

A RESOLUTION ACCEPTING THE REPORT FROM THE
LOCAL LIVING ECONOMY TASK FORCE

Resolution No. 94/2008-09

WHEREAS, on March 18, 2008 the Board of Aldermen created the Local Living Economy Task force (LLETf), with the mission of supporting the Board of Aldermen's desire to help Carrboro to achieve a locally owned, operated, and supported economy; and

WHEREAS, the LLETf is to aid the Board of Aldermen in achieving that goal; and

WHEREAS, the LLETf has met and discussed issues relative to helping Carrboro to achieve a locally owned, operated, and supported economy and prepared a report and is now prepared to share that report with the Board of Aldermen;

NOW, THEREFORE, THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO
RESOLVES:

Section 1. The Board accepts the report from the Local Living Economy Task Force and the LLETf will continue working on the charge from the Board of Aldermen and will provide another report prior to completing the work.

Section 2. This resolution shall become effective upon adoption.

Local Living Economy Task Force

Method

- Using Michael Schuman's book
 - Task force members assigned topics
 - Entrepreneurs
 - Consumers
 - Policymakers
 - Community Builders
 - Investors

Method

- Using Michael Schuman's book
 - Task force members assigned topics
 - Entrepreneurs
 - Consumers

Entrepreneurs

- Creation of coalition of local businesses
BALLE
- Provide list of available resources for businesses
- Creation of business directory
- Questionnaire sent to businesses

Why Buy Local?

- **You kept dollars in our local economy.**
For every \$100 you spend at a locally owned business, \$68 stays in our community. Spend that same \$100 spent at a chain store and only \$43 stays local.
- **You embraced Carrboro's distinctive character.**
One-of-a-kind businesses are a big part of our town's distinctive character.
- **You supported local job creation.**
Local businesses are the largest employer nationally, and create more and high-paying jobs in our community.
- **You helped the environment.**
Shopping closer to home and buying local products conserves energy and resources in the form of fuel and packaging.
- **You nurtured our community.**
Many of Carrboro's local businesses donate dollars, time and other resources to our local government, schools, churches and other non-profit agencies. These organizations receive an average 350% more support from local business than from non-local businesses.
- **You conserved tax dollars.**
Buying local instead of online or outside the County ensures that sales taxes are reinvested locally.
- **You created more choice for consumers.**
Supporting locally owned businesses sustains a variety of offerings catering to many different tastes.
- **You took advantage of local expertise.**
Customer service is better in local businesses because they are owned by people who know our community, are less likely to leave it, and are more invested your satisfaction and success.
- **You supported local entrepreneurs.**
Carrboro's entrepreneurial ventures are engines for job growth, and the foundation of a strong, diversified and sustainable economy.
- **You contributed to Carrboro's reputation as a destination.**
Our unique venues like the Farmer's Market, The Arts Center and Cat's Cradle depend on your support.

Entrepreneurs

- BALLE Carrboro
- Business Alliance for Local Living Economies
 - Access to resources
 - Materials
 - Guidance from regional coordinator
 - 3 meetings so far
 - - Access to resources
 - Materials

Entrepreneurs

- List of Business Resources
 - Includes:
 - Revolving Fund
 - Business resource guide (accountants, Taxes, finance, NC Depart of Commerce, Insurance, legal Licenses, Permits, SBTDC, Score, vacant Properties, etc.)
 - Disseminated on the Town Web site

Entrepreneurs

- Business Directory
 - The Directory update is complete
 - Upon final review by the LLE the new directory will be placed on the Town Web site
 - Ongoing maintenance of the directory will be required because businesses open and close

Entrepreneurs

- Questionnaire sent to businesses
 - # of surveys sent 68
 - # of businesses reached 50
 - # of respondents 19 (38% of businesses reached responded)
 - The next survey will be sent using updated directory
 - Measured interest in Town sponsored business workshop (positive)

Consumers

- Educational campaigns on reasons to buy local
- Pilot educational campaigns on local business sectors
- Local Living Economy Kick-off
- An Honor Junk Event

Consumers

- Educational campaign on reasons to buy local
 - Tie-in to economic crisis, info on benefits of shopping local
 - Methods of communication, time, materials
 - Town's role: Support networks activities, coordination with other entities

Consumers

- Pilot educational campaigns on local business sectors, including:
 - Heal Local (healing arts, medical, pharma)
 - Thanks for Eating Local (restaurants)
 - Local Auto Services (repair/body shops)

Consumers

- Pilot educational campaigns on local business sectors
 - Town Role: Support network activities by:
 - Coordinating with other entities (visitors bureau),
 - Provide funding (advertising)
 - tech support (database mgt.)

Consumers

- Local Living Economy Kick-off Event
 - First of an ongoing series to engage citizens in local economy
 - Town's role:
 - Organize first event.
 - Ongoing: Support promotion of events. Coordinate with other town events.

Consumers

- Honor Junk
 - An event to encourage reuse, recycling, repairing and reselling in league with Really Really Free Market and ReCYCLERY
 - Town's role:
 - Be the primary organizer and promoter since it has a vested interest in lowering volume of landfill deposits.

Local Living Economy Task Force

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