



Become actively involved in our local economic recovery program and help us...

Contact Us:

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www.BuyLocalLincolnCounty.org

Keep the GREEN
in Lincoln County

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About Us:

Formed on January 8, 2009, the *Buy Local Lincoln County Association* was created with the intent of spreading the message of why buying local is so important. The Board of Directors is comprised of eleven elected members from throughout the county.

Our mission:

- 1) To help Lincoln County residents understand the power of their spending dollar and its impact on the local economy.
- 2) To help drive more sales to Lincoln County businesses by encouraging them to become more local-consumer-friendly.

Our Association is not “anti-chain-store-spending,” we are “pro-Lincoln-County-spending.” Rather than spend your money online or across the county-line, we want you to spend it here whenever possible. Locally-owned businesses give you a bigger bang-for-the-buck economically, but chain store businesses inside Lincoln County help our economy too. We encourage you to support all our businesses.”

By working together we can make a difference for everyone in Lincoln County. When we all make a small adjustment in our traditional spending habits, it makes a tremendous impact on our economy.

The Multiplier Effect

The more times a dollar circulates within our county, and the faster it circulates without leaving, the more income, wealth, and jobs, it creates.

Did You Know?

According to the 2000 U.S. Census, Lincoln County had **19,296** households with the medium income of **\$32,769** per household. Based on a 2005 Gallop Poll spending formula, each family would have approximately **\$5,348** for “discretionary” spending!

On average, if every household in Lincoln County made a **10% local shift** in their discretionary spending (groceries, dining out, clothing, recreation and entertainment) it would only add up to **\$44.57** per month.

If every household in Lincoln county made a 10% local shift in their discretionary spending it would add over **\$10 million** into our local economy. That shift in spending would create nearly **\$4 million** in additional wages resulting in **120 jobs** (new or retained) averaging **\$33,000** per job.

Each year more than **\$30 million** leaves Lincoln County through shopping on the Internet, catalogs, TV shopping channels, and infomercials. We have no way of knowing how much leaves our local economy by simply driving across the county line.

According to the research firm Civic Economics, for every \$1.00 spent at a locally-owned business, **68¢** stays in the community. For every \$1.00 spent at a non-locally-owned business **43¢!**

The number of times a dollar circulates throughout our county and the amount of additional spending it leverages is entirely up to **YOU** and how and where **YOU** spent it!

Four Types of Members

As a Business Member:

Join the Buy Local Lincoln County Association: When your business joins for \$25, you will automatically be included on our website. You will get:

- 250 word description/profile of your business.
- One digital graphic such as a logo.
- Your contact information and a link to your own website.
- An embedded, zoomable Google map to help locate your business. (You may opt in or out.)
- Ten key words to help distinguish your service/products in a Google search.
- One free information update per year.

Offer Local Incentives: We encourage all of our Business Members to go out of their way to be “local-consumer-friendly.” When the word gets out, customers come in. For those businesses that do offer an incentive, it will be posted on their page. This incentive will be offered to only the **Individual** and **Family Members** of the association.

Tier 2—Business Membership: If you would like more graphics to show on your page, consider joining this second level for an additional **\$25**. You will receive 10 digital graphics and up to 50 words to describe each one. This membership is great for artists and other businesses when photos can make all the difference!

As an Individual Member:

Join the Buy Local Lincoln County Association: When you join for \$25, you will be helping our local economic recovery program and helping yourself as well. When you join, you will receive a *membership card* and your choice of either a *lapel pin* or *keychain tag*. All three items will display our *Buy Local Lincoln County Association* logo. When you show the logo to a **Business Member** of the association, you will be recognized as a BLLCA member.



As a Family Member:

Join the Buy Local Lincoln County Association: When the first member of the family joins for \$25, they will be helping our local economic recovery program and helping themselves as well. Additional members of the family can join for \$10 per person. Each dues-paying person in the family will receive a *membership card* and your choice of either a *lapel pin* or *keychain tag*. All three items will display our *Buy Local Lincoln County Association* logo. When a person shows the logo to a **Business Member** of the association, you will be recognized as a BLLCA member.



Family Definition: Any individuals living at the same residence, using the same home address for at least six months of the year. Family members may be related, but it is not required.

Keep the GREEN in Lincoln County

As an Organizational Member:

Join the Buy Local Lincoln County Association: When your organization joins for \$25, you will automatically be included on our website. You will get:

- 250 word description/profile of your organization.
- One digital graphic such as a logo.
- Your contact information and a link to your own website.
- An embedded, zoomable Google map to help locate your organization. (You may opt in or out.)
- Ten key words to help distinguish your service/products in a Google search.
- One free information update per year.

Promote an Event: As part of your membership benefits, you will have the opportunity to promote two events per year through the *Buy Local Lincoln County Association* website. By completing an online form with information about your event we will help you get the word out for FREE. We will send an email to our entire membership list announcing the details of your event to help save you printing and mailing costs. As our membership grows, this service will become more and more valuable.

Use BLLCA as Your Own Fundraiser: If your organization is looking for a fundraising opportunity, consider becoming a *Buy Local Lincoln County Association* membership recruiter. By driving potential **Individual, Family** and **Business Members** to our website, they can select your organization on the “*Referred By*” drop-down menu. When they join for \$25, your organization will receive \$5 for helping recruit them. It’s a great way to help strengthen the local economy and raise funds for your organization at the same time.

Local Incentives

Means Everyone Wins!

When businesses are “local-consumer-friendly” local buyers show their support. When local shoppers make an extra effort to keep their spending in the community, businesses and our entire county benefits. It’s a win-win-win situation for all of Lincoln County.

Offer Local Incentives: We encourage all of our *Buy Local Lincoln County Association* **Business Members** to offer incentives. For those businesses that do offer incentives, it will be posted on their page of our website and will be for the exclusive use of our **Individual** and **Family Members**. When they wear their *Buy Local* lapel pin or show their *Buy Local* keychain tag or membership card, businesses will know they are a member. That means they will be eligible for your incentive. It will be up to each individual business to decide whether or not to offer incentives. Examples might include: a bonus gift for a purchase over a certain amount, eligibility for a free drawing when you make a purchase, matching prices in the Willamette Valley, special “local” hour sales, 2-for-1 items, special discounts and more.

You can become part of our local economy recovery program every time you make a purchase. Help us “Keep the GREEN in Lincoln County.”

