

We Know the Impacts of Your Business On Our Communities & Our Economy— But Does the Public?

Toot Your Own Horn With Monadnock Buy Local

Significantly more money re-circulates when purchases are made at locally-owned, rather than nationally-owned, businesses: Locally owned businesses tend to purchase from other local businesses, service providers and farms.

Most new jobs are provided by locally-owned businesses: Small local businesses are the largest employer nationally.

Our one-of-a-kind businesses are an integral part of our distinctive character: Our unique local character is what brought us here and will keep us here.

Local business owners invest in community: Local businesses are owned by people who live locally, and are more invested in the community's future.

Competition and diversity leads to more choices: A multitude of small businesses, each selecting products based on the needs of their local customers and not on a national sales plan, guarantees a much broader range of product choices.

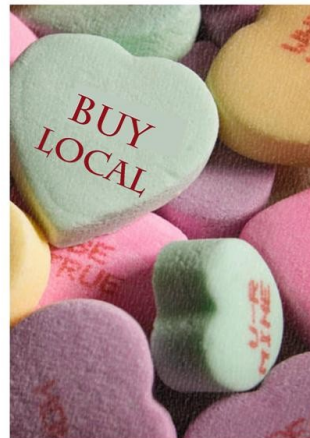
Reduced environmental impact: Shopping at locally-owned businesses is more energy efficient. Locally-owned businesses make more local purchases thus reducing their transportation costs.

Public benefits far outweigh public costs: Local businesses require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

Encourages investment in our community: A growing body of economic research shows that entrepreneurs and skilled workers are more likely to settle in communities that preserve their one-of-a-kind businesses and distinctive character.

Non-profits receive greater support: Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.

Adapted from Cambridge Local First Toolkit



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<http://monadnocklocal.com>



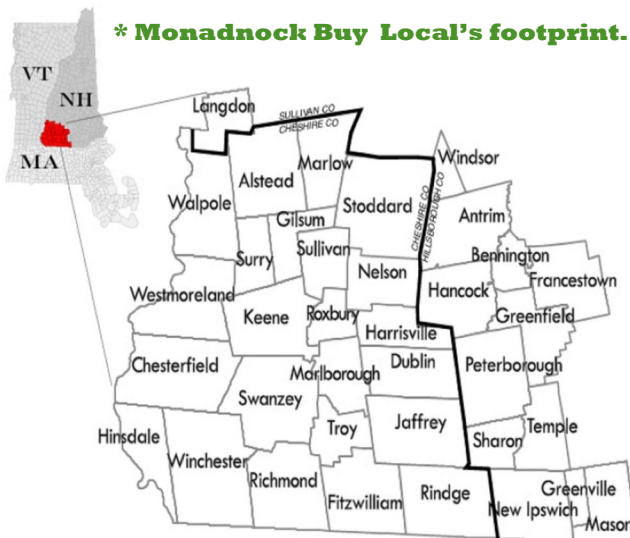
TOGETHER,
Locally owned & independent businesses, organizations & citizens building a stronger local economy & more vibrant community.

JOIN TODAY!

What Are the Benefits of Joining MBL?

Monadnock Buy Local Membership means your business is:

- Listed in the annual **Monadnock Buy Local Directory** published each summer.
- Eligible to place an advertisement in **Monadnock Buy Local Directory**.
- Invited to participate in community campaigns such as Plaid Friday and Shift Your Shopping.
- Cross-promoted through MBL's on-line social networks including our website, Facebook Fanpage and Twitter Profile.



Strength in Numbers: Monadnock Buy Local

Locally-owned and independent businesses throughout our region are invited to come together and join **Monadnock Buy Local**.

Can my business join?

In order to qualify for membership you must be able to say yes to all the statement below:

- My business is independent and privately held (not publicly traded).
- The business is located in our community* and 50% or more of the business ownership live within a reasonable proximity to the MBL footprint or in our state more than half of the year.
- My business is based locally and has no corporate or national headquarters outside the state.
- My business can make independent decision regarding the name and look of the business, as well as all business purchasing practices and distribution.
- My business pays all marketing, rent, and other business expenses without assistance from a corporate headquarters.

What is the cost?

Membership fees start at \$100 for one year.

For every \$100 spent at a locally-owned and independent business, \$64 dollars stays in the community, and it's roughly half that when \$100 is spent at a non-locally-owned business.

JOIN NOW!

Detach this form & mail to:

Monadnock Buy Local,
25 Roxbury Street– Suite C, Keene, NH 03431
PLEASE MAKE YOUR CHECK OUT TO:
Monadnock Buy Local

Please complete the following:

Name: _____

Business: _____

Address: _____

Phone: _____

Email: _____

Web Address: _____

Type of Business: _____

Products: _____

This business employs (FT equivalent): _____

- This business is qualified for membership. (I was able to say yes to all 5 statements.)
- I enclose my annual membership fee. I would like to join at this level:
 - Founding Members:**
 - \$500—Sustaining Member
 - \$250—Founding Member
 - General Member:**
 - \$100 (one year membership)
- I am interested in learning more about placing an ad in the MBL Directory.