

# Kirkland's Buy Local Program



**JUNE 2009 LAUNCH**

# General Info



- **Buy Local Programs keep money circulating in the community.**
  - Out of \$100 spent at national retail chain, \$43 stay within the community.
  - Out of \$100 spent at a locally owned business, \$68 are reinvested in the community.

# Kirkland Buy Local Objectives



- **Keep Kirkland money in Kirkland**
- **Provide tools to businesses and consumers**
- **Strengthen our business community**
- **Accessible to all businesses and residents**
- **Decrease carbon footprint by driving less to access goods**
- **Sustainable over the long term**
  - **Flexible, with the capacity for expansion**

# Buy Local for Kirkland



- **Two main components:**
  - **Website**
    - ✦ Directory
    - ✦ Portal for other info, discounts, etc
  - **Community Building**
    - ✦ Led by business community
    - ✦ Supported by residents

# Website Example: Boulder, CO



The screenshot shows the BIBA website with a blue header bar containing the title "BIBA : Boulder Independent Business Alliance - The City of Kirkland - City Manager's Office". Below the header is a navigation menu with items like "Why BIBA?", "Benefits", "Member Business", "Coupon Book", "Events", "Newsletter", and "Contact". A search bar for the "Member Directory" is visible. The main content area features a large image of a storefront for "NIWOT RENTAL & FEED" and a text block describing BIBA as a grassroots collaborative organization. A sidebar on the right lists "Benefactors" (including "Colorado's favorite store! meguckin hardware"), "Sustainers" (including "indra's net"), and "Advocates" (including "Boulder Community Hospital"). A "Local Business Spotlight" section highlights "Indra's Net: Boulder County's Original ISP". At the bottom, there is an "Events calendar" section for "Wednesday, January 14, 2009" and a Windows taskbar at the very bottom.

Directory and Business Database

Access to promotional discounts and benefits

Advertising space for businesses

Events calendar

Highlight Business of the Month

# Community : Bellingham, WA



The screenshot shows a web browser window displaying the Sustainable Connections website. The browser's address bar shows the URL <http://sconnect.org/>. The website header features the Sustainable Connections logo and a navigation menu with links for Home, About, Membership, BusinessDevelopment, ThinkLocal, GreenBuilding, Food&Farming, and Energy. The main content area is divided into three columns. The left column is titled 'Green Building' and contains a section for 'GREEN BUILDING & Smart Growth' with the text: 'Promoting healthy, durable, efficient, and environmentally responsible places to live, play and work.' Below this is a section for 'Sustainable Business Development' with the text: 'Building the number and prosperity of local businesses that creatively address environmental and societal challenges.' The middle column is titled 'Food & Farming' and contains a section for 'FOOD & FARMING' with the text: 'Supporting and building a sustainable local food system in NW Washington.' Below this is a section for 'Think Local' with the text: 'Increasing awareness about the personal, community and economic benefits of choosing local, independently owned businesses FIRST.' The right column is titled 'Welcome!' and contains the text: '... to our non-profit membership organization of 600+ NW Washington business and community leaders working to transform and model an economy built on sustainable practices. We envision business practices that lead to **Strong Community, Healthy Environment, Meaningful Employment, and Buying Local First** as commonplace in our region and a model for the rest of the world.' Below this text are links for 'Contact Us', 'Join', and 'Search Businesses'. At the bottom of the right column is a section for 'Events Calendar' with a link to '>>VIEW ALL UPCOMING EVENTS<<'. The browser's taskbar at the bottom shows the start button and several open applications, including 'Inbox - Microsoft O...', 'power point outline ...', 'My Documents', 'Microsoft PowerPoi...', and 'Sustainable Connec...'. The system clock shows the time as 4:46 PM.

Resources on hot topics

Shared vision that translates to customer base

# Timeline



- **DECEMBER**- Hired firms
  - Web Collective and Purple Duck Marketing
- **JANUARY**- Start work
- **FEBRUARY**- Graphic design complete, public outreach and input gathering commences
- **MARCH**- Info from public onto website
- **APRIL**- Test versions of website
- **MAY**- Launch program and site

# Getting Involved



- **Participation in focus groups**
- **Becoming a member and updating your information online**
- **Stewardship of Buy Local Program once launched**
- **Any suggestions or input to Ellen or myself are always welcome!**

## Sources for more Information



- For more info on economic impacts of buy local programs, see:  
<http://www.buylocalberkeley.com/node/36#impacts>
- For more info on Bellingham's program, see :  
<http://sconnect.org/>
- For general info on buy local programs, see:  
Business Alliance for Local Living Economies  
[www.livingeconomies.org/](http://www.livingeconomies.org/)

# Discussion



- **Questions? Comments?**