

OUR 2018
Advocacy
PRIORITIES



EXPAND COMMUNITY WELL-BEING

ACTION ITEMS:

- Act as **voice for the local business community**.
- **Educate citizens, media, and policymakers** on the civic, economic and environmental benefits of supporting locally-headquartered businesses.
- Engage in the development of a **Local Food Policy Council**, sharing a platform of support for local agriculture.

KEEP DOLLARS IN THE LOCAL ECONOMY

ACTION ITEMS:

- Raise awareness of the benefits of local businesses through campaigns like **Eat Local Month, Buy Local Month, and Move Your Money** initiatives.
- Reorient state and local **economic development incentives** to support locally-headquartered businesses already invested in our community.
- Advocate for municipalities and institutions to give preference to local businesses in **purchasing practices**.



GROW ENTREPRENEURSHIP AND LOCAL OWNERSHIP

ACTION ITEMS:

- Address **workforce hiring and retention issues** in partnership with other organizations.
- Provide programs including the Good Business Summit and workshops, Growing New Farmers, and Local Works as **infrastructure to support entrepreneurs and industries** that are often ignored by traditional economic development agencies.
- Advocate for **less burdensome regulations** on small, local businesses and a **swifter permitting** process to avoid choking the local businesses that might otherwise be homegrown successes someday.

BUILD LOCAL CHARACTER AND CULTURE

ACTION ITEMS:

- Advocate for **land use planning, zoning, and policy** to help local business thrive including: bike, transit, and pedestrian-oriented improvements; street and façade improvements; and affordable housing and commercial space.
- Pilot a **Formula Business District** that supports the recruitment of unique businesses and ensures our business districts don't become homogenized by chain businesses.
- **Engage local developers** in proactively incorporating local businesses into commercial space and including space that is right-sized and affordable for locals.

