



Welcome!

Thank you for joining Livingston Buy Local and helping to keep Livingston the great independent community we all love!

Our goal is to make “locally owned” something that residents, visitors, businesses, and nonprofit organizations consider when deciding where to shop, eat out, and obtain services. Enclosed in this packet, you will find more information about the campaign, our mission, and activities.

Here are a few ways you can help make the campaign a success and maximize its benefits for your business:

- Check your listing in our online directory at livingstonbuylocal.com for accuracy.
- Communicate the Buy Local message by prominently displaying campaign materials, using the logo in your ads, linking to livingstonbuylocal.com on your website, connecting with us on Facebook, following us on Twitter and talking to your employees, customers, and friends about the importance of independent businesses.
- Post stories, specials, events and more on our blog and Facebook page.
- Encourage at least one other business to join -- perhaps a supplier, client, neighboring business, or a store, restaurant, or service provider that you love. See the enclosed referral letter for an easy way to reach out and help grow this campaign.

You can find more ideas for promoting Buy Local, as well as information on the economic, environmental, and community benefits of locally owned businesses, in the enclosed materials and on our web site.

Thank you again for your support. We always welcome your feedback, questions and suggestions. Please reach us at info@livingstonbuylocal.com.





Referral Letter

Dear Fellow Business Owner,

I am a member of Livingston Buy Local and am writing to encourage you to consider joining the campaign. Local, independent businesses are a crucial component of a healthy economy. By supporting one another, we can help Livingston remain vibrant and unique, and ensure that it continues to be a city where independent entrepreneurs can succeed.

Livingston Buy Local, with the support of Vision Livingston, a local non-profit organization, is dedicated to supporting locally owned, independent businesses in Livingston.

The benefits of membership include a listing for your business in the Livingston Buy Local online directory at livingstonbuylocal.com, exposure through blog posts and opportunities to post your own stories, a strong social media presence including Facebook postings and representation on Twitter.

You will also be able to use the Buy Local logo in your advertising and promotions, including a Buy Local sticker for your door, and you'll receive a variety of materials to communicate the benefits of locally owned businesses to your customers. You will be invited to attend Buy Local events throughout the year.

Most important, you'll belong to a network of businesses, non-profits, and individuals who care about Livingston and the local businesses that make it unique. And best of all, it is free!

I hope that you will join me in becoming a member of Livingston Buy Local. You can find a membership application and much more information online at www.livingstonbuylocal.com.

Sincerely,



124 S Main St • Livingston, MT • 59047
info@livingstonbuylocal.com • www.livingstonbuylocal.com



About Livingston Buy Local

What is the organization's mission?

We aim to inform citizens of the values provided by community-based businesses and to remind citizens about the importance of local businesses to the Livingston economy, culture and social fabric. Livingston Buy Local assists in group branding, promotion and advertising in order to elevate the collective profile of locally owned businesses. Livingston Buy Local helps to create strong relationships between the community members, local government, and the media to inform local decision-making and give a voice to the locally owned independent business community.

What businesses are eligible to join?

Currently the Livingston Buy Local Campaign is exclusively focused on businesses located in and around the city of Livingston. Proprietors of businesses located elsewhere are encouraged to contact us to learn more about this initiative and how they can start similar campaigns in their area. To participate in Livingston Buy Local, a business or organization must be locally owned and independent.





What You Can Do To Help This Campaign Succeed

Display Buy Local Campaign Materials Prominently in Your Business

The more people learn and the more they see and hear the Livingston Buy Local message, the greater the impact of this campaign and the more it will influence purchasing choices. Member businesses are provided with a window decal, a fact sheet, stickers for shopping bags/customers, bumper stickers, and permission to use the Livingston Buy Local logo in their own advertising.

Learn More about Why Supporting Locally Owned Businesses Matters

The more you know about the well-documented economic, community, environmental, and customer benefits of locally owned businesses, the better you'll be able to articulate the case for choosing locally owned. Please see the enclosed fact sheet for a brief overview (feel free to copy and distribute this to customers, employees, and other business owners). Visit the "Why Buy Local?" section of our website at www.livingstonbuylocal.com for more detailed information, including studies, articles, and books.

Talk to Your Customers

Take the opportunity to talk to your customers about the importance of local businesses and the challenges they face. Encourage people to visit our website for more information.

Educate Your Employees

Talk with your employees about the Livingston Buy Local campaign so they will be better equipped to answer customers' questions and communicate the message.

Recruit Other Locally Owned Business

Please talk with other business owners about this campaign and encourage them to become members. We can use all the help we can get to reach every locally owned, independent business in Livingston.

Source Goods and Services from Locally Owned Businesses

Examine your list of vendors and look for opportunities to shift your purchasing from non-local to local suppliers.

Spread the Word

Help spread the word by writing letters to newspapers and other local media, mentioning Livingston Buy Local in your newsletter and on your web site (and linking to our site), and encouraging community and non-profit groups you are involved with to include information about Livingston Buy Local in their newsletters and to join the campaign as well.

Be Active in our Social Media Campaign

Contribute interesting entries to our blog and our Facebook Page. Become a fan of Livingston Buy Local on Facebook and add our page to your page's favorites. Follow us on Twitter. Keep us informed of specials and events that we can post on Facebook and Twitter for you.

Give Local

Consider sponsoring and donating to local charities and non-profits, in addition to national and international non-profits you might already support. By donating locally, you and your community will receive many of the same economic and social benefits as when you buy local goods and services.





10 Reasons to Buy Local

- 1. Support yourself:** Several studies have shown that when you shop an independent, locally owned business for goods and services, rather than a nationally owned businesses, significantly more of your money is used to make purchases from other local businesses, service providers and farms — continuing to strengthen the economic base of the community.
- 2. Support community groups:** Non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.
- 3. Keep Livingston unique:** Where we shop, where we eat and have fun — all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place. Our tourism businesses also benefit. “When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace.” ~ Richard Moe, President, National Historic Preservation Trust
- 4. Reduce environmental impact:** Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.
- 5. Create more good jobs:** Small local businesses are the largest employer nationally and in our community, provide the most jobs to residents.
- 6. Get better service:** Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know customers.
- 7. Invest in community:** Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community’s future.
- 8. Put your taxes to good use:** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.
- 9. Buy what you want, not what someone wants you to buy:** A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.
- 10. Encourage local prosperity:** A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.





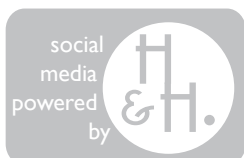
Press Release

June 1, 2010

LIVINGSTON, MT: Vision Livingston in partnership with local contributors is launching a campaign called Livingston Buy Local. This effort is designed to encourage citizens to keep their dollars within the community. The focus of the campaign is to inform community members about the economic and cultural benefits of buying local. Livingston Buy Local firmly believes that buying locally helps to keep Livingston unique, reduces environmental impact, creates more jobs, and encourages local success. The focus will be Livingston and the surrounding areas.

The campaign will include the distribution of Livingston Buy Local window decals, stickers, bumper stickers, posters, and fact sheets regarding the influence that spending money in locally owned and operated businesses has on the community's economic prosperity. Livingston Buy Local will have a multifaceted internet presence including a website and an active social media marketing campaign which will utilize Facebook and Twitter to the benefit of all participating businesses. The website operates largely as a free directory of local goods and services and will be a reliable resource of information about community events, featuring user-submitted content and allowing anyone in Livingston to share news and photos. Additionally, there will be a prominent billboard representing the campaign.

The online directory, social media presence and starter pack of materials are free to all business-owners and service-providers who want to participate. In the coming weeks, representatives of the organization will be traveling door-to-door in an effort to distribute materials and add local businesses to the directory. For more information about the buy local effort, please email info@livingstonbuylocal.com.



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Authorization to Use Livingston Buy Local Logo

- a. **Permission to Identify.** Livingston Buy Local grants locally owned, independent businesses and local independent nonprofit organizations a limited, nonexclusive, nonassignable and non-transferable license to use the BUY LIVINGSTON BUY LOCAL logo (“Logo”) only as prescribed. Licensee agrees that Licensee will not otherwise use, copy, reproduce, or alter the Logo in any manner. Nothing in this agreement, or in the Licensee’s use of these marks may be construed as granting Licensee any right whatsoever in the Logo, or in any similar logo, beyond the right granted in this Agreement. Livingston Buy Local may rescind this License at any time that Livingston Buy Local, in its sole discretion, determines that the Licensee is misusing the Logo.
- b. **Advertising.** Licensee may display the Logo without alteration in the formats provided. Licensee is permitted to use the Logo in its advertising, website, and other applications to indicate it is a member of Livingston Buy Local and to promote the campaign’s message.
- c. **Selling.** Licensee is permitted to use the Logo to promote their local and independently owned business in many creative promotional uses, but may not use the Logo on any merchandise intended for re-sale.
- d. **Political campaigns.** Under no circumstances may the Logo be used in a political campaign or in a manner that suggests that Livingston Buy Local is affiliated with a political party, candidate, or issue.
- e. **Indemnification.** Licensee agrees to indemnify fully and hold Livingston Buy Local harmless against any loss, damage, or expense arising out of any misuse of the Logo, or of any violation of the terms and conditions of this Agreement. Licensee also agrees to indemnify fully and hold Livingston Buy Local harmless against any loss, damage or expense, including reasonable attorney’s fees, with respect to all third party claims of any kind, including product liability, arising in connection with its product(s), events or service(s).
- f. **Relationship of Parties.** Licensee is not, and will not represent itself as an agent, representative, partner, joint venture, or employee of Livingston Buy Local, nor can Licensee bind or obligate, or represent that it has any authority to bind or obligate, Livingston Buy Local in any manner or in any thing. Specifically, nothing contained herein shall be construed to create any such employer-employee, joint venture, agency, or partnership relationship between the parties.
- g. **Nothing in this Agreement or in Licensee’s use of the Logo shall confer any endorsement or approval of Licensee’s product(s), event(s), or service(s). Licensee’s use of the Logo is intended only to convey membership in Livingston Buy Local for purposes of furthering the campaign’s objectives.**

