

November 10, 2010 Approved Recommendation

ESC task defined:

- BOA – Review & report recommendations on BALLE Think Local First Manual
- #1 Recommendation from the Carrboro Local Living Economy Taskforce is to promote and support a Think Local First Campaign
- What role(s) can the town take in supporting a Think Local First Campaign?
 - To help the campaign be successful
 - To help all businesses

ESC Think Local First Campaign Recommendations

1. Yes, the local economy would benefit greatly through a Think Local First Campaign
2. Think local rather than buy local. Include the professionals, doctors, lawyers, architects, pharmacy, restaurants etc. as well as local retail businesses. The campaign could have even more value for the community with a broader scope, with the possibility of incorporating sustainability, green building and local farm efforts.
3. A Think Local First Campaign ideally would be run by local businesses. Unfortunately no current business organization is ready to lead this effort.
4. In its place, the recommendation is for the town to commission a group tasked with planning and implementing a Think Local First Campaign. To get it off the ground successfully, a budget (or some other means) would be needed for a project leader, marketing materials and misc. expenses. Ideally, a current or new business organization can take over this campaign and be funded either through membership or a more permanent form of funding like a development corporation or non-profit.
5. The BALLE (Business Alliance for Local Living Economies) national organization is a good resource and has provided a step by step guide for planning and implementing a Think Local First Campaign. The recommendation is to use the resources and materials from BALLE. If a business organization is results from this effort, it is recommended they become a local BALLE Chapter either by going through the BALLE application process or by joining forces with the current chapter; Localmotive.

ESC Recommendations on How the Town of Carrboro can support a Think Local First Campaign and a Local Living Economy

- Draw on the expertise of the Carrboro Local Living Economy Taskforce to establish a group tasked with creating a Think Local First Campaign.
- Provide funding or determine another means to staff and purchase marketing materials for the campaign.
- Examine and promote Town purchasing policies so that qualified local businesses go after and are awarded town business.
- Examine Town Economic Development and other policies so they support local businesses and in particular, don't favor large non-local businesses.
- Help the various Local Organizations collaborate with each other so all understand and benefit from a Think Local First Campaign.