

HOW WE WERE FORMED

Buy Local Greater Kalamazoo grew out of an interest on the part of local business owners and consumers to distinguish businesses that support the local economy. Our unique community of local businesses enhance the character and integrity of the greater Kalamazoo area.

MISSION

To build awareness of the benefits of supporting local independent businesses.

GUIDING PRINCIPLES

- The welfare of a community relies on the health of the local economy.
- Independent business is the foundation for a successful, thriving local economy.
- Alliances among independent businesses yield new opportunities and are at the root of economic growth and development.

STRATEGIC OBJECTIVES

- To increase the purchase of locally produced products, supplies and services by businesses and local residents.
- To educate local residents on the benefits of purchasing local products and services.
- To direct capital toward local financial institutions and businesses that are committed to building a more inclusive and healthy economy.
- To create educational materials, forums and other means to increase, promote and improve local independent businesses.
- To develop a diverse network of entrepreneurs, non-profit and community members committed to our mission.
- To support economic development through key initiatives.

GET INVOLVED

Buy Local Greater Kalamazoo is a volunteer-run organization, with strong support from a variety of locally owned, independent business owners, managers and community members. Please consider investing some time and energy to support your organization.

Buy Local is a grassroots campaign designed to educate consumers to:

- **Think Local** when considering where to make purchases.
- **Buy Local** whenever possible.
- **Be Local** by supporting businesses unique to our community.

MEMBER BENEFITS

Buy Local Greater Kalamazoo offers its members a multitude of benefits to help locally owned independent businesses and the community flourish:

- Co-op Advertising opportunities and joint advertising initiatives.
- Member Directory - published twice a year and distributed to all members and at community events.
- Interactive web site featuring Buy Local members and a link to your local business web site.
- Network with other locally owned businesses and be a part of the collective voice of greater Kalamazoo's Independent Businesses.
- Publicize your local business through participation at Buy Local Greater Kalamazoo special promotions and community events.
- Buy Local Greater Kalamazoo promotional materials.
- Members Only discounts and promotions offered by Buy Local Greater Kalamazoo business members.

buy local

GREATER KALAMAZOO

Your Voice for Independent
Business in the Kalamazoo Area

www.BuyLocalKalamazoo.org



info@BuyLocalKalamazoo.org



Because Community Matters.™

Membership Application

Business: _____

Mailing address: _____

Business Phone: _____

Business Fax: _____

Contact: _____

E-mail: _____

Web address: _____

Business Category: _____

of employees: _____

Description: _____

You will have the opportunity to offer a "Members Only" promotion or discount when your membership is approved and you are added to the on-line database.

Make checks payable to Buy Local Greater Kalamazoo and mail check and completed form to:

Buy Local Greater Kalamazoo
2411 Parkview
Kalamazoo, Michigan 49008.

Credit Cards accepted only on-line through PayPal.

HOW IT WORKS

When local business owners and residents purchase services and supplies locally, the economic benefits affect us all.



GUIDELINES

Business Members must be able to answer YES to each of the following questions:

- Is your business privately held? (not publicly traded) (yes or no)
- Is your primary place of business located in the Greater Kalamazoo area with no corporate or national headquarters outside this area? (yes or no)
- Can your business make independent decisions regarding the name and look of your business, as well as business purchasing, practices and distribution? (yes or no)
- Do you pay your own marketing, rent and other business expenses without assistance from, or payment to, a corporate headquarters? (yes or no)

Business Membership Rate:

- \$120 per year
- \$60 for 2nd location or business

Community Support Memberships Welcome

For more information, visit our web site:

www.BuyLocalKalamazoo.org

WHY BUY LOCALLY?

Choices!

A multitude of independent businesses catering to their individual clientele creates a greater choice for all of us.

Our Future!

Because you'll be living with the results! Every dollar you spend decides what your community will become.

Memories!

Remember a favorite business from the past? What did you like about it? Was it locally owned?

Giving Back!

Indies donate more than twice as much per sales dollar to local non-profits, events, and teams.

Jobs!

Locally-owned businesses employ local printers, accountants, wholesalers, farms, etc., expanding opportunities for local entrepreneurs.

Good Neighbors!

Independent businesses are a foundation of our community's social, cultural and economic health.

Affiliated with:



American Independent Business Alliance AMIBA.net