



# 2015 Annual Report



## Increased visibility of locally owned businesses in our region

- Featured 163 independent businesses in our sixth annual Buy Local Guide
- Promoted our online Buy Local directory listing 335 independent businesses

## Organized a campaign to educate the community about the benefits of purchasing from locally owned businesses

- Publicized Indie Impact Study that found locally owned businesses in our region return 4x more money into our local economy compared to chain retailers
- Partnered with Monadnock United Way and Saving Bank of Walpole to highlight the collective giving power of independent businesses
- Inspired over 340 citizens to participate in our annual Plaid Friday Event
- Collected \$62,743 worth of receipts from 327 individuals during our second annual Shift Your Shopping Spree Promotion

## Increased organizational capacity to ensure sustained support for the local economy movement well into the future

- Hired part-time executive director
- Carried out a communications audit to strengthen our marketing efforts
- Revised our mission and vision to forward a local, green and fair economy

## We are:

A regional network of citizens, businesses and organizations that promotes the positive economic and community benefits of spending dollars locally, while supporting programs and policies that forward a local, green and fair economy.

## 2015 Partners

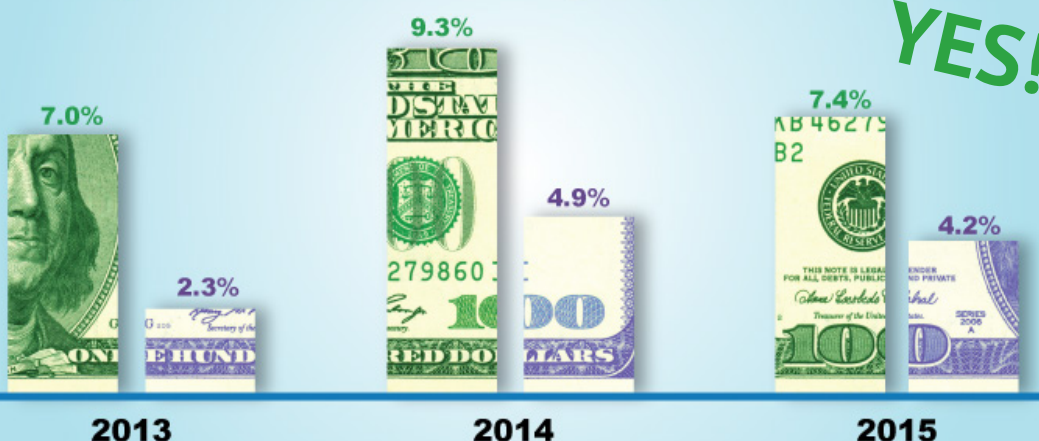


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## Do Buy Independent / Buy Local Campaigns Make a Difference?

Year-to-year sales increases among independent businesses



Green bar: Communities with "Buy Local and Independent" campaigns run by IBAs® / Local First Groups  
Purple bar: No Independent Business Alliance® / Local First Group

Data: Institute for Local Self-Reliance  
Graphic: American Independent Business Alliance  
Large graph: [amiba.net/buy-local-campaigns](http://amiba.net/buy-local-campaigns)



## 2015 Media Sponsors



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