

OUR 2027
Advocacy
PRIORITIES



Shift spending to support local, independent businesses through public education and awareness campaigns on the benefits of buying local.

ACTION ITEM:

- Highly visible consumer campaigns to shift a min. of 10% of spending to local businesses through Buy Local Season (Nov - Dec) and Eat Local Month (April).



Adopt innovative approaches to policy, development, and regulation that level the playing field for local businesses and allow them to thrive, increasing our overall economic resilience.

ACTION ITEMS:

- Create independent business districts through zoning regulation of chain stores or "formula businesses."
- Eliminate red tape for starting or keeping a local business. Examples include eliminating parking minimums in key areas, reforming sign regulations, and increasing availability of smaller footprint, affordable commercial spaces.



Do our part to dismantle systemic racism and address the racial wealth gap through entrepreneur business development and support for BIPOC businesses.

ACTION ITEMS:

- Direct citizen buying power to support Black-owned businesses through public campaigns.
- Support and be a resource for the procurement of goods and services from BIPOC businesses with our network of LLF members.



Re-prioritize investment, incentives, and policy to create a new form of economic development that supports homegrown businesses and returns a greater share of profits back into our local economy, with a priority on BIPOC businesses.

ACTION ITEMS:

- Work with elected officials, financial institutions and the corporate sector to build sustained sources of capital and technical support for BIPOC businesses, beyond the Covid-19 crisis.
- Enforce federal Anti-trust regulation to check the power of Amazon, which uses predatory tactics to gain increasing market share and stifle competitors.



Empower businesses to be a force for good, adopt 'Highroad' practices, and move toward a triple bottom line model of People-Planet-Profit.

ACTION ITEM:

- Share models for Benefit Corporations and 'Highroad' practices at the Good Business Summit and through business workshops.