects
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# Our message to the municipality

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- “Buy Local” message also to the municipal government – local purchasing
  - Makes financial sense to reinvest tax \$ into own community and support local businesses that pay tax locally
  - By doing business with neighbours, we build a web of personal and economic relationships that are essential to community
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# Our message to the municipality

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- Independents employ an array of local supporting services
- Dollars spent locally create multiplier 3X that of a chain
- Locally owned businesses make each city or town unique



# The trends are dismal

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- Independents are closing
  - However, increasing numbers of people wanted to protect their communities
  - Buy Locally Owned Group of Independent Businesses provides model for strengthening local business and building strong communities
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# Big Box Sprawl Problems

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- Disinvestments from core areas leading to need for public support for revitalization
  - Impact on land values
  - Inefficient land use pattern
  - Impacts visual character of local communities and destroys sense of place and community cohesiveness
  - Environmental impacts
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# What communities can do

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- Look at land use policies and regulations
- Consider a “local first” purchasing plan
- Adopt new rules to support the homegrown economy – building mix, infill,
- Facts show that locally owned businesses provide economic benefits



# We have made an impact

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- The Buy Locally Owned Group has made an impact in Belleville and Quinte
- Interest from other communities
- Part of a movement – neighbour helping neighbour
- Think about it – Everybody wins!

